

**Minutes of 122<sup>nd</sup> PBB meeting held at 1 PM on 8<sup>th</sup> July, 2014 in the Conference Room of PrasarBharati Secretariat, New Delhi**

**Present:**

Shri JawharSircar, Chief Executive Officer, In chair  
Shri J.S. Mathur, AS, MIB, & Nominated Member  
Prof. S.K. Barua, Member, PrasarBharati Board  
Shri Muzaffar Ali, Member, PrasarBharati Board  
Shri TripurariSharan, DG, Doordarshan  
Shri F Sheheryar, DG, All India Radio

**Special Invitee**

Brig. V.A.M Hussain, Principal Advisor (Personnel & Adm.), PB

**In Attendance:**

Smt. AparnaVaish, ADG (Ops), PB  
Shri Ranjan Thakur, ADG, DD  
Shri R.K. Jain, Adviser (T), PBS  
Shri V.K. Jain, ADG (Arch), DD  
Shri CK Jain, DD  
Shri Shantanu Sen, OSD (Ops &Coord)

**1. Ratification of Minutes of 121<sup>st</sup> Meeting of PrasarBharati Board held on 9<sup>th</sup> April 2014.**

*(Agenda A-1)*

1.1. CEO drew attention of the Board Members to the first item of the Agenda, 'Ratification of Minutes of the 121<sup>st</sup> meeting of Prasar Bharati Board held on 9<sup>th</sup> April 2014. The Board approved the minutes.

**2. Decisions taken by the Committees of the Board and Related Issues**

*(Agenda A-2)*

2.1. The Board took note of the decisions/deliberations of the ECSR Committee in its meetings of 15.04.2014, 27.05.2014 and

24.06.2014 (the minutes of which were placed at Annexure 2, 3 & 9 respectively), the decision of the ECSR Committee on 'India-Bangladesh ODI Cricket Series, June, 2014 – Rights acquisition', approved by circulation over email and the Vision Committee held on 29<sup>th</sup> April, 2014 (minutes placed at Annexure 4), and approved the decisions taken therein.

3. **Action Taken Report on Decisions Emanating from 121<sup>st</sup> Board meeting held on 9<sup>th</sup> April, 2014 & Vision Committee meeting of 29<sup>th</sup> April 2014.**

*(Agenda A-3)*

3.1 **Comprehensive Programme Sourcing Guidelines, and DD's Documentary Policy.**

*(A-3, S.No.1)*

3.1.1. CEO mentioned that Prasar Bharati had initiated the process of overhauling DD's existing system of content sourcing with the aim of improving transparency in the decision making process, raising quality of content and thereby enhancing their marketability, and viewership of DD. As a first step, the Board had approved Advertiser Funded Programme (AFP) and Revenue Sharing Model (RSM) modes with a view to sourcing good programmes while minimizing DD's financial liability. Having achieved a certain amount of stability of those modes, as reported by DG DD to the Vision Committee, CEO said that it was now time for DD to turn its attention on improving and introducing transparency in other modes as well, i.e., commissioned, self-financed commissioning & direct assignment.

3.1.2. CEO mentioned that DD had historically relied on 'Sponsorship Mode', to source good content, but now with its viewership under

pressure, that was no longer perceived by content producers as an attractive proposition. It is hoped that once AFP and RSM modes enable DD to regain a certain amount of viewership, private producers may be inclined to once again show interest in engaging with DD through Sponsored Programmes category.

3.1.3. Regarding Commissioning of programmes by DD, CEO said feedback from stakeholders indicates a perception that that is not a transparent process, and that this is particularly so for commissioning of documentaries. It is to correct this that the Board had approved a Policy for Documentaries, and DG DD had been directed to come up with a detailed proposal and strategy to implement the same.

3.1.4. CEO drew reference to the detailed paper on the Documentary as a Genre for DD Programming placed in the 121<sup>st</sup> Board meeting and sought a fleshed-out documentary acquisition policy. DG DD felt that in his view acquisition of documentaries could be subsumed within various categories of content sourcing as exist, to which CEO pointed out to the significant volume of documentary content being offered for free telecast to DD, on which there was no movement forward despite substantial interest shown by a number of eminent producers. CEO emphasized that documentaries were a very important genre of TV programming, and, through a clearly articulated scheme for sourcing this content, DD would be able to build up a good content bank which can then be gainfully utilized across the network.

3.1.5. Board endorsed CEO's views on the needs for a simplified and transparent acquisition system for documentaries, whether commissioned, off-the-shelf, offered gratis or on exchange etc. as detailed in the note approved by Board in its 121<sup>st</sup> meeting.

3.1.6. The Board felt that there was also an urgent need to simplify and impart more transparency in the process of application for all genres of commissioned programmes, which is why the Board had desired that the Guidelines revision, as proposed by DG, needed to be circulated to the Board Members detailing proposed revisions, the reasons thereof and how the changes would render the process transparent and simpler for applicants. It was observed by the Board that action taken on this point was still awaited.

3.1.7. CEO mentioned that, in the interest of transparent decision making, a Pre-check Committee had been set up to collate DD's content sourcing decisions of the last 3 years so that they may be placed on DD's website. Principal Adviser (P&A) informed the Board that the Committee will complete its work in 2 months' time.

3.1.8. Principal Adviser (P&A) mentioned that it was proposed to pay a consolidated fee of Rs. 110,000 (for the total duration of committee i.e., 2 months) to Shri Shri S. Sabrinathan, retired DDG, DD who will serve as an expert in the Pre-check Committee. The Board approved the proposal.

