

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati Secretariat
Prasar Bharati House
Copernicus Marg, New Delhi

No. A-10011/22/2018-PPC

Dated: 19 July, 2019

OFFICE ORDER No. 258/2019-PPC


With the appointment of Fl. Lt. Rupa Rathour Gaur (Retd.) as Head of Sales on contract basis in Prasar Bharati, a need has arisen to relook at the Sales and Marketing set up in Prasar Bharati. [The Existing Sales and Marketing Division (SMD) has now been renamed as Sales Division].

2. Accordingly, in pursuance of Prasar Bharati Secretariat's Office Order dated 10.07.2019 issued vide F. No. A-10011/41/2018-PPC (Pt) and in partial modification to this Secretariat's Office Order no. 204/2018-PPC dated 19.07.2018, approval of the Competent Authority is hereby conveyed for revised work allocation among the following officers as indicated against each, with immediate effect and until further orders:-

S. No.	Name & Designation	Present Work Allocation	Proposed Work Allocation
i.	Ashok Gupta, ADG (P)	<p>ADG(CRD) PB -CRD AIR -DCD & CRD DD Delhi, -CRD DD Kolkata.</p> <p>Reporting to respective DGs for sales activities related to DD and AIR revenue targets. -Will report to CEO for sales activities of other verticals (Sport,, News, Digital etc.) and for overall Sales process coordination, Sales activity tracking, monitoring and reporting vis-à-vis targets</p> <p>He will also assist CEO in Rajya Sabha TV related matters.</p>	<p>I. ADG(Marketing) PB <u>Broad scope</u></p> <ul style="list-style-type: none"> - Corporate Brand Marketing - P.R. & Publicity (integrated) across DD & AIR - Corporate Website Content Management - Digital Brand Management guidelines and Corporate best practices - Logos, Taglines standardization and norms for the same - Trademarks/copyrights related to our Brands across DD and AIR - Cross Channel Promotions - Cross Platform/Network Promotions - Effectiveness of utilization of Unmonetised Inventory towards Promotions (DD & AIR) <p>Will report to CEO for Marketing activities of Prasar Bharati.</p> <p>II. ADG (Sales Division), East Zone</p> <p><i>Reporting to respective DGs for sales activities of East Zone related to DD and AIR revenue targets.</i></p>

S. No.	Name & Designation	Present Work Allocation	Proposed Work Allocation
ii.	Flt. Lt. Rupa Rathour Gaur (Retd.)	Head of Sales (New appointment on contract basis)	I. Sales, Prasar Bharati II. Sales Division, North Zone (erstwhile CRD AIR, DCD & CRD DD Delhi) -Will report to CEO for sales activities of different verticals (AIR, DD, PB Sports, News, Digital etc.) and for overall Sales process coordination, Sales activity tracking, monitoring and reporting vis-à-vis targets Note: She will work in coordination with respective DGs for sales activities related to DD and AIR revenue targets

3. The officers/staff posted in the respective sections/units/verticals of both the Directorates handling relevant functions within the above scope of work allocation, shall report to the respective ADG (marketing)/ (Sales Division) and Head of Sales, as the case may be.


(Alok Kumar Sharma)
Dy. Director (Pers)

To

1. Officers concerned
2. DG: AIR
3. DG: Doordarshan
4. DG (News), DG: DD
5. DG (NSD), AIR
6. E-in-C, AIR
7. E-in-C, DDn
8. Director (Tech), PBS – with a request to get the order uploaded in PB Website
9. Hindi Unit for Hindi version
10. Office Orders folder

Copy for information to:-

- i. PS to Chairman, Prasar Bharati
- ii. Staff Officer to CEO, Prasar Bharati
- iii. PS to Member (F), Prasar Bharati
- iv. All ADGs/DDGs/Directors in PBS