

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/Corr/2019-PPC

Dated: 09/01/2020

**OFFICE ORDER No. 14 /2020-PPC**

Consequent upon joining of Ms Mitali Chatterjee, DDG(E) in PB Sectt, she is posted as DDG(Digital) PB and will report to Head (PBNS & Digital Platform). In addition, Ms Mitali Chatterjee shall also work as DDG(IT), DG:DD till further orders and for this purpose, she will report to ADG(IT) PB.

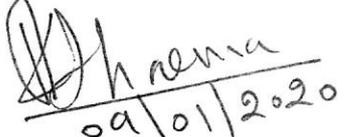
2. All National Social Media Teams of DD and AIR including DD News and AIR News along with the existing set up for Social Media Cell of respective verticals, will henceforth, report to DDG (Digital) [Ms Mitali Chatterjee] with immediate effect and until further orders.
3. Existing social media teams will continue to service the various national channels and services under the administrative control of DDG(Digital) from their current locations.
4. DDG(Digital) will be the Administrative Custodian of all the existing assets, tools, accounts and their credentials in use for the above purpose.
5. Editorial supervision of the content for social media for the various national channels and service will continue to be under the administrative control of respective departmental heads.
6. Social Media teams under DDG(Digital) will upload content on the various handles as per editorial direction of the respective departments and will ensure normal social media operations continue as before without any interruption.

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A. Sharma

7. Head(PBNS & DP) and DDG(Digital) to ensure regular standing coordination meetings with the various departmental heads so that social media needs of the channels and services are met in a timely and effective manner.

CEO will review work related to Digital (Social Media) on monthly basis.

  
09/01/2020  
(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. Head (PBNS & DP) / Head of Sales PB
6. All Zonal ADGs(E) and Zonal ADGs(P) / All AIR Stations / DD Kendras through respective SCOR Sections
7. ADG(Admn), DG:AIR / ADG(Admn), DG:DD / ADG(NABM)
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