

**PROPOSAL FOR
1st CADRE REVIEW
OF
PROGRAMME CADRE
OF
ALL INDIA RADIO& DOORDARSHAN**

DECEMBER 2013

**SUBMITTED
BY
PROGRAMME STAFF ASSOCIATION OF AIR&DD**

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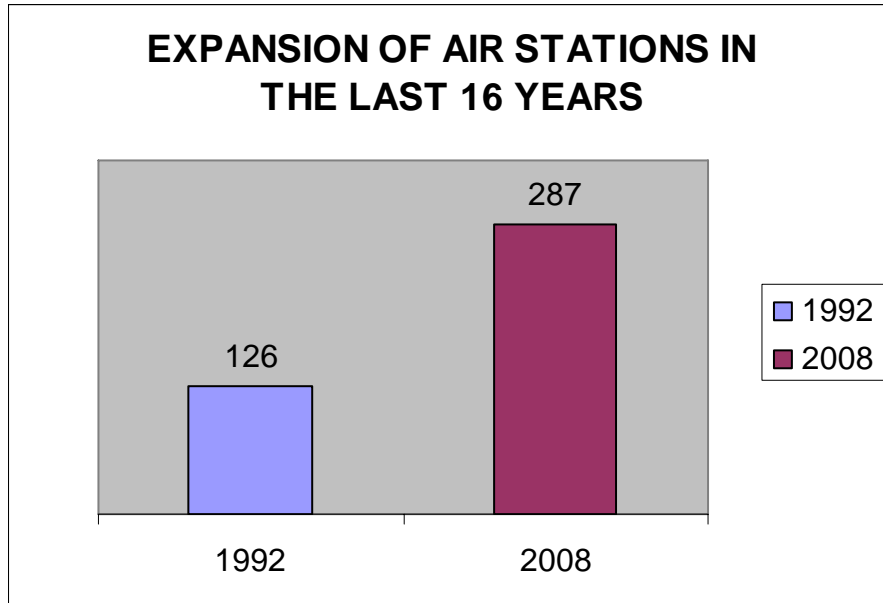
BACKGROUND TO THE CADRE REVIEW

1.0 : All India Radio was started in 1936 and Doordarshan in 1965. As on date, there are 287 AIR stations and 68 Doordarshan Kendras / PGF. There are over 4000 programme staff in AIR and DD encompassing various cadres. There has been no cadre review for the programme staff in the last 46 years inspite of the recruitment rules being amended several times.

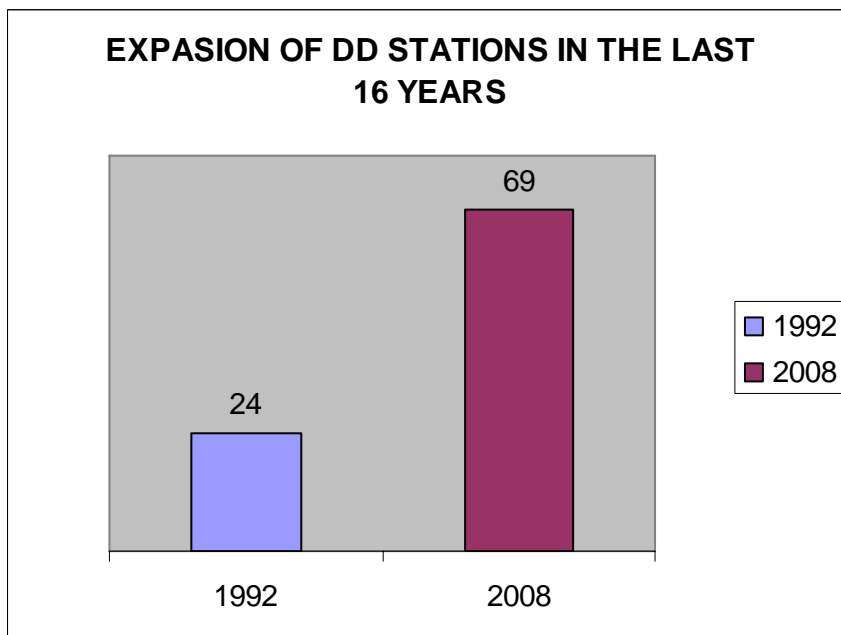
1.1 : The first Cadre Review Committee Report was submitted on 17.10.1984, but was not implemented and the second cadre review committee for group-B and group-C cadres was set up on 09.08.1991 but it was not followed through. The vast expansion in the network of AIR & DD stations (as given in illustrations, next page) coupled with the challenge from the private electronic media is threatening the very foundation of public service broadcasting in our nation. The present cadre review proposal is intended to streamline the programme cadres and orient them to the changing media industry. It also contemplates to overcome the huge levels of stagnation affecting the programme staff in All India Radio and Doordarshan, the national broadcasters.

1.2 : The mandate of the national broadcaster from its original motto of inform, educate & entertain has grown to include revenue generation as well. These four objectives and the severe competition from private broadcasters added to the non-review of cadre structure are killing the national broadcasters.

1.3 :



127% Expansion



187% Expansion

1.4 : STAGNATION CHART

Cadre	Next promotion post	Eligibility time	Years without promotion
Transmission Executive(TREX)/Allied cadres	PEX	8 years	22 years (1986 Batch TREX-DR (SSC) (as of 2008)
Programme Executive(PEX)	Asstt. Station Director (JTS)	3 years	22 years (1986 batch PEX – DR (UPSC)(as of 2013)

1.5 : STAGNATION PERCENTAGE AMONG PEXs

No. of PEX	99	160	77	578
Years of stagnation (as of 2008)	Completed more than 25 years	Completed more than 20 years	Completed more than 19 years	Completed more than 17 years
% of stagnation	12%	21%	09%	58%

1.6: The gravity of the problem would become clear if the eligible period for promotion of 3 years is taken into consideration. On an average the serving regular PEX's have crossed the eligible period for promotion to become JTS officers by six times over.

