

**प्रसार भारती / Prasar Bharati**  
**(भारत का लोक सेवा प्रसारक / India's Public Service Broadcaster)**  
**प्रसार भारती हाउस, कॉपरनिकस मार्ग / Prasar Bharati House, Copernicus Marg,**  
**नई दिल्ली-110001 / New Delhi-110001**

**NOTICE INVITING APPLICATIONS (NIA)**

F No. [E- 302110] A-10/016/33/2025-TM&amp;SO

Dated: 03.10.2025

**Subject: NIA for contractual engagement of Principal Advisor/ Advisor-Content Operations, PB.**

Prasar Bharati invites applications from experienced and dynamic persons for engagement under Content Ops, PB to manage content/ creative functions and operations across Doordarshan / Akashvani network

1.	Category	Principal Advisor / Advisor – Content Operations, PB
2.	No. of Positions	1
3.	Place of work	New Delhi
4.	Duration of engagement	One year
5.	Monthly Remuneration	₹ 2.5 to 3.0 Lakh, which can be further negotiated in case of exceptional professional. <b>In case of Retired person</b> , monthly remuneration to be fixed in concurrence with OM of Department of Expenditure, Ministry of Finance dated 09.12.2020.
6.	Qualification	Bachelor's degree from a recognized university.  <b>Desirable:</b> (i) Post Graduate/ Ph.D in areas of Content development/ Mass communication/ Advertising/ Film making etc from a recognized University/ Institute. (ii) Management qualification (MBA/PG Diploma or equivalent) from a recognized University/Institute.  <b>In case of Retired Persons:</b> Persons retired from Central/State Govt./Autonomous Bodies/PSUs with Level-14(equivalent) or above having thorough knowledge of Govt. rules and regulations.
7.	Experience	15+ years of experience in broadcasting with specialization in Electronic media & Digital Operation of General Entertainment / Sports & other genres of Broadcasting.  <b>Desirable:</b> <ul style="list-style-type: none"> <li>During the last five years, the applicant should have held a leading position at a large network with responsibility for one or more channels with a nationwide viewership footprint.</li> <li>During the last two years, the applicant should have also held responsibilities with financial targets related to content</li> </ul>

*डि.डी. प्रो.कल*  
03.10.2025

		operations (monetization, resource/assets utilization etc) budget management, International media experience.
8.	Age	Below 45 years as on date of notification.  <b>In case of Retired Persons:</b> Below 62 years as on date of notification.
9.	Nature of Duties	<ul style="list-style-type: none"> <li>• Execute and implement the content strategy across the Akashvani/ Doordarshan network, including both National and Regional channels, in alignment with the goals and objectives of Prasar Bharati.</li> <li>• Manage overall network operations to ensure smooth functioning and consistency across all channels.</li> <li>• Oversee in-house productions, including both live broadcasts and studio-based programs, maintaining high-quality standards.</li> <li>• Source and curate diverse, relevant, and engaging content to enhance the network's programming slate.</li> <li>• Develop and drive initiatives aimed at increasing audience engagement across the network.</li> <li>• Perform any additional tasks or responsibilities assigned to support the network's mandate and objectives.</li> </ul>

10. The terms and conditions of these engagements are as given under
- The services will be purely on contract basis. The persons engaged shall have no claim either implicit or explicit, for his/ her absorption or regularization in Prasar Bharati.
  - The person will be engaged on full time basis and will not be allowed to take up any other assignment during the period of contractual engagement.
  - Persons engaged on contract basis can be assigned additional task apart from the specific tasks for which they are engaged.
  - The engagement can be discontinued/ terminated with one-month notice or one month's salary in lieu thereof by either side without assigning any reason.
  - No claim of pensionary benefit on account of this contractual engagement shall be admissible.
  - Prasar Bharati reserves the right to conduct test and/ or interview of the shortlisted candidates. No TA/DA etc. will be paid for attending the test/ interview.
  - The number of positions may be reduced or increased at the time of final selection at the sole discretion of Prasar Bharati.
  - Candidates are requested to upload complete and clear copy of all requested documents. Else their candidature shall be rejected without any intimation.
  - Age and educational qualifications shall be considered as on the last date of submission of the application (inclusive).
  - Only shortlisted candidates will be contacted via email. Candidates are advised to keep checking inbox / spam / junk folders for any communication.
  - Prasar Bharati reserves the right to increase or decrease the number of positions depending on the requirement of the Organisation.
  - Remuneration may be negotiated based on the suitability of the candidate.

*Prasar Bharati*  
03.10.2025



11. Those candidates who are eligible and willing to work on above terms & conditions in Prasar Bharati, having requisite qualification indicated above may apply online on Prasar Bharati web link <https://avedan.prasarbharati.org/> within 15 days from the date of publication on Prasar Bharati website along with self attested copies of supporting documents. In case of any difficulty in submission it may be emailed to [avedanhelpdesk@gmail.com](mailto:avedanhelpdesk@gmail.com) along with screenshot of error.

  
(गिरीश कुमार / Girish Kumar)

उप निदेशक (टी.एम.&एस.ओ.) / Deputy Director (TM&SO)

To,

Director (PBNS) – with a request to upload this circular on the Prasar Bharati website upto the date indicated in para 11 above.

Copy to:-

DDE(Tech), PB Sectt. – with a request to host this circular on the Prasar Bharati e-office notification.