

**Minutes of 123<sup>rd</sup> PBB meeting held at 5.30 PM on 18<sup>th</sup> September, 2014 in the Conference Room of PrasarBharati Secretariat, New Delhi**

**Present:**

Shri Jawhar Sircar, Chief Executive Officer, In chair  
Shri J.S. Mathur, AS MIB, & Nominated Member  
Prof. S.K. Barua, Member, Prasar Bharati Board  
Shri Muzaffar Ali, Member, Prasar Bharati Board  
Shri Vijayalaxmi Chhabra, DG, Doordarshan  
Shri F Sheheryar, DG, All India Radio

**Special Invitee**

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

**In Attendance:**

Shri R.K. Jain, Adviser (T), PBS  
Shri Shantanu Sen, OSD (Ops &Coord)  
Ms Chandra Katyal, Dy.Dir (PBB)

**2. Ratification of Minutes of 122<sup>nd</sup> Meeting of PrasarBharati Board held on 8<sup>th</sup> July 2014.**  
*(Agenda A-1)*

2.1. CEO drew attention of the Board Members to first item of the agenda, i.e., Ratification of Minutes of 122<sup>nd</sup> Meeting of Prasar Bharati Board held on 8<sup>th</sup> July 2014. The Board ratified the Minutes that had earlier been approved by the Board Members by circulation over email.

2.2 With regard to the discussion and decision on Agenda Item relating to Representation of ARTEE (as recorded in para 3.33 of the Minutes), Principal Adviser (P&A) mentioned the following points against the 3 issues raised by ARTEE:

Item (i): **Grant of ACP** - Ministry had given approval for implementing the CAT order only in respect of applicants before the CAT. EAs and SEAs (including retired) were approaching various benches of CAT in batches. To reduce the proliferation of court cases, a 'generic order' for all eligible employees was suggested along with working out its financial implications.

Financial implications, as now worked out, comes to Rs. 67 crore for one time and Rs. 13 crore annually.

Item (ii): **One pay scale for one cadre-** Ministry vide order dated 25.2.1999 had granted higher pay scales to 11 categories of employees in Programme and Engineering cadres covering incumbents who were in position on that date. Future recruits were to be given non-upgraded scales. CAT, vide order dated 31.5.2006, directed MIB to issue a Speaking Order to dispose of the claims of those who joined after 25.2.1999. Technicians recruited after 25.2.1999 have also obtained a similar order from CAT Kolkata Bench in 2008. Besides, some dying cadres like, Diesel technicians, Mast Technicians, Diesel Engine Drivers, and Helpers were also having this grievance. As per financial implications of the proposal, prepared on the direction of CEO, the one-time financial implications is Rs. 37.05 crore and annual financial implication is Rs. 5.62 crore.

Item (iii): **Pay parity of Technicians with Lighting Assistants-** Following Madras High court order dated 24.11.2010, notional pay parity in the scale of pay of Technician with Lighting Assistants w.e.f. 1.7.1983 was restored without arrears. This parity, however, got disturbed w.e.f. 1.1.1996 when Lighting Assistants were granted higher scale of Rs. 5000-8000. To remove this disparity, a proposal, with full financial implication, has been prepared on the direction of CEO, according to which, the one-time financial implication is Rs. 90 crore and annual financial implication is Rs. 6 crore.

2.3 The Board noted the interjections made by Pr Adv (P&A) and gave its approval to the proposals, as placed.

2.4. However, CEO lamented the fact that court cases, appeals and litigations, mentioned in the note, could have been acted upon and prevented if PB had been 'kept in the loop' and involved in the above mentioned decisions. He mentioned that this was one of the main reasons for which PB has been insisting on setting up of a Services Board, as such a body, had it been in place, would have been able to settle all such grievances and, thus, would have prevented a huge amount of litigation. He once again reiterated the need for setting up of a Services Board for

this purpose and for many others as has been mentioned earlier. The Board concurred with the view.

2.5. Principal Adviser (P&A) made a mention of matter related to wrong fixation of pay of some Grade II Stenographers and apprised the Board of the developments in the matter. He mentioned that, as the related order issued by DG AIR was found to be wrong by PAO, Prasar Bharati took up the matter with Ministry, which, in consultation with Department of Expenditure, issued a fresh order on a different pay fixation formula. However, since the Association has represented again pointing out flaws in the advice given by DoE, it is proposed to take up the matter with MIB again. Pending receipt of revised advice, the recovery of the alleged excess amount may be put on hold. The Board gave its approval to the proposal.

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

(Agenda A-2)

3.1 The Board next took up the decisions of the Committees of the Board for ratification. It took note of the decisions taken by ECSR at its meetings held on 18<sup>th</sup> July, 2014, 23<sup>rd</sup> July 2014 and 13<sup>th</sup> August, 2014 and ratified the minutes and decisions taken therein.

3.2 With regard to the decision taken by FAC in its meeting held on 8<sup>th</sup> July, 2014, Board ratified decision at S. No. 2 & 3 of the minutes of that meeting. With regard to decision taken by FAC in the matter of awarding of contract for 'Channel Packaging of DD National and DD Bharati' (S.No. 1 of the minutes), Principal Adviser (P&A) tabled feedback received from DD News on the quality of work of the proposed vendor, who is also currently engaged for providing similar services to DD News Channel. In light of certain failures of the vendor to provide requisite services during two recent high profile events, i.e., 'General Election Coverage' and 'Coverage of PM's speech on 15<sup>th</sup> August, 2014', as mentioned in the letter from Shri Mayank Aggarwal, ADG (News), Board Members expressed their concern over capability of the same agency to deliver on a much higher volume of work that would be required at DD National

and DD Bharati. Members discussed the matter at length, and felt that, since the contract has not yet been awarded, a review may be undertaken by DG DD, and a fresh advertisement could be taken out, inviting fresh applications for the engagement of an agency/vendor for channel packaging work planned at DD National and DD Bharati.

**4. Action Taken Report on Decision emanating from 122<sup>nd</sup> Board meeting held on 8<sup>th</sup> July, 2014**

(Agenda A-3)

**4.1 Policy for one-time Settlement of Arbitration cases**

(A-3, S.No. 1)

4.1.1. CEO informed the board that, following discussion with the Ministry, a presentation on the subject was made to HMIB and HMIB desired that the matter of out-of-court settlement with some producers may be taken up through a Cabinet Note to be prepared by the Ministry and that this may be done within a month, i.e., by 15.10.2014.

**4.2. Honouring National Artistes**

(A-3, S.No. 2)

4.2.1 CEO informed the Board that all questions, raised by MIB in the matter, have been fully replied to by Prasar Bharti and the matter was also discussed in a meeting with HMIB. The final list, as approved by Board, has once again been forwarded to the Ministry and Prasar Bharati is awaiting a decision from the Ministry on finalizing a date for the ceremony.

**4.3. Archival Series on National Artistes**

(A-3, S.No. 3)

4.3.1. CEO mentioned that, as per the existing rules of the organization, Prasar Bharati is not permitted free dissemination of archival content. On Archives Monetization, work is already underway for engaging suitable entities; but there is also a realization that there are content in PB archives that are not only unsuitable for monetization, but it may also not be appropriate to seek to monetize such content since they effectively belong to the people of India. Such content would involve speeches of

national leaders, coverage of events of national importance, footage related to historically significant events, etc.

