

PRASAR BHARATI
(India's Public Service Broadcaster)
PRASAR BHARATI SECRETARIAT
PRASAR BHARATI HOUSE, COPERNICUS MARG, NEW DELHI- 110001

No. [1016] Misc-1/001/13/2019-HR-C

14/10/2020


OFFICE ORDER NUMBER- 311 /2020/TM&SO

Sub:- Graduate Media Internship Policy 2020 – regarding.

In supersession of prevailing Prasar Bharati (Programming) Internship Policy 2014, a fresh Graduate Media Internship Policy 2020 has been formulated with approval of CEO, Prasar Bharati. A copy of the policy is enclosed herewith for its implementation with immediate effect.

2. Henceforth, all the engagement of Media Interns in the following Directorates/Verticals of Prasar Bharati has to be made strictly in accordance with Graduate Media Internship Policy 2020:-

- i. AIR (Non News)
- ii. DD (Excluding DD News)
- iii. Sales & Marketing
- iv. DD News
- v. Prasar Bharati Archive
- vi. PBNS & DP
- vii. Prasar Bharati Sports
- viii. News Service Division, AIR


14/10/2020

(Sunil Bhatt)
Dy. Director (TM&SO)

To :

1. DG:AIR, DG:DD, DG:NSD, DG:N&CA
2. ADG(Training), National Academy of Broadcasting and Multimedia, Radio Colony, Kingsway Camp, Delhi 110009.
3. Head of Sales, Prasar Bharati.
4. Head, Prasar Bharati News Service & Digital Program, Prasar Bharati.
5. Assistant Director General (Admin), Indian Institute of Mass Communication, JNU New Campus, Aruna Asaf Ali Marg, New Delhi 110067
6. Regional Director, Indian Institute of Mass Communication, Sanchar Marg, Dhenkanal, Orissa-759001
7. Regional Director, Indian Institute of Mass Communication, Mizoram University Campus, Tanhrill, Post Box-190, Woodrose Cottage Aizawl V-34, Venghlui

Mizoram, Aizawl-796001

8. Regional Director, Indian Institute of Mass Communication, Sant Gadge Baba Amravati University, Amravati, Maharashtra- 444602.

9. Regional Director, Indian Institute of Mass Communication, 3rd floor, Vikas Bhawan, Rail Head Complex, Jammu Tawi, J&K

10. Regional Director, Indian Institute of Mass Communication, Shouthern Regional Campus, 8th Mile, Vellor, K K Road, Pampady, Kottayam, Kerela- 686501.

11. Director, Films and Television Institution of India, Law College Road, Pune, Maharashtra-411004.

12. Director-in-Charge, Satyajit Ray Film & Television Institute, E.M. Bypass Road, P.O. Panchasayar, Kolkata-700094

Copy to:

1. PPS to Joint Secretary (P&A), Ministry of Information & Broadcasting, Shastri Bhawan, New Delhi
2. All ADGs/DDGs, Prasar Bharati Secretariat
3. DDG (Tech) – for uploading on Prasar Bharati Website.
4. Staff Officer to CEO.
5. PS to Member (Finance)

Graduate Media Internship Policy 2020**1. Objective**

Prasar Bharati had formulated a policy in the year 2014 for engagement of young professionals who have graduated and freshly passed out from media institutions, with a view to provide them with valuable work experience and at the same time utilizing their energy, enthusiasm, freshness of ideas and approach to the benefit of Prasar Bharati. A need has been felt to review the 2014 Policy in the light of experiences gained during the last six years and frame a fresh policy on the subject in super-session of the 2014 Policy.

2. Title and Scope of Policy

- a. This policy is in super-session of the 2014 policy and may be called Graduate Media Internship Policy 2020.
- b. The Policy will cover Media Interns belonging to the following streams:
 - i. Planning, production and presentation of programmes of various genres, promotional capsules, public service messages, etc.
 - ii. News and current affairs (including news gathering, news reporting, background research, news editing, copy writing, editing of news clippings, production of news capsules, production of news features and current affairs documentaries)
 - iii. Generation of fresh content or customizing existing content for various new media, digital media, social media and OTT platforms.
 - iv. Cinematography.
 - v. Video editing.