2

PURPOSE AND OBJECTIVES OF THIS CADRE REVIEW

2.0: This cadre review intends to address the three core issues affecting the programme staff in the present times;

- (a) *To overcome the vast levels of stagnation*
- (b) *To go in for a functional streamlining of the programme cadres so as to make the service more efficient and*
- (c) *To project the staff strength requirements taking into consideration the exponential expansion of stations/channels, and the changing priorities of AIR/ DD.*

2.1 : The programme cadre of AIR / DD has to be revitalized by giving promotions to the officers recruited by UPSC and SSC. These officers have joined AIR/DD with high degree of creativity and have been working with missionary zeal. They have been given a raw deal so far by denying them the promotions they deserved long back. This proposal if given serious consideration will mitigate their suffering and revitalize public service broadcasting in our country.

2.2 : This proposal intends to give a new designation to the present Directors General of AIR and DD as PRINCPAL DIRECTORs GENERAL without effecting any change in their scale of pay and status. This is to give prominence to

the post they hold as News Services Division's (NSD) head is also known as DG. This proposal paves the way for the creation of 4 HAG level posts with the designation of Director General to fulfill the functional requirements of AIR and DD, and to maintain parity with IB(E)S officers.

2.3 : AIR and DD cannot afford to have ex-cadre Principal DGs in view of the challenges faced by the National Broadcasters. These institutions of national importance should be headed by a programme professional hailing from the parent cadre who has had a long stint in the organization managing it efficiently with prospective outlook.

2.4 : Two HAG level (Present ADG level) posts each in AIR & DD (thus 4 HAG posts) are necessary to give promotional avenues for the SAG officers in AIR & DD. This is also to take care of the career advancement of serving SAG level Officers, who are stagnating at SAG level without any further advancement, as the DG post is on selection basis.

2.5 : As such all ADG level Officers shall be designated as DG and SAG level as ADGs and JAG officer as DDGs (Deputy Director Generals).

2.6: PERCENTAGE OF POST ABOVE SAG IN VARIOUS ALL INDIA SERVICES

Name of the service	% Posts in Grades Higher than SAG
Indian Civil Accounts Service	2.04
Indian Railway Tariff Service	2.83
Indian Postal Service	4.46
Indian Audit & Account Service	3.30
Indian Revenue Service	1.13
Indian Information Service	1.01
Average of all Class-1 Central Service	1.74
IB(P)S	00 (0.4%*)

As per threshold analysis provided by DoP&T

*Proposed in the new IB(P)S structure.

2.7: The large scale stagnation in programme cadre could be cleared only by giving promotions to PEXs to various levels up to SAG by counting their valuable service they put in Group – B Gazetted Service as one time measure. Otherwise efficacy of IB(P)S will be reduced to the present stalemate of non-filling of higher posts above STS level for many more years. Logically these posts were meant for the present serving officers belonging to 1982 and subsequent batches.

2.8: All the PEXs who have put up of 8 years of regular service should be inducted in to STS initially and there after the quota for JTS promotion should be at least 60%.

2.9: Having 4 streams in IB(P)S viz. **AIR – Management, AIR – Production, DD – Management, DD – Production** have helped only to increase litigations and frustration among eligible officers. It is proposed to have only 2 streams in IB(P)S for the following reasons. Having four streams in I B (P) S have not addressed the demand of emerging trends in Broadcasting as the need of the hour is multi-tasking. There has to be an element of managerial quality in every officer put on production assignment and each officer entrusted with management has to imbibe latest production techniques and creativity to lead the team. In a nutshell an officer in IB(P)S should possess both managerial and creative attributes and both these qualities are inseparable. At the time of opting for entry into IB(P)S the officer has to choose either AIR or DD. Thereafter their seniority will be determined by their relative seniority in AIR or DD streams.

2.10: To avoid further litigations and harmonious functioning of the organizations all the artistes posts of AIR & DD should be declared as dying cadre post. The incumbent staff should be given ACP as per the pay commission recommendations. The services provided by these categories of staff could be easily outsourced in the changed scenario. This will help the organization financially and will help face the stiff competition from the private channels.

2.11: For improving the working ambience of the organization and help the command structure of the programme wing any recruitment in the subordinate programme cadre should start with Transmission Executive, discipline wise. It is suggested that recruitment for the following disciplines in AIR & DD may start with Transmission Executive in Programme cadre.

- a) Librarian
- b) Announcer / Presenter
- c) News Editor
- d) Reporter (News)
- e) Other specialized subjects like Farm & Home, Sports etc.

2.12 : The posts in the following grades should be up-graded and the incumbents should be accommodated in four different Grades instead of the present two grades, with the attendant GP, as incumbents in the Cadre have been stagnating..

- a) Edit Supervisor
- b) Graphic Supervisor
- c) Make-up Artist

Saving the Stagnating Sentinels

3.0: Like our security forces protecting the nation from external invasion programme staff in AIR & DD have been guarding the interests of the Indian Civil society since Independence. When the nation was wrought by food security it was AIR's dedicated band of programmers who joined hands with our scientific community to bring green revolution in this country. Thanks to AIR's committed family welfare programmers, the country's population was prevented from exponential growth. Through its committed programmers, AIR & DD have nurtured communal harmony, religious tolerance and national integration. No amount of money can equal the contribution of the programme cadre of AIR & DD.

