

No.PSA/OC/5/2014/01

13.06.2014

To,  
The Chairman,  
7<sup>th</sup> Central Pay Commission,  
New Delhi

Sir,

The status of employees working in AIR & DD working as Government servants on deemed deputation with all conditions of service available to a government servant has now become clear as a sequel to the Directions of the Hon'ble Supreme Court of India on 05.05.2008 ( CA.No.3245/2002), decision of the Union Cabinet on 29.01.2009 and the Notification dated 08.01.2012. **Hence, we request that an opportunity be provided to us to present our demands before the commission.**

Our Association is recognized by the GOI under the RSA Act of 1993. It has over 1400 members working in more than 200 units all over India in All India Radio and Doordarshan stations. The members of the Association are in-charge of conceptualizing, planning and producing programmes that are broadcast / telecast on AIR & DD respectively. Its members apart from working in geographically diverse & difficult places (like Leh, Kavaratti,) also grapple with two serious problems i.e. STAGNATION and UNDER-STAFFING. An indication of the problem is symbolized by the fact that hundreds of programme staff have retired without a single promotion in over 30 years, while 90% of posts in the supervisory cadres (IBPS) are lying vacant. The understaffing can be gauged from the fact that out of the 11,000 posts sanctioned for programme cadres in 1992 well before the vast expansion in the AIR & DD stations, 5500 are lying vacant as on date.

Taking into consideration the need to streamline the decision making and implementation structure in AIR & DD to make it more effective and efficient in a changed and vastly competitive media scenario and factoring in the problem of stagnation, we submit the following suggestions for consideration by the commission.

(Dr.S.K.Nahar)  
Executive Vice President

(PankajPatiPathak)  
General Secretary

(R.Srinivasan)  
President

1. Merger of the present cadre structure of 6 posts ( TREX / Equated cadres, PEX/ Equated cadres, JTS, STS, JAG and SAG) into 4 cadres by merging TREX with the PEX cadre, JTS with the STS Cadre, JAG with the SAG Cadre and upgradation of the SAG to the HAG cadre. The mergers are suggested for the following reasons,

- a. The presence of anarchaic structure has led to avoidable delays in decision making leading to attendant problems in field stations,
- b. Lack of decentralized decision making due to too many layers of decision making leading to an ineffective functional set-up at the Zones.
- c. Anoutdated structure has led to a maze of litigations & cross litigations which has led to stagnation and frictions amongst the cadres.
- d. The upgraded pay scales is also a way to motivate the Junior level, Mid-level and Senior level officers in Public Service Broadcasting, who have been now mandated to generate resources as well apart from empowering the citizens.
- e. Merger of the DDG level officer to the HAG scale is suggested as the nature of work of a DDG level officer is totally variable with that of the Joint Secretary in the GOI. The DDG job in AIR & DD calls for a lot of travelling & interaction with field staffto motivate them, as the job of a TREX, PEX requires a high levels of creativity which has to be constantly nurtured. This upgradation is urgent in view of the role of a DDG as the principal decision maker and leader for a range of highly creative personnel spread over a large geographical expanse. This becomes all the more relevant in an atmosphere of enormous competition from private media.

2. Framing and implementation of a transparent, fair and viable transfer policy to avoid wastage of funds on TA / DA accounts, as irregularities in transfers lead to frustration among staff members, apart from making the work of those transferred un-productive and ineffective. This has led to many of the staff members availing of the MACP benefit, and declining promotion, which leads to transfers. The essence of the ACP /MACP is lost due to the lack of a proper, viable and transparent transfer policy.

3. A training policy that shall expose the incumbents to regular training to make them competitive in an ever changing and competitive media world. Recent technological innovations have made the very medium of traditional transmission ineffective as a means of connecting to the citizens and thrown up the challenge of evolving the existing media in a more time and generation relevant way.