4.3.2. Board agreed that while Library content, that could be commercially exploited, should be monetized to maximum extent possible to generate revenue for the organization, content of the kind mentioned above should be given 'back to the people' without charging any amount for the same. Board desired that Prasar Bharati develops suitable dissemination channels and platforms (e.g. through Apps, web, etc) for ensuring appropriate free access to its archival material identified for free dissemination.

#### **4.4. Revival of DD's Regional Network** *(A-3, S.No.5)*

4.4.1 CEO informed the Board Members that DD would be launching a separate channel in the State of Andhra Pradesh called 'DD Vijayawada' by the end of this month, and that the new channel is being set up with better usage of existing facilities available to DD without significant additional cost and by relocating certain key officials from other centres of DD Network.

#### **4.5. Archives Marketing & Management** *(A-3, S.No.6)*

4.5.1. Board Members sought to know the progress in this long standing matter, which had been discussed at several Board meetings and it had also been informed that a decision had been taken for engagement of top level companies for the marketing of PB archives. Board Members expressed their concern over the apparent delay in the process, since no one had yet been engaged for the work. CEO informed Board Members that RFP had been prepared quite some time back, but, following queries received from Ministry, PB had submitted the entire file on the matter to the Ministry so that it could go through all the correspondence on the subject, steps taken so far and suggest the best way forward. He also mentioned that DD, AIR and PB had initiated the exercise almost a year back, but felt that suggestions from

Ministry should be factored in right now so that there is no divergence of views of PB and MIB after RFP has been issued.

4.5.2. CEO once again reiterated to Nominated Member to expedite a final decision and views from the Ministry on the subject so that PB may take the next step to implement the decision taken by Board quite some time back, and PB archives may be disseminated and marketed at the earliest.

4.5.3. CEO also informed that Shri K.K. Banerjee, who had been selected as Zonal Archival Officer by the Board, has informed PB of his inability to take up the appointment. Therefore, PB would have to look for another suitably qualified professional to take up the assignment. In this context, CEO made a mention of a communication received from Prof. Amlan Das Gupta of Jadavpur University, who has offered his services and that of some of his students for the work of PB Archives East Zone. In this context, CEO placed a paper received from Shri Das Gupta along with the background of work done by his team. Given the credentials of Shri Amlan Das Gupta and evidence of the work, he has already done with regard to audio-visual archives, the Board seconded the idea and desired that PB take necessary steps to suitably engage Prof Amlan Das Gupta and his team for Archiving activities at East Zone, Kolkata so that work there may progress, as desired.

#### **4.6. Self-financing of Technology – Leveraging of Assets** *(A-3, S.No.8)*

4.6.1. CEO informed the Board that PB had made a detailed presentation to HMIB on the subject – which had been taken up for discussion by Board in its 118<sup>th</sup> meeting, where the matter of self-financing technology through leveraging of its unutilized assets had been welcomed by the Board. CEO informed that, following interaction with HMIB, Ministry has sought from PB the details of land assets, where clear titles existed or were free hold, for which process for 'change in land use' could be initiated.

4.6.2. The Board was informed that there were certain properties of DD and AIR, where mix use were already in operation. Nominated Member mentioned that Ministry's concern was that the land, that was with PB, was for a specific use only, i.e., broadcasting, and that any other use (that may entail from efforts to leverage them for monetization) may not be permissible. CEO mentioned that this was not at all a big hurdle as was being put out and that what PB had proposed was a complete transparent process, and also involving only Government agencies, so that properties that were lying vacant/ un-used and on which organization was paying a huge amount of money by way of maintenance, service charges, Govt duties, etc, could be productively re-deployed for the benefit of the organization. He further mentioned the case of 'townships', for which land once acquired for the purpose was often selectively re-deployed for other commercial uses for which, due process already exists and is followed. A similar approach could be adopted with regard to properties proposed by PB to Ministry.

4.6.3. Board desired that PB should continue to explore this avenue with MIB so that much-needed funds could be generated which could then be re-deployed for improvement of content, which was further discussed under Agenda C-1.

#### **4.7. Auction of Film Slots**

*(A-3, S.No. 4.9)*

4.7.1. With regard to auction of film slots, CEO noted with concern the continuing delay in evolving an efficient strategy that would benefit DD and allow better revenue from film slots on its network.

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

*(A-3, S.No. 14)*

4.8.1. Board Member took note of the progress reported by DG AIR and sought to be kept updated on the progress of the proposed implementation (w.e.f. 1<sup>st</sup> January 2015) of the revised Audition Scheme and new Guidelines, as mentioned by DG, AIR. Board also desired to be kept informed on making the process more transparent through use of IT, as had been sought by Members earlier.

#### **4.9. Opening up of Archives for Research Purposes**

*(A-3, S.No.22)*

4.9.1. Board sought to know from DG, DD and DG AIR the current status and desired that a note may be circulated on the subject by e-mail for the benefits of all Members.

#### **4.10. 24x7 HD/SD Plug and Play connectivity from 7 RCR to DD/AIR Studio Centre**

*(A-3, S.No. 23)*

4.10.1. Adviser (Tech) apprised Board Members of the new hardware, that had been sought to be installed at the facility. Presidential speech prompters have been ordered. Tenders for hiring OFC to be laid between DDK Delhi and PMO/PMR, and laying of OFC from PMO/PMR to Vijay Chowk, with related activities, are being processes by DDK Delhi. The work is expected to be complete by 2<sup>nd</sup> Oct 2014.

#### **4.11. Proposed Amendment to Prasar Bharati Act**

*(A-3, S.No.24)*

4.11.1. Board was informed that the proposal, as desired by the Board, is under preparation and Board would be kept updated on the progress of the matter.

#### **4.12. Policy on Essential Foreign Deputations**

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

4.12.1. CEO informed the Board that the matter of essential foreign deputation and the powers of CEO on the subject, which have been brought to the notice of the Board, had been discussed in several meetings and a specific proposal was also approved by the Board. CEO mentioned that the matter was also taken up in presentations made to HMIB and the Minister had been sympathetic to PB's position and has indicated that a decision in the matter may suitably be taken by the Ministry.



4.12.2. CEO mentioned that, globally, there were three key bodies/events that had prime importance for international broadcasters, especially regarding latest technological developments and updates, information with regard to exchange and sharing of content, and networking with global broadcasters for the promotion of nation's interests. He also mentioned that, one of these events, is the International Broadcasting Convention in Amsterdam, where PB sought to send a delegation to update itself on the latest developments in broadcasting technologies of special relevance for the organisation. Given that the organization has failed to keep itself abreast of the latest developments over the last decade or so, it is essential for concerned officers of the organization to be able to attend global conferences like these, but, unfortunately, due to the laborious approval process, that PB has to go through, vis-a-vis MIB, it was able to send only one officer, Ms Anita Sinha, ADG, who, in spite of the enormous amount of pressure on her of covering such a huge conference singly, had sent critical inputs, which would prove to be of immense value to the organization.

4.12.3 He further mentioned a similar event of critical importance - upcoming General Assembly of ABU - to be held from 22<sup>nd</sup> to 28<sup>th</sup> October, 2014 in Macau, for which PB has proposed to send minimum number of essential officers, led by Secretary, MIB. Given the importance of ABU as a body where India's interests need to be promoted as well as where key decisions are taken with regard to assignment of sports telecast rights, it is important for PB to establish a strong presence and, hence, the delegation, as placed in Annexure-13, had been proposed.