3.1: Because of the National Broadcasters' firm footage on Indian culture; performing arts of India could with stand post-colonial cultural invasions. Indian classical music owes a great deal to AIR. The grading given by AIR is more valued than a post graduate degree given by universities, speaking volumes of quality of work rendered by dedicated staff of AIR.

3.2: Here is an organization under Government of India's umbrella, where the allocation of funds for software generation percolates down to the beneficiary i.e. musicians, farmers, artisans, marginalized labourers, etc., from all nook and corner of the country, without any seepage.

3.3: IB(P)S was introduced in 1990 for streamlining the programme cadre of AIR & DD and bringing promotional avenues for the officers from the TREXS to SAG. Over 400 posts of PEXS were abolished to grant matching saving for the enlarged IB(P)S cadre, in spite of the fact that all those projections were based on the number of AIR & DD installations before 1985.

3.4: Notified Strength of IB(P)S (1992)

S.No	GRADE	SCALE OF PAY	AIR	DD	TOTAL
1	SAG	Rs.5900-200-6700	33	29	52
2	JAG	Rs.4500-150-5700	-	-	-
3	JAG	Rs.3700-125-4700-150-5000	123	69	192
4	STS	Rs.3000-100-3500-125-4500	318	140	458
5	JTS	Rs.2200-75-2800-EB-100-4000	290	219	509

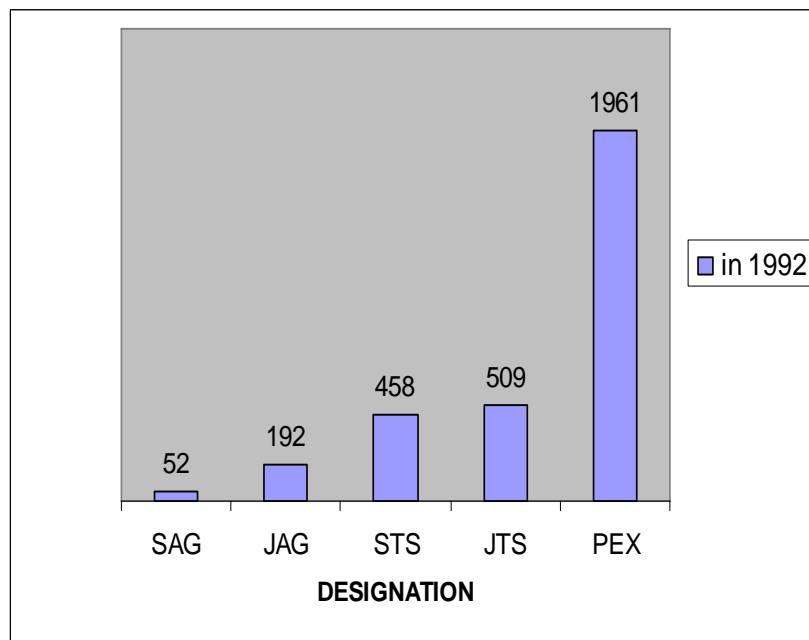
3.5 : Thereafter, instead of increasing the posts in each level to commensurate increase in number of Stations and Channels; mandatory cuts were done mechanically as the following table will demonstrate:

Designation	Sanctioned Strength in 1992	Sanctioned Strength in 2008
SAG	52	30
JAG	192	160
STS	458	395
JTS	509	449
PEX	1961	1561

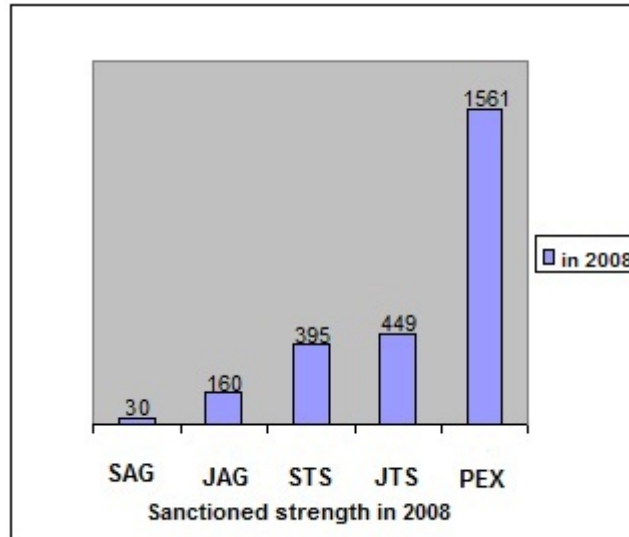
3.6 : VACANCY IN IB(P)S (as of 2013)

Cadre	Sanctioned strength	Vacant posts
SAG	30	21
JAG	159	154
STS	395	365
JTS	449	449*

*There is no regular JTS Officer as on date

3.7:

(Sanctioned strength in 1992)



3.8: The teething trouble of a new born IB(P)S and omissions and commissions in its draft led to litigations and non filling of posts.

3.9: Again the programme staff had to undergo the suffering of manifold increase in workload and non- promotions and non infusion of young talents in Feeder Sub-Ordinate Programme Cadres.

