

**PRASAR BHARATI**  
(India's Public Service Broadcaster)

Dated: 5<sup>th</sup> February, 2013

## **First meeting of the Pitroda Committee**

First meeting of the Expert Committee on Prasar Bharati, chaired by Dr. Sam Pitroda (also known as Pitroda Committee) took place on 5.02.2013 in the Committee Room of the Prasar Bharati Secretariat.

The Committee, which has been constituted for reviewing the institutional frame work of Prasar Bharati including its relationship with Government, its continuing role as a Public Service Broadcaster and measures needed to ensure technical upgradation of the Organisation, was attended by Members viz. Sh. Jawhar Sircar, CEO, Prasar Bharati, Sh. Jitendra Shankar Mathur, Addl. Secretary, Ministry of I&B, Smt. Asha Swarup, former Secretary, I&B, Dr. B.K. Gairola, Mission Director (E-Governance), and Prof. M.P. Gupta, IIT Delhi.

Brig. V.A.M. Hussain, Member (Personnel), Prasar Bharati, Sh. A.K. Arora, Principle Adviser (HR), Sh. Tripurari Sharan, DG, Doordarshan, Sh. L.D. Mandloi, DG, All India Radio, Prof. Nalin Mehta, Ms. Sevanti Ninan, Sr. Journalist and Sh. Pranjal Sharma, Adviser (New Media) also attended as Special Invitees.

The Committee decided to constitute some Groups to undertake in depth study of various aspects of Prasar Bharati like

### **1. Group on Prasar Bharati-Government Relationship**

The Prasar Bharati Act had been passed by the Parliament in 1990. Need has been expressed in various quarters to re-visit the matter in the changed scenario including its relationship with Government while maintaining the arms length. The Group will go into all these issues in detail.

## **2. Group on Technology & Choices**

The choice of appropriate technology has been an area of concern. It has been often seen that the Organization has not been able to keep pace with the development of technology as its archaic procurement processes take a long time between choosing a technology and its actual procurement and installation and by this time, the technology moves towards obsolescence. The Group will examine these aspects and suggest appropriate policies and processes for choice of appropriate technologies in a competitive scenario and fast track acquisition process while maintaining transparency.

## **3. Group on Business Development**

While Prasar Bharati has been created for functioning as a National Public Service Broadcasting, it is essential to make it financial independent and sustainable so that it is not dependent upon Government grants. It must be done without compromising with its public service mandate and without being dictated by market forces.

## **4. Group on Finance**

Strengthening the financial management, systems and procedures are areas of prime concern. The Group will examine all these issues facing the Organization.

## **5. Group on Organization & HR**

Prasar Bharati is mired into various organizational issues. There has hardly been recruitments since last 15-20 years. While people are retiring every month, there are no replacements. Many new centres and activities have been started without any manpower. Also, there are no skilled people for managing some key areas like Marketing, Archives and New Media. Organizational structure also needs to be revisited to make it more agile, efficient and dynamic. Some major steps were taken in the recent past to solve the long standing organizational problems including induction of fresh blood through contractual employment, creation of

Recruitment Board, framing of Recruitment Rules, etc. The Group will suggest the ways and means to take these initiatives forward.

## **6. Group on Programming & Content**

Programming and Content is at the core of the functioning of the Organization. Unless there are excellent content, the services will not be able to attract listeners and viewers and neither the public service objective nor the revenue generation goal would be achieved. The Group will examine these issues.

## **7. Group on Archiving**

Prasar Bharati is sitting on a gold mine of archival material comprising of audio and audio visual content of immense historical and cultural value. The archival management has to be brought to the international level. Some seminal steps have been taken and a committee under the chairmanship of Sh. Raghu Memon, former Secretary, I&B has been constituted by Prasar Bharati. This Group will assist in further taking forward these initiatives.

## **8. Group on Global Initiatives**

While Prasar Bharati is one of the biggest public service broadcasters in the World, its global presence is not in keeping with the growing importance of the country as a major power. The Group will examine and suggest the plan of action for re-enforcing the global presence of Prasar Bharati.

## **9. Others**

**a) Social Media (for delivery platform)**

**b) Regulatory Mechanism**

**c) Competitive Analysis**