4.12.4. Board Members agreed with the proposal and desired that Ministry take upfront decision on the subject so that advance preparations

may be made by PB and it could gain maximum benefit from this conference.

**4.13. Restructuring of Engineering Activities: Creation of TSP and DCW**

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

4.13.1. CEO mentioned that a detailed note on PB's proposal to set up a 'Terrestrial Promotion Wing' and 'Digital Connectivity Wing' has been once again sent to the Ministry in response to the questions raised on the need to set up these Divisions as well as the need for the Promotion Division to be headed by an E-in-C level officer. CEO said that, as mentioned earlier in previous Board meetings, this re-structuring of engineering activities was being proposed because traditionally, the engineering set up of Prasar Bharati was geared only towards transmission and relay and that no attention was paid to assess or take steps to ensure that people were actually receiving the signals and were watching the broadcast of DD. Since no attention had been paid to last-mile connectivity, there was a complete disconnect between reach of the broadcaster and actual viewership/ listenership. PB has once again re-iterated the need to head the Promotion Wing, which will ensure availability of Antenna, STBs, etc, and also deal with complaints with regard to connectivity issues from the consumers, to ensure success of this effort.

4.13.2. DCW has been proposed to ensure engagement of viewers through Social and New Media channels. CEO mentioned that, as far as Social Media activities of Prasar Bharati are concerned, a lot of effort has been invested, over the last 2 years, after sustained directions from PBB, and some amount of social media activity has been taken up by some channels of DD/ stations of All India Radio with the help of junior level contractual staff. However, for this entire effort to yield productive results, and, if each of these Social Media platforms is to attain the minimum critical mark of followers/ engagees, what is needed is a senior

level guidance team, which would be able to set larger benchmarks and also draw out strategies for their realization. CEO said that, over the last year or so, efforts have been made to identify people within the organization for this purpose but without much success. It was, therefore, proposed that PB engage an external agency with the right skills and proven expertise in managing and guiding various social media activities of the organization and help set up systems and processes for the long term. He drew attention of the Board Members to Agenda C-5, wherein, a draft notice had been placed to invite applications from such agencies, which could then be identified through a transparent and professional process and engaged thereafter. He invited comments of Board Members on the notice towards improving it so that it could be issued at the earliest. Nominated Member sought to know whether, instead of engaging an external agency to handle the Social Media connectivity, PB could launch a pilot project, as was done by Ministry at a limited level. CEO explained that vast scale of operations of DD and AIR and immense spread of the organization imply a certain scale of operations, which cannot be handled on pilot project basis. He mentioned that there was at-least 30 key AIR stations and 16 DD capital Kendras apart from 6 National channels, each with their own profile of viewership/listeners and unique content, and, therefore, each of them require their own Social Media strategy and connectivity for successful realization of goals. Therefore, PB would need dedicated teams for each vertical and this could only be achieved by engaging an expert agency on a full time basis rather than on a limited approach. Board Members seconded this proposal and desired implementation of the same.

**4.14. Payment Policy for E-Auction of slots on DD Free Dish**  
(A-3, S.No. 27)

4.14.1. DG DD informed the Members that 22 slots would soon be vacated on DD DTH Free Dish platform for which e-auction would have to be held. She referred to proposal at Annexure-14, wherein, based on the encouraging results of past e-auctions, the reserve price, which was earlier set at Rs. 3 crore, was being raised to Rs. 3.7 crore in order to maximize revenue for DD. She mentioned that this was a revenue positive step and was reflective of the gaining popularity of DD-DTH platform Free Dish.

4.14.2. Board Members commended the facts reported by DG DD and approved the raising of e-auction reserve price from Rs. 3 crore to Rs. 3.7 crore, as proposed.

4.14.3. Board Members were also apprised of the presentation made to HMIB, following which, Prasar Bharti had been directed to explore the possibility of introducing a limited number of pay channels on its Free-Dish platform to enhance its popularity and revenue. Accordingly, a brief note has been placed at Anenxure-15, which provide for enabling provision that would be required to implement the suggestions of HMIB. In-principle approval of the Board was sought to this proposal, to which the Board consented for further necessary action to be taken up with Ministry of I&B.

4.14.4. DG DD also mentioned about the tabled item, wherein request of ABC, for change in start date of its placement on DD Free Dish, was placed. It was explained to Members that ABC had entered into an agreement with PB for carriage on DD Free Dish w.e.f. 1<sup>st</sup> November, 2013. However, due to delay in getting necessary downlink permission in India, ABC was not able to come on DD Free Dish w.e.f. that date. It has now obtained all the necessary permissions and has been added to the Free Dish Platform w.e.f. 1<sup>st</sup> August, 2014. Board Members approved the proposal to implement the start date of ABC on DD Free Dish effective 1<sup>st</sup> August, 2014.

#### **4.15. Corporate Guarantee of Rs. 17 crore to BARC**

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

4.15.1. DG DD drew attention of the Board Members to the item and a status note on the matter, placed at Annexure-16 of the Agenda Book, wherein it has to stand Corporate Guarantee of Rs. 17 crore in favour of BARC to meet its obligations as part of its membership of BARC. Board, in its 120<sup>th</sup> Board Meeting, had given its approval to the proposal since it did not involve any cash outflow at present. Subsequently, in the 122<sup>nd</sup> meeting, based on opinion received on the matter from Shri Rajeev Sharma, Standing Counsel of PB, Members had felt that it may also be

appropriate to refer the matter to the Ministry. A letter received from the Ministry on the matter, dated 12<sup>th</sup> Sept 2014, was placed for information of the Board, wherein the Ministry has, inter-alia, stated that the matter is between Prasar Bharati and BARC, and since the proposed Corporate Guarantee is to be funded from its IEBR, the Ministry's support is not required for the endeavour, and, that Prasar Bharati may take further necessary action in this regard. CEO mentioned that the decision, being sought, was well within his powers, but the Board was any way being kept informed of the decision. The Board took note of the above and approved DD's proposal to stand Corporate Guarantee to BARC to the tune of Rs 17 cr.

4.15.2. DG DD also mentioned that, in order to implement the new system that BARC is introducing for more accurate viewership measurement, a sum of Rs. 8 crore would have to be allocated by DD for implementation of 'watermarking' technology. Board Members were again informed that the sanction of this amount was well within the powers of CEO, and that the Board was being kept informed. Members agreed to the necessity of making the payment for the new technology, being introduced by BARC, as explained by DG DD, and approved the same.

#### **4.16. Participation with TERI for ICDL& Similar Initiatives** (A-3, S.No. 29)

4.16.1. CEO informed the Board that in order to further the reach and engagement of Prasar Bharati, and in order to re-establish its presence in the nation's broadcast sector, PB is continuing with efforts to forge alliances and partnerships with industry bodies as well as various associations. These efforts would allow PB to gain positions at the 'high-table' of policy level discussions, positive publicity & mileage as well as access to information database of use to PB. In addition, officers and staff of PB/DD/AIR would get the much needed exposure to latest trends and developments in technology, content etc., which would also benefit the organisation. In this context, he mentioned PB's partnership with CII for its annual flagship event "Big Picture 2014", for which approval had been taken from Board Members over email by circulation. The partnership entails a sponsorship fee of Rs. 10 lakh by PB, and, in return, PB would

be entitled to specific deliverables, like, promotion and publicity at the venue, branding and logo presence etc.. In addition to this, PB would get access to participating in discussions on various topics at the Summit, which should provide insightful inputs to the organization. CEO also informed Members that PB proposes to take membership of CII so that it can further integrate itself with the media sector, and have a stake in issues of relevance.