### **3.2 Revival Plan for DD National**

*(A-3, S.No.2)*

3.2.1. It was reported by DG DD that there has been no forward movement with regard to the applications of programmes 'SavereSavere' and 5 DAP proposals.

### **3.3. Policy for One-time Settlement of Arbitration Cases**

*(A-3, S.No. 3)*

3.3.1. Nominated Member was reminded that the queries raised by the Ministry on the 12 cases under the proposed dispensation had been sent to the Ministry on 25<sup>th</sup> April, 2014. He was informed that in view of regular enquiries being received from the concerned private producers in the matter, as also the delegation of producers that had recently met HMIB in Mumbai to press for an early resolution of the cases, it was in the interest of DD to get the Ministry's views on the proposed policy at the earliest. With regard to the offer made by concerned producers of free software against amounts outstanding against, Members felt that a Board Appointed Committee (BAC) consisting of eminent experts could be entrusted with the last-mile evaluation suitability and relevance for telecast of the content being offered.

3.3.2. It was decided that DG DD would discuss the proposed policy in detail with AS, MIB to facilitate an early decision in the matter.

### **3.4. National Resource Exchange Programme (NREP)**

*(A-3, S.No.4)*

3.4.1. CEO mentioned that while there was some progress in the initiative to set up a National Research Exchange Pool, much remained to be done to accomplish the goal of meeting the needs of content starved DD Channels.

3.4.2. CEO informed the Board that to impart efficiency to the process, DG DD needed to personally ensure that Line Officers nominated for this line of activity at different DD Kendras were fully aware of the expectations from them and that Line Monitoring Officers (LMOs) at DD Directorates were giving adequate attention to building up the pool. He stated that NREP should ultimately be developed into a valuable resource capable of feeding the content requirement of the entire DD Network.

### **3.5. Revival of DD's Regional Network**

*(A-3, S.No. 5)*

3.5.1. Board noted that the proposal put up by Shri Barun Das for revival of DD Bangla did not appear to be moving forward since it was based on a certain minimum (and significant) amount of financial outgo by DD, which at present appears unviable. CEO also made the point that any revival plan should look at alternate content more in line with the public service broadcaster's needs, rather than simply telecasting poorer versions of content being aired by private GEC.

3.5.2. It was discussed that the regional Kendras of DD need a mentor to constantly monitor their performance and work in close coordination with the programming team to help revive their dipping

performance. Board was also informed that in the present dispensation, given the acute shortage of senior programme officers, there was no ADG who could give exclusive attention to this critical task.

3.5.3. It was decided that Smt. Usha Bhasin may be freed from her responsibilities of Sr. Adviser to DD Bharati, and instead may work as Chief Coordinator/Adviser with the key responsibilities of overseeing the content strategy and revival of DD's regional network. A key part of the assignment would be ensuring the speedy implementation of NREP, and up-scaling the cross-network usage of content from this pool. Towards implementing this, Smt. Usha Bhasin would be the key/nodal officer at DD HQ for NREP.

### 3.6. **DD Bharati's Plan for Improving Content and Presentation**

*(A-3. S.No.6)*

3.6.1. With regard to engagement of subject-matter experts and professionals by DD Bharati, CEO said that it may be appropriate to align their designations based on their seniority and expertise in respective fields and suitable nomenclature may be worked out on the lines of Senior Adviser/ Mentor etc.

### 3.7. **Archival Series**

*(A-3, S.No.7)*

3.7.1. CEO noted that there was no progress on the 3 key programme initiatives on the 52 National Artistes, as approved by the Board. DG AIR mentioned that AIR has been able to retrieve

from its library, biographical interviews of 14 out of the 23 National Artistes honoured by AIR earlier. CEO directed DG AIR to take the lead in implementing this joint AIR-DD programming initiative since he had experience in DD as well and that the project be executed as approved by Board and within the defined timeline.

3.7.2. With regard to organization of felicitation ceremony and getting confirmation of VVIP participation, Board sought that Nominated Member move the file at the earliest. CEO mentioned that even as PB awaited movement from the Ministry, two eminent artistes in the list had already passed away.

### 3.8. **Status report of 4 Hindi Channels**

*(A-3, S.No. 8)*

3.8.1. DG, DD reported that one of the 4 Channel Advisers had resigned from his position, but other three were working satisfactorily. He also confirmed that all decisions taken with regard to their selection have been put on the Website.

### 3.9. **PB Archives Marketing and Management**

*(A-3, Sr.No. 9)*

3.9.1. The Board took note of the progress made in selection of a company for marketing of PB Archives. ADG (Archive) Shri VK Jain reported that applications have been received from 5 top companies in response to PB's notice. During discussions with these firms as well as PB's National Group on Archive and Marketing (NGAM), it has emerged that the quantum of archives being of such magnitude, it may be necessary to engage more than one entity for the marketing effort. Also, because of the different nature of work,

the setting up of a dedicated Archival Web Portal may have to be given to a separate specialized company, and not to one of the marketing agencies, as was originally proposed to the Board.

3.9.2. Accordingly Shri VK Jain drew attention of the Board to the proposal placed at Annexure-23 for floating a separate RFP for designing, setting up, launch and management of a PB Archive Web Portal and sought Board's approval for the same.