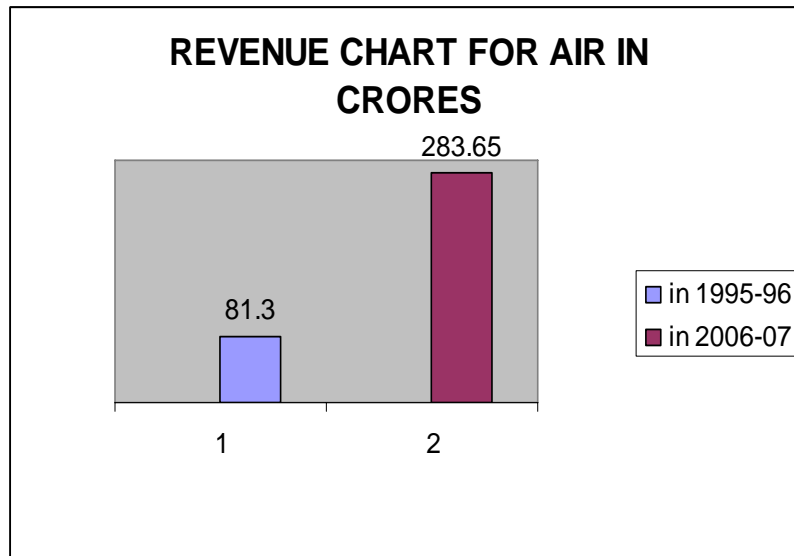
3.10: It may also be noted that a producer entering in EMRCs of universities and bodies like NCERT are paid more (in JTS scale) for almost one tenth of the work carried out by a PEX in AIR / DD.

3.11: The Parliament Standing Committee on Personnel, Public grievances has pinpointed this in the following lines in its latest report:

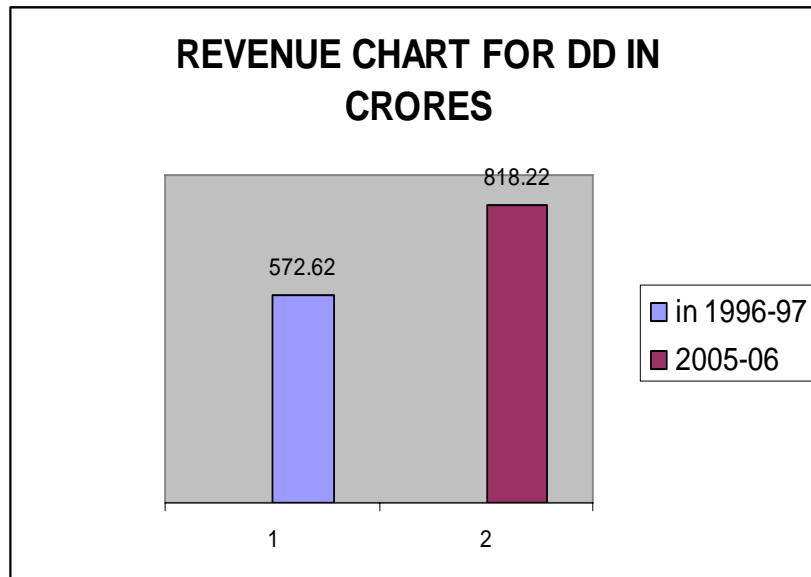
..... I. Grievance of Programme Executives

3.44. On 19th December, 2007, the Committee met the representatives of Ministry of Information and Broadcasting and Prasar Bharati. During the course of deliberations, the Committee raised the issue of problems faced by the employees working as 'Programme Executives' in the Ministry. In spite of working hard and honestly for the institution for 21 long years they did not get promotion or financial benefits. The Committee felt that due to such problems the employees lose faith in the institution to solve his/ her grievance and take the shelter of the courts. The Committee feels that the problem/grievance which could easily be solved by the Ministry by taking appropriate measures at the right time could have resulted in settling their grievances but things went hay wire because due attention was not paid and the situation got worse. According to the Ministry the reason for delay was that they don't have the powers to recruit / hold DPCs because of Expenditure Refoms Committee and Geeta Krishnan Committee's recommendations and they have to depend upon other agencies like approval by the Finance Ministry in case of promotions and SSC, UPSC, DoPT to fill up or promote their employees. The Committee then called all the four departments under one roof to settle their issues. Had it been done earlier by the Ministry lots of aggrieved employees would have been discouraged to take the shelter of courts and would have reduced some burden on the courts. The Committee then impressed upon all the Departments to use electronic means in identifying vacancies, sending it to the recruitment agencies etc. The Committee felt that these steps would not only save lots of time but also help in retaining precious talent. ...Excerpts from Parliament Standing committee's Report.

3.12: In-spite of the heavy odds the programme cadre has helped the public exchequer by earning sizeable commercial earning during this period .



249% Increase!



43% Increase.

3.13: REVENUE CHART

Media	Revenue	
All India Radio	Rs. 81.30 crores (1995-96)	Rs. 283.65 crores (2006-07)
Doordarshan	Rs. 572.62 crores (1996-97)	Rs. 818.22 crores (2005-06)

3.14: The proposal in the following pages address the problem faced by the programme staff in AIR & DD and gives a tangible solution for saving the national broadcasters from the downslide and make them the pre-eminent leaders of the Electronic Media in this country.

4

Proposal for Revised IB(P)S Structure

Existing posts	Sanctioned Number	Expenditure (in Rs.)	Proposed posts	Proposed number	Expenditure (in Rs.)
-	-	-	Principle Director General (75,500-80,000)	2	19,20000
-	-	-	HAG(Director General) (67,000-79,000)	4	35,04,000
SAG (Deputy Director General)(37,400 -67,000)GP 10,000/-	30	2,23,92000	SAG (Additional Director General)(37,400-67,000)GP 10,000/-	38	2,83,63200
JAG(Director) (15,600-39,100)GP 7,600/- 37,400-67,000 (GP 8700/_	160	6,70,08000	JAG(Director) (37,400-67,000)GP 8,700/- NF-JAG to be designated as DDGs	223	16,29,68400
STS (Deputy Director) (15,600-39,100)GP 6,600/-	395	16,06,86000	STS (Station Director/DD) (15,600-39,000)GP 6,600/-	550	22,40,70000
JTS(Asstt. Station Director)(15,600 -39,100)GP 5,400/-	449	14,73,61800	JTS(Asst. Director) (15,600-39,100)GP 5,400/-	841	33,05,13000
TOTAL	1034	39,74,47800		1658	75,13,38,600