3. Annual Intake

- a. Total annual intake of Media Interns in a particular year will not exceed fifty (50). Indicative Directorate/ Vertical wise allocation is given below:

SN	Directorate /Vertical	Maximum Intake allowed each year
i	Sales & Marketing	2
ii	DD News	20
iii	DD (Excluding DD News)	10
iv	AIR (Non News)	4
v	Prasar Bharati News Service & Digital Platforms	10
vi	Prasar Bharati Sports	2
vii	News Services Division	2
	Total	50

- b. Annual Intake of Media Interns and their allocation scheme, during any particular year, will depend upon actual requirement in various areas of

activities each year subject to approval of CEO.

- c. Each Directorate/vertical will send its requirement by 10th of December to HR Wing of Prasar Bharati for the next year.
- d. TM & SO(HR-C) Wing of PB, with the approval of the competent authority, will decide the allocation of Media interns to different Directorates/ verticals depending upon the justification and the work to be assigned to these Media interns and communicate to respective Directorates by 31st December.

4. **Eligibility Criteria**

- a. Minimum educational qualifications in respect of applicants for Media Internship for the streams mentioned in Clauses 2(b)(i), 2(b)(ii), and 2(b)(iii) will be as follows:
 - i. Graduation in any subject from a recognized university, with Post Graduate Diploma in Radio and TV Journalism/ Journalism/ Mass Communication from Indian Institute of Mass Communication, Delhi and its regional centres;
 - ii. Fluency and command over the relevant language-both written and spoken.
- b. Applicants for Media Interns pertaining to the stream mentioned in Clause 2(b)(iv), must possess three-year Post Graduate Diploma in Cinematography from FTII, Pune or SRFTI, Kolkata.
- c. For Media Interns pertaining to the stream mentioned in Clause 2(b)(v), the candidates must possess three-year Post Graduate Diploma in Video Editing from FTII, Pune or SRFTI, Kolkata.
- d. Applicants are expected to acquire the minimum educational qualification as prescribed above during the current academic year or have acquired the prescribed qualification in the immediately preceding academic year. The student should have passed the exam with at least 60% marks.
- e. The selection process maybe initiated at least 6 months in advance of the said requirement or the final examination whichever is later.
- f. Applicants who are yet to appear for final exam or already appeared in their qualifying examination and are waiting for announcement of results, may apply along with a certificate to this effect from the Head of their institute. However, in the event of their being unsuccessful in such qualifying examination (or securing less than 60% marks overall), their selection will be treated asand void and Internship will be prematurely terminated.

5. **Term of Internship**

- a. The term of Internship is of one year, subject to mid-term review of performance, conduct and discipline after six months. If a Media Intern is not found up to the benchmark after such review, his/ her Internship may be terminated forthwith. The year for the purpose of the term of Internship will be from July of the selection year to June of the next year.
- b. The aforesaid mid-term review will be done by a Committee headed by a Head or an Additional Director General (ADG) level officer based on report submitted by the concerned controlling officer.

6. Remuneration

A monthly consolidated remuneration of Rs 25,000/- will be paid to the Media Interns who join after completing post graduate diploma programs in radio and TV Journalism/Journalism/Mass Communication. This remuneration shall be paid on completion of the calendar month subject to satisfactory performance and attendance. The entitlement of TA/DA for out station travel will be same as specified from time to time. Media Interns may also be reimbursed for other work-related expenses such as in-city travel expenses for attending external meetings, coverages, recce, shootings, news reporting, etc. Such reimbursements are subject to approval by the concerned controlling officer and as per the norms prescribed by Prasar Bharati in this regard. Controlling Officers will brief Media Interns about the norms regarding admissibility and extent of reimbursements at the beginning of Internship.

7. Selection Process

- a. Subject to requirement, selection of Media Interns will be an annual exercise and notification to this effect will be issued to the placement cells of concerned Media Institutes in the month of January.
- b. Applications received in response to the aforesaid notification will be scrutinized by the screening committee as formed by TM&SO (HR-C) division of Prasar Bharati with reference to the notified eligibility criteria.
- c. Selection Committee headed by an ADG level officer or a vertical Head and including officials from the concerned streams as also a representative of the TM&SO HR-C Wing of PB will be constituted.
- d. The selection will be conducted by the Selection Committee as per process considered appropriate and feasible by Prasar Bharati at its sole discretion.
- e. Selection process will be conducted by subjecting the candidates to screening, skill test appropriate to the stream concerned, followed by personal interaction.
- f. The Selection Committee will prepare a panel of recommended candidates in order of merit in respect of each stream and such panels may contain up to twenty five percent additional names over and above the number actually required, provided enough number of suitable candidates are available in the opinion of the Selection Committee.
- g. The panel will be processed by the TM&SO (HR-C) Wing of Prasar Bharati for obtaining approval by CEO. Validity of the

panel will be three months from the date of such approval.