3.9.3 The proposal was deliberated upon and CEO made the point that Prasar Bharati clearly did not have the domain knowledge to define its requirements for construction of such a Web Portal. He directed that further action in this direction (development of the requirements and architecture of PB's Archival Web Portal, and in the detailing of the RFP) be undertaken and finalized in consultation with the stakeholders, i.e., PB's NGAM and the marketing companies who have responded to PB's notice EOI of Archives Marketing.

3.9.4. On the matter of EOI for outsourcing Digitization of DD & AIR's archival content, Shri V K Jain (ADG, Archives) informed that the comments of domain experts, who are also on the National Archive Committee of Prasar Bharati (for instance Shri Uma Shankar and Ms Shubha Chaudhuri), are being taken before the EOI is finalized.

3.9.5. Board was informed that Shri K.K. Banerjee had indicated that he would be able to join Prasar Bharati as Zonal Archival Officer

(East Zone) after his retirement on 31<sup>st</sup> July, 2014. The Board noted and agreed with the proposal.

3.10. **Status of DD Kashir & steps to restore Channel's Image**

*(A-3, S.No.10)*

3.10.1 It was informed by DG, DD that the team, which had been set up to look into the production of in-house programmes of DDK Srinagar for the period 2009-10 to 2012-13, has submitted its report. He informed the Board that he was not satisfied with the report and that he had asked Ms Anita Sinha (ADG) to go into a detailed reading of the report.

3.10.2. CEO insisted that action must be taken against officers who are found guilty of misappropriation of funds in order to pass the right message down the line. He also said that DG DD may place a report to Prasar Bharati on DD Kashir Commissioning before the end of his tenure.

3.11. **Auction of Film Slots**

*(A-3, S. No. 11)*

3.11.1. DG, DD informed that there was no progress in the auction of film slots as NIL quotes were received. He mentioned that further action would require deliberations with stakeholders and that a fresh strategy is being worked out in consultation with Shri Barun Das, Channel Portfolio Adviser.

3.12 **Provisions in CSR Rules to fund focused programming on specific subjects**

*(A-3, S.NO.12)*

3.12.1. CEO reiterated that provisions in the CSR Rules that could fund focused programming on specific social issues is extremely important and that it would help PB create/source such programming in accordance with its public service broadcasting objectives. He therefore desired that a reasoned paper with the proposed amendment and logic for the same may be given to him by ADG(RPT) in consultation with DG, DD.

**3.13 Vividh Bharati on FM from four Metros**  
*(A-3, S.No.13)*

3.13.1. The Board was of the view that there had to be an exercise for identifying 10/20 KW FM transmitters for the four metros from those already ordered/available. A considered view may be taken on swapping these for the four metros, against those of lower power, since it was essential that densely populated metros had transmitters of adequate transmission power for effective reach and that no purpose would be served by installing low capacity FM transmitters of 5 KW or less at the metros.

3.13.2 It was desired that since this was a long pending issue, which had come up for discussion in several Board meetings, it was now high time DG AIR finalize the identification and installation schedule of the transmitters at the four metros for Vividh Bharati.

**3.14. Optimization of External Services of AIR**  
*(A-3, S.No.14)*

3.14.1. CEO pointed out that while the Board had approved phased shutdown of AIR's Short Wave transmitters, and field reports from

various sources indicated there was negligible or near zero listenership, yet the Board had not been presented with an action taken report on the matter.

3.14.2. The Board sought a detailed report on the proposed shutdown schedule with reasoned articulation for the same. Members also expressed the view that engineering staff, released as a result of shutdown of SW transmitters, could be gainfully re-deployed wherever up-scaling / optimization exercises required additional manpower.

### **3.15. Review of Music Audition Guidelines of AIR**

*(A-3, S.No. 15)*

3.15.1. The Board noted that progress on the matter, as reported by DG, AIR, didn't appear to be significant forward movement, especially as far as implementation of gradation policy is concerned. Board also desired that introduction of automation to ensure a transparent and efficient audition/gradation system be expedited.

### **3.16. Bangla Radio Service on MW: Utilization of 1000 KW MW DRM transmitter at Chinsurah**

*(A-3, S.No.16)*

3.16.1. Board took note of the fact that no further orders for procurement of DRM transmitters have been issued and that up-gradation of analog transmitters to DRM transmitters has been put on hold. Board was informed that proposal for FM-isation of existing TV HPT and LPTs is under preparation and will be presented shortly.

**3.17. Fresh Panel of casual Radio Jockeys and Presenters for FM Rainbow/FM Gold channels of All India Radio**

*(Tabled item)*

3.17.1 DG AIR tabled a proposal for creation of fresh panel of Radio Jockeys and Presenters for AIR FM Channels (Rainbow and Gold). CEO observed that the proposal as presented would have to be modified incorporating provision for "skill test" by neutral third party expert(s) on a fixed set of parameters which would help draw up a shortlist of eligible candidates with the right skill sets. He suggested the option of 'crowd-sourcing' suggestions on the parameters for the skill test could also be explored. Board agreed with the suggestion and desired that the entire process must be conducted in an extremely fair and transparent manner for which age could not be the sole criteria for eliminating candidates.

**3.18. Re-evaluate and Re-direct Engineering Projects of AIR, DD**

*(Agenda A-3, S.No. 17)*

3.18.1. The Board noted the report of DG AIR on the existing broadcast hours which brought out the severe under-utilization of existing transmission infrastructure.

3.18.2. DG AIR proposed that AIR would be in a position to upscale the existing broadcast hours through a mix of relay and origination of content for which additional funds would be required. To this, the Board made the point that to ensure optimization the initial focus should be on better utilization of infrastructure through relay of programmes. If, for this, any additional fund requirement arises, the same may be specifically quantified.

