

PrasarBharati  
(India's Public Service Broadcaster)  
PrasarBharati Secretariat  
7<sup>th</sup> Floor, PrasarBharati House,  
Copernicus Marg, New Delhi

F.No.A-10011/WA/2020-PPC

Dated: 20/07/2020

**OFFICE ORDER No. 217/2020-PPC**

In continuation of PPC Order No. 215/2020-PPC dated 20/07/2020 and consequent upon the repatriation of ADGs in the recent past, approval of competent authority is hereby conveyed for reallocation of work among following ADG/DDG level officers of Prasar Bharati as under, with immediate effect and until further orders:

**A. ADG level officers:**

S.N.	Name of the Officer	Designation	Remarks
1.	Sh. P Subhash	KADG (P) HQ, DG:DD	Will continue to look after DDK, Delhi and the Commissioning related matters of Arun Prabha Channel
2.	Sh. P P Bhattacharya	ADG (CES) with additional charge of R&D	Will continue to report E-in-C (SI&CS)
3.	Sh. S B Mukesh	ADG (NABM)	Will report to E-in-C (SI&CS)
4.	Sh. Rajiv Kapoor	ADG (E) HQ, DG:AIR	In addition to existing charge of ADG (Planning, Design, Monitoring & Coordination) AIR
5.	Ms. Mukta Goel	ADG (HR) PB	Will look after HR of PB Sectt., DG:AIR and DG:DD
6.	Col. Manish Chugh	ADG (A) PBS	In addition to his existing charge of ADG (A) DD News
7.	Sh. Anil Srivastava	ADG (B&A) PBS	He is assigned the additional responsibility of Official Language work of Directorates in addition to PB Sectt.
8.	Sh. Sunil	ADG (Global Outreach) PB with additional charge of Domestic Distribution, Central Archives and Corporate Marketing of PB	Will continue to report to CEO
9.	Sh. Nandan	ADG (Economic Research) PB with	Will continue to report to Member

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Kumar	additional charge of Knowledge Management	(F) for Economic Research. Will also report to CEO for Knowledge Management.
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**B. DDG level Officers**

S.N.	Name of the Officer	Designation	Remarks
1.	Col. Vijay Kumar Shad	DDG (A) DG:AIR with additional charge of Corporate Marketing and NSD Admin	Will directly report to DG, AIR for Admin matters of DG:AIR and DG, NSD for NSD Admin Will additionally report to ADG (Global Outreach) for Corporate Marketing related matters
2.	Lt. Col. Kalyan Das	DDG (A) DG:DD	Will directly report to DG, DD
3.	Sh. K Maurya	KDDG (HR) DG:AIR	Cadre Management/ Service matters of Engineering and Administrative cadres. Will report to ADG(HR) PB
4.	Sh. M Duhan	SDDG (HR) DG:DD	Cadre Management/ Service matters of all the cadres of DG:DD. He will continue to look after the charge of PBRB and DDG (LM). For HR of DG:DD and PBRB, he will report to ADG (HR) PB and for LM, he will directly report to E-in-C (SI&CS)
5.	Sh. J Kharche	MDDG (Talent Management & Specialized Outsourcing) PB	Will report to ADG (A) PBS
6.	Sh. A K Jha	DDG (Platforms and Innovation)	Will directly report to CEO
7.	Sh. R Warsi	ADDG (Domestic Distribution)	Will report to ADG (Global Outreach) PB
8.	Sh P. Das	DDG (NABM) with additional charge of Head (Legal and Corporate Affairs)	Will continue to report to ADG (NABM) for related matters. Will directly report to CEO for Legal and Corporate Affairs
9.	Sh C.K. Jain	DDG (B&A/CAS) with additional charge of Head (Billing & Reconciliation) PB	For B&A/CAS will report to ADG (B&A) Will report directly to Member(Finance) for