5

PROPOSED PROGRAMME CADRE STRUCTURE

Cadre/Pay Structure	<u>No. of posts</u>		
	Existing	Proposed	
Director General (Rs. 80,000 Fixed)	02	02	
ADG (HAG) (Rs. 67,00-79,000)	00	04	
DDG (SAG) (Rs. 37,400-67,000) GP 10,000/-	30	38	
JAG (Rs. 37,400-67,000) GP 8,700/-	160	223	
Video Executive (Rs. 15,600-39,100) GP 6,600/-	Station Director (STS) (Rs. 15,600-39,100) GP 6,600/-	395	550
Asstt. Director (JTS) (Rs. 15,600-39,100) GP 5,400/-	449	841	
<hr/>			
Programme Executive (Rs. 9,300-34,800) GP 5,400/-	1561	2863	
Trans.Executive/Allied Cadre/ Erstwhile Staff Artist (Rs. 9,300-34,800) GP 4,800/-	2207	3200	

6

MODE OF RECRUITMENT AND ELIGIBILITY CRITERIA FOR VARIOUS GRADES OF IB(P)S AND FEEDER CADRE

6.0: TRANSMISSION EXECUTIVE

<u>Existing</u>	<u>Proposed</u>
<p>1. Title : Transmission Executive</p> <p>2. Posts : 2207</p> <p>3. Pay Scale : 9300-34800 GP 4200</p> <p>4. Method of Recruitment : Direct & promotion</p> <p>5. Qualification for DR : Degree or equiv.+ other qualifications commensurate to the post.</p>	<p>1. Title : Transmission Executive</p> <p>2. Posts : 3200</p> <p>3. Pay Scale : 9300-34800 GP 4800</p> <p>4. Method of Recruitment : 50% promotion from the cadre of Floor Assistants with 8 years regular service provided they fulfill the essential qualification of Trex.</p> <p>5. Essential Qualification : Bachelor Degree or equivalent.</p> <p>6. Desirable qualification : Voice & appearance suited to radio & TV + other qualifications commensurate to the post</p> <p>7. Age for DR : Below 30 years on the date of advertisement.</p>

6.1: PROGRAMME EXECUTIVE

<u>Existing</u>	<u>Proposed</u>
<p>1. Title : Programme Executive</p> <p>2. Posts : 1561</p> <p>3. Pay Scale : 9300-34800 GP 4800</p> <p>4. Method of Recruitment : 60% Direct & 40% promotion</p> <p>5. Qualification: Masters Degree or equiv.+ other qualifications commensurate to the post.</p>	<p>1. Title : Programme Executive</p> <p>2. Posts : 2863</p> <p>3. Pay Scale : 9300-34800 GP 5400</p> <p>4. Method of Recruitment : 100% promotion failing which by direct recruitment *</p> <p>5. Qualification : 5 years of regular service as Trex/Allied cadres or 16 years regular service as Floor Assistant.</p> <p>The seniority list of the regular programme cadre and that of the erstwhile staff artist shall be maintained separately and promotion shall be on the basis of variable ratio dependent on the respective cadre strength on the day of DPC.</p>

*---Rajya Sabha Notification dated 26.11.2009

6.2 : JTS

<u>Existing</u>	<u>Proposed</u>
<p>1. Title : Assistant Station Director</p> <p>2. Posts : 449</p> <p>3. Pay Scale : 15,600-39,100 GP 5400</p> <p>4. Method of Recruitment : 50% Direct & 50% promotion</p> <p>5. Qualification: Bachelor Degree or equiv.</p>	<p>1. Title : Assistant Station Director</p> <p>2. Posts : 841</p> <p>3. Pay Scale : 15,600-39,100 GP 5400</p> <p>4. Method of Recruitment : 40% direct recruit & 60% promotion Initially all the vacancies should be filled from the cadre of PEXes who have put 3 years of regular service or Trex who have 11 years of regular service including service rendered as PEX (In-situ*)</p> <p>5. Essential Qualification for DR : Masters degree or equivalent + 5 years broadcast experience. For Promotion-3 years regular service in regular Group B cadre or 11 years regular service in Trex/allied cadres including service rendered as PEX (In-Situ*).</p> <p>6. Age for Direct Recruitment : 40 years on the date of advertisement/relaxation of 5 years for departmental candidate.</p>

*---Rajya Sabha Notification dated 26.11.2009

6.3: STS

<u>Existing</u>	<u>Proposed</u>
<p>1. Title : Deputy Director/Station Director</p> <p>2. Posts : 395</p> <p>3. Pay Scale : 15,600-39,100 GP 6600</p> <p>4. Method of Recruitment : 100% promotion from JTS with 4 years</p>	<p>1. Title : Deputy Director/Station Director</p> <p>2. Posts : 550</p> <p>3. Pay Scale : 15,600-39,100 GP 6600</p> <p>4. Method of Recruitment : 100% promotion from JTS with 4 years regular service or 7 years regular service as PEX</p>

regular service	Initially all the vacancies should be filled by the PEXes who have put in 8 years of regular service should be inducted in to STS as fast track promotion to remove stagnation and keep the post filled till incumbents from JTS gets regular promotion
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6.4: JAG

