

तत्काल/Immediate

	 प्रसार भारती / PRASAR BHARATI दूरदर्शन वाणिज्यिक सेवा/ DOORDARSHAN COMMERCIAL SERVICE कार्यालय: महानिदेशक दूरदर्शन/ O/o DG: Doordarshan दूरभाष / Tele phone no. 011 - 23114971/72 ईमेल / Email : ddgdc@prasarbharati.gov.in	 सत्यम् शिवम् सुन्दरम्
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File Number: DCS/AI & Advance EXCEL / Awareness / training 2026

Dated: 13th July, 2026

Circular / परिपत्र

SUBJECT: Inviting Nominations for a Special Training/Awareness on “Advance EXCEL, Data Analysis and Artificial intelligence (AI) tools and the applications in broadcasting-DD&AIR, Prasar Bharati”.

A Special Training cum Awareness Program on “Advance EXCEL, Data Analysis and Artificial intelligence (AI) tools and the applications of the various AI Tools in broadcasting-DD&AIR, Prasar Bharati” scheduled for awareness of the Officials/Staff of DG DD, DCS, DDK Delhi, Zonal Office of AIR&DD etc. will be coordinated by DDG, DCS at O/o DG DD Delhi and it will be held at Conference Hall of O/o DG DD Delhi from 15th July 2026 till 17th July 2026 in afternoon sessions, from 2.30 PM to 5.45 PM. The course objective, procedure of participation and nominations are as under:

1. The aforesaid training programme will be conducted from 15th July 2026 till 17th July 2026 in two sessions (14.30 to 15.45 hrs. & 16.00 to 17.45 Hrs) at conference hall of DG: DD office.

2. Level of Participants:

Any interested officer of all the Group A and B cadre officers and staff of Program, Engg. and Admin Sections of O/o DG:DD, DCS, DDK Delhi and O/o ADGE(NZ)AIR&DD, New Delhi on stipulated date and time. **Participants need to carry their** Laptops/Tablets and Mobile for the training.

3. Objective of the training/awareness on “AI and Advance EXCEL, Data Analysis and Artificial intelligence (AI) tools and the applications of the various AI Tools in broadcasting-DD&AIR, Prasar Bharati”:

- Master Advanced Excel, Data Manipulation, Analysis & Automation,
- Various leading AI Tools and the applications,
- Integrate AI to Supercharge Productivity in Data analysis and Program production and broadcast

- - - Contd on next page 2.

- Transition from Descriptive to Predictive and Adaptive and Agentic Analytics/AI tools.
- Drive Strategic Decision-Making.
- Organizational data analysis and generation of reports.

This Training will give an understanding how media organizations are using AI today, and specifically about how they are managing content storage, retrieval and metadata management ,Data analysis, Operations in an industry driven by relentless growth.

The Training Schedule is attached as per the Annexure-A.

4. Nomination Procedure: Any interested Programme and Engineering and Administration staff working in DCS, DDK Delhi, DG: DD and Zonal Office may send their name for participation. Interested staff as mentioned above may send their nomination through “GOOGLE FORM” as given below in a **LINK** format:

PLEASE CLICK ON FOLLOWING LINK OF “GOOGLE FORM” FOR NOMINATIONS

https://docs.google.com/spreadsheets/d/1WWisXQClkO_8YbakMqb7XT-oB3IGgwWt22uB4FErxw0/edit?usp=sharing

Above Google Form may be submitted to DCS through Link, latest **by 14th July 2026, up to 5.00 PM positively.** To avoid any difficulty in routine official duty, nominations should be intimated by individual to their controlling officer, before joining the training sessions on 15, 16 and 17 July, 2026 from 2.30 PM to 5.45 PM.

This is issued with approval of the competent authority.

Namrata Singh

Dr Namrata Singh/ डॉ. नम्रता सिंह
Assistant Director Program/ सहायक निदेशक कार्यक्रम
MOBILE 92056753353
For DDG(DCS)

To:

All the Group A and B cadre officers and staff of Program, Engg. and Admin Sections of O/o DG:DD, ADG & DDG, IT Division, DCS, DDK Delhi, O/o ADGE(NZ)AIR&DD , CPC etc. in New Delhi.

Copy to:

DDG(IT) & PBNS- With requested to upload the Training cum Awareness program as above on Prasarnet Website.

Training / Awareness Programme

Advanced Excel, Data Analysis & Artificial Intelligence (AI) Tools and Applications
in Broadcasting (DD & AIR), Prasar Bharati

Duration: 15–17 July 2026

Venue: Conference Hall, DG: DD Office

Date	Time	Topic
15 July 2026 (Day 1)	2:30 PM – 3:45 PM	Introduction to Artificial Intelligence & Generative AI – AI Fundamentals, Prompt Engineering, Responsible AI, Overview of Leading Gen AI Tools (10 Leading Gen AI Tools like ChatGPT, DeepSeek, Gemini, Copilot, NotebookLM, Claude, Canva, Perplexity, Adobe FireFly, Kimi, Capson, Riverside, Autocut, etc.)
	4:00 PM – 5:45 PM	Gen AI Applications in Broadcasting – Content Creation, Script Assistance, Translation, Summarization, Metadata Generation, Image & Video Support, Newsroom & Broadcast Operations
16 July 2026 (Day 2)	2:30 PM – 3:45 PM	Using Gen AI for Data Analysis & Strategic Decision-Making – AI-assisted Data Analysis, Report Generation, Synthetic Data Creation, Predictive, Adaptive & Agentic AI, Organizational Analytics Organizational Analytics
	4:00 PM – 5:45 PM	Hands-on Demonstrations & Practical Use Cases – Excel + AI Integration, Gen AI for Productivity, Program Planning, Audience Analytics and Interactive Exercises
17 July 2026 (Day 3)	2:30 PM – 3:45 PM	Master Advanced Excel, Data Manipulation, Analysis & Automation – Advanced Functions, Data Cleaning, Pivot Tables, Dashboards, Power Query, Excel + AI Integration and AI-assisted Excel
	4:00 PM – 5:45 PM	Advanced Excel Hands-on Practice & Automation Techniques – MCQ Assessment (Quiz) with Digital Certificate, Discussion of Answers, Feedback, Valedictory

Note:- This agenda keeps the final day interactive, allowing participants to:

- Consolidate their Advanced Excel learning through hands-on exercises.
- Assess their understanding with an MCQ quiz.
- Clarify doubts during the answer discussion.
- Conclude the programme with feedback and certificate distribution.

Nawata Singh
13/07/2026

Ram
13.07.2026
राम बचन राम/Ram Bachan Ram
उप महानिदेशक (डी.सी.एस.)
Dy. Director General (DCS)
दूरदर्शन महानिदेशालय/DG: Doordarshan
नई दिल्ली/New Delhi-110001