

प्रसार भारती PRASAR BHARATI
भारतीय लोक सेवा प्रसारक (India's Public Service Broadcaster)
Prasar Bharati House, Copernicus Marg, New Delhi – 110001
Tel: 011-23118479 Website: www.prasarbharati.gov.in

No. P-1/014(90)/2017-Ops.

Dated: 21.02.2019
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Office Memorandum – 6/2019-Ops.

Subject:- Content Procurement in Doordarshan- Reconstitution of Committee.

In partial modification of OM No.5/2019-Ops. dated 18.02.2019 (enclosed), the committee is re-constituted as under:

1. Shri G. Sajan, DDP, DG DD
2. Shri Ganesh Iyer, PEx CRD Mumbai
3. Shri Sanjay Agrawal, PEx, DG DD
4. Ms. Sharmila Khatri, PEx Operations, Member Coordinator.

The following would be associated:

- i. Dr. N. S. Manhas, ADP, DG DD
- ii. Sh. Lokesh Sharma, Consultant (Audience Research), DG DD
- iii. Sh. A.N. Jha, Consultant, DD Kisan

Shri C.K Jain DDG,PBS would be consulted for technical inputs.

The Committee would follow the terms of reference detailed in the OM dated 18.02.2019 and make a presentation to the CEO by 28th February 2019.

This issues with the approval of the CEO.


(Anjani Kumar)
DDG (Operations)

1. Shri G. Sajan, DDP, DG DD
2. Shri Ganesh Iyer, PEx CRD Mumbai
3. Shri Sanjay Agrawal, PEx, DG DD
4. Ms. Sharmila Khatri, PEx Operations, Member Coordinator.

Cc:

1. DG, Doordarshan is requested to kindly depute the concerned DD officers.
2. Shri. C.K. Jain, DDG, PBS.
3. Shri Rajiv Sinha, DDG(A), DG DD
4. Sh. Lokesh Sharma, Consultant (Audience Research), DG DD
5. Dr. N. S. Manhas, ADP, DG DD
6. Sh. A.N. Jha, Consulant, DD Kisan
7. Staff Officer to CEO, Prasar Bharati
8. ✓ PS to M(F)
9. ✓ DDG(T) –For uploading on the PB website.

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No. P-1/014(90)/2017-Ops.

Dated: 18.02.2019

Office Memorandum – 5/2019-Ops.

Subject: Regarding issues relating to content procurement in Doordarshan.

A committee is constituted hereunder to study the issues detailed below and make a presentation to the CEO by 28th February 2019.

1. Shri Ganesh Iyer, PEx CRD Mumbai
2. Shri Srinivasan Sreeram, PEx, DG DD
3. Ms. Sharmila Khatri, PEx Operations, Member Coordinator.

A. Data-points to be examined:

I. Investments made by DD to procure content in past 3 financial years tabulated in the following manner:

- a) Channel(s) for which content was sourced
- b) Mode of Sourcing/ Applicable Policy
- c) PB Investment towards the same
- d) Hours of programming so sourced
- e) Revenue realised against the investment/ content
- f) Viewership (Average weekly GVL) as available
- g) Pendency in Payments/Settlements (amount outstanding/ time period)
- h) Legal/ Arbitration cases (No. of cases/ which court/ Tribunal)

II. Proposed measures to ensure:

- a) Procurement Process Efficacy
- b) Production Quality Consistency
- c) Contract Enforcement/ Execution
- d) Commissioning to Settlement Process Management to maximize revenue/ viewership and to minimise disputes/ delivery failures.

III. Proposed IT systems to achieve the above.



Contd..../2

IV. Amendments to existing Policies to achieve objectives laid out in II and necessary to implement III above

V. New Policy Measures for alternative sourcing models. To what degree have we studied global best practices (BBC etc.) as per earlier Board directives.

B. The Committee may co-opt any other Officials/(s) as required.

This issues with the approval of the CEO.



(Anjani Kumar)
DDG (Operations.)

1. **Shri Ganesh Iyer, PEx CRD Mumbai**
2. **Shri Srinivasan Sreeram, PEx, DG DD**
3. **Ms. Sharmila Khatri, Prog. Executive (Ops.) PBS**

Cc:

1. DG, Doordarshan – with a request to depute concerned DD officials immediately, to report to CEO's office on 20th February '19
2. Shri Rajiv Sinha, DDG(A), DG DD
3. Staff Officer to CEO, Prasar Bharati
4. DDG(T) –For uploading on the PB website.