4.16.2. In this connection, CEO mentioned that PB would be contributing a small amount of Rs. 1.5 lakh towards placement of advertisement in the annual souvenir of Indian Women's Press Corps (IWPS), the leading association of women journalists in India. In return, PB is being given a double-spread exposure in the IWPC Annual Souvenir, for which suitable publicity material of DD and AIR would be placed. Such efforts, he mentioned, was an extension of PB media outreach and external communication strategy. The Board welcomed these moves and authorized PB to go ahead, as proposed.

**4.17. Final Order received from Service Tax Commissioner, Delhi for the year 200809 on account of short paid Service Tax**  
*(A-3, S.No. 30)*

4.17.1. The Board was apprised of the order received from Service Tax Commissioner for the period April – September, 2007 on account of short paid service tax. It was also explained that Service Tax Department has raised demand of Rs. 3.55 crore as short paid service tax + penalty of equivalent amount + interest at prevailing rates. Board Members were informed of PB's decision to go in for an appeal to CESTAT without paying any pre-deposit of short deposit/ penalty/ interest at this stage except the amount required for filing appeal. Board was also informed that Prasar Bharati would seek an early hearing of the case.

4.17.2. The Board was also informed of the proposal to appoint Shri Vimal Jain & Shri Somesh Arora, Amicus Rarus as Counsels for representing Prasar Bharati before CESTAT. The Board approved both proposals as placed at S. No. (1) and (2) in Annexure-19.

#### **4.18. Land Assignment of HPT Cochin**

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

4.18.1. Board took note of the fact that PB is putting together responses, in consultation with DD, with regard to clarifications sought by Ministry in the matter.

#### **4.19. Selection of National and Regional Sales Heads**

*(A-3, S.No. 32)*

4.19.1. Board sought to know the current status of engagement of National and Regional Sales Heads, viz., those who have already joined, delineation of responsibilities assigned to them and deliverables expected of them. DG DD was asked to prepare a status note on the matter for circulation to Board Members.

4.19.2. CEO mentioned that HMIB had indicated, in a recent meeting, that DD should engage a team of market professionals, which could work towards improving the revenue and content of the entire network. HMIB had desired that PB could explore ways and means to engage 50-60 qualified professionals each in the areas of Production, Creatives and Ad-Sales. CEO informed the Board that PB would take suitable follow up action in this regards.

#### **4.20. Filling up of Posts of DG, AIR/ DG DD**

*(A-3, S.No.33)*

4.20.1. In connection with the filling up the posts of DG, AIR and DG DD, which have been lying vacant since 1<sup>st</sup> November, 2013 & 1<sup>st</sup> August, 2014 respectively, CEO said that a presentation had been made to HMIB, in which he had been sensitized to the acute shortage of senior programme officers. As has been mentioned to the Board Members earlier, of the 121 ADG/DDG posts in DD/AIR, officers in position are only 11. This has obviously led to degeneration in generation and monitoring of content, which has resulted in the drop in viewership and revenue of DD. He further added that HMIB had been presented with a request for revival of 38 critical programme posts, which were crucial for the revival of the organization.

**4.21. Filling up of Critical Vacant Posts of DR Quota in cadre of JTS of IB(P)s by Ad-hoc Promotion as a temporary measure**  
(A-3, S.No. 24) - (Pr Adv P&A)

4.21.1. The Board was informed that the proposal is under consideration in consultation with DG AIR.

**4.22. Ad-hoc Promotion of Cameraman Grade III to Cameraman Gr.II in DD**  
(A-3, S.No. 35) - (PrAdv P&A)

4.22.1. The Board was informed that necessary promotions orders have been issued.

**4.23. Grant of Ad-hoc Promotion to 04 AssttDir (Prog)/ JTS working on Ad-hoc basis to grade of Dy. Dir. (Prog)/STS (Ad-hoc) in IB(P)S**  
(A-3, S.No. 36)

4.23.1. The Board was informed that the promotion orders have been issued.

**4.24. Creation of fresh Panel of Casual RJs and Presenters for FM Rainbow/FM Gold channels of All India Radio**  
(A-3, S.No. 37)

4.24.1 With regard to creation of fresh panel of Casual RJs & Presenters for FM Rainbow/FM Gold channels of AIR, Board took note of the appraisal note submitted by DG AIR on the subject which stated that, in line with the Board decisions taken in the 122<sup>nd</sup> meeting, a suitable skill test by neutral third party panel of experts is being drawn up. DG AIR further informed that a formal proposal, involving setting of the Panel and the specific terms for the Skill Test, would be put up to Board for approval in due course.

**4.25. Cadre Review of various Cadres**  
(A-3, S.No.38)

4.25.1. The Board was informed that Cadre review reports, in respect of Administration, Programme, Announcers, Official Language posts, and



Stenographers, have been received. Reports in respect of Programme, Stenographer and Administration have been examined and returned to the Chairmen of the Cadre review Committees with the request to modify the reports in the light of the comments offered. Reports of Announcers and Official Language are under examination.

4.25.2. The Board was also informed that efforts are being made to constitute a Professional Team to examine the reports before these are put up to the Board and, thereafter, to MIB for approval.

#### **4.26. Creation of 181 Posts for PrasarBharatiSectt.**

*(A-3, S.No. 39)*

4.26.1 The Board was informed that the proposal has now been reduced to 60 posts. The revised proposal has been referred to MIB for approval.

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

*(A-3, S.No. 40)*

4.27.1 The Board was informed that the pre appointment formalities, in respect of posts for which results have been declared, are under way in DG AIR and DG Doordarshan.

4.27.2. It was also informed that SSC has not been able to recommend full complement for the posts of PEX, TREX and Production Assistant.

#### **4. 28. Duality of Control over IIS Officers**

*(A-3, S.No.41)*

4.28.1. The Board was informed that the matter has been suitably taken up with MIB.

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

*(Agenda B)*

#### **5.1 Revenue Position and Strategy for Augmentation**

*(Agenda B-1)*

5.1.1 The Board was presented with the revenue position of the organization for the year 2013-14 and also that of the period till July of current financial year (2014-15). CEO mentioned that, over the last 3-4 years, despite the massive fall in viewership of DD National, the prime earning channel of DD network, PB has tried its best to maintain commercial revenue from sale of air time. However, with the increasing marginalization of terrestrial viewership, coupled with DD Engineering Section's focus on terrestrial transmission, commercial revenue of the network is coming under pressure, and, if urgent steps are not taken with regard to improving its connectivity, publicity, popularization of STBs & Antenna, and the professionalization of ad sales team, DD would find it difficult to maintain its revenue earnings let alone increase it progressively on a year-to-year basis.

5.1.2. The Board took note of the revenue figures placed for the period till July of the current financial year vis-a-vis the same period of the previous financial year. Members expressed their concern over the steep fall recorded in DD's commercial receipts.

5.1.3. CEO mentioned that Prasar Bharati had repeatedly flagged its concern over the falling viewership of DD and the resultant impact on its revenue to the previous DG, but, it had not seen any evidence of corrective action or measures to arrest the slide. He said that Prasar Bharati was further handicapped in maintaining a strict and constant vigil on finance function because there has been no Member (Finance) in position for several months. Board Members once again requested Nominated Member to follow up at the Ministry on the selection of a new Member (Finance). CEO said that, despite not having a Member (Finance) in place, Prasar Bharati had made several strategies to increase the overall revenue of the organization, as detailed at points 1-6 of page 18 of the agenda note.

