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: 05-04-2019

OFFICE ORDER No. 1/3 /2019-PPC

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

Presently, Sales and Billing in AIR is handled by CBS (Commercial Broadcasting Service) centres (15 Nos. across India), CSU(Commercial Sales Unit) at Mumbai & CRD(Commercial Revenue Division) (DG: AIR Delhi). The CBS centres also manage the operations of Vividh Bharati Service (VBS) at respective stations. CBS centres except Kanpur and Chandigarh are housed in the same campus/ premise where other AIR main station(s) is operating.

- 2. It has been decided, as an interim restructuring pending ongoing manpower audit, that the three functions of CBS centres (VBS, Sales & Billing) should be separated for better management of the individual functions. Further, the VBS operations will be merged with the main AIR station (except Kanpur and Chandigarh).
- 3. The activities of these three functions of CBS i.e. VBS operations, Sales and Billing are as follows:

VBS Operations	Sales	Billing
Complete technical setup of VB Transmitter. Studio Maintenance Content production & Transmission	 Offering rate cards to clients (for routine programmes and for special events like Cricket, Kumbh etc.). Submission of the media plan to the clients. Getting RO (Release Order) from the client with approved media plan. Releasing advertisement broadcast schedule to the different channels as per RO. Getting the Broadcast certificate from the Channels. Pursuing with the clients (based on the inputs from the billing setup) for clearing the dues. Recommendation for registration/accreditation of advertising agencies. 	 Preparing and issuing the bills as per the Broadcast certificate. Monitoring of realization of bill amounts. Preparing statements, bill collections and issuing reminders to the clients who fail to pay the bill in time. Processing for grant of registration/accreditation to advertising agencies as per the extant policies as well as record keeping for the same.

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- 4. In Doordarshan, Billing function is centralized and handled by DCS (Doordarshan Commercial Services) and Sales function is handled by CRD and DCD (Doordarshan Commercial Division) Setups.
- 5. With a view to have better functional nomenclatures for the Billing and Sales Setups, the following has been decided:
 - (a) Present Zonal CRDs are renamed as Zonal SMD (Sales and Marketing Division) at Delhi (North Zone), Kolkata (East Zone), Mumbai (West Zone) and Bengaluru (South Zone).
 - (b) The Present structure of DCD in DD Directorate and CRD in AIR Directorate, which are primarily engaged in Government Sales will continue to exist as it is and are renamed as POS (Public Outreach Service), DD and POS, AIR respectively.
 - (c) Sales structure carved out from the CBS is named as SMC (Sales and Marketing Centre). Billing structure carved out from CBS is named as ABC (AIR Billing Centre).
 - (d) The Billing Setup carved out from CSU is named as ABS (AIR Billing Service).
 - (e) ADG(CRD) at PBS is re-designated as ADG(SMD) and ADG(Commercial), Prasar Bharati is re-designated as ADG(Billing & Reconciliation)(B&R).
- 6. Reporting structure for the Billing setup (erstwhile CBSs) to the Zonal (B&R) setup has already been issued vide PBS OM No. A-10/170/2012-PPC dated 24.01.2019. Further, roles and responsibilities of Zonal Billing & Reconciliation setup will be as per Office Order No. 1/Comml.(PB)/2018 dated 27.08.2018 issued by Commercial Wing through File No. CW-02/011(2)/2018-19/Commercial. ABS Setup will report to DDG (B&R) West Zone Mumbai.
- 7. Sales structure carved out from the erstwhile CSU will be part of Zonal SMD West Zone Mumbai and report to DDG posted vide PBS Order No. A-10011/16/2017-PPC dated 02.11.2018.
- 8. Broad Criterion for Distribution of Manpower:
- A. The manpower among three functions of present CBS setup i.e. VBS, ABC and SMC will be distributed as per following broad criterion:

S.No.	Post	Criterion for Distribution of Staff among VBS, ABC and SMC
1	Director (P)	All in SMC (sanctioned only at one location)
2	DDP	All in SMC
3	DDE	All in VBS
4	ADE	All in VBS
5	ADP	All in SMC