**3.19. Amendment to Sports Broadcasting Signals (Mandatory Sharing with PrasarBharati) Act, 2007**  
*(A-3, S.No.18)*

3.19.1. Nominated Member informed the Board that the matter had been referred to TRAI by MIB, and, in regard to the same, certain further clarifications had been sought from DD. It was informed by ADG (RPT) that the said clarifications had already been sent and he requested Nominated Member to pursue and expedite the matter.

3.19.2. ADG (RPT) presented an outline of the proposal for telecast of Glasgow Commonwealth Games on DD, which has been sent to the Ministry for approval. He mentioned the key points of the proposals as follows:

- i) DD National would suffer monetary as well as viewership loss because of blocking of its entire Prime Time for the live telecast of the Games.
- ii) This would entail a projected loss of Rs. 27 crores on account of 'Opportunity Cost' due to blocking of the channel practically from afternoon to mid-night.
- iii) DG DD submitted that revenue prospects for this telecast would be minimal given that it may not be India-focused, as whatever is being received from rights holders would simply be relayed.

3.19.3. The point was made that DD can meet its obligations under the Sports Act, by telecasting the Games live on DD Sports channel while also carrying capsules and highlights on DD National.

3.19.4. Since the Sports Act currently does not permit carriage of signals on satellite channels of DD, Ministry's approval had been sought to meet the requirement of Sports Act while, at the same time, protecting DD's commercial interests, by purchasing rights for Rs. 10 crore from the Rights holders, which would be inclusive of Radio Rights as well. This would mitigate the loss (Rs. 27 crore) that DD would incur if it was compelled to carry live feed on DD National. ADG (RPT) also clarified that on earlier occasions, for instance coverage of CW Games and Olympics etc., rights were purchased through ABU and, hence, there was precedence in this regard.

3.19.5. The Board welcomed the effort to evolve innovative solutions in order to meet the mandate of the Sports Act while ensuring commercial interests of DD are protected. It however felt that such steps would only serve as ad-hoc or temporary measures, and that a final solution would only emerge from the amendment of the Sports Act, as proposed by PB, and forwarded to Ministry following approval of the Board. With regard to the proposal, placed for Glasgow CWG, Board felt DD should take up the matter with Ministry.

### **3.20. DD DTH Policy**

*(A-3, S.No. 19)*

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### **Status report on Expansion of DD DTH Platform**

*(Agenda B-3)*

3.20.1. The Board took note, with concern, of the repeated delays by the vendor in implementing the planned expansion of Doordarshan DTH platform and sought a firm date by which the

expansion of 97 channels would be implemented along with introduction of Conditional Access System (CAS) and Customers Service Call Centres, etc.. Adviser (T) mentioned that, as outlined in the note, the vendor had given a new commitment on 17.09.1994 by which the Hardware implementing would be in place.

3.20.2. The Board desired that Prasar Bharati and the Engineering Wing of Doordarshan aggressively pursue and track the vendor's work and report back a firm date, by which the expansion would be in place.

3.20.3. The Board was apprised of the report of the Committee set up by Prasar Bharti to look into causes of delay in expansion of DD DTH platform, which was to have been completed by April, 2014.

3.20.4. DG DD informed that he had personally taken stock of the current status of work and, in his opinion, the expanded bouquet of DD DTH could be in place by mid-September 2014 or early October 2014.

3.20.5. Board took note of the detailed status note placed at Annexure-7, which mentioned, inter-alia, that other than the completion of DD DTH expansion work awarded to M/s Shaf Broadcast, allied activities, such as setting up of a third party call centre and the Conditional Access System (CAS) were underway – the former at the stage of tender evaluation and for the latter, tender was opened in the second week of July, 2014.

### 3.21. **Delegation of Power of CEO**

(A-3, S.No. 20)

3.21.1. The Board was informed that a comprehensive proposal for the enhancement of powers of CEO, in respect of foreign deputation, in response to Ministry's letter dated 5<sup>th</sup> June, 2014, seeking a fresh proposal, was in the process of being sent to the Ministry.

### **3.22. Outsourcing of Commercial Airtime Sales of DD News**

(A-3, S.No.21)

3.22.1. The lack of progress in this regard was discussed by the Board, which took note of CEO's observation on airtime inventory that was perishing on day to day basis. CEO informed the Board that a detailed proposal to auction perishing inventory was being worked out by ADG (Commercial), AIR and once it was examined and fine-tuned, it would be put up to the Board. CEO desired that computerized tracking of inventory utilization across the DD and AIR network be put in place so that actual usage of the commercial inventory may be understood clearly.

### **3.23. Housing Evaluation Committee**

(A-3, S.No. 22)

3.23.1. The Board took note of the action as reported.

### **3.24. PTI Rental**

(A-3, S.No.24)

3.24.1. Pr Adviser (P&A) circulated a note detailing the rental being paid by Prasar Bharati to PTI, which reflected a sharp increase from Rs. 5.87 crore per annum prior to 2000-2001 to Rs. 9.15 crore per annum from 1.4.2013.

3.24.2. Similarly, the note also presented the fees that Prasar Bharati News Wings (AIR and DD) pay to PTI and other News Agencies for their Wire Services and other news inputs, and a comparison with rates paid by Private Sector media organizations for similar services. The Board noted the huge gap in the fee being paid by Prasar Bharati on the one hand and that paid by private sector organizations on the other; and that fees being paid by PB has seen a steep and continuous increase over the years.