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			B&R
10.	Sh. S A Tripathi	DDG (Finance) PBS	Will report to ADG (F) PBS
11.	Sh Sanjay Prasad	DDG (Sales) PB	Will continue to report to Head of Sales, PB
12.	Sh Ramakant	Head, Content Ops of DDK Delhi with additional charge of DDG (Cross Channel Promotions and Content Marketing)	Will report to DG:DD directly for Cross Channel Promotions and Content Marketing related matters
13.	Sh G.D. Sharma	DDG (General Administration) PBS	Will report to ADG(A) PBS
14.	Sh. Aditya Chaturvedi	DDG (Archives) PB	In addition to his existing charge as DDG (E) NZ
15.	Sh. Mayank Jyoti	Director (HR) DG:AIR	Cadre management of Programme cadres including AR Cadre of DG:AIR and will report to ADG (HR) PB

2. The details of work allocation of new / modified roles is as below:

**A. ADG level:**

ADG (Admin) PBS	ADG (HR)PB	ADG (Global Outreach) PB	ADG (Economic Research and Knowledge Management) PB
<b>General Administration</b> <ul style="list-style-type: none"> <li>General Admin, PBS</li> <li>Admin Procurements</li> <li>House Keeping/ Horticulture (PB House as well as Doordarshan Bhawan)</li> <li>Outsourced Manpower, PBS</li> <li>Hospitality, PBS</li> <li>Office Space</li> </ul>	<b>Common functions at Directorates &amp; PBS</b> <ul style="list-style-type: none"> <li>Cadre Management/ Personal/Service matters of regular employees of DG:AIR, DG:DD and at PBS</li> <li>Disciplinary</li> </ul>	<ul style="list-style-type: none"> <li>All International Relations across the organisation</li> <li>Distribution arrangements outside India with Foreign Broadcasters and Platforms</li> <li>Syndication arrangement</li> </ul>	<ul style="list-style-type: none"> <li>Tariff and Costing</li> <li>Long Term Modelling and Planning based on economic indicators and internal data</li> <li>Maintaining a Digital Knowledge Repository of <ul style="list-style-type: none"> <li>Corporate Policies</li> <li>Rules and Regulations under the</li> </ul> </li> </ul>

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<p>Management for PB House, DD Bhawan, Akashvani Bhawan Complex (All three buildings including Rang Bhawan), R&amp;D Complex (IP Estate), CPC Complex</p> <ul style="list-style-type: none"> <li>Admin support for Common Services (like Sales, PBNS, IT, Marketing etc.)</li> <li>Security matters across establishments</li> </ul> <p><b>Talent Management &amp; Specialized Outsourcing Services</b></p> <ul style="list-style-type: none"> <li>HR-C- Contractual Management of Contractual manpower engaged under Contractual Engagement Policy (CEP) of PB</li> <li>Issues related to Casual Assignees in AIR and DD</li> <li>Specialized Outsourcing (DSNG, Graphics etc.)</li> </ul>	<p>matters</p> <ul style="list-style-type: none"> <li>Legal cases related to Service matters. Seeking advice on personal matters, if any, from Legal cell, PBS</li> <li>SC/ST cell of Directorates</li> <li>APAR cell of Directorates</li> </ul> <p><b>At PB Sectt.</b></p> <ul style="list-style-type: none"> <li>POSH Policy matters</li> <li>PBRB</li> </ul>	<p>s of content including linear live streaming to both domestic and global platforms, broadcasters and any other entities</p>	<p>PB Act</p> <ul style="list-style-type: none"> <li>Delegation of Powers</li> </ul> <ul style="list-style-type: none"> <li>Developing and maintaining a Digital Compendium of knowledge artefacts             <ul style="list-style-type: none"> <li>Manuals for key operations of Zones, HQs, Secretariat and Common Services</li> <li>Standard Processes and Best Practices</li> <li>Standard Templates</li> </ul> </li> </ul>
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**B. DDG level:**

Legal and Corporate Affairs	Platforms and Innovation	Corporate Marketing	Cross Channel Promotion and Content marketing	Domestic Distribution
<p><b>Corporate Governance (former GA-II)</b></p>	<p><b>DD FreeDish</b></p> <ul style="list-style-type: none"> <li>All matters related to</li> </ul>	<ul style="list-style-type: none"> <li>Corporate Brand Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Cross Channel Promotion</li> </ul>	<ul style="list-style-type: none"> <li>Liaison with Cable Operators</li> </ul>