5.1.4. Members agreed with the proposals made and desired that DD and AIR take necessary follow up action and seek Ministry/Government support for these initiatives.

## **5.2 Status Reports on Kisan, Vijayawada, NE and Kashir Channels**

*(Agenda B-2)*

5.2.1. The Board took note of the status note on the proposed DD Kisan channel, Vijayawada channel and splitting of the North East Channel and agreed with the plan for each, as outlined in the Agenda Note.

5.2.2. With regard to splitting up of the current single NE channel into three separate 24x7 satellite channels (that Board had approved in its 121<sup>st</sup> meeting held on 14<sup>th</sup> February, 2014), Members took note of the fund requirement projections of the three channels, which had also been sent to the Ministry for further action.

5.2.3. With regard to DD Kashir channel, Board commended the steps taken by the staff to salvage the situation at DD and AIR centres after the devastation due to heavy rain and floods and restore disrupted services with limited manpower and resources available.

## **5.3 Signing of MoU between Prasar Bharati & Mauritius Broadcasting Corporation**

*(Agenda B-3)*

5.3.1. The Board was apprised of the MOU between Prasar Bharati and Mauritius Broadcasting Corporation (MBC), signed during the visit of 3-Member delegation headed by CEO, Prasar Bharati to Mauritius. CEO mentioned that, because of huge demand from large section of population of Mauritius of Indian origin for content in Indian languages, like Bhojpuri, etc., MBC has expressed great interest in sourcing such content through Prasar Bharati, and, DD is in the process of sourcing such programmes. He further added that the MOU would go a long way in developing deep ties between India and Mauritius.

## **5.4 Status Note on Consultants engaged by PB/DD/AIR**

*(Agenda B-4)*

5.4.1. CEO apprised Board Members on repeated questions that Prasar Bharati continues to receive from Ministry on the matter of engaging consultants. He also referred to some recent news reports, which had

once again raised the issue with a reporting slant that appears to be aimed at tarnishing the image of Prasar Bharati by giving the (incorrect) impression that it had inducted a large number of consultants without due justification. CEO reiterated that, as had been mentioned to the Board earlier, Prasar Bharati has inducted Consultants not as a matter of choice, but purely due to the compulsion of keeping the services of this vast organization going in the face of no recruitment and no promotion over the last two decades. The point has been made in several past Board meetings that appointing Consultants has only been resorted to because of severe lack of manpower within the organization. Although the staff strength has come down by about 15000 and only 11 officers, out of the possible 191 posts, are in position to lead the organization, projects have been more than tripled with introduction of more and more channels, transmission towers and PGFs. There are also new channels currently proposed, as earlier discussed, again with no additional manpower. In the face of constant questioning from the Ministry, and unjustifiably critical news reports, Prasar Bharati has taken a decision to halve the number of consultants in the organization immediately and both the DGs have been instructed to do the needful in this regard.

5.4.2. With regard to Special Assignees, CEO informed the Board that services of several of them have been terminated after assessment of their contribution to the organization. He further informed the Board that following interaction with HMIB, Prasar Bharati has been authorized to induct the best of talent from the open market in the specific fields of creative, production and ad-sales/marketing/publicity to help raise quality of content as well as revenue of the organization. Prasar Bharati is currently putting together a detailed paper on the current system used to engage Special Assignees/Professionals from the market for various fields and will present it to the Ministry soon to seek its guidance on how to implement the proposed induction of 50-60 professionals each in the fields of creative, production and ad-sales/marketing/publicity, as desired by HMIB.

## **6. Policy Issues** *(Part-C)*

## **6.1 DD National: Falling viewership/ Revenue and options for Content Sourcing**

*(Agenda C-1)*

6.1.1. CEO drew attention of Board Members to the presentation made to HMIB on DD's fall from leadership position in 2010 to the current situation, where it was reduced to the lowest position in the GEC table. Board Members noted with concern the progressive decline in viewership of DD-National and sought to know the reasons for the same. CEO said due to lack of strong leadership at DD-National, the channel has been allowed to drift without a focused content strategy and a strong content/sales efforts.

6.1.2. In this context, he mentioned that Prasar Bharati, with Board's approval, has already set up a Pre-Check Committee to better understand content sourcing decisions, made over the last few years at DD National, with the aim of identifying any infirmities and improving the system. CEO said that the Pre-Check Committee had uncovered several facts, which had been feared would exist, with regard to weakness in the manner in which certain specific programmes were sourced or commissioned by DD. He reiterated that transparency in decision making with regard to content selection was key to ensuring that the best talent was attracted to DD, which would help the organization source quality content.

6.1.3. CEO also pointed out that DD has very little funds to spend on content since a large part of IEBR has to be spent on Heads other than content. Compared to private channels, who spend large part of their revenue on content generation, DD spent less than 10% of its revenue (IEBR) on content creation. On a specific question from Shri Muzaffar Ali, Member, with regard to allocation of funds for content generation by the Government, Nominated Member said that Plan funds are allocated for expenditure on creation of capital assets/ infrastructure development and no allocation of fund is made for the component of content, except for NE and J&K. Board Members sought to know if funds for content could be earmarked in the plan document since spending on quality content is clearly the only way DD could revive its viewership. Prof Barua mentioned that DD needs to have a clearly enunciated vision for content and then

funds allocated specifically for that. NM said that a consolidated proposal, including the suggestion to allocate Plan funds for content sourcing, may be put up for approval of EFC/Cabinet.

6.1.4. Shri Muzaffar Ali mentioned that these very issues, viz., defining a content strategy, content categories for public broadcaster, devoting a specific percentage of funds for content creation, etc., were discussed by the Pitroda Committee and its Expert Group on Content headed by him, and specific recommendations had been made on these issues in the report of the Committee. He sought to know from Nominated Member as to the fate of Pitroda Committee report and whether its recommendations had been accepted by the Government. He further reiterated the need for Prasar Bharati to separate content from infrastructure verticals and proposed that a separate meeting of the Board be called only to discuss matters related to content.

6.1.5. Members sought to know from DG, DD what her plan and strategy would be to revive the quality of content on DD-National on an urgent basis. DG, DD explained that of the various existing models of content sourcing that are used by DD, some have worked for the channels in the past when it enjoyed monopoly position but may not work as well in the current scenario and, therefore, required review and modifications. She also mentioned that, given the norms of Government that are followed in decision making, there is great reluctance to move away from established and past adopted norms because of the fear of audit and vigilance questioning, especially where large sums are involved. This brings in certain amount of inflexibility in decision making, which does not help DD compete with private channels in making dynamic content sourcing choices.

6.1.6. On a specific question from Prof. Barua on what DD's practice was in 2010 when it was the top channel among the GECs, DG, DD replied that the network used the mode called SFC (Self-Financed Commissioning), but then private channels started spending more and more on their content, while DD was limited to an upper limit of Rs. 5 lakh per episode, which in the current context, was simply not enough for

quality content. She, therefore, proposed that SFC guidelines may be revisited and a special category be created within it, whereby prime time programmes for 2 half-hours lots per day could have a budget limit of Rs. 8 lakh per half-hour slot. She said that this measure should help DD attract better quality content.

