

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

**Office Order**

**No. TC-1/011(I)/2019-20/TARIFF/48**

**Dated: 11/02/2020**

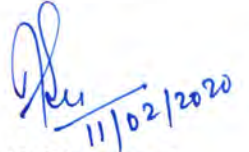
**Subject: Extension of Bonus Scheme under rationalization of Rate card of DD National, for Corporate Clients- reg.**

Bonus scheme on the extant Rate Card applicable for in-house programmes on DD National channel was introduced on pilot basis for a period of 4 months w.e.f. 01-06-2018, with the approval of CEO, Prasar Bharati, vide this office circular of even No. dated 28-05-2018. The scheme was extended four times for four months on each occasion w.e.f. 01-10-2018, 01-02-2019, 01-06-2019 and 01-10-2019. The extension approved last time was conveyed vide this office circular No. TC-1/011(I)/2018-19/Tariff dated 11-10-2020.

It has been decided to extend, w.e.f. 01-02-2020, the said Bonus scheme for Corporate Clients, without any change in the terms and conditions already prescribed, till further order or till prescription of a new rate card for DD National, whichever is earlier.

Monthly feedback report in the format, prescribed vide Letter dt. 21.06.2018 (copy enclosed), shall be submitted to this office by all the concerned, positively by 10<sup>th</sup> of the month following the month of report.

This issues with the approval of CEO, Prasar Bharati.

  
11/02/2020

**(Amit Sharma)**  
**Director (B & R)**

**To**  
**Director General: Doordarshan**  
Doordarshan Bhawan,  
Copernicus Marg,  
New Delhi.

**Copy for information and necessary action to:**

1. Additional Director General, (Sales) Doordarshan Kendra, Worli, Mumbai.
2. Additional Director General, (Marketing), PB Sectt., New Delhi
3. Head, Sales, PB Sectt., New Delhi 01.
4. DDG(DCS), Doordarshan Bhawan, New Delhi-01.
5. DDG (Tech.), PB Sectt. for getting this Circular uploaded on PB's Website.

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**PRASAR BHARATI**  
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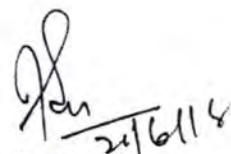
No. TC-1/011(I)/2018-19/Tariff/10 Dated: 21/06/2018.  
Subject: Submission of feedback report on impact on revenue generation consequent upon implementation of Bonus scheme under rationalization of Rate card of DD National, for Corporate Clients w.e.f. 01-06-2018.

Please refer to this office circular of No. even, dated 28-05-2018 regarding introduction of pilot scheme on the subject, for a period of four months, effective from 01-06-2018.

In this regard, it has been desired to have a feedback report from your office, on monthly basis on the progress achieved on implementation of the scheme. The said report shall be submitted to this office, in the attached format, by 10<sup>th</sup> of each month, following the month of report. The first report in this connection shall be submitted for the month of June 2018, by 10<sup>th</sup> July 2018. A copy of the information in excel format may also be emailed at prasarbharatitcddivision@gmail.com.

Timely submission of reports may kindly be ensured.

Encls: As above.

  
(Amit Sharma)  
Dy. Director (T & C)

To

1. Addl. Director General (CRD-I) Mumbai,  
Commercial Revenue Division,  
Worli, Mumbai.
2. Addl. Director General (CRD-II),  
Development Communication Division (DCD),  
New Delhi.

Copy for information to:

Director General :Doordarshan, Doordarshan Bhawan, Copernicus Marg,  
New Delhi

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