



Redeployment of staff due to ATT closure - Some suggestions

1 message

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ASSOCIATION OF RADIO AND TELEVISION ENGINEERING EMPLOYEES (ARTEE)

Largest Employees Welfare Association of Electronic Media

Affiliated to Bharatiya Mazdoor Sangh

WWW.arteeindia@gmail.com

CCS(RSA) Re Verification Under Process

ARTEE/PB/28/10/2021

28-10-2021

To,

Ms. Mukta Goel ADG (HR)
Prasar Bharati Secretariat
Prasar Bharati House, Copernicus Marg,
New Delhi – 110001.

Sub : Redeployment of staff due to ATT closure - Some suggestions
on how to utilize their services within AIR & Doordarshan network
for better working of the department– reg

Respected ma'am,

Thank you for inviting us to give suggestions on redeployment of freed-up staff in the ongoing ATT closure. We are writing this letter with the firm belief that the staff would be happy only when the organization prospers. As a staff welfare association we wish to contribute to the well-being of the organization.

The latest round of closures would free up around 2200 employees. A study of the seniority lists of Helper to AE suggests that more than 500 subordinate engineering staff are retiring in 2021. Around 700 are retiring in 2022, 800 in 2023, 900 in 2024 and 1000 in 2025. This fact may be kept in mind while formulating any policy on the content creation / content delivery aspects of AIR and Doordarshan. There are many alternative avenues within Doordarshan and AIR to deploy these closed transmitter staff without resorting to any drastic measures.

WE PROPOSE THAT, APART FROM TECHNICAL DUTIES, ENGINEERING STAFF MAY ALSO BE UTILIZED FOR PROGRAMME PRODUCTION AND MARKETING. IN THIS WAY A CONSIDERABLE AMOUNT OF MONEY CAN BE SAVED.

▫ Doordarshan has lost viewership because the viewing public found that private channels were offering richer, more appealing programme content. Hence, engineering staff may be retrained to produce good programme content, to compete with private channels.

▫ In All India Radio setup, Engineers used to handle activities like studio Recording, OB Coverages, Editing, dubbing, Mixing works etc in the earlier days. Due to staff shortage, these engineering staff were diverted to transmission side activities. We request that AIR stations be staffed with more engineering manpower to handle these activities again.

▫ In both AIR & Doordarshan, we understand that there are a large number of vacancies in programme side. We may be suitably given a short retraining to take up programme production activities.

▫ A Single Studio setup May be arranged in 100 W FM Stations and engineering staff may be utilized to produce local community level programmes there, so that local content can be aired at least two hours both morning and evening. This way we can generate revenue through local advertisements.

▫ Willing Subordinate Engineering Staff (Helper to AE) as per their eligibility may be utilized to render their services in following fields of Doordarshan Kendra /AIR where either casuals are deployed at present or there is staff shortage:

- Post Production work / Editing of Programmes & News, which is mostly being done by casual Editors at present on Doordarshan Kendras.

- In-house Camera operations at Studios as per requirements.
- Content creation for Social Media, promotion work on Facebook, Twitter, YouTube uploading etc, where casuals are mostly deployed at present by the department.
- content packaging and archiving.
- Capsuling of 24 hrs Program Playlist for 24×7 Transmission through server. In some Doordarshan Kendras, casuals are being presently used to do this work.
- Depending on their qualifications, training, aptitude and acquired media experience, engineering staff may be deployed in Duty Room, Commercial section and in marketing.
- Independent production of Programmes /Content Creation as per requirement.
- News stringers in each district / Tehsil / Taluk headquarters, associated with sate capital Doordarshan /AIR stations
- Administrative or Accounts related work assignment as per requirement.
- Marketing related works to generate revenue for Doordarshan Kendras /AIR.
- NABM is imparting training to Engg Staff in Post Production works like Non Linear Editing, Graphics etc. But most of the Post-Production Facility in most of the Doordarshan Kendras is either unused or under-utilised as these staff members are not used for Post production works or Social Media works.

⊞ A short term initial training/workshop may be arranged for selected Subordinate Engineering Staff at the Kendra level itself to get familiar with the technicalities and formalities of above fields to start working independently later.

⊞ A number of experienced, qualified & efficient subordinate engineering employees are presently available who may contribute well in the interest of the department. Commitment of Subordinate Engineering cadres in other fields also may be considered positively,

which may result in huge saving of exchequer fund of the Government also.

▷ To cope up with the fast-changing technology, and for providing better performance and service, AIR & Doordarshan network needs more technically qualified higher level sub-ordinate engineering operating staff. Accordingly, considering the technological requirement in various types of Transmission, Computerised Production Environment, Installation of Software controlled Instruments, Automated/Automatic new instruments/switchers, Digital Equipment, Digital Recording/Monitoring Consoles, Introduction of Digital Transmitters, Mobile Transmitters, Fast expansion of popular FM Transmitters in latest technology, etc. staff has to be trained accordingly.

