

F. No. A-12025/63/2020-NHIDCL Cell
GOVERNMENT OF INDIA
MINISTRY OF ROAD TRANSPORT AND HIGHWAYS
(NHIDCL Cell)

Dated: 11th February, 2021

Office Memorandum

Subject: Making short films/videos on project/stretch being completed by Road Wing, NHAI or NHIDCL-Reg.

The undersigned is directed to intimate that MoRTH through NHIDCL has hired a creative agency namely, M/s Vermillion Communication Pvt Ltd (menu.s@vermillion.net.in) for creative jobs for the Ministry.

In this regard Road Wing of MoRTH, NHAI and NHIDCL are requested to make short films/videos of 2-3 minutes duration or shorter by utilization of services of M/s Vermillion Communication Pvt. Ltd for the NH projects/stretch being executed through them. The short films/videos will be showcasing the positive impacts of the project/stretch on the life of the common people in the area, on the economy of the area and creation of employment etc.

Road Wing, NHAI and NHIDCL can approach the creative agency in this respect directly with a copy endorsed to MoRTH on email id. bhupendar.ds@gov.in & umrav.meena7@nic.in and to NHIDCL on email id dgmadmin@nhidcl.com. The completion report of their work along with video link is also to be furnished on above email addresses to MoRTH / NHIDCL.

This is issued with the approval of competent authority.


(Umraav Meena)
Under Secretary(Media)
011-23739250

To,

1. Chairman, NHAI,
2. DG(Roads),
3. Managing Director, NHIDCL,



with kind request to direct ROs/EDs at Field Formation for necessary action.

4. Director, NIC - to uploading on Ministry's Website under "Whats new".

Copy to

1. Sr PPS to Secretary RTH
2. M/s Vermillion Communication Pvt Ltd. (menu.s@vermillion.net.in)