3.24.3 The Board desired DD and AIR News to review their usage of wire services and examine possibilities of consolidation with a view to rationalizing the cost for Prasar Bharti. It was desired that this review be done at the earliest. It was also suggested that with the digital inter-linking of News wings with the General News Room that is now available which allows for real-time sharing of news inputs, PB could scale-down its subscription requirements and limit them to a few terminals in Delhi.

### **3.25. Optimization of Under-utilized Facilities of DD and AIR**

*(A-3, S.No. 25)*

3.25.1. The Board accorded its approval to the proposal to undertake optimization exercise leading to setting up of 24x7 DD Vijayawada channel and 3 NE channels.

### **3.26 Training & Internship Policy**

*(A-3, S.No. 26)*

3.26.1. The Board took note of the action taken in the matter.

### **3.27 Unified Structure & Strategy on Ad-sales**

*(A-3, S.No. 27)*

3.27.1. The Board desired that the consolidated structure of PB's sales units by integration of commercial units of AIR and CRDs may be reported by DG, AIR and DG, DD.

3.27.2. The Board took note of the re-branding of Vividh Bharati services of AIR and the Volume Discount Scheme, which is to be fine-tuned and presented to the next BDC.

### **3.2 Infrastructure and Programme Optimization Committee**

*(A-3, S.No. 28)*

**3.28.1.** The Board was informed that the final report would shortly be made available.

### **3.29. Review of extensions given to Consultants/Special Assignees by Board and its Committees in earlier meetings, and related matters**

*(A-3, S.No. 31)*

3.29.1. DG DD submitted the update on the status of the Consultants/ Special Assignees. He mentioned that tenure of two Special Assignees (Shri Barun Das, Channel Portfolio Adviser and Shri Lalit Sharma, Creative Consultant, DD) which were due to expire in June, 2014, would need to be extended in the light of their ongoing commitments. DG, DD explained that both Shri Barun Das and Shri Lalit Sharma were providing critical inputs to DD with regard to revenue generation and content improvement strategies respectively and in his opinion extending their engagement would be of value to the organization. The Board approved the extension

of their engagement, details of which could be worked out by DG, DD.

3.29.2. The Board accorded its approval to the extension of the term of Shri Shantanu Sen, OSD (Ops & Coord) from 30.06.2014 to 30.06.2015. It also took note of the recommendation of the Vision Committee, to raise his remuneration, made in its meeting on 29.04.2014. The Board approved the raise in Shri Shantanu Sen's remuneration from Rs. 1.5 lakh per month to Rs. 1.60 lakh per month w.e.f. the date immediately after his having completed one year's engagement at Prasar Bharati.

3.29.3.1 With regard to the engagement of Brig (Retd) V.A.M. Hussain as Principal Adviser (P&A), as approved by the Board in its 120<sup>th</sup> meeting held on 14<sup>th</sup> February, 2014, Board took note of his extension vide office order No. 118/2014-PPC dated 06/06/2014, in exercise of the powers vested in CEO, by another 6 months upto 16.02.2015 under the same terms and conditions as applicable to Member (Personnel).

3.29.3.2. The Board also approved retention of accommodation on lease for Principal Adviser (P&A) up to the date of his engagement.

### 3.30. **Cadre Review of various Cadres** (A-3, S. No. 33)

3.30.1. The Board noted the status as reported.

### **3.31 Creation of 181 posts for PrasarBharti Secretariat**

*(A-3, S.No. 35)*

3.31.1. Pr. Adviser (P&A) presented an organizational chart for around 60 essential posts needed for the efficient functioning of Prasar Bharati Secretariat. It was advised by CEO that the proposal may be fine-tuned in consultation with Prof. S.K. Barua.

### **3.32. Recruitment of 3452 critical posts**

*(A-3, S.No.36)*

3.32.1. Pr. Adviser (P&A) informed the Board of the completion of first tranche of recruitment of 3452 critical posts. He further informed that the appointment formalities for the selected candidates were underway and that the advertisement for Cameraman Grade II/ Head Clerks/ Assistant is expected to be issued shortly.

3.32.2. Nominated Member said that the Ministry would need the communication of the completion of the first set of selection immediately so that the action for filling up the remaining critical positions could be initiated.

### **3.33 Representation of ARTEE**

*(Tabled item)*

3.33.1 CEO informed that a meeting was held with the representatives of ARTEE on 22.4.2014 under his Chairmanship wherein senior officers from both the Directorates as well as Shri Rajeev Sharma, Standing Counsel, Prasar Bharati were also present.

3.33.2. On the issue of grant of ACP to EAs and SEAs in pursuance of CAT (Patna Bench) order and as upheld by Supreme Court, it was decided that DG AIR would explore the possibility of proposing a 'Generic Order' for all eligible employees alongwith full financial implications involved (both one time and annual) and to send the proposal to MIB after obtaining approval of Prasar Bharati.

3.33.3. Regarding issue of one pay scale for one cadre and pay parity of Technicians with Lighting Assistants, DG AIR was directed to prepare proposals with full financial implications involved (both one time and annual) for consideration of Prasar Bharati and thereafter referring to MIB.

3.33.4. It was also informed that the representatives of ARTEE stated in the meeting that in view of the financial constraints, orders in each of the above cases may be issued without arrears for the time being and that payment of arrears may be considered later.