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6	AO	All in ABC
7	PEX	One in ABC and rest equally divided between SMC & VBS (SMC has priority)
8	AE	All in VBS
9	TREX	50% in VBS, 25% each in SMC & ABC (SMC has priority)
10	SEA	All in VBS
11	EA	All in VBS
12	Sr. Tech/ Tech	All in VBS
13	Announcer	All in VBS
14	LIA	All in VBS (Max 1 sanctioned strength is there)
15	Hindi Translator	All in ABC (Max 1 sanctioned strength is there)
16	Steno	If one - allotted to ABC, if 2 - one each to ABC & SMC
17	HC/Acctt./Asstt.	All in ABC
18	UDC	Equally divided between ABC and SMC (ABC has priority)
19	LDC	67% to ABC and 16.5% each to SMC & VBS (SMC has priority)
20	MTS	67% to ABC and 16.5% each to SMC & VBS (SMC has priority)

B. The manpower at the present CSU (Mumbai) will be distributed as per following broad criterion:

S.No.	Post	Criterion for Distribution of Staff between ABS and SMD West Zone Mumbai
1	Director (P)	Equal Distribution with priority to SMD
2	DDP/DDA/DD(ARU)	Equal Distribution with priority to SMD
3	AD(P)/ AD(OL)	Equal Distribution with priority to SMD
4	AO	All in ABS
5	PEX	Equal Distribution with priority to SMD
6	TREX	Equal Distribution with priority to SMD
7	Hindi Translator	All in ABS
8	Steno	If one - allotted to ABS, if >1 Equal Distribution with priority to ABS
9	Sr. Accountant	All in ABS
10	HC/Acctt./ Assistant	All in ABS
11	UDC	Distribution in ratio of 3:2 with priority to ABS
12	LDC	Distribution in ratio of 3:2 with priority to ABS
13	MTS	Distribution in ratio of 2:1 with priority to ABS

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9. Keeping in view the criteria stated in Para-8 above, the manpower distribution of the sanctioned and in-position staff for Delhi, Chennai, Kolkata & Mumbai will be as per Annexure-"A", for Thiruvananthapuram, Ahmedabad, Hyderabad & Bengaluru, as per Annexure-"B", for Cuttack, Srinagar & Patna as per Annexure-"C", for Jaipur & Bhopal, as per Annexure-"D" and for CSU Mumbai, as per Annexure-"E. ADG(B&R) PB, ADG(SMD) PBS and Advisor (Ops), PBS will jointly decide posting of actually available manpower among the three functions. However, for Engineering staff, orders will be issued by Directorate/ respective Engineering Zones.

10. Reporting Structure for Sales & Marketing Setup:

- DDGs have already been posted for looking after the Sales activities in the Zones vide following orders of PBS:
 - O/o No. 103/2018-PPC Dated 17.04.2018 for Zonal SMD (South) Bengaluru
 - O/o No. 308/2018-PPC Dated 01.11.2018 for Zonal SMD (West) Mumbai
 - O/o No. 259/2018-PPC Dated 12.09.2018 for Chennai (additional charge), Guwahati, Zonal SMD (East)Kolkata and Zonal SMD (North) Delhi
 - O/o No. 234/2018-PPC Dated 20.08.2018 for Hyderabad

In each of North, East and West Zones of SMD setup, one DDG has been posted while in South Zone, three DDGs have been posted i.e. one for Chennai – for Tamil Nadu, Puducherry, Andaman & Nicobar, one for Hyderabad – for Andhra Pradesh, Telangana, and one for Bengaluru – for rest of SMD South Zone.

ii. The following will be the reporting structure of SMCs to the Zones:

North Zone	West Zone (WZ)	East Zone (EZ)	South Zone (SZ)
(NZ) Delhi	Mumbai	Kolkata	Bengaluru
Delhi Srinagar Chandigarh Lucknow Jaipur	Mumbai Bhopal Ahmedabad	Kolkata Patna Cuttack	Bengaluru Chennai Thiruvananthapuram Hyderabad

Note: SMC setup at Guwahati will be established to look after the sales activities in seven North East States and Sikkim under East Zone Kolkata.

iii. Coverage jurisdiction of the SMCs will be as follows:

Zone	SMC	States/ UTs (DDKs & AIR Stations)
North	Delhi	Delhi
	Srinagar	J&K
	Chandigarh	Chandigarh, Punjab, Haryana, HP
	Lucknow	UP, Uttarakhand
	Jaipur	Rajasthan
West	Mumbai	Maharashtra, Goa
	Bhopal	MP, Chhattisgarh
	Ahmadabad	Gujarat, Daman & Diu, Dadra & Nagar Haveli
East	Kolkata	West Bengal, Andaman & Nicobar

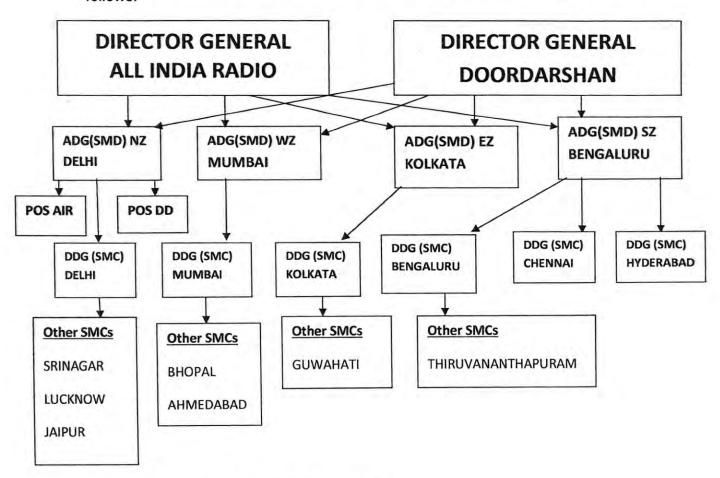
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	Guwahati	Assam, Arunachal Pradesh, Meghalaya, Mizoram, Nagaland, Tripura, Sikkim, Manipur
	Patna	Bihar, Jharkhand
	Cuttack	Odisha
South	Bengaluru	Karnataka
	Chennai	Tamil Nadu, Puducherry,
	Thiruvananthapuram	Kerala, Lakshadweep
	Hyderabad	Andhra Pradesh, Telangana

- iv. The Zonal DDGs will report to Zonal ADG SMDs and Zonal ADG SMDs will report to respective DGs for sales target achievement as per PBS order dated 19.07.2018. Sales targets will be fixed for AIR station/ DDK wise and will converge to respective SMC and then to Zonal SMD. AIR Station/ DDK Programme Head will be responsible for achieving the targets. The Programme Head will form dedicated sales team at AIR Station/ DDK. AIR Station/ DDK Programme Heads will have dual reporting; first in the Programme Hierarchy, and second to the Zonal DDGs, while reviewing authority will be the respective Zonal ADG(P)s who will give 50% weightage to the assessment by each of two reporting officers.
- v. SMC Heads (if not DDG level) will be reporting the DDG under whose jurisdiction a particular SMC comes e.g. for SMC Thiruvananthapuram Head, DDG SMC Bengaluru will be reporting officer and ADG SMD South Zone Bengaluru will be the reviewing officer. For DDG level SMC Heads, there will be dual reporting; i) to Zonal SMD ADG and ii) to ADG(SMD) PBS and the reviewing will be by CEO with 50% weightage to each of the reporting officer's assessment.
- vi. Zonal SMD ADG will have dual reporting, i) DG AIR and ii) DG DD with review by CEO (with 50% weightage to each of the reporting officer's assessment). Zonal SMD ADGs will also be responsible for selling of FCT on the National/International DD channels.
- vii. DDGs posted under Zonal SMDs will be Head of Office of the SMC at respective places (Presently Delhi, Kolkata, Mumbai, Bengaluru, Chennai and Hyderabad). In other SMCs also, as per the present practice, the senior most officer will be the Head of the Office. Fund requirements for the SMC setup will be projected & disbursed through the DDO of present CBS (proposed ABC) setup.
- viii. Role of ADG (SMD) PBS will be overall coordination & monitoring of Sales & Marketing activities across the country and will be reporting to CEO.

