

PRASAR BHARATI
(India's Public Service Broadcaster)
Prasar Bharati Secretariat
2nd Floor, PTI Building, Sansad Marg, New Delhi-110001

No.A-10/016/59/2015-GA

// .12.2015

OFFICE MEMORANDUM

Sub:- Policy for contractual engagement in Prasar Bharati –reg.

In partial modification of Prasar Bharati's communication No.A-10/159/09-PPC dated 27.09.2012 on the above mentioned subject, it has been decided to add the following categories after Sl. No.38 in Annexure-IIA of this communication dated 27.09.2012:-

Sl. No.	Name of the category	Qualification	Experience	Consolidated Amount (Rs.)
39.	Marketing Manager/ Sr. Marketing Executive	MBA (Marketing/ PG Diploma in Marketing/ Mass Communication or equivalent)	Six years in airtime sales in the field of TV channels/ Media agencies. Having experience of working as team leader for at least two years and leading team of Marketing Executives.	50,000/- per month
40.	BARC Data Analyst	Graduation in any discipline	Four years experience in Media Research in Television Channel/ Media agency, Data Analytics skills, Expertise in providing insight's to Marketing & Sales teams, Professional expertise in BARC Media workstation. Experience in handling TAM software/ BARC software.	25,000/- per month

2. This has approval of the Competent Authority.


(Srideb Nanda)
Director (Admn.)
Tel.23737594

To,

- (1) DG: All India Radio
- (2) DG: Doordarshan
- (3) DG: NSD, AIR
- (4) DG: N&CA, Doordarshan
- (5) E-in-C, All India Radio
- (6) E-in-C, Doordarshan
- (7) DDG (Tech.), PB Sectt – with a request to host this OM on PB website
- (8) Hindi Unit for Hindi version
- (9) Office Order folder

Copy for information to:-

- (a) Sr. PPS to CEO
- (b) PSO to Member (Pers.)/ PS to Member (Fin.)
- (c) ADG (Ops.), PB Sectt.