3.33.5. After discussion, the Board approved the decisions taken in the said meeting.

**3.34. Senior most engineer to be upgraded as E-in-C, PCSC**  
*(A-3, S.No.40)*

3.34.1. CEO drew attention of the Board Members to their earlier decision regarding creation of an additional post of E-in-C to head the task of popularization of DD transmission and distribution (carriage). He explained that, as detailed in Agenda C-1, this wing under the E-in-C would be called the 'Terrestrial & Satellite Technology (Popularization)' (TST-P) wing and would be responsible

for bridging the gap between citizens' need and DD's transmission services. He informed the Board that the proposal to this effect has been sent to the Ministry and Nominated Member confirmed that it has been received.

### **3.35 Duality of Control over IIS Officers**

*(A-3, S.No. 45)*

3.35.1. CEO once again reiterated the need to end duality of control over IIS Officers as had been detailed to the Board on several occasions in the past and Board once again desired that this duality be ended at the earliest along the line proposed by Prasar Bharati.

## **4. Points for Notification and Information**

*(Agenda B)*

### **4.1 Partnering Government's Development Goals: PB's Public Broadcasting Initiatives**

*(Agenda B-1)*

4.1.1. CEO updated the Board on outcome of PB's recent interactions with HMIB. He said that Minister desired to be updated with current and on-going initiatives of Prasar Bharati aimed at revival of the organization, which included optimization and improvement of content and delivery. The list of priority items, that had been approved by the Minister and, hence, could be viewed as a task list for the organization, were placed in agenda B-1 for information of Board.

4.1.2. With special reference to PB's SAARC outreach efforts, CEO mentioned that a decision needs to be taken on the terms of telecast of content relevant to such initiatives that are offered to DD for telecast.

DD could be enabled to carry such content offered through official channels free of cost in the larger national interest. Currently, DD seeks payments for its airtime which is an understandable commercial decision.

The Board suggested that PB may write to the Ministry to facilitate a policy that will enable free placement or partnerships with DD for content acquisition of national importance, as outlined above.

4.1.3. On the matter of FM-isation of Akashvani, the Board was informed that, where necessary, Prasar Bharati would assess approved plan schemes and re-prioritize them to fund FM-ization to the extent possible. For this, mid-course review and course-correction of plan schemes would have to be undertaken jointly by Finance and Engineering Wings of AIR, DD and PBS.

4.1.4. The Board noted the proposed optimization of existing terrestrial network of DD as well as launching of a dedicated Kisan Channel and three NE channel.

4.1.5. It was decided that the Infrastructure and Programme Optimization Committee would submit its recommendations and financial outlay regarding the up-scaling of limited transmitting Kendras to 24x7 duration by the end of this month.

4.1.6. In respect of content creation for DD channel including special content requirement for North East, Kashir and Urdu channels, CEO brought to the notice of the Board that against annual allocation of nearly Rs. 80 crore under Revenue Plan, this

year the total allocation for AIR and DD was only Rs. 20 crore, which would create a huge resource crunch.

4.1.7. CEO informed the Board that an additional requirement of Rs. 125 crore under Revenue Plan has been sent to the Ministry as it was critical to implementing the plans for content enhancement of DD channels.

4.1.8. On the matter of DAVP advertisement, the Board desired that the proposal sent to the Ministry on mandatory placement of advertisement on DD and AIR be followed up by Prasar Bharti as it would help augment the resources of the organization.

#### 4.2. **Updated Revenue Estimates of DD & AIR**

*(Agenda B-2)*

4.2.1. The Board took note of the ATR on Plan Budget tabled by Prasar Bharati as well as the status of Revenue receipts in the first quarter which were slightly enhanced over the revenue of the same period last year.

4.2.2. The Board felt that even as Prasar Bharati seeks to increase its revenue, a detailed exercise should be undertaken to examine new sources of revenue and mechanism to ensure tapping of new areas and development of new strategies.

### 5. **Policy Issues**

*(Part-C)*

#### 5.1 **Vision for Technology Roadmap of DD and AIR**

*(Agenda C-1)*

5.1.1. The Board appreciated the proposed plan to delineate the activities of the Engineering Wing in order to ensure better delivery of services, since the maintenance and modernization of the Broadcast infrastructure were clearly distinct from popularization of DD outreach, which include promotion of STBs to ensure viewership of Doordarshan.

5.1.2. The Board also felt that with the constant evolution of technology, advance steps should be taken in future by Doordarshan.

## **5.2 Not to be disclosed**

### **5.3. Launch of dedicated 24x7 Kisan Channel**

*(Agenda C-2)*

5.3.1. The Board approved the proposal for launch of Kisan Channel to expand DD's dedicated services for the farming community. CEO mentioned that while the content would have overall relevance, there would be suitable regional modifications to cover the needs of different agricultural zones of India. The Board was informed that Rs. 100 crore support for the channel had been committed by Planning Commission. CEO made the point that if the Kisan Channel was to grow and flourish, the support must continue for successive years.

5.3.2. It was pointed out by CEO that Revenue Plan allocation, which only meets the needs of specific areas like J&K, North East and Urdu channel, needed to be extended to other regions like hill

and tribal areas spread across the country which needed special programming. In view of only limited funding that was possible from the IEBR of Prasar Bharati towards content creation across the DD network of channels, it was imperative that additional Government Budgetary Support be provided for the purpose Revenue Plan.