- h. Following approval by CEO, HR-C Wing of PB/concerned Directorate/vertical will send offer letters to empanelled applicants as per the actual requirement.
- i. In case of any person failing to join within the stipulated period or leaving within the validity period of the panel, opportunity will be given to the next person in the panel. Terms in case of such next persons may be suitably curtailed to ensure that selection process in the next year does not get unduly delayed.

8. Duties and Responsibilities

- a. Media Intern will report to a designated controlling officer, who will normally be a senior and experienced professional from the relevant stream.
- b. Media Intern will be working under control and supervision of his / her controlling officer and as per his / her instructions, directions and guidance. He will work with full sincerity and dedication.
- c. Besides functioning as supervisory officer of Media Interns, controlling officers will also act as their mentors. As mentors, they will strive to nurture and develop such Media Interns as thoroughbred professionals in relevant streams. While doing so, controlling officers will endeavour to make full use of Media Intern's energy, enthusiasm, drive and initiative.
- d. In the interest of their own professional growth, whenever exigencies of broadcasting so demands, Media Interns will be expected to put in longer than usual hours of working. They may also be required to work in shifts, weekends and holidays. Media Interns should also be prepared to work under stiff timelines and face professional hazards and inconveniences during recce visits, outdoor shootings, news coverages, etc.

9. Criteria for Further Engagement after Internship period

- a. Media Interns after completing their first year of Internship will be eligible for being considered for a short-term contractual engagement scheme for a maximum period of one year extendable up to two years (maximum limit), which is exclusively meant for such Media Interns of Prasar Bharati who are interested in gaining further experience and exposure in their chosen stream after successful completion of their term of Internship and their performance during the Internship period.

- b. Media interns will be eligible to apply for either of the two categories of short-term contractual engagements, viz. 'Sub Editor' and 'Media Executive'. Such engagements may not be a regular annual feature and will be subject to actual requirements of Prasar Bharati, willingness on the part of Media Interns and their performance.
- c. Further, such short-term contractual engagements is to be given to a maximum of 50% of existing Media Interns, capping the total number of Media Executives/ Sub Editors at a maximum total of 40 persons per year. Engagements and allocations of such Media Executives/ Sub Editors will be done as per requirements of Directorates/Verticals and also taking in to concern the ratio of allocations specified in para 3(a) above but without being strictly bound by it.
- d. After working as a fresh Media Intern in Prasar Bharati for an initial period of one year, Media Interns who have completed one year of Internship and existing Media Executives/ Sub Editors who have completed a term of less than 2 years shall be encouraged to apply for contractual engagements advertised by PB.
- e. As far as possible, selection process for Media Executives/Sub Editors will be completed well in time so that there is no discontinuity between Internship and engagement as Media Executives / Sub editors or the completion of the existing term of Media Executive/ Sub Editor.
- f. Selection process will be initiated by notifying existing eligible Media Interns and Media Executives/ Sub editors about the same. Such notification will specify actual requirements in each stream. Interested Media Interns and Media Executives/ Sub editors will inform their controlling officers in writing about their willingness to participate in the selection process.
- g. Controlling officers will immediately forward written willingness of Media Interns and Media executives/ Sub Editors to the TM&SO (HR-C) Division along with Assessment Report of Media Interns and Media executives/ Sub- Editors in sealed cover. Such reports should cover professional strengths and weaknesses of Media Interns and Media Executives/ Sub editors as also their personality attributes, examples of any outstanding work, and any other information considered relevant.
- h. Prasar Bharati will constitute a Selection Committee headed by an ADG level officer, which will include officials from the concerned streams as also a representative of the TM&SO HR-C Division of PB.

- i. The Selection Committee will consider confidential assessment reports in respect of applicants and will also be having personal interactions with them. Further steps of the Selection Process will be as provided in sub-clauses (f), (g), (h) and (i) of clause 7 *mutatis mutandis*.
- j. With regard to duties and responsibilities of Media Executives/Sub Editors, provisions contained in clause 8 will be applicable *mutatis mutandis*. However, nature of duties and responsibilities may be relatively more challenging and independent vis a vis Media Interns.
- k. Media Interns will be eligible for selection as Media Executives / Sub Editors based on performance review. After selection Media Executives / Sub Editors will be paid remuneration and reimbursement of work-related expenses as per the applicable policy at that time.

