

Prasar Bharati  
 (India's Public Service Broadcaster)  
 Prasar Bharati Secretariat  
 7<sup>th</sup> Floor, Prasar Bharati House,  
 Copernicus Marg, New Delhi  
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F.No.A-10011/WA/2020-PPC

Dated: 20 July 2020

**OFFICE ORDER No. 215/2020-PPC**

PPC vide order No.207/2020-PPC dated 14.07.2020 issued the instructions for harmonisation of Engineering and Programme Zones of AIR & DD. Subsequent to the harmonization, the work allocation of ADGs in different Zones shall be as follows:

S.N.	Name of the Officer	Designation	Remarks
A. Zonal ADGs			
1.	Sh. M S Ansari	Zonal Head (Admin) North Zone	In addition to his existing charge of ADG (Resources)
2.	Sh. A K Singh	Zonal Head (Broadcast) North Zone	
3.	Sh. Anil Kumar Srivastava	Zonal Head (Content Ops) North Zone	Including DD Kashir. Further, he will continue to hold the charge of DD Urdu
4.	Sh. Rajesh Jain	Zonal Head (Admin) West Zone	
5.	Sh. J K Chandira	Zonal Head (Broadcast) West Zone	
6.	Sh. Neeraj Agarwal	Zonal Head (Content Ops) West Zone	
7.	Sh. S. Ramachandran	Zonal Head (Admin) South Zone	
8.	Sh. Thiyagrajan	N. Zonal Head (Broadcast) South Zone	
9.	Sh. Raj Kumar Upadhyay	Zonal Head (Content Ops) South Zone	
10.	Sh. S K Arora	Zonal Head (Admin) East	

*Sh. Arora*  
 20/07/20

		Zone	
11.	Sh. S K Arora	Zonal Head (Broadcast) East Zone	
12.	Sh. Sudhanshu Ranjan, DDG (P)	Zonal Head (Content Ops) East Zone	Will look after the charge of ADG
13.	Sh. Shashikant	Zonal Head (Admin) North East Zone	
14.	Sh. Shashikant	Zonal Head (Broadcast) North East Zone	
15.	Sh. Raj Shekhar Vyas	Zonal Head (Content Ops) AIR, North East Zone	In addition to the charge of Music and Drama divisions of DG:AIR
16.	Sh. Chandra Shekhar, DDG (P)	Zonal Head (Content Ops) DD, North East Zone	Will look after the charge of ADG excluding Content Procurement matters related to DD Arunprabha commissioning which will continue to be handled by ADG (P) DG:DD.
17.	Sh. A K Singh	Zonal Head (Broadcast) National Zone AIR	In addition to the charge of Zonal Head (Broadcast) North Zone
18.	Sh. Anurag Kulshreshta	Zonal Head (Broadcast) National Zone DD	In addition to the charge of ADG (E) HQ, DG:DD
19.	Sh. Anil Kumar Srivastava	Zonal Head (Content Ops) National Zone AIR	In addition to the charge of North Zone Content Ops
20.	Sh. Ramakant, DDG (P)	Content Ops National Zone DD (DDK Delhi excluding Content Procurement)	Will report to ADG (P) DG:DD
21.	Sh. Surender Singh, DDG	Content Ops National Zone DD (CPC and Content Procurement - excluding DD URDU and Arunprabha commissioning)	Kisan SFC related content procurement matters to be routed through DG DD  Will continue to report to CEO for PB Sports and all other Content Procurement matters.
22.	Sh. Deepak Joshi, DDG	DDG (Content Ops- Content Monetisation of	Will report to Head (Content Ops) National Zone AIR

*Handwritten signature and date:*  
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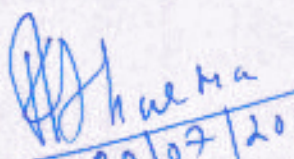
	AIR including Digital Radio)	
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2. The details of work allocation of new / modified roles of Zonal ADGs is as below:

Work allocation of new/ modified roles of ADGs		
Zonal Head (Admin)	Zonal Head (Broadcast)	Zonal Head (Content Ops)
<ul style="list-style-type: none"> <li>• General Administration</li> <li>• HR/ Personal/Service matters of all cadres</li> <li>• Legal matters</li> <li>• RTI matters</li> <li>• Finance matters of Zone</li> <li>• IT Functions</li> <li>• Non-Engg./Non-Content Procurement</li> <li>• Office related Civil works</li> <li>• Any other work as assigned from time to time</li> </ul>	<ul style="list-style-type: none"> <li>• Day to day Engineering operations (TV &amp; Radio)</li> <li>• Implementation of projects</li> <li>• Zonal engineering procurements</li> <li>• Broadcasting related Civil work</li> <li>• Any other technology related work</li> </ul>	<ul style="list-style-type: none"> <li>• Content creation</li> <li>• Content procurement at Zonal level*</li> <li>• Content monetisation (Sales, Marketing, Billing etc.)*</li> <li>• Management of Channel &amp; Services</li> <li>• Management of Zonal Archives*</li> </ul> <p>*Not applicable for National Zone where existing responsibilities for Sales, Marketing, Billing and Archives will continue. Content Procurement for National Zone including films will be handled as specified at #21 above.</p>

3. 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.

4. This issues with the approval of CEO.

  
 (Alok Kumar Sharma)  
 Director (Pers.)  
 Tel : 011-23118410


To

1. Concerned Officers
2. DG, AIR, DG, DDn, Pr. DG, NSD AIR, DG, DD News
3. E-in-C(Broadcast Operations) / E-in-C(Special Initiatives & Common Services)
4. All ADGs / DDGs at PB Secretariat
5. All Zonal ADGs(E) and Zonal ADGs(P) / All AIR Stations / DD Kendras through respective SCOR Sections

6. ADG(Admn), DG:AIR / ADG(Admn), DG:DD / ADG(NABM)
7. Head (PBNS & DP) / Head of Sales PB
8. DDG(EPM) DG:AIR / DDG(HRD), DG:DD
9. DDG(Tech), PBS for uploading this order on PB Website
10. Hindi Unit for Hindi Version
11. Office Orders Folder.

Copy to :-

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

  
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