#### **5.4. Renaming of Staff Training Institute**

*(Agenda C-3)*

5.4.1. The Board approved the proposal to rename 'Staff Training Institute' to 'National Academy of Broadcasting and Multimedia'.

### **6. Financial and Revenue Issues**

*(Part-D)*

#### **6.1 Launch of DD India channel on Hotbird 13 Satellite**

*(Agenda D-1)*

6.1.1. CEO informed the Board that DD was poised to get a guaranteed reach and viewership across all of Europe and also parts of North Africa and Central Asia for the first time ever, through the proposed barter agreement with Deutsche Welle (DW), whereby DD India would be made available on DTH platform of DW on Hot-Bird 13 Satellite. CEO also mentioned that a decision on this proposal is needed urgently because DW has informed that it may not be able to keep the slot on its DTH platform open for DD India indefinitely and that if PB was unable to ink the agreement with DW within a month, the slot may no longer remain available. CEO informed the Board that the proposal is waiting for Ministry's approval and Board sought the Nominated Member's views on the reasons for the

delay. Nominated Member mentioned that the Ministry was concerned over the fee waiver that was being given to DW on DD DTH, as one of the terms of deal, while DD was paying actually sum of Rs. 2.4 crore for placement and connectivity on Hot-Bird 13. CEO explained that the sum of Rs. 2.4 crore had to be seen in the context of over Rs. 500 crore spent over the last decade or so in beaming down the DD India channel without ensuring last-mile connectivity, which, he said was a huge waste of precious funds and no question had been raised by either the Ministry or DD leadership in this regard. The Board noted that, to that extent, the arrangement, that was proposed with DW, appears to be far more attractive proposition since, in this case, last-mile connectivity through DTH delivery was guaranteed to DD India.

6.1.2. On the matter of content, CEO said that Prasar Bharati is clear that it would be open to a partnership with MEA in order to ensure appropriate content in line with the national interest as well as needs and demands of target audience.

6.1.3. The Board gave its approval to the proposal outlined by CEO.

## **6.2 Selection of National & Regional Sales Heads**

*(Agenda D-2)*

6.2.1 DG, DD explained to the Board that the proposal, as placed, had been worked out in detail in order to improve revenue generation from areas in which DD is lagging behind private sector competitors. He further explained that proposed engagements, as outlined in the Agenda and Annexure, were based on private

sector models, to which Prof. S.K. Barua sought to know if the compensation packages that were being offered had a conditional clause linked to achievement of specific revenue targets. DG DD explained that it was exactly how the remuneration packages were worked out and proposed. The fixed component for the candidates were linked to their current base salaries and there were clear laid-out slabs of incentives based on each person's delivery of targets, which were also clearly outlined. The Board stated that clear deliverables be stipulated and regular performance appraisal be reported as for all special assignees.

6.2.2. The Board approved the proposal.

### **6.3 Payment policy for E-auction of slots on DD Free Dish**

*(Agenda D-3)*

6.3.1. ADG (RPT) detailed the proposal before the Board giving justifications for staggered payment policy proposed. Members sought to know if by adopting a staggered payment model, DD stood to lose in terms of earnings from interest on the EMD. ADG (RPT) explained that far from DD's revenue interests being hurt, the policy aimed at getting better collection from each auction as the staggered payment policy would enable a larger number of players to participate in the auctions, which would possibly drive up the bids. Shri Ranjan Thakur also explained that by adopting staggered payment policy for future auctions, DD would be able to attract more regional channels in the bidding, and, therefore, be able to widen the offering of DD DTH since regional players often find it

difficult to pay upfront the amount required under the existing scheme.

6.3.2. The Board approved the proposal.

**6.4 Corporate Guarantee of Rs.17 crores to BARC from Prasar Bharati**  
*(Agenda D-4)*

6.4.1. ADG (RPT) mentioned that Board had given its in-principle approval to extending corporate guarantee to BARC in its 120<sup>th</sup> meeting held on 14<sup>th</sup> February 2014 since PB was one of the key stakeholders in the upcoming and revised TV Rating System being set up. Subsequently, on receipt of detailed agreement papers from BARC, DD had sought the opinion of Standing Counsel, Shri Rajeev Sharma, who had indicated certain concerns about the manner in which agreement had been structured. In the light of the points highlighted by Shri Rajeev Sharma, which are placed before the Board in the agenda, it was felt that it may be appropriate to obtain Ministry's approval before proceeding further in the matter.

6.4.2. It was stated by Nominated Member that before sending proposal to the Ministry, DD may get the proposal examined by IFD and send the same to the Ministry with the comments of Finance.

6.4.3. In this context, it was mentioned by CEO that ADG, Shri Ranjan Thakur was handling several critical responsibilities in DD, which included engagement with BARC, expansion of DTH platform as well as Government revenue, negotiations with right holders for a broadcast cover under the Sports Act, and expanding the footprints

of DD India through Hot-Bird etc. He further mentioned that the deputation of Shri Ranjan P Thakur was going to end in August, 2014 and keeping in view the extreme shortage of officers handling programme related responsibilities at the senior level, it was critical to the functioning of the Prasar Bharati that competent officers be available for handling critical responsibilities. It was also pointed out that efforts over the last few years to get such officers on deputation also did not yield the desired result. It was proposed by CEO that the Board may kindly consider retention of Shri Ranjan P Thakur, ADG so that there may not be any disruption in the critical areas that he was handling.