10. Discipline and Conduct

- a. The Engagees (All Media Interns and Media Executives / Sub Editors) will be expected to work with full sincerity and dedication and to maintain discipline and decorum at workplace.
- b. Any act of misconduct on the part of engagee will be viewed seriously and may result in immediate termination of engagement. Cases of misconduct of serious nature may also invite penal action. Such penal action may include suspension of engagement for a period not exceeding two weeks.
- c. Cases of gross misconduct may entail termination of engagement. Orders regarding suspension or termination of engagement shall be issued by the Controlling Officer with the approval of the concerned ADG level officers.
- d. A disciplinary committee will be constituted with the following composition for establishment of indiscipline or misconduct on the basis of the allegations levied upon the Graduate Media Interns/Media Executive/Sub Editors by their respective reporting/controlling authority, for taking further necessary action by the appropriate authority:
 - i. ADG of the concerned section (Chairman)
 - ii. DDG/Director/Dy. Director (as per availability in descending order) of the concerned section (Member)
 - iii Director/Dy. Director, Administration (Member)
- e. The following process will be applicable for establishment of

indiscipline or misconduct of the concerned Media Interns/Media Executive/Sub Editors for initiating prompt action against them, if deemed fit:-

- i. Whenever, any Graduate Media Interns/Media Executive/Sub Editors are observed to have violated any provisions relating to their engagement or done any prohibited work as illustrated in the Para No. 11 & 12 the instant policy or any other misconduct, the reporting officer shall submit the statement of imputation/misconduct to the Functional Head of the concerned section.
- ii. The Functional Head of concerned section shall mention his / her comments as per his/ her general observation on the matter of the complaint and shall forward the same to the designated disciplinary committee for further examination.
- iii. The designated disciplinary committee shall meet to establish the indiscipline or misconduct on the part of Graduate Media Interns/Media Executive/Sub Editors and shall submit the report to the ADG(A) Prasar Bharati Sectt for further course of action.
- iv. The complaint would be disposed off either way within 15 days of its receipt.

11. Code of Conduct in Respect of Social Media, Smartphones and Office Internet

Prasar Bharati respects the right to freedom of speech and expression of all its media interns and such right duly extends to use of social media by them, like Facebook, WhatsApp, etc. However, in the interest of the organisation as also overall public interest, it has been considered appropriate to prescribe following code of conduct for scrupulous observance by all the Media Interns while using social media.

a. Use of Social Media in Individual Capacity

- i. Language used in the posts shall be polite, courteous and dignified. Use of foul or abusive language shall be avoided.
- ii. Content posted through social media accounts of Media Interns shall not be prejudicial to the sovereignty and integrity of India, the security of the State, friendly relations with foreign States, public order and decency or morality. Such content shall also not be in contempt of court, defamatory or likely to cause incitement to an offence.
- iii. Posted content shall not intrude into privacy of other individuals.

Revealing personal details of other persons shall be avoided.

iv. Media Interns shall clearly reveal their true identity in their personal social media accounts. Running personal accounts in fake names is not acceptable.

v. Media Interns shall not post their personal comments or views on official social media platforms of Prasar Bharati.

vi. Any view, comment, or post in conflict with organizational interest and reputation shall be considered as serious indiscipline.

vii. During discharging their duties, Media Interns are likely to be privy to many sensitive and confidential information about the organisation. Media Interns shall maintain complete confidentiality in respect of such information. Disclosing such information to any unauthorized person, including dissemination through social media, shall be viewed as serious misconduct.

viii. While expressing views, making comments and forwarding posts from their personal social media accounts, Media Interns shall not give any impression, either directly or indirectly, that they are doing so in their official capacity or expressing official viewpoint of Prasar Bharati.

b. Use of Social Media in Official Capacity

i. Media Interns, who are dealing with official social media accounts of Prasar Bharati in their official capacity, shall strictly confine themselves to their assigned duties and responsibilities in respect of such accounts.

ii. No view or opinion shall be expressed by Media Interns on the social media in their official capacity, unless specifically authorised to do so. If and when so authorised, views or opinions thus expressed, shall strictly conform to the brief given in this regard by the competent authority.

c. Usage of Smartphone

Usage of Smartphone in office for the purpose of recording either audio, video or photography or scanning of any form of official documentation is prohibited.

d. Usage of Office Internet

Office internet will be used for official work only. Use of internet for social media, other sites for personal basis will be avoided.

