

PSA OF AIR & DD'S NATIONAL EXECUTIVE COMMITTEE MEETING AT STI (P), BHUBANESWAR ON 22ND APRIL '2011

Nearly 80 members of all over India met at Bhubaneswar to deliberate upon the challenges facing Prasar Bharati and take stock of the current situation. Inaugurating the meeting, Chief Guest Shri G. Jayalal, DDG (Policy), AIR & GM (Prasar Bharati) foregrounded the areas that needed whole hearted attention of the staff such as timely promotion for PEXs to JTS, TREXs to PEXs, STS to JAG and recruitment of TREXs for a sustainable working culture. Smt. V.L. Chhabra, DDG (West) stressed the need of induction of youth to the organization for hitting upon innovative formats and quality broadcasting. She felt that meagre resources could only yield meagre returns. Shri Sanjay Kumar, President, PSA, pointed out achievements of PSA in recent times:

- a) DPC in the cadre of PEXs in 2008 after a decade,
- b) Completion of DPC of the SAG after six years because of the contempt case filed by PSA,
- c) Submission of first cadre review report on behalf of Programme staffs,
- d) Pursuing vigorously for MACP of Programme staffs.
- e) The PEX promotion order of 31.07.2009, setting at rest the legal problems faced by a majority of PEX i/cs,
- f) The launching and successful existence of the Association web site free of cost due to the whole hearted efforts of Sh.Ganesh,AIR,Chennai.,
- g) The constant interactive programmes by the office bearers by way of tours all over India.

Shri Sanjay Kumar further outlined a future course of action such as review DPC in the cadre of JTS, ACP and MACP for left out Programme staffs and the recruitment of qualified staff at the entry point.

Shri R. Srinivasan, General Secretary, PSA highlighted the work done by members of PSA in various units and appreciated the efficient management of association Web site by Sh.Ganesh,AIR,Chennai. Shri V.K.Jha, Zonal Secretary read out a message from DDG(ER) Shri P.K.Mitra. Shri A. K. Dash, State Secretary, Orissa hoped that PSA would embark upon a transformation process after the Orissa meet. Shri Prasenjeet Mohanty,ASD, Shri A.K.Panigrahi, former President, PSA and Shri Mrutyunjay Samal,PEX co-ordinated the inaugural session.

SEMINAR ON "PUBLIC SERVICE BROADCASTING IN A MULTI PLATFORM WORLD"

Keynote Address: Shri G. Jayalal, DDG (Policy) and GM (Personnel), Prasar Bharati

Participants:

1. Sri Soumya Ranjan Patnaik, Editor, the Sambad, Bhubaneswar.
2. Sri Jagadananda, State Information Commissioner, Odisha.
3. Sri Baraha Kumar Mohanty, Retd. Director, DDK, Bhubaneswar.

4. Smt. Vijaya Laxmi Chhabra, DDG (W), AIR, Mumbai.

Moderator:

Sri Tarun Kanti Rout, PEX, AIR, Cuttack.

Keynote Address: All India Radio with 237 broadcasting centres and Doordarshan with 66 studios and nearly 1400 transmitters form a behemoth and a large platform to carry on the unique service called public service broadcasting. Population wise, the coverage of AIR is nearly 99.18% in 24 languages and 146 dialects in home service which could bring a sea-change in the socio-economic development of the nation. He lauded the efforts of AIR in its role in nation-building process and providing voice to the voiceless and the destitute. Content is the king- that is the *mantra*.

Smt V.L.Chhabra, DDG (West): There is a need to promote AIR and DD and we have started the process by cross promotion. AIR has become more structured and DD is now 100 per cent in-house. There is a fine balance between public service broadcasting and commercialism in Prasar Bharati. On the other hand, there are a number of TV channels churning out rubbish. AIR and DD should not give up what they are doing. Rather they should go for out-of-the-box formats to stay afloat in the competition.

Shri Soumya Ranjan Pattanaik, Editor, The Sambad: The country is going through the process of transformation