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<p><b>PBS)</b></p> <ul style="list-style-type: none"> <li>Annual Report of PB</li> <li>Inputs for Annual Report MIB</li> <li>eSamiksha</li> <li>VIP References</li> <li>Public Grievances</li> <li>Inputs for Monthly Cabinet Summary</li> </ul> <p><b>Board Division</b></p> <ul style="list-style-type: none"> <li>All matters related to Board and Committees of the Board</li> <li>Action taken on Sam Pitroda Committee report</li> </ul> <p><b>RTI</b></p> <ul style="list-style-type: none"> <li>Nodal CPIO for PBS</li> </ul> <p><b>Legal Cell</b></p> <ul style="list-style-type: none"> <li>Legal Advise &amp; Vetting of replies in cases where approval of CEO is required</li> <li>Management of LIMBS</li> <li>Monitoring of</li> </ul>	<p>DD FreeDish</p> <p><b>eAuctions Management</b></p> <ul style="list-style-type: none"> <li>Execution of eAuctions for Content and Asset Monetisation</li> <li><b>Development of FreeDish like business model for DTM Broadcasting, Digital Radio</b></li> <li><b>Nodal Officer for Innovation activities under IIT Kanpur MoU</b></li> <li><b>Developing Start-up ecosystem for innovation</b></li> </ul>	<p>and P.R.</p> <ul style="list-style-type: none"> <li>Content Management of Corporate Website in coordination with Head (Digital)</li> <li>Corporate Policies, Guidelines and best practices for network wide media interactions, marketing and P.R.</li> <li>Logos, Taglines standardization and norms for the same</li> <li>External Publicity – Print and Outdoor</li> <li>Management of Corporate Events including any International Event to be hosted by PB</li> </ul>	<p>s</p> <ul style="list-style-type: none"> <li>Cross Platform/ Network Promotions</li> <li>Measured on effectiveness and utilisation of Unmonetized Inventory towards promotions (DD &amp; AIR) as reported by BARC and other such agencies</li> </ul>	<p>, MSOs and DTH Platforms</p> <ul style="list-style-type: none"> <li>Compliance of Mandatory Carriage</li> <li>Carriage and Placement of DD Channels</li> <li>Measured on effectiveness of Reach/Coverage of DD Channels as reported by BARC and other such agencies</li> </ul>
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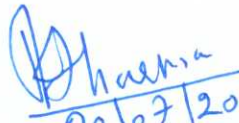
Litigation s • Vetting Contracts • All proposals for filing WPs/ SLPs				
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3. Existing posts of ADG (A)/DDG(A)/Director(A) of DG:AIR & DG:DD for the purpose of service matters e.g. Promotion, ACP/MACP/NFSG/NFU, transfer/posting etc. are re-designated as ADG(HR)/DDG(HR)/Director(HR), DG:AIR and DG:DD respectively.

4. DG:AIR and DG:DD are requested to streamline the roles of officers below DDG Level officers of existing ADG(A) wing so as to make a single reporting structure to the extent possible.

5. These orders shall come into force with immediate effect. Wherever, any change in the place of posting is involved, the officer should be relieved within 15 days from the issue of this order and the compliance be reported to this office.

This issues with the approval of CEO.

  
 20/07/20  
 (Alok Kumar Sharma)  
 Director(Personnel)

To

1. DG, AIR, DG, DDn, Pr. DG, NSD AIR, DG, DD News
2. E-in-C(Broadcast Operations) / E-in-C(Special Initiatives & Common Services)
3. All ADGs / DDGs at PB Secretariat
4. All Zonal ADGs(E) and Zonal ADGs(P) / All AIR Stations / DD Kendras through respective SCOR Sections
5. ADG(Admn), DG:AIR / ADG(Admn), DG:DD / ADG(NABM)
6. Head (PBNS & DP) / Head of Sales PB
7. DDG(EPM) DG:AIR / DDG(HRD), DG:DD
8. DDG(Tech), PBS for uploading this order on PB Website
9. Hindi Unit for Hindi Version
10. Office Orders Folder.

Copy to :-

1. SO to CEO
2. PS to M(F)
3. O/o CVO PB Doordarshan Bhawan