



Ramanujam Srinivasan <ramanujamsrinivasan99@gmail.com>

CONSULTATION WITH FIELD LEVEL PROGRAMME STAFF (END-USERS) BEFORE LAUNCHING SOFTWARES FOR PROGRAMME ADMINISTRATION

1 message

Ramanujam Srinivasan <ramanujamsrinivasan99@gmail.com>

Thu, Sep 3, 2020 at 11:32 AM

To: CEO Prasar Bharati <ceo@prasarbharati.gov.in>, dgair@air.org.in

Cc: Additional DG South Prasar Bharti <adgsouthzone@gmail.com>, Neeraj Agarwal <adgcwr@gmail.com>

Sir,

This is w.r.t softwares being introduced by Prasar Bharati for usage of Programme staff in AIR / DD and the concerns expressed by programme staff in this regard. Programme staff in AIR Stations have been instructed to use 2 specific softwares in their day to day operations (NETIA & TBS). **Both these softwares takes us a step forward in digitizing our work concerning Programme administration and so is a welcome step in that direction.**

However, programme staff who are expected to interface with these softwares face a lot of problems which are not being addressed properly. I am listing a few problems being faced by programme staff all over India (AIR) w.r.t the Talent Booking System (TBS) to highlight the shortcomings,

1) Talent Booking System (ABS / TBS) does not allow past dated bookings. This point has been reiterated by a recent circular dated 21st August. Point 'b' in the circular dated 21st August regarding ABS reads:

"(b) Back Date booking Not considered as not as per policy."

This means that the programme personnel have to initiate the e-booking procedures before the booking. However, the ground reality is that this is not practical every time. For instance, if a casual assignee already booked informs his/her inability to come for duty in the last minute we request, over phone, a substitute casual announcer to come for duty. In such situations formal booking procedure can be initiated only on the next working day. But the new system and the circular does not allow such past dated bookings. Such past dated bookings are required in many other contexts also. There are many programmes which cannot be planned in advance. Sports programmes, current affairs programmes, accident reporting, topical items etc. are examples. These programmes also require last-minute recording schedule, and past dated bookings.

2) E-signatures are required to be added by not only the programme personnel but the artists/talkers as well. Talkers and artists who are not digital-savvy will find this method very tough. Folk artists, farmers in the rural areas, senior citizens etc are examples. Many of them would also be apprehensive of hackers getting access to their E-signatures.

- 3) Many stations do not have internet connection with sufficient data speed and strength. This delays the booking procedure.
- 4) If a contract is already prepared it cannot be corrected and reissued. Suppose we give a casual 6 bookings in the beginning of the month and if we need to change it due to some valid reason to the end of the month the TBS will not allow it.
- 5) In most AIR stations programme wing does not have adequate secretarial assistance. There are stations where no programme secretary is posted. What the programme personnels (whose number is also highly depleted) do now is to prepare all the contracts in a bulk at the end of the month using the help of casual typists. The TBS requires separate identities to be created for Programme Secretary, PEX, PEX-CO, Programme Head etc.
- 6) Necessary training prior to the introduction of TBS is not given to the programme personnel. The webinars are totally ineffective as they do not facilitate practical sessions with a laptop.
- 7) At present the office or the accounts section is not linked in the new TBS. Therefore, there is no clarity how the payment can be given.
- 8) In TBS there is no provision for booking retired programme personnel for programme management duty for 29 days.
- 9) The payment voucher cannot be generated in the TBS. However, as per existing rules payment can be made only with a voucher duly signed by the artist and duty officer.

The above points are a few issues of concern to our cadre, and I humbly submit to your kindness to consider the two following steps for moving forward successfully,

a. A committee could be constituted with a few field level programme staff and the software developer to fine tune the new software. This could be done by way of on-line communications.

b. We also request that in future, any software requiring interfacing with Programme staff (end-users) may be first of all field tested at a few select AIR Stations and than put forward for usage by all stations.

R. Srinivasan, President - Programme Staff Association of AIR & DD (the Largest Association among the Programme staff- with over 200 Units across our country and the Oldest Functioning Association in the department - active since 05.01.1961)

To,
The Director General, All India Radio, Akashvani Bhavan, New Delhi