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ix. The Broad Structure for the present Sales and Marketing Setup will be as follows:-



11. Reporting structure for AIR Billing Setup :-

- DDGs have already been posted for looking after the Billing and Reconciliation activities in the Zones vide PBS OM No. A-10/170/2012-PPC dated 24.01.2019. In North, East, South and West Zones, one DDG each has been posted.
- ii. The following will be the reporting structure of ABCs to the Zones:

North Zone	West Zone	East Zone	South Zone
Delhi	Mumbai	Kolkata	Thiruvananthapuram
Delhi Srinagar Chandigarh Kanpur Jaipur	Mumbai Bhopal Ahmedabad	Kolkata Patna Cuttack	Bengaluru Chennai Thiruvananthapuram Hyderabad

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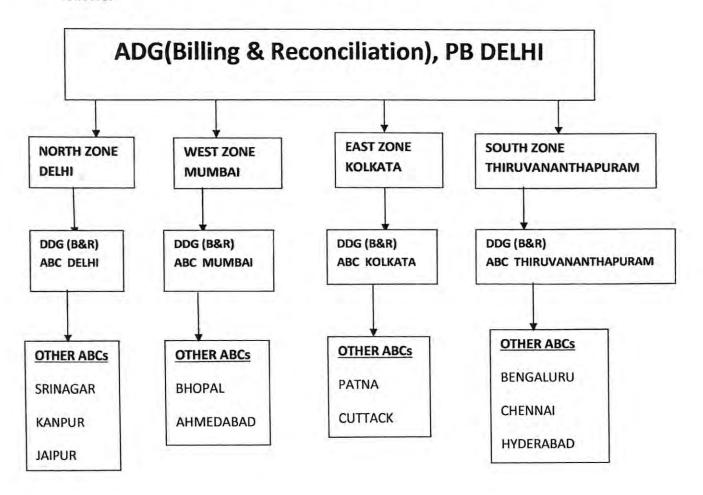
iii. Coverage jurisdiction of the ABCs will be as follows:

Zone	ABC	States/ UTs (DDKs)
North	Delhi	Delhi
	Srinagar	J&K
	Chandigarh	Chandigarh, Punjab, Haryana, HP
	Kanpur	UP, Uttarakhand
	Jaipur	Rajasthan
West	Mumbai	Maharashtra, Goa
	Bhopal	MP, Chhattisgarh
	Ahmadabad	Gujarat, Daman & Diu, Dadra & Nagar Haveli
East	Kolkata	West Bengal, Assam, Arunachal Pradesh, Meghalaya, Mizoram, Nagaland, Tripura, Sikkim, Manipur
	Patna	Bihar, Jharkhand
	Cuttack	Odisha
South	Bengaluru	Karnataka
	Chennai	Tamil Nadu, Puducherry, Andaman & Nicobar
	Thiruvananthapuram	Kerala,Lakshadweep
	Hyderabad	Andhra Pradesh, Telangana

- iv. Head of ABCs (Senior most officer) will be reporting to Zonal DDG(B&R) as per jurisdiction in sub para-iii above. Zonal DDG(B&R) will report to ADG(B&R), PB as at present. Senior most officer/official handling the billing activity at DDKs will have dual reporting i.e. first, to HOP of the DDK and second, to the Zonal DDG (B&R). While reviewing the annual appraisal 50% weightage be given by respective Zonal ADG(P) to the assessment to each of the reporting officer.
- Head of ABS (Senior most officer) will be reporting to Zonal DDG(Billing & Reconciliation) West Zone Mumbai.
- vi. As per PBS OM No. A-10/170/2012-PPC dated 24.01.2019, the concerned Zonal DDG(B&R) will be the Head of Office of the ABC at Delhi, Mumbai, Kolkata and Thiruvananthapuram (at Thiruvanathapuram, at present, a DDG has been in place). At other ABCs, senior most officer will be the Head of Office.

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vii. The Broad Structure for the present Billing and Reconciliation Setup will be as follows:-



- 12. Orders for the distribution of staff for the present CBS at Kanpur and Chandigarh will be issued in due course.
- 13. The SMCs and ABCs will continue to work from the present CBS locations. Head of SMC and ABC will be link officer to each other. Funds allocation for these setups will be done through concerned DDOs at ABC.
- 14. Orders for fund allocation and location for SMC Lucknow and Guwahati will be issued in due course.
- FPC (Fixed Point Chart) of VBS shall be jointly decided by Head of Programme
 Head of SMC of the area keeping monetization opportunities in focus.

