

No.P-1/014(90)/2017-Ops/207-210
Prasar Bharati Secretariat
(Operations Division)

Prasar Bharati House,
New Delhi, the 2nd May, 2019

OFFICE MEMORANDUM (No. 13/2019-Ops)

A note on the Strategic Direction for Content Re-vamp with special reference to DD-National is enclosed for initiating immediate action.

2. Considering the urgency for content sourcing, ADG, DD National may put up the proposals for various actions within a week, in consultation with PB Secretariat team, in terms of

- Specific themes or proposals to be considered
- Budgets
- Timelines
- Committees to be constituted to act on the same for each track.

and a presentation may be made next week.

3. This issues with the approval of the CEO.


(Sharmila Khatri)
PEX (Ops)

Shri PK Subhash, ADG (DD-National), Doordarshan, Mandi House, New Delhi.

Cc: SO to CEO, PS to M(F), DG, DD

- Dir (T) for uploading on website