

Prasar Bharati
(India's Public Service-Broadcaster)
Prasar Bharati Secretariat
PB House, 7th floor,
Copernicus Marg, New Delhi.

F.No.A-10011/41/2018-PPC(Pt)

Dated: 10/07/2019

OFFICE ORDER

Subject : Restructuring of Commercial (Billing and Sales) Set-up in Prasar Bharati.

It has come to the notice of this Secretariat that the Order No. 113/2019-PPC dated 05.04.2019 (further amended vide Corrigendum Order of even number dated 23.05.2019) has not been implemented in letter and spirit till date. There have been some representations from a few stakeholders regarding difficulties in implementation of the aforesaid Order.

2. In view of above, a meeting was convened on 01.07.2019, with the stakeholders under the chairmanship of CEO, Prasar Bharati wherein Member(Finance), Prasar Bharati was also present, to discuss the administrative issues involved in the implementation of the said Order.

3. In the aforesaid meeting, it has been decided to implement the aforesaid Order in Phases and following has been decided for implementation in the 1st phase :-

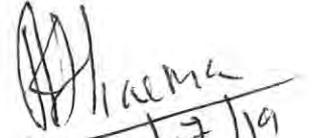
- a. The existing CBS setup will remain as it is except transfer of engineering setup of existing CBS (with all engineering manpower along with the posts) including engineering operations, to the main AIR station. The remaining CBS setup (after transfer of Engineering setup) will be renamed as "Sales Centre (SC)" and shall be reporting to Zonal DDG SD [SMD is renamed as Sales Division(SD)] who shall also be responsible for operations relating to Billing & reconciliation. However, all policy matters relating to Billing & Reconciliation shall be referred to B&R Setup. In this phase, there will not be any separate AIR Billing Centre (ABC) and similarly, there will not be any AIR Billing Service (ABS) setup [refer para 5 of order dated 05.04.2019].



- b. Zonal ADG(SD) will be responsible for internal deployment of manpower for three functions i.e. VBS operations (except engineering), Sales and Billing.
- c. Senior most programme officer will be the Head of Office (HOO) of the SC setup. Accordingly, Para-4 of OM No. A-10/170/2012-PPC dated 24.01.2019 regarding nominating Zonal DDGs of commercial set up as HOO of the CBS set up (i.e. Delhi, Mumbai, Kolkata & Trivanthapuram) stands modified to this extent.
- d. Zonal DDG (B&R), Zonal DDG(SD) or other DDG(SD) [wherever posted] shall be part of the AIR or DD establishment where the setup is physically located and the main AIR/DD setup will be responsible for all kind of administrative support. However, DTE and local transport for functional requirement of Zonal DDG(SD) and of Zonal DDG (B&R) will be catered by the respective SC for which separate budget provision will be demanded by respective SC with the approval of respective DDG(SD) and DDG(B&R) separately. Expenditure against these budget allocations will be with the approval of concerned DDG(SD) and DDG(B&R).
- e. SC head will be reporting to Zonal DDG(SD) and second reporting to Zonal DDG(B&R). Any reminder (after issue of invoice/bill) to the client, both in case of AIR and DD, will be issued with the explicit approval of SMC Head. DDG(B&R) will periodically review the status of outstanding amounts and submit the report to Zonal ADG(SD) and ADG(B&R) PB as per periodicity decided jointly by both ADGs.
- f. All DDKs shall earmark an exclusive staff for billing and reconciliation related works. This staff shall not be changed without the prior concurrence of ADG(B&R) PB.
- g. Zonal DDG(B&R) will be reporting to Zonal ADG(SD) and second reporting to ADG(B&R) PB.
- h. Other terms and conditions of aforesaid order dated 05.04.2019 (amended vide order dated 23.05.2019) will remain the same except to the extent of above functional changes.
- i. All ADGs(SD) are directed to furnish the implementation status report within the fortnight from the date of issue of this Order.



4. This issues with the approval of the Competent Authority.



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

To

1. DG, AIR
2. DG, Doordarshan
3. DG (News), NSD, AIR, New Delhi
4. DG. (N&CA), Doordarshan News, New Delhi
5. E-In-C, AIR
6. E-in-C, Doordarshan
7. ADG (Archives), PBS / ADG(Admin), PBS
8. ADG (B&A), PBS/ADG CRD / ADG(Commercial) / CRD Mumbai/CSU Mumbai
9. All Zonal CRD Heads / All Commercial Zonal Heads / All CBS Centres through DDG(Commercial) and DDG(CRD)
10. DDG (T), PBS for uploading this order on PB Website
11. Hindi Unit for Hindi Version
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Copy for information to:-

1. Staff Officer to CEO, PB
2. PS to Member (F), PB
3. PS to all ADGs/DDGs/Directors/DDAs, PBS