6.1.7. On the Board's approved mode of content sourcing titled 'RSM' (Revenue Sharing Model), DG, DD explained that this worked very well for sourcing high profile programmes, like 'Satyamev Jayate', 'Saraswathichandra' etc. However, she mentioned that sharing of Government revenue with private producers is viewed as disadvantageous for DD since such revenue was not acquired for a specific programme but for the entire network under package deals which entails concession, bonus, etc. She, therefore, proposed that RSM be revised as proposed in Annexure-28 to keep Government revenue out of the pool of revenue shareable with private producers under this category of programme sourcing.

6.1.8. Board Members sought to know whether making such a change would impact the applications already made and under process in this category and whether there was possibility of private producers opposing such a move and taking up the issue with higher authorities or even taking DD to court. Board felt that it may be more judicious to keep Government revenue out of the share-able pool to the extent possible, as may be defined and elaborated by DD in the RSM structure, rather than make a blanket rule of keeping Government revenue in its entirety out of the shareable pool. This could be achieved, for instance, by limiting the number of Govt.spots that are slotted within that category & band and therefore shareable with RSM producers.

6.1.9. The Board approved the revised guidelines for AFC, RSM and SFC with the changes proposed by DG DD as placed in Annexure-25, 28 and 29 respectively, subject to incorporation of the views of the Board on the matter of sharing of Government revenue under RSM as expressed in para 6.1.8 above.

## **6.2 Total FM-isation & Optimisation of AIR**

*(Agenda C-2)*

6.2.1. The Agenda presented to the Board was aimed at optimization of AIR services and facilities so as to maximize its reach and effectiveness. Board was informed that with rapidly falling listenership of Medium Wave (currently estimated to be between 3-4 crore) and negligible listenership of Short Wave, AIR must target total FM-ization of its main services (Primary, FM Gold & Rainbow, and Vividh Bharati) if it is to remain relevant. This is all the more so since about 18 crore people are already hooked on to FM, and with close to 90 cr registered mobile connections in the country, there is a huge potential FM listenership. CEO informed the Board that HMIB too had indicated that AIR must aggressively target Total FM-isation of its network.

6.2.2. Prasar Bharati's plan involves a vertical and horizontal optimisation viz. more efficient usage of the existing FM transmitters, and further spread of the FM network well beyond the current 44% of population. For 'Vertical Optimisation', CEO explained that there was an urgent need to raise existing transmission of every FM station of AIR (some of which were transmitting for as little as 7 hours a day) to a standard Optimum Broadcast Hour (OBH), which would ensure productive utilization of installed manpower and technical resources. He mentioned that with the exit of valve technology, there was no need for any 'down time' at any station, and, hence every FM station could easily broadcast for up to 18 hours a day. This need not necessarily involve generation of significantly higher volume of content (which would require huge funds), because Broadcast Hours could be raised to OBH levels even with relay of relevant content generated by Primary or Vividh Bharati.

6.2.3. Towards 'Horizontal Optimisation' CEO mentioned that PB proposes to replace 100 W transmitters at 100 places (provided for in the 12<sup>th</sup> Plan), with 1 KW transmitters, which would increase coverage by a multiple significantly more than the increase in project cost. In this context CEO drew the attention of the Board to a note received from E-in-C AIR on the matter, which was placed for information of the Board at Annexure-31. CEO said that the note appears to place facts at variance with those



received from various independent and other sources. The note also appears to suggest that many of the proposed 100 W low power FM transmitters would be accompanied by tower construction, which is totally prohibited at present, since PB has insisted that existing towers of DD, AIR, MTNL/VSNL etc. be first used to mount AIR transmitters as a cost saving measure. CEO proposed that a Team headed by ADG, IFD, with CVO and relevant external experts as its Members, may examine the facts, as presented by E-in-C in his note, and arrive at unit-based costing of each transmitter and verify the figures presented in the note. He also proposed that until this examination of the effectiveness of 100 W vis-à-vis 1 KW FM is done, the entire process of tendering and ordering of 100 W FM transmitters be put on hold.

6.2.4. CEO once again reiterated the point that he has been making over the last two years, for review and re-examination of approved plan schemes, which are at dissonance with ground realities and, therefore, ultimately ineffectual - like MW DRM or Low Power FM transmitters of 100 W. In view of continuing expenditure on new towers and ineffective MW DRM and Low Power FM transmitters, CEO proposed that past purchases be enquired into and if there appears to be any anomaly, responsibility be accordingly fixed on officials, serving or retired.

6.2.5. Board seconded CEO's proposals, as placed above. It also felt that, unless remoteness of an area is an issue, AIR must, without fail, go for 1 KW FM transmitters over the 100 W FM Transmitters provided for in the XII plan. The Board also took note of the proposal in the Agenda Note of using DD and AIR HPT on which multiple FM services of 10 KW strength may be installed and that providing for 3 main AIR services – primary, Gold-Rainbow, and Vividh Bharati at 122 locations, with a cost of about Rs. 496 crore.

6.2.6. CEO mentioned that, as submitted to HMIB and mentioned in the Agenda Note, expanding the 3 FM services to a wider section of the population by using existing LPT towers could cost Rs. 1001 crore for the 596 locations. The overall Total FM-isation, which would ensure the main AIR services on FM across the nation, would cost Rs. 3000 crore

approximately. This investment would, in one go, ensure reaching of AIR's main services to the widest possible section of the population as opposed to the current low/poor listenership, which is, unfortunately, not getting reflected by coverage figures quoted by AIR.

6.2.7. Members were also informed of the urgent need to place FM transmitters at some important places, like, Pune and Nellore, within the provisions of flexibility in plan scheme approved by the Board in its 115<sup>th</sup> meeting held on 6<sup>th</sup> August 2013. For operational reasons, it was proposed to shift transmitters from some other places to important places with top priority. The Board approved the proposal to make the adjustments, as sought.

### **6.3 New DD India Channel for Europe & West Asia** *(Agenda C-3)*

6.3.1. CEO informed the Board about the signing of MoU between DD and Deutsch Welle (DW) for the carriage of DD India on DW's DTH bouquet on the Hotbird satellite, as per the terms approved by the Board in its earlier meetings, and that with this development, DD India will be available in 120 million homes across Europe, as well as West and Central Asia. He added that it was a historic development, as for the first time ever DD will have assured global penetration and viewership, at minimal cost. Although the channel had been historically uplinked at high cost – first via Intelsat and subsequently via INSAT 4B – it had zero penetration into homes, despite a footprint over 86 countries. Even as private channels like Zee and NDTV made successful international forays, the ineffectual expenditure into DD India's uplink, and the lack of distribution was ignored. It was due to the sustained efforts made by PB over the last year and a half that the DW-Hotbird MoU could be arrived at. CEO further added that although the proposal was approved by the Board in Feb 2014, the MoU could only be signed in August 2014, since the final approval came from the Ministry at the very last minute, after extended communication between MIB and PB on the matter.

6.3.2. Board was also informed that it was due to the 'last minute' approval that PB was unable to lay the groundwork for starting DD India's

operations, and thus has not been able to draw benefit of the tie-up with DW from day one.

