

ALL INDIA INSTITUTE OF MEDICAL SCIENCES, NEW DELHI
OFFICE OF DIRECTOR

F.No. 40-30/2026-Estt.I

30.01.2026

OFFICE MEMORANDUM

Sub: Clarification regarding display of content of LED Display Screens at AIIMS

It has been observed that requests are being received in the office of the undersigned for permission to display content on LED Display Screens installed at various locations at AIIMS, New Delhi. In this regard, it is clarified that as per the attached Circular dated 16th September 2025, the content management of the said LED Display Screens has been handed over to the Media Cell, AIIMS, New Delhi.

In continuation of the said circular, it has been decided that authorization for display of content on the said screens shall also be done by the Prof. I/c Media Cell. Accordingly, all such requests for display of content on LED Display Screens should be directed to Prof-in-Charge (Media Cell), atleast 7 working days before the intended date of display.

Prof. M Srinivas
30/1/2026

Director

Distribution (with a request to also circulate it to all officials under their control)

1. Dean/s (Academic, Research, Examination)
2. Addl. Director (Admin)
3. Medical Superintendent (AIIMS)
4. Chiefs' of all Centres / Head, NCI Jhajjar
5. Heads' of all Departments
6. Sr. Financial Advisor
7. Deputy Secretary
8. Prof. I/c Computer Facility

**ALL INDIA INSTITUTE OF MEDICAL SCIENCES
ANSARI NAGAR, NEW DELHI - 110029
MEDIA CELL**

Date: 16th September 2025

Subject: Handover of LED Display Screens from ESD to Registrar Office, J.L. Auditorium at AIIMS, New Delhi – Allocation to Media Cell

Dear all,

This letter serves to inform you about the handover of the LED display screens from the Engineering Services Division (ESD) to the Registrar's Office at the J.L. Auditorium, AIIMS, New Delhi. Moving forward, all content to be displayed on these screens will be managed by the Media Cell.

Approval Process:

1. All proposals for content to be displayed on the LED screens must first be routed through and approved by the Director's Office.
2. Once approval is granted, the content should be forwarded to the Media Cell at mediacell@aiims.gov.in for uploading and display
3. To ensure timely processing, please submit the final digital data to the Media Cell at least 7 days prior to the intended display date. For example, if the content is scheduled for display on 9th November, the approved content must reach the Media Cell no later than 2nd November.

Your cooperation in adhering to this timeline will ensure smooth operations and timely display of the approved content.

As per the approval of higher authorities, the following LED display screens have been installed and are operational for displaying various types of information:

SN	Location	Size	Quantity
1	At Gate No-1 (Nr. entrance)	3840 mm (H) x 2880 mm (W)	01 No.
2	At Gate No-2 (In staff car parking)	2880 mm (H) x 1920 mm (W)	01 No.
3	At Gate No-3 (Nr. DMS Booth)	3840 mm (H) x 2880 mm (W)	01 No.
4	At J.L. Auditorium main entrance (Below National Flag)	4800 mm (H) x 2880 mm (W)	01 No.



5	At Director's office entrance	2880 mm (H) x 1920 mm (W)	01 No.
6	At Gate No-6 (Over Guard Booth)	2880 mm (H) x 1920 mm (W)	01 No.

Total: 06 Nos. LED Display Screens

These screens are equipped with internet wi-fi dongle facility, and content is fed through cloud connectivity via laptop (not included).

After due consideration and as discussed, the operation of these LED Display Screens is hereby handed over to the Media Cell, AIIMS New Delhi.

The Media Cell shall be responsible for managing the operation and content display related to:

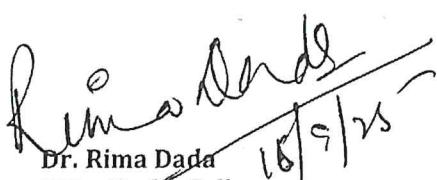
- Seminars at J.L. Auditorium
- Health/Patient related information
- Public awareness messages
- Welcome messages during VVIP visits
- Other approved institutional communications

Points of Contact – Media Cell (for execution and coordination):

- Mr. Manoj – 9899013648
- Mr. Jatin – 7210019816
- Mr. Yogesh – 7827935658

Important Note:

Maintenance of these screens shall continue to be undertaken by ESD (ED-II). Only the operational and content management part is hereby handed over to the Media Cell.


 Dr. Rima Dada
 PIC - Media Cell

