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Mission Directorate
National Health Mission, Odisha
Department of Health & Family Welfare,
Government of Odisha

Letter No.: OSH&FWS/ 4065
56/14

Date: 17.2.14

From

Smt. Roopa Mishra, IAS
Mission Director, NHM, Odisha

To

All CDMO & District Mission Directors

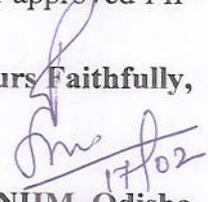
Sub: Branding of MHT Vehicles under RBSK.

Sir,

I am to intimate that Rashtriya Bal Swasthya Karyakram (RBSK) is going to be rolled out in our State shortly. Prior to field visit of MHT for screening purpose, each hired MHT vehicle shall be branded with specific picture and messages. State has finalized a uniform branding for MHT vehicles under RBSK. You are requested to take due steps for the branding of the MHT vehicles as per the prescribed sample for better public awareness on the RBSK programme. The prototype of the branding sample & specification are attached herewith for your reference.

You are therefore requested to follow due procurement process and district procurement committee to finalize the branding of MHT vehicle immediately. From market enquiry, it is ascertained that branding of one vehicle as per prototype can be made within Rs.5000/-. Expenditure for branding of vehicle may be incurred from the line item A4.2.3.1 of approved PIP 2013-14.

Yours Faithfully,


Mission Director, NHM, Odisha

Memo: 4066

Date: 17.2.14

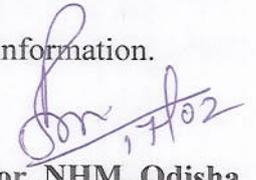
Copy forwarded to the Director, Family Welfare, Odisha for information.


Mission Director, NHM, Odisha

Memo: 4067

Date: 17.2.14

Copy forwarded to the Addl. Director (CH) & Nodal Officer, RBSK for information.


Mission Director, NHM, Odisha

Memo: 4068

Date: 17.2.14

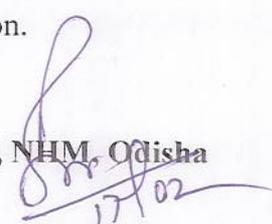
Copy forwarded to all ADMO (FW) s for information and necessary action.


Mission Director, NHM, Odisha

Memo: 4069

Date: 17.2.14

Copy forwarded to all DPMs/DMRCHs for information and necessary action.


Mission Director, NHM, Odisha

Specification for MHT Vehicle branding

Eco solvent printing on vinyl substrate with stickering provision for sharper image quality

Multi color

Graphics- To be provided as per design in the prototype

Stickering to be made as per sample.



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ସାମୁଦ୍ରିକ ଓ ପରିବାହନ କଲ୍ୟାଣ ବିଭାଗ, ଓଡ଼ିଶା





স্বাস্থ্য কল সার্ভিস
সম্প্রদায় স্বাস্থ্য সার্ভিস


National Health Mission

Mobile Health Team
Rashtriya Bal Swasthya Karyakram (RBSK)
(for Children from 0 to 18 Years)



R.B.S.K. MOBILE HEALTH TEAM



ରାଷ୍ଟ୍ରୀୟ ଚାଲି ସାମ୍ପ୍ରଦାୟ କାର୍ଯ୍ୟକ୍ରମ
ଆମ୍ଭମାନଙ୍କ ସାମ୍ପ୍ରଦାୟ ସେବା
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