6.3.3. CEO mentioned that over the last month and a half, PB has approached ministries such as MHA, MEA, MOIA, Culture, Tourism etc., for guidance on content and ready materials that can be showcased on the 'new' DD India. With the immense spread of Hotbird's footprint, DD India's effective viewership is spread across various time zones, nations and cultures – each with their own language, tastes, cultural sensitivities, etc. Towards that, PB has been seeking critical inputs from the various collaborating ministries on the above matters. PB has also proposed the setting up of a Committee under Foreign Secretary/NSA and an inter-ministerial group under DG DD to take this forward and help arrive at critical decisions on Content, News, Discussions, Panels etc. MIB has to also give guidance on Funding, since additional funds will be required for generating targeted content, and this is not part of the 12<sup>th</sup> Plan. MIB has to also take a decision with regard to INSAT 4B and its continued usage, since PB continues to spend Rs 37 cr/year without the gain of a single global viewer. Board also agreed with the need to engage qualified professionals from the market, with experience of having run operations of international channels, to lead DD India. CEO however mentioned that a call would have to be taken on who would pay for such professionals since PB's resources are already stretched.

6.3.4. Board took note of the developments and seconded the points made by CEO, and looked forward to MIB holding an inter-ministerial meeting at the earliest to take PB's suggestions forward.

#### **6.4. DVB T2: Clustering & Auction Policy** *(Agenda C-4)*

6.4.1. Board was informed of the planned Digitisation of DD's terrestrial transmission network with the DVB T2 technology, which has various advantages over analogue, chiefly better sound and picture quality and capacity to carry multiple channels in one transmission. Board noted that the matter had been discussed in earlier meetings, and that it had sought a Business Plan from DD for the effective deployment of this technology

plan, but that a workable strategy and roadmap had not been put up for Board's consideration and approval till date.

6.4.2. CEO admitted that while the previous DG did not come up with an effective Business Plan for the productive commercial exploitation of DVB-T2, a specific proposal has now been worked out and placed in the Agenda note. The Plan envisages clustering of available/ordered DVB-T2 transmitters at high population density area to make maximum viewership gains, as well as bunching together of 2 transmitters per location so as to make up to 20 free-to-air channels available to the viewers in that area. In effect, this would be akin to providing a select DTH bouquet to viewers with the added advantage that it would be free, and would not require a satellite dish. CEO further mentioned that in order to make the DD DTT bouquet attractive to viewers, and thereby to make it a commercially viable proposition, it would be necessary to not simply use all available 20 channels for DD, but in fact offer some (maybe 10) to highly popular private channels. The DD DTT bouquet could then ride on the popularity of private channels to guarantee its viewership. The Board welcomed the idea.

6.4.3. CEO drew attention of Board Members to the specific points of the proposal placed in the agenda note for Board's approval. The above mentioned 'clustering' would necessarily need change of location of DTH HPTs from the existing, approved locations as per the plan outlined in Annexure. Also some changes needed to be made to orders already placed for 3 DTT transmitters and use the funds for procurement of equipment critical for the implementation of the proposed Business Plan. Further inviting private channels to be a part of this bouquet would have to be undertaken through a transparent and successfully tried mode. He mentioned the auction policy in use for DD FreeDish and said that a similar business model had been outlined in Annexure 36.

6.4.4. Board gave its approval to DD to proceed in the matter, as proposed in the Agenda Note.

## **6.5 Proposal to outsource Social Media Activities**

*(Agenda C-5)*

6.5.1. The Board was apprised of the current Social Media capabilities of select verticals of DD & AIR, which had been put in place after sustained efforts, pressure and directions from PB. CEO mentioned that while these efforts have been able to help Social Media activities take off in some measure, they are far from achieving critical mass in terms of number of followers and the engagement levels with viewers/listeners. Apart from up-scaling these venturing efforts, there is also an urgent need to replicate them across all the verticals of DD and AIR, since the current demographics indicate high (and ever increasing) levels of Social Media consumption across various platforms and devices.

6.5.2. Board noted that DD and AIR have the disadvantage of being late entrants into this domain, and also that despite sustained efforts by PB, it has not been possible to locate in-house expertise on this subject at any level. Board agreed that rather than a disaggregated in-house approach, it would be more effective to outsource the Social Media activity to an agency with proven experience. The aim should be to use this agency to build social media systems and capabilities within the organisation for the long term.

6.5.3. Board desired that Prasar Bharati take out a public notice inviting experienced individuals/organisations/agencies to perform this task, and implement the goals as discussed and also outlined in the agenda note at the earliest.

**7. Financial and Revenue Issues**

*(Part-D)*

**7.1. Annual Financial Statement of Prasar Bharti for the year 2013-14**

*(Agenda D-1)*

7.1.1. Board approved the Annual Financial Statement 2013-14, as placed for information of the Board.

**7.2 RE 2014-15, Fund Requirement for DD Kisan Channel, etc.**

*(Agenda D-2)*

7.2.1. Board took note of the Revised Estimated 2014-15 as presented, for allocation of Plan funds to PB, and the additional funds sought for Content for DD Kashir, DD Urdu, DD NE. Board also noted the detailed fund requirements (capital and content) for the proposed Kisan, Arun Prabha and Vijayawada channels, and the proposal to allow budget assurance of Rs 48 crore out of PB's IEBR, to be treated only as an advance for these three channels, pending approval of EFC.

7.2.2. Board approved to allow expenditure of Rs.48 crore out of IEBR pending EFC approvals, as proposed.

**7.3 Subscription to News Agencies by AIR & DD News**

*(Agenda D-3)*

7.3.1. The Board was briefed on the historical aspect of PB's long-standing two-fold association with news agency PTI, which could be termed as a 'favoured relationship', whereby PB was also provided office space within the premises of PTI Building on a lease that was originally through MIB. PB was not presented with any rent revisions after 2001, while for the wire services provided by PTI, PB was paying a contracted lump-sum amount that was not directly linked to either actual itemisation of services provided, or the usage of the services but was rather based on the recommendations of the Verghese Committee and also approved by the Board.

7.3.2. Board was also informed that this amount that was being paid to PTI was considerably higher (nine times) than industry figures i.e., subscription charges being paid to PTI for the same services by other large India media organisations.

7.3.3. PTI has been, over the last few years, pressing hard for an increase in rent for the premises occupied by PB on the basis of 'market rates' and the claim that other tenants in the building are paying higher rent. After prolonged negotiations, the rent was increased 5-fold, and PB agreed with due approval of the Board.

7.3.4. PB is now faced with a strange situation whereby one part of its relationship with PTI (the rental of office premises) is being quantified on commercial considerations, while the other part (subscription of wire services) is being measured by a different yardstick. It approved an official communication be sent to PTI asking it to cut down on its subscription fees, and bring it in line with actual usage, and industry standards.

7.3.5. The Board deliberated on the matter placed for its consideration and agreed that different yardsticks cannot be employed for different parts of a relationship with the same vendor/entity. Board Members also sought to know the actual usage of PTI services by DD/AIR and whether they could be streamlined in accordance with inputs provided by its own correspondents, and other agencies. It desired a review of these news services being subscribed to by DD/AIR and that PB carry out a rationalisation exercise in order to improve input/output efficiency of news, and thereby help reduce costs. For this purpose Board desired that a neutral Expert Committee may be set up to examine the entire issue of utilisation of services of wire agencies by AIR/DD, the subscription being paid to them etc. The Board left it up to the CEO to decide on the composition of the Expert Committee.

7.3.6. On the issue of actual usage and productivity of news inputs by the various RNUs, Board sought to know if a system of check and balances is in place to ensure that expenditure by RNUs are in line with budgeted allocations. It desired that expenditure incurred by RNUs under content head, utilisation of stringers/PTCs and wire agencies be closely monitored on a monthly basis and all contractual engagements be reviewed and approved by DG AIR/DD in respect of NSD AIR/N&CA DD respectively. To ensure transparency and accountability on this front, Board recommended the use of IT to maintain digital logs of inputs from all such sources (own correspondents, contractuales, stringers/PTCs, wire agencies), which could then be verified against costs being incurred on those heads.

