

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati Secretariat
7th Floor, Prasar Bharati House,
Copernicus Marg, New Delhi

F.No.A-10011/24/2019-PPC

Dated: 08/10/2020

Office Order No. 301 /2020-PPC

Consequent upon joining of Shri Rahul Mahajan as Head (Content Operations) of National Zone, Doordarshan, approval of the Competent Authority is hereby conveyed for division of responsibilities related to Content Ops within the National Zone of Doordarshan as under, with immediate effect and until further orders :-

Shri P.K. Subhash ADG(P) HQ DD

- All program related matters of DG:DD Head Quarter.
- VVIP coverages and coverages of national importance.
- DD National and DD Bharati.
- Residual matters related to Arunprabha commissioning.

Shri Surender Singh DDG (Content Ops)

- All Content Procurement matters of National Zone including Films and residual matters of Kisan SFC.
- PB Sports (DD and AIR).
- e-Auction based content monetisation pilot as approved by Board.
- To work with Archives for putting in place necessary systems, processes for management of procured content rights and media.

Shri Rahul Mahajan Head (Content Ops)

- Content transformation of National Zone channels
 - In-house studio production operations
 - Optimal utilisation of all deployed technology to transform viewer perception of channels
 - Look and Feel, Presentation and related Studio set Design
 - In-house Promos, montages and trailers
 - Content Marketing - Cross-channel across DD Network and cross-media


08/10/20

across TV and Radio

- Development of In-house Graphics Unit to eliminate dependency on outsourced agencies
- Transformation of National Zone channels will be reviewed on a weekly basis by CEO with all channel heads to ensure all DD channels are brought on par with industry state of the art.
- Content Innovation and Special Content Projects as assigned by Management from time to time
- DD Kisan and DD Retro.

2. Subsequent to above division of responsibilities, there will not be any change in the reporting structure in respect of Shri P.K. Subhash, ADG(P) and Shri Surender Singh, DDG(Content Ops). However, Shri Rahul Mahajan, Head (Content Operations) will report to CEO directly for content transformation, innovation and special projects and will report to DG,DD for day to day matters.

3. Archives will take over Operation and Management of Media Libraries (including manpower) in a phased manner in consultation with DG,DD; ADG HQ; Head (Content Ops) and DDG (Content Ops).

4. DG:DD is directed to allocate required staff for the activities related to the work profile of Shri Rahul Mahajan. This staff will be within the reporting control of Shri Rahul Mahajan, Head (Content Operations).

5. This has the approval of CEO, Prasar Bharati.



08/10/20
(Alok Kumar Sharma)
Director (Pers.)
Tel : 011-23118410

To

1. Concerned Officers
2. DG, AIR; DG, DDn; DG, NSD AIR; DG, DD News
3. E-in-C (BO) / E-in-C(SI&CS)
4. All ADGs / DDGs at PB Secretariat
5. ADG(P),HQ DG:AIR/DG:DD/ All Zonal ADGs/ ADG(NABM)
6. Head (PBNS & DP) / Head of Sales PB
7. DDG(A)/DDG(HR)/Director(HR),DG:AIR.
8. DDG(A)/DDG(HR)/DDG(E-HR), DG:DD
9. DDG(Tech), PBS for uploading this order on PB Website
10. All AIR Stations / DD Kendras through respective SCOR Sections
11. Hindi Unit for Hindi Version
12. Office Orders Folder.

Copy to :-

1. SO to CEO
2. PS to M(F)
3. O/o CVO PB Doordarshan Bhawan


08/10/20