<u>Existing</u>	<u>Proposed</u>
<p>1. Title : Director</p> <p>2. Posts : 160</p> <p>3. Pay Scale : 15,600-39,100 GP 7600 37,400-67,000 GP 8700</p> <p>4. Method of Recruitment : 100% promotion from STS with 5 years regular service</p>	<p>1. Title : Director</p> <p>2. Posts : 223</p> <p>3. Pay Scale : 37,400-67,000 GP 8700</p> <p>4. Method of Recruitment : 100% promotion from STS with 5 years regular service or 10 years regular service as JTS or PEX who has put in 12 years of regular service. This one time relaxation is to remove stagnation & keep the IB(P)S pyramid effective and meaningful.</p>

6.5: SAG

<u>Existing</u>	<u>Proposed</u>
<p>1. Title : Deputy Director General</p> <p>2. Posts : 30</p> <p>3. Pay Scale : 37400-67000 GP 10000</p> <p>4. Method of Recruitment : 100% promotion from JAG with 4 years regular service or 17 years regular service in Group A posts.</p>	<p>1. Title : Additional Director General</p> <p>2. Posts : 38</p> <p>3. Pay Scale : 37400-67000 GP 10000</p> <p>4. Method of recruitment : 100% promotion from JAG with 4 years regular service or 9 years regular service as STS or 16 years regular service as JTS or PEX who has put in 22 years of regular service depending on seniority. This one time relaxation is to remove stagnation & keep the IB(P)S pyramid effective and meaningful.</p>

6.6 : HAG**Proposed**

1. Title : Director General(**As HAG of NSD is also designated as DG (News)**)
2. Posts : 04
3. Pay scale : 67,000-79,000
4. Method of Recruitment : 100% promotion from SAG with 3 yrs regular service or 10 yrs regular service in STS Cadre with one year in JAG. There shall be no stream-wise sanction of posts at the HAG level

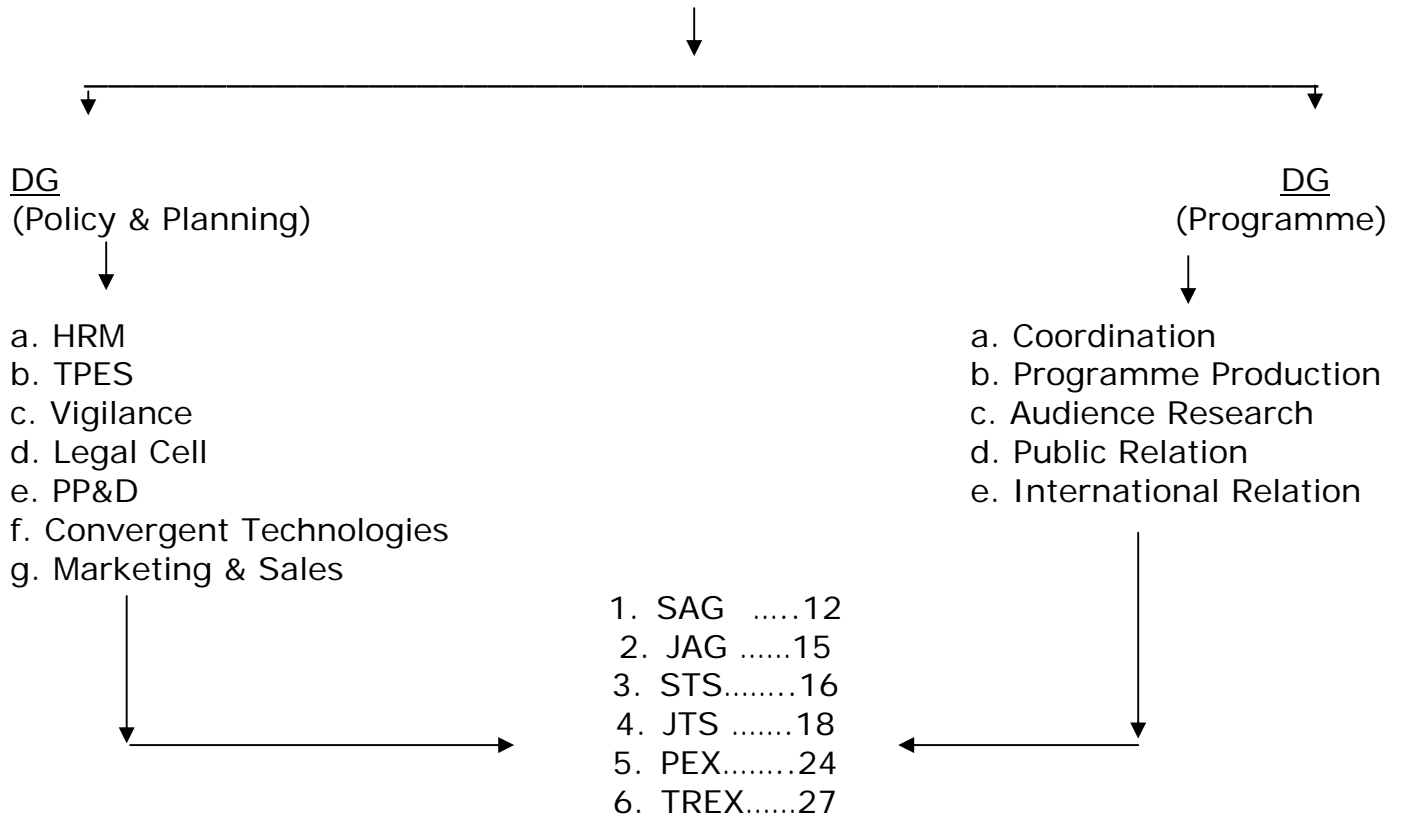
6.7: DIRECTOR GENERAL**Proposed**

1. Title : Principal Director General
2. Posts : 02
3. Pay scale : 75,500-80,000
4. Method of Recruitment : 100% promotion from HAG.