▷ Technical back up to the administration: Admin staff from the Stations will be soon shifted to clusters. So in AIR Stations, 1 Tech and 1 Helper may be posted for manning Technical stores. All admin works are now related to Computers and Software. So 1 AE/ 2 SEA/ EA, 1 Tech and 1 Helper may be deputed for E-Governance and related works in Kendras. In Big Kendras and Clusters, more staff in addition to the the requested strength of 5 engg staff may be provided as per requirement.

▷ GPF, Bhavishya for pension etc are now software-based. PAOs, reeling under heavy staff shortage and lack of technical knowledge especially on software issues, are very slow in processing. GPF balance of the staff who are transferred from one media unit to other like AIR to DD and vice-versa are not getting corrected even after year's creating troubles to them. Those who transferred after the LPT closures in 2018 are still not able to apply for GPF due to this. So Technical staff can be posted in PAOs as a Technical team.

▷ PB EAs are now deputed in Commercial/ Marketing section in Zonal offices & Directorates. Engineering staff has shown that they are very good at getting commercials for HPT scrolling advt. So in AIR/DD Kendra, Cluster offices, Zonal offices and Directorates a dedicated Marketing Team may be created under an AE with SEA/EA & Tech/ Sr Tech. In one Kendra a team may be made. Similarly, a team may be made in FM Stations & AIR Stand alone Transmitters. In the same way, a EA/ Tech/ Helper who knows local people and is ready to work for commercials may be employed in FM LPTs.

▷ In all the stations there are many computers in studios and office sections. Maintenance / Servicing of these computers is presently done by outside Service persons on Annual Maintenance Contract, especially in

office section. Instead of this, a task group comprising technical staff can be set up to do computer hardware and software maintenance. A/c plant and DG servicing also can be done by a task force with sufficient training. Any other technical work including electrical work at stations can be undertaken by such task groups. If not possible to create task group at all stations, big stations can do it and small stations can avail service from these groups.

Þ Finally, we submit that AIR & DD Kendras can be used as training centres for Engg and Media students. The engineering staff of AIR & DD are capable of teaching almost all electronic subjects (especially communications and computer related subjects) to students. Likewise, journalism, mass communication and media students can also be taught. This can earn much revenue.

IN ADDITION, WE SUBMIT FOLLOWING MAN-POWER ENHANCEMENT PROPOSAL FOR STRENGTHENING OUR INSTALLATIONS (incl. FRESH SANCTION / ADDITIONAL STAFF / POST-SHIFTING):

1. Existing or proposed 100 W AIR FM Sites (fresh sanction):

EA/SEA:	2 ,
Tech/Sr Tech:	2 ,
Helper :	1

2 . AIR FM 5/10 KW (fresh sanction & additional staff) :

AE	1,
SEA/EA	5,
Sr.Tech./Tech.	4,
Helper	2

3. Doordarshan Major Kendras at Mumbai, Kolkata, Chennai , Delhi, DD News , CPC & Guwahati:

(fresh sanction /additional staff):

AE:	10,
EA/SEA:	15,
Tech/Sr Tech:	10,
Helper:	25

4. Major Kendra (24x7 Hrs Channel) (fresh sanction /additional staff):

AE:	4 ,
EA/SEA:	10,
Tech/Sr Tech:	4,

Helper: 15

5. AIR Metro Kendras at Mumbai, Kolkata, Chennai, Delhi and Guwahati (fresh sanction /additional staff):

AE: 4,
EA/SEA: 15,
Tech/Sr Tech: 10,
Helper : 10

6. AIR State Capitals other than Metro Cities (fresh sanction /additional staff):

AE: 1,
EA/SEA: 5,
Tech/Sr Tech: 5,
Helper: 4

7. AIR Full fledged Station other than Capital Station(fresh sanction /additional staff):

AE: 1,
EA/SEA: 4,
Tech/Sr Tech: 4,
Helper: 4,

8. AIR FM with Studios: (fresh sanction /additional staff)

AE: 1,
EA/SEA: 4 ,
Tech/Sr Tech 4 ,
Helper 4

8. AIR HPTs MW standalone (fresh sanction /additional staff):

AE: 1,
EA/SEA: 4,
Tech/Sr Tech: 4 ,
Helper 2

9.cluster offices (fresh sanction /additional staff):

AE: 1,
EA/SEA: 4,
Tech/Sr Tech: 4 ,
Helper 2

10.ADG(A) at Delhi, Mumbai, Kolkata, Chennai , & Guwahati

AE: 5,
EA/SEA: 5,
Tech/Sr Tech: 2 ,
Helper: 2

11. ADG(BO) at Delhi, Mumbai, Kolkata, Chennai , & Guwahati

AE: 5,

EA/SEA: 5,

Tech/Sr Tech: 2 ,

Helper: 2

We submit that the efficiency of an organization lies in how effectively it utilizes its existing manpower by retraining them to face the changes in technology and market forces.

Thanking you,

Yours faithfully,

M.P. Chaudhari
President, ARTEE
Mob: 9415759575

Manoj Kumar Gupta
General Secretary,ARTEE
Mob: 9868344894