6.4.4. CEO mentioned that given his experience in area of broadcasting and his extensive integration in the matter of policy and implementation, Shri Ranjan P Thakur is best placed within DD to hold the interim charge of DG DD after Shri Tripurari Sharan at the end of July 2014 and until a regular DG is selected by the Board.

6.4.5. The Board concurred with the proposal

## **6.5. Land Assignment for HPT Cochin**

*(Tabled Item)*

6.5.1. The Board was presented with the proposal received from Kerala Government for the settlement of long pending land issue with regard to DD's HPT at Kochin. A reference was drawn to 115 meeting of the Board in which Member (F) had informed the Board of his meeting with representatives of Kerala Government where the broad contours of agreement had been discussed. The Board had

then welcomed the steps being taken to find a final settlement of the issue, which was to the benefit of DD. The final proposal as received from Kerala Government, which had been vetted by Legal Counsel, entailed payment of a certain amount and the rest was being sought by Kerala Government in terms of free airtime on DD Kerala. The Board felt that in the interest of resolving a long pending issue, this was certainly a forward movement and gave in-principle approval for reaching a settlement that would protect DD's interests.

**6.6. Proposed Amendment to Prasar Bharati Act**  
*(Tabled Item)*

6.6.1. The Board considered the tabled item on the proposed amendment to the PB's Act. CEO detailed the reasons and justifications for the amendment proposed, which were duly considered by the Board.

6.6.2. The Board was of the view that proposed amendments had merits and had been discussed over several earlier meetings of Board. It was, therefore, desired that a comprehensive detailed proposal, which would include justifications, the benefits that would accrue from the changes being sought, along with due legal vetting be prepared by PBS and presented to the Ministry.

**6.7. Providing 24x7 HD/SD Plug & Play connectivity from PMO 7 RCR to DD/AIR studio centre**  
*(Tabled item)*

6.7.1. A proposal to provide 24x7 HD/SD Plug & Play connectivity from PMO at 7 RC Road to DD/AIR studio centre was tabled by DG

DD. The Board Members were informed that currently there is no live link available from PM Office's at 7 RCR to DD/AIR studios or to any other broadcaster as a result of which it is often impossible to broadcast important information and announcements without loss of time since the facilities take time to set up.

6.7.2. Attention of Board Members was drawn to the objectives and estimated cost of the proposal that was placed in the agenda note.

Board was informed that the funds for this project would be taken from sanctioned plan capital fund of DD.

6.7.3. Board Members were further informed that this issue was also discussed in a meeting taken by Secretary, MIB on 7.7.2014.

6.7.4. The Board accorded its approval to the proposal as placed.

## **7. Personnel Issues**

*(Part-E)*

### **7.1 Filling up of posts of DG AIR/DG DD**

*(Agenda E-1)*

7.1.1. It was informed that approval of the Government to grant relaxation in qualifying service in respect of those SAG officers of IB(P)S who were in position in SAG on the crucial date i.e 1.1.2013 in the case of DG AIR and 1.1.2014 in the case of DG Doordarshan has been received. However, relaxation of age in respect of Shri S.M.Khan has not been received. The Board was also informed that another candidate Shri Narender Kumar, who is otherwise eligible is also overaged. The Board decided that a proposal be referred to MIB seeking age relaxation in his case also as in the case of Shri

S.M.Khan. The Board also desired that efforts be made to collect necessary documents in respect of eligible candidates so that selection could be expedited.

**7.2 Appointment of Gp. Capt. Ranjan Mukherjee, as ADG, AIR**

*(Agenda E-2)*

7.2.1. The following proposals were approved:

1. Approaching MIB for revival of 6 posts of SAG and 32 posts of JAG of IB(P)S; and
2. Appointment of Group Captain Ranjan Mukherjee as ADG, AIR by keeping in abeyance the appointment of Ms. Anupama D.Shukla.

**7.3. Update on applications for post of DG DD - (Age Relaxation for Shri S.M. Khan, DG, DD News)**

*(Agenda E-3)*

7.3.1. The proposal, as contained in the Agenda, was approved by the Board.

**7.4 Filling up of Critical Vacant posts of DR Quota in the cadre of Junior Time Scale of IB(P)S by Adhoc promotion as a temporary measure**

*(Agenda E-4)*

7.4.1 The proposal to fill up 75 posts of Assistant Director(P)/JTS of IB(P)S by promotion on adhoc basis from eligible PEXs as a temporary measure was accorded 'in principle' approval.

**7.5. Adhoc Promotion of Cameraman Grade-III to Cameraman Gr.II in Doordarshan**

*(Agenda E-5)*

7.5.1. The proposal to promote on adhoc basis 51 Cameramen Grade III for a period of one year initially or till these posts are filled up on regular basis, whichever is earlier, was approved, as proposed in the agenda.

**7.6. Filling up of Critical Vacant posts of DR Quota in the cadre of Junior Time Scale of IB(P)S by Adhoc promotion as a temporary measure**

(Agenda E-6)

7.6.1. Proposal to promote 4 Assistant Director (Programme)/ JTS (adhoc) viz., Smt. K.R.Bina, Ms. Juri Pandey, Shri P.K.Jha and Shri A.J. Majumdar to the grade of Deputy Director (Programme)/STS on ad-hoc basis for a period of one year initially or till the posts are filled on regular basis, whichever is earlier, was approved.

**8. Legal Issue**

*(Part-F)*

**8.1 Update on Legal Cases**

*(Agenda F-1)*

8.1.1. The status of various legal issues, as placed, was noted by the Members of Board.

The meeting ended with a Vote to the Chair.