7

AIR : DIRECTORATE

PRINCIPAL DIRECTOR GENERAL



Break-up of posts in AIR unit-wise

Category	SAG	JAG	STS	JTS	PEX	Trex	Total
Zonal Directorate	06	06	12	24	30	-	
Capital Stations	-	30	60	90	466	540	
Regional Stations	-	84	84	168	588	672	
VBS	-	-	38	76	152	228	
FM	-	-	66	66	198	231	
LRS	-	-	79	79	395	474	
CRS	-	-	-	05	15	20	
Relay Stations	-	-	-	-	18	36	
STI(P)	01	02	06	06	06	06	
RTI(P)	-	-	05	05	10	10	
ESD	01	03	09	12	24	38	
NSD	-	01	02	03	10	18	

Reserve vacancies: Capital stations 18 Trexes, Regional Stations 8 Trexes, FM Stations 7 Trexes, LRS 6 Trexes, VBS 6 Trexes.

121 posts of PEX are held for leave and deputation reserve.

AIR (Broadcasting Units)

S.No		Cpt.	Reg.	LRS.	FM	VBS	Relay	CRS	Total
1	AP	01	03	08	02	03			17
2.	Arunachal Pradesh	01	03	01					05
3.	Assam	01	04	04	01	01	01		12
4.	Bihar	01	02	02		01			06
5.	Chhattisgarh	01	02	03	01				07
6.	Goa	01			01	01			03
7.	Gujarat	01	03	03	01	02			10
8.	Haryana	01		02	01				04
9.	J&K	01	03	02	01	02	06		15
10.	Jharkhand	01	01	03		02			07
11.	Karnataka	01	08	05	03	02	01		20
12.	Kerala	01	05	01		03	01		11
13.	MP	01	09	06		03			19
14.	Maharashtra	01	07	11	03	03			25
15.	Manipur	01			01				02
16.	Meghalaya	02*	01	01				02	06
17.	Mizoram	01	01					01	03
18.	Nagaland	01		01				02	04
19.	Orissa	01	03	07	01	01	01		14
20.	Punjab	01		02	01	01			05
21.	Rajasthan	01	08	07	01	02	01		20
22.	Sikkim	01							01
23.	Tamil Nadu	01	06	01	03	04	02		17
24.	Tripura	01		02	01				04
25.	Uttarakhand		03				03		06
26.	UP	01	08	03	02	03	01		18
27.	West Bengal	01	02	02	03	02	01		11
28.	Port Blair	01			01				02
29.	Chandigarh					01			01
30.	Delhi	01	01		03	01			06
31.	Pondicherry	01		01					02
32.	Kavarati		01						01
33.	Daman			01					01
34.	ESD	01							01
	TOTAL	30	84	79	33	38	18	05	287

8

DD: DIRECTORATE

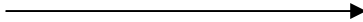
PRINCIPAL DG



DG:Policy/Planning



- a. HRM/recruitment
- b. Archives
- c. Programme Vigilance
- d. Legal Cell
- e. Training
- f. Convergent Technology
- g. Policy Coordination
- h. Marketing & sales



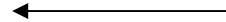
DG: Programme



- a. Scheduling/Co- ordination
- b. Inspection & Audit
- c. Production facilities
- d. Audience Feed back
- e. Channel Heads



- 1. DD Sports
- 2. DD India
- 3. DD Bharati
- 4. DD News
- 5. DD National
- 6. DCD



- 1.SAG.....12
- 2.JAG 15
- 3.STS..... 18
- 4.JTS 24
- 5.PEX..... 45
- 6.TREX/Production Assistant.....60

Break-up of posts in DD unit-wise

Stations	SAG	JAG	STS	JTS
Zonal Directorate	06	06	12	15
Marketing Division	01	03	08	10
Agartala		01	01	03
Ahmedabad		02	03	04
Allahabad				
Aizwal		01	02	03
Bangalore		02	03	05
Bareilly		-	02	03
Bhawanipatna		-	02	03
Bhopal		02	03	05
Bhubaneswar		02	03	04
Chandigarh		01	02	04
Chennai		03	04	10
Coimbatore		-	01	02
Calicut		-	01	02
Dibrugarh		-	02	03
Daltonganj		-	01	02
Dehradun		02	02	03
Delhi CPC		02	04	07
Delhi DCS		01	02	02
DD News		02	02	09
Delhi DD		02	10	20
Gorakhpur		-	02	03
Gulbarga		-	01	02
Gwalior		-	02	03
Gangtok		-	01	03
Guwahati		02	03	05
Guwahati PPC		01	02	03
Hissar		-	01	02
Hyderabad		02	04	05
Imphal		01	02	03
Itanagar		01	01	03
Indore		-	01	02
Jagdalpur		-	01	02
Jaipur		02	03	04
Jalandhar		02	04	07

