

Prasar Bharati  
(India's Public Broadcaster)  
Doordarshan Bhawan  
Marketing Division,  
Room No. 316, Tower-A,  
Copernicus Marg,  
New Delhi – 110001

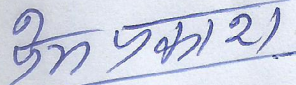
No.09/11/2020-MPD

Dated: 03/12/2020

**Subject: Non-compliance of instructions contained in circular dated 11<sup>th</sup> Feb., 2020 regarding Media Interaction.**

Reference earlier circular issued dated 11.02.2020 on the subject cited above.

2. It has again been brought to the notice of Prasar Bharati Secretariat that various officers/employees of AIR and DD are briefing interacting with Press and media on issues concerning the organization. Prasar Bharati had earlier issued clear directions no briefing to Press and Media be given by the officers of DD and AIR without permission from the Competent Authority. This lapse has been viewed very seriously.
3. Hence, it is once again reiterated that no briefings may be given to Press and Media on matters of PB Secretariat/DD/AIR without the due approval /clearance from the Secretariat.
4. In case, where briefings are required, such cases be addressed to ADG (Marketing), PB Secretariat in advance and prior approval may be taken before giving for such briefings.
5. This is issued with the approval of Competent Authority for the strict compliance by all concerned.

  
(Prem Prakash Shukla)  
DDG (Corporate Marketing)

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All Kendras/Stations of DD/AIR