

**PRASAR BHARATI**  
(India's Public Service Broadcaster)  
**PRASAR BHARATI SECRETARIAT**  
(Commercial Division), Prasar Bharati House.  
Copernicus Marg, New Delhi-110001

No. CW-02/011(2)/2018-19/Commercial

Dated: 27/08/2018.

**Office Order No.1/Comml. (PB)/2018**

Consequent upon posting of DDG (Commercial) in the North Zone and the South Zone, the following duties and responsibilities are hereby being assigned to them. with immediate effect. The same duties and responsibilities shall be applicable to the DDG (Commercial) in other Zones also as and when such postings are made.

- The DDGs (Commercial) of the Zone, henceforth shall
1. look after all the matters related to Commercial Wing of AIR and DD field units in their respective zones and shall coordinate with DDG(DCS) in respect of Doordarshan and DDG(Commercial), AIR in respect of AIR.
  2. monitor and pursue commercial billing at all the CBS centres/CSU of AIR in the Zone to ensure timely billing and resolution of billing related matters.
  3. monitor and pursue commercial billing at all the Doordarshan Kendras (DDKs) in the Zone to ensure timely billing and resolution of billing related matters.
  4. monitor outstanding dues of all the agencies/clients at the CBS centres and DDKs and provide updated information to the Marketing Wings to help in realisation of such dues.
  5. monitor GST compliance including timely passing on of the related information to SNOs in respect of commercial billing done at CBS centres/CSU and DDKs in the Zone.
  6. maintain data base of all the clients in the Zone and interact with them from time to time in order to ensure better coordination.
  7. monitor and coordinate in respect of Court cases/arbitration cases pertaining to CBS centres/CSU and DDKs in the Zone. They shall also submit updated status to DDG(DCS), DDG(Commercial), Delhi and ADG(Commercial), PB Sectt.
  8. supply statements/information pertaining to the zone as and when sought by DDG(DCS) and DDG(Commercial), Delhi.
  9. monitor revenues vis a vis revenue targets assigned to all the units in the Zone.
  10. ensure implementation of policies/ orders issued by Prasar Bharati on commercial matters from time to time.
  11. attend any other work assigned by DDG(DCS), Delhi, DDG(Commercial), Delhi and Prasar Bharati from time to time.

This issues with the approval of CEO, Prasar Bharati.

  
(P. Das)

**Dy. Director General (DCS)**

To

1. DDG (Comml.), North Zone, AIR & DD o/o the ADG(E) NZ, Jamnagar House, Shahjahan Road, New Delhi-110011.
2. DDG (Comml.), South Zone, DDK Thiruvanthapuram, Kerala.

Copy for information to:

1. PS to CEO, Prasar Bharati.
2. PS to Member (Finance), Prasar Bharati.
3. PS to DG: Doordarshan, Doordarshan Bhavan, Copernicus Marg, New Delhi.
4. PS to DG: AIR, Aakashwani Bhavan, Sansad Marg, New Delhi.
5. ADG (Comml.), Prasar Bharati Sectt., New Delhi.
6. ADG (P), of all DD Channels and AIR Channels.
7. ADG (E) of all Zones (Engg.)
8. ADGs of all CRD Units.
9. ADGs of all DCD Units.
10. Director (Tech), Prasar Bharati for getting the circular uploaded on PB website.