7.3.7. On the matter of other news agencies providing similar services to DD/AIR, Board was informed of the services of UNI which is minimally

used as per reports from RNUs, although a sum of Rs 6.9 cr per annum is being paid to the agency. Board agreed with the proposal to take up with MIB the rehabilitation scheme for UNI. Board was also informed about a presentation made to DG DD News by news agency Hindustan Samachar, which desired to provide services to DD/AIR Board felt that decision on utilisation of their services may be made based on inputs given by NSD AIR and N&CA DD on the matter.

## **8. Personnel Issues**

*(Agenda E)*

### **8.1. Service Related Issues**

*(Agenda E-1)*

8.1.1. Outlining the need for Prasar Bharati Recruitment Board, CEO explained that the proposed board is required for:

- i. Holding DPCs for promotions in various grades not only for Prasar Bharati employees ( recruited after 5.10.2007) but also for Government servants on deemed deputation to Prasar Bharati;
- ii. Filling up of posts through transfer on deputation/short term contract;
- iii. Induction of Media Professionals on flexible terms based on prevailing market;
- iv. Finalising the service conditions of Prasar Bharati employees( recruited after 5.10.2007);
- v. Direct recruitment under the Recruitment Regulations;
- vi. Set norms for engagement and appraisal of creative professionals & contractuales;
- vii. Consultation in framing of recruitment regulations;
- viii. Removal of anomalies amongst various cadres thereby reducing the number of Court cases as also to decide on uniform norms for the two Directorates where bulk of the promotions ( all Group B & C) are done but some anomalies lead to greater crisis.
- ix. Consultation in the matter of imposing of penalties on delinquent officials (again on both categories of employees viz., deemed deputationists and Prasar Bharati employees);



- x. Finalise Cadre review/Cadre restructuring proposals of various cadres to remove stagnation and anomalies.

8.1.2 As such, it is proposed that the said Board may be designated as Prasar Bharati Services Board. Since the jobs proposed to be assigned to the Board are rather urgent in nature, it is necessary that the board is set up at the earliest.

8.1.3. The Board agreed to the proposal and desired that MIB be approached for expediting the approval of the Notification for setting up the Services Board.

8.1.4. CEO also explained that earlier it was proposed to process the recruitment of candidates recommended by SSC for various posts, in two phases. This was proposed earlier due to the fact that only one third of the critical posts out of the total 3452 posts had been cleared by Department of Expenditure. However, since now all the Group A & B posts out of 3452 have been cleared by the Government and there are large number of vacancies apart from the numbers recommended by SSC, it is proposed to undertake recruitment in one phase rather than in two phases.

8.1.5. The Board approved the proposal.

8.1.6. CEO also explained that with the approval of Prasar Bharati Board and as per procedure prescribed by it, ad-hoc promotions in respect of 291 officials had been granted since June, 2013. However, MIB had been raising issues and insisting that the proposal should be referred to them for approval as Prasar Bharati has no powers to grant ad-hoc promotions to the deemed deputationists. CEO indicated that this is despite apprising the Ministry of the legal position as advised by Prasar Bharati Standing Counsel. He also indicated that some PAOs are also not honouring the promotion orders thereby refusing to fix the pay of the promoted officers as per rules and even in some cases fixing pension based thereon. Keeping in view the difficulties experienced by the officials, it is proposed that the ad-hoc promotion orders already issued may be referred for ratification to MIB. This would, however, be under protest and without prejudice to the

right of Prasar Bharati to grant promotions/ ad-hoc promotions to deemed deputationists.

8.1.7. The Board agreed with the proposal.

8.1.8. CEO further explained that candidates in various group A and B posts would be joining shortly based on the recommendations of SSC. He drew attention of the Board members to the fact that in the grades of PEX and TRES, there was acute stagnation due to DPCs not being held regularly on account of pending litigation etc. As such, employees have not got promotions in some cases for more than 20 years. On the joining of new employees in these grades, they would automatically become senior to the employees in the next lower grades who have not been given their due promotions. This would be highly unjust for the existing employees and it is, therefore, felt that a solution needs to be devised to protect the seniority of such employees in higher grades even by amending the Recruitment Rules/ Recruitment Regulations if so required.

8.1.9. The Board agreed with the proposal.

8.1.10. CEO drew attention of the Board members to the fact that on the basis of stipulations made by MIB, the cut off date for eligibility for membership of the recognised Associations has been put as 5.10.2007 meaning thereby that Prasar Bharati employees ( who join after 5.10.2007) cannot become members of these Associations. Since the number of such employees would be rather small initially and they would need some time to organise themselves and form Associations, with a view to safeguarding their interest, it is proposed to give an option to them either to join the existing Associations of their cadre or to form a new Association.

8.1.11. The Board agreed with the proposal.

8.1.12. CEO further explained while employees on deemed deputations to Prasar Bharati are eligible for CGHS facilities, eligibility for general pool accommodation and according same priority as to the Government

servants in the matter of admission of their wards in Central Schools. These facilities are not presently available to Prasar Bharati employees joining after 5.10.2007. Since these employees are also getting the same pay scales, allowances and other facilities as admissible to the deemed deputationists, it is but natural that these facilities should also be extended to Prasar Bharati employees joining after 5.10.2007.

8.1.13. The Board agreed with the proposal and desired that the case may be taken up suitably with MIB.

8.1.14. CEO further indicated that on the basis of approval accorded by the Board earlier, orders were issued for grant of MACP to all the employees including employees belonging to 11 categories who had been granted upgraded pay scales by MIB vide order dated 25.2.1999. However, some of the PAOs were raising objections to the grant of MACP to employees in 11 categories. As such, it is required that earlier decision of the Board is reiterated.

8.1.15. The Board agreed with the proposal.

## **9. Legal Issues** *(Part-F)*

### **9.1. Update on Legal Cases**

9.1.1. Board took note of the status reported in respect of various legal cases at S.No. 1 to 10 of the Agenda Note F.

## **10. Absorption of Government Employee in Grade Pay Rs. 7600** *(Tabled Item)*

10.1. An Agenda Item with the above title was tabled at the 123<sup>rd</sup> PBB meeting, but, due to paucity of time, it could not be taken up for discussion. The Agenda Note proposed to take Shri Ganesh Sridhar Ramdasi, Deputy Director (Information), Maharashtra Information Centre, New Delhi, who is presently in the grade pay of Rs. 6600 (Under Secretary level) on deputation in the grade pay of Rs. 7600 (Deputy Secretary level) against an existing vacancy of IBP(S) in Prasar Bharati.

The need for an officer with the qualification and experience of Shri Ramdasi, and the terms of his engagement were detailed in the Agenda Note, which is placed at Annexure.

10.2. Since the matter could not be taken up for discussion at the 123<sup>rd</sup> meeting and yet was urgent, the Note was circulated by e-mail to Board Members. The proposed Agenda Note on the engagement of Shri Ramdasi on deputation in the Grade Pay of Rs. 7600 (Deputy Secretary level) against an existing vacancy of IBPS in Prasar Bharati, initially for a period of one year was approved by Board Members.

The meeting ended with a Vote of Thanks to the Chair.