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- ADG (B&R) PB and ADG(SMD), PBS shall submit proposal for strengthening 16. and further streamlining their respective setups as per requirements based on ground assessments in future.
- This issues with the approval of CEO, Prasar Bharati. 17.

(Rajan Bhasin) 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(E&A), 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 DD (CRD) and DDG (Com!)
- 10.DDG (T), PBS for uploading this order on PB Website
- 11. Hindi Unit for Hindi Version
- 12 Office Orders Folder.

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

(Rajan Bhasin) Deputy Director (Pers.)

Tel: 011-23118410

Annexure-A

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TC	TAL	39	22	19	14	6	9	8	5	38	17	18	12	8	8	5	4	37	23	18	12	7	9	10	4	39	19	19	13	7	7	7	5
Pr	og	17	10	12	2	3	6	1	3	21	10	13	2	6	7	1	2	19	10	13	2	4	6	2	2	18	9	12	2	4	5	1	
	gg	5	3	5	0	0	3	0	0	4	1	4	0	0	1	0	0	4	3	4	0	0	3	0	0	6	2	6	0	0	2	0	-
Ad	dmin	17	9	2	12	3	0	7	2	13	6	1	10	2	0	4	2	14	10	1	10	3	0	8	2	15	8	1	11	3	0	6	_

Annexure-C

		Cut	Sa	Sanctioned		In	In-Position		Srinagar		Sa	Sanctioned		In-Position			Patna		Sanctioned			In-Position			
SL No.	Post	Sanctioned	In Position	VBS	ABC	SMC	VBS	ABC	SMC	Sanctioned	In Position	VBS	ABC	SMC	VBS	ABC	SMC	Sanctioned	In Position	VBS	ABC	SMC	VBS	ABC	SMC
1	Director			5524	2 3		1 8 M	100	Na Vi			5 12	118	1			- 9 / 1 / 1 / 1 / 1 / 1 / 1 / 1 / 1 / 1 /			Control W	1				3/1/2
2	DDP	1	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0
3	DDE				de All		12/1/19/1	Sec.									100					$V_{\alpha} =$	4 10	4.72\v4	
4	ADE	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0	1	0	1	0	0	0	0	0
5	ADP	1	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0
6	AO	1.5												413	NESS.	通過						1	100	See	
7	PEX	2	2	0	1	1	0	1	1	2	2	0	1	1	0	1	1	2	3	0	1	1	1	1	1
8	AE			1			AND S						AS THE	1.16	1	D. F.	N. S.				- 2 %				1.71
9	TREX	7	2	4	1	2	0	1	1	7	1	4	1	2	1'.	0	. 0	6	2	3	1	2	1	0	1
10	SEA	3	2	3	0	0	. 2	0	0					1.72		100 (3 log		3	3	3	0	0	3	0	0
11	EA	3	3	3	0	0	3	0	0				0.874	1-1-1				3	3	3	0	0	3	0	95 P.C
12	Sr. Tech/ Tech	2	2	2	0	0	2	0	0	2	2	2	0	0	2	0	0	2	2	2	0	0	2	0	0
13	Announcer	7	2	7	0	0	2	0	0	7	3	7	0	0	3	0	0	7	1	7	0	0	1	0	0
14	LIA	1	1	1	0	0	1	0	0	1	1	1	0	0	1	0	0	1	1	1	0	0	1	0	0
15	Hindi Translator				N. W							0.0	G.H	14.	新星								100	- 30	100
16	Steno	1	1	0	1	0	0	1	0	1	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0
17	HC/Acctt./Asstt.	1	1	0.	1	0	0	1.	0	2	1	0	2	0	0	1	0	2	2	0	2	0	0	2	0
18	UDC	3	3	0	2	1	0	2	1	3	3	0	2	1	0	2	1	3	3	0	2	1	0	2	1
19	LDC	5	2	1	3	1	0	- 1	1	5	0	1	3	1	0	0	0	6	3	1	4	1	0	2	1
20	MTS					1.13	Y M		维护				1-3	JC/E /A		13 (ch)						4			TANK .
	TOTAL	38	21	22	9	7	10	7	4	33	13	16	10	7	7	4	2	39	23	21	11	7	12	7	4
	Prog	19	7	12	2	5	3	2	2	19	7	12	2	5	5	1	1	18	7	11	2	5	4	1	2
	Engg	9	7	9	0	0	7	0	0	3	2	3	0	0	2	0	0	9	8	9	0	0	8	0	0
	Admin	10	7	1	7	2	0	5	2	11	4	1	8	2	0	3	1	12	8	1	9	2	0	6	2
F	Filled up Strenth (%)		55%						sea-sil		39%								59%						