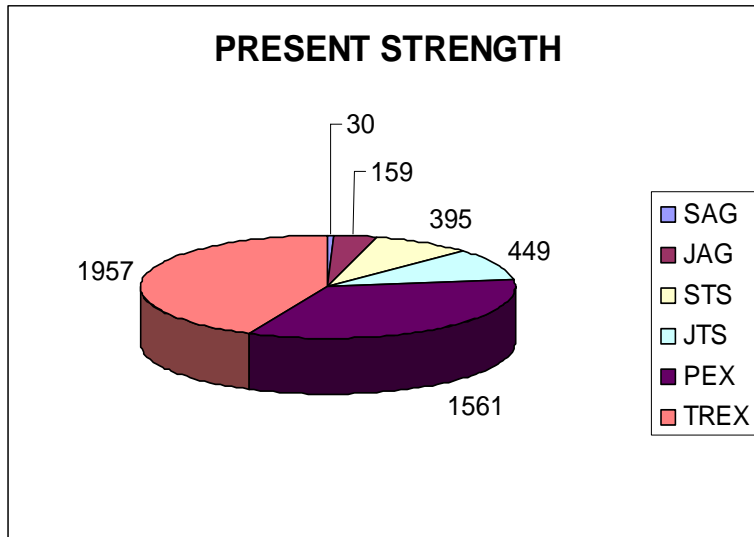
Jammu		-	01	02
Kohima		01	02	03
Kolkatta		03	04	10
Leh		-	01	02
Lucknow		02	04	07
Mathura		-	01	02
Mau		-	01	02
Mumbai		04	05	12
Muzzafarpur		-	01	02
Madurai		-	01	02
Nagpur		-	02	02
Panaji		-	01	02
Patiala		-	01	02
Patna		02	02	03
Pondicherry		01	01	02
Port Blair		-	01	02
Pune		-	01	02
Raipur		02	02	02
Rajkot		-	02	02
Ranchi		02	02	02
Rajouri		-	01	02
Shillong		01	01	03
Silchar		-	02	03
Sambalpur		-	01	01
Shantiniketan		-	01	02
Shimla		02	02	03
Siliguri		-	01	02
Srinagar		02	03	05
Trivandrum		02	03	04
Trissur		-	01	02
Tura		-	02	03
Varanasi		-	01	02
Vijayawada		-	01	02
Warangal		-	01	02
Total	07	67	155	267

The cadres of Programme Executive and Transmission Executive/Production Assistant are not shown station-wise so as to enable the Directorate to deploy them taking into consideration exigencies and priorities. The number of PEX posts proposed is 820 and Trex / Prod. Asst. is 910.

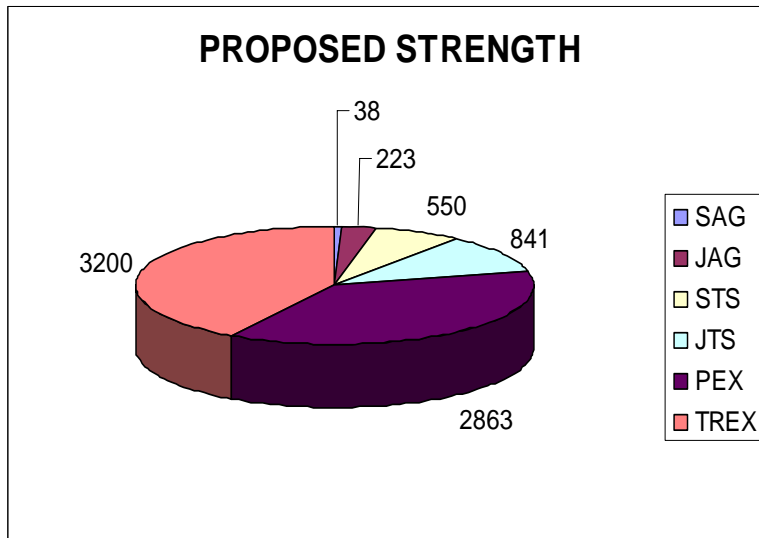
9

RELATIVE STRENGTH OF VARIOUS PROGRAMME CADRES & COMPARATIVE ANALYSIS OF EXPENDITURE AND REVENUE

9.0:



9.1:



9.2:

PRESENT STRENGTH**PROPOSED STRENGTH**

Cadre	AIR-MAN	DD-MAN	AIR-PR	DD-PR	Total	AIR-MAN & PR	DD-MAN&PR	Total
SAG	10	09	08	03	30	20	18	38
JAG	37	29	59	34	159	141	82	223
STS	185	59	77	74	395	377	173	550
JTS	152	63	110	124	449	550	291	841
PEX	-	-	-	-	1561	-	-	2863
TREX	-	-	-	-	1957	-	-	3200

- The number of PEX post sanctioned for AIR is 1171 and for DD it is 378. The new proposal asks for 2043 PEX posts for AIR and 820 PEX posts for DD.

9.3: COMPARATIVE ANALYSIS

YEAR	1992	2008	PROPOSED	% CHANGE OVER 1992	% CHANGE OVER 2008
STAFF	<u>5529</u>	5587	7723	36%	38%
STATIONS / CHANNELS (AIR/DD)	150	357	-----	138%	-----
REVENUE	Rs.653 CR	Rs.1100 CR	-----	70%	-----

Hence it is clear that the percentage increase in staff and expenditure proposed, is far less than the growth in revenue and expansion of stations / channels and all the committees constituted or mandated to study staffing patterns in Prasar Bharati over the years have proposed increase in the number of programme staff. The increase in expenditure could be comfortably offset by setting an increase in revenue target of just ten percent.

10

CONCLUSION

10.0: Perhaps AIR & DD are the only organizations among the Public Service Broadcasting organizations of the world that **do not recognize the pre-eminence of their Programme Cadre**. Shunu Sen committee which dwelt deep into the functioning of AIR & DD, after the constitution of Prasar Bharati, unequivocally recommended for putting the programme cadre in the saddle for running these institutions of national importance professionally.

10.1: When the nation is transforming into a developed country and all the forces inimical to her amazing growth are at work in all directions in all ugly forms; India cannot afford to have a weak and frustrated programme cadre in AIR & DD.

10.2: The proposals in the foregoing pages, if considered favourably would offset the wrongs in the past and make AIR & DD, the true media leaders in India.

10.3: Any piecemeal implementations of the proposals or overlooking the problem of stagnations faced by UPSC /SSC recruited officers in AIR & DD will only aggravate the agony of the core programme Cadres further.