The above code of conduct as revised subsequently in any other policy will be applicable for this policy also. Any violation of code of conduct as prescribed above

shall be considered as misconduct and may invite appropriate action against the delinquent engagee. Depending on gravity of misconduct, such action may include either temporary suspension of contract for a specified period as determined by Prasar Bharati at its sole discretion, or outright termination of contract.

12. Some examples of misconduct (which are only illustrative and not exhaustive) are given below:

- a. Undertaking any other assignment outside Prasar Bharati;
- b. Any unauthorised communication of information to any third party;
- c. Any unauthorised transfer of content, footage or any other damage to property belonging to Prasar Bharati to any third party;
- d. Any unauthorised use of equipment or any other property of Prasar Bharati for benefit of any third party;
- e. Any sabotage with system or equipment;
- f. Any loss or damage to system or equipment;
- g. Soliciting or accepting any favour of monetary or non-monetary nature as a quid pro quo for any favour given to a third party as Media Intern or Media Executives / Sub Editors.
- h. Media Intern/ Media Executives / Sub Editors may, with the prior permission of Competent Authority, present their work to academic bodies and at seminars and conferences. However, even for this purpose information pertaining to Prasar Bharati, which is of confidential nature and is not in public domain, cannot be revealed under any circumstances.
- i. Any external communication by a Media Intern/ Media Executives and Sub Editors should carry the caveat that the views are his/ her personal views and do not represent or reflect the views of the Prasar Bharati. External communications of political nature from public platforms should be avoided. Use of Prasar Bharati material for such external communications is not permitted.
- j. Media Intern/ Media Executives/Sub Editors will follow the advice given to them by Prasar Bharati regarding representations to third parties.
- k. In general, a Media Intern/ Media Executive/ Sub Editor may not interact with or represent the Prasar Bharati vis-a-vis third parties, unless specifically authorized to interact with third parties on behalf of Prasar Bharati in view of the nature of their work .
- l. Media Interns/ Media Executives/Sub Editors will conduct themselves

professionally in their relationship with the public in general.

m. Intellectual Property Rights (IPR) in any work done for Prasar Bharati by the Media Interns/ Media Executives / Sub Editors during the period of their engagement with Prasar Bharati shall solely and exclusively vest in Prasar Bharati during the entire duration for which such rights are protected by law Any unauthorised use of such work shall constitute infringement of IPR of Prasar Bharati, which may be dealt as per extant legal provisions.

13. Disengagement

- a. The Prasar Bharati Secretariat reserves the right to disengage any Media Intern at any point of time from such engagement without assigning any reason.
- b. If a Media Intern to disengage himself from Prasar Bharati, he shall provide one-month prior notice to this effect. Such notice period may be waived or reduced by the competent authority at his / her sole discretion.
- c. Upon disengagement from Prasar Bharati, the Media Intern must handover to the controlling officer, any papers, equipment or other assets which might have been given to the Media Interns/Media executive/Sub Editors by Prasar Bharati in course of his / her engagement with Prasar Bharati. This will include any badges or ID Cards which may have been issued to him/her.

14. General

- a. Media Interns/Media Executives /Sub editors will be required to sign an agreement in the prescribed format with Prasar Bharati on their joining.
- b. On successful completion of their terms, Media Interns and Media Executives / Sub editors will be issued a work experience certificate. Issuance of such certificate is not automatic and is subject to good conduct and discipline.
- c. Engagement as Media Interns or Media Executives / Sub Editors is strictly of fixed term nature on the basis of contract. It will not create any right or claim for any regular employment or further contractual engagement.
- d. Whenever any vacancy for regular employment or contractual engagement is notified, persons having experience as Media Interns or Media Executives / Sub Editors and meeting the prescribed eligibility criteria, will be considered along with other candidates, without being allowed any additional weightage for the same. However, such experience will count towards fulfilling any eligibility criteria for such notified positions.
- e. Media Interns/ Media Executives/ Sub Editors will be entitled to leave not exceeding 30 days in a year or pro-rata depending on the duration of the internship period/ short-term contract period.

15. Exception

Any deviation from provisions of this policy may be permitted in exceptional cases with the approval of CEO, Prasar Bharati, for the reasons to be recorded in writing.