Page Blasin

Annexure-D

-	1										Annexure-D						
		Jaipur		Sa	Sanctioned			In-Position			opal	Sanctioned			In-Position		
SL No.	Post	Sanctioned	In Position	VBS	ABC	SMC	VBS	ABC	SMC	Sanctioned	In Position	VBS	ABC	SIMC	VBS	ABC	SMC
1	Director					N THE	6-4-3			-		5.1	South A				AL I
2	DDP	1	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0
3	DDE														101	3.04	
4	ADE	1	1	1	.0	0	1	0	0	1	0	1	0	0	0	0	0
5	ADP	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1
6	AO				16,7797		AC AST		P. A			341	Barrell 1				
7	PEX	2	4	0	1	1	1	1	2	3	2	1	1	1	0	1	1
8	AE	0	0			Jan.		214						1	No.		
9	TREX	7	3	4	1	2	2	0	1	7	2	4	1	2	1	0	1
10	SEA	3	3	3	0	0	3	0	0				14.00		**************************************		
11	EA				1316								Y - 711		1.		
12	Sr. Tech/ Tech	2	2	2	0	0	2	0	0							11.5	
13	Announcer	7	7	7	0	0	7	0	0	7	3	7	0	0	3	0	0
14	LIA	1	1	1	0	0	1	0	0	1	1	1	0	0	1	0	0
15	Hindi Translator									1	0	0	1	0	0	0	0
16	Steno	1	1	0	1	0	0	1	0	1	1	0	1	0	0	1	0
17	HC/Acctt./Asstt.	2	2	0	2	0	0	2	0	2	2	0	2	0	0	2	0
18	UDC	3	4	0	2	1	0	2	2	3	3	0	2	1	0	2	1
19	LDC	6	4	1	3	2	0	3	1	5	0	1	3	1	0	0	0
20	MTS	6	2	1	3	2	0	1	1	5	2	1	3	1	0	1	1
	TOTAL	42	34	20	13	9	17	10	7	37	17	16	14	7	5	7	5
	Prog	18	15	12	2	4	11	1	3	19	9	13	2	4	5	1	3
-	Engg	6	6	6	0	0	6	0	0	1	0	1	0	0	0	0	0
-	Admin	18	13	2	11	5	0	9	4	17	8	2	12	3	0	6	2
	Filled up Strenth (%)		81%								46%						

Rajo Bhasin

CSU Manpower Distribution

Annexure-E

SL No.	Post	Sanctioned	In Position	San	ctioned	In Position			
				ABS	Zonal SMD	ABS	Zonal SMD		
1	Director (P)	1	0	0	1	0	0		
2	DD(P)DDA/DD(ARU)DD	4	0	2	2	0	0		
3	ADP/AD (OL)	2	2	1	1	1	1		
4	AO	2	1	2	0	1	0		
5	PEX	3	5	1	2	2	3		
6	TREX	23	2	11	12	1	1		
7	Hindi Translator	1	0	1	0	0	0		
8	Steno	4	1	2	2	1	0		
9	Sr. Accountant	3	0	3	0	0	0		
10	HC/Acctt./Asstt.	23	9	23	0	9	0		
11	UDC	16	9	11	5	6	3		
12	LDC	27	6	18	9	4	2		
13	Group D	15	9	10	5	6	3		
	TOTAL	124	44	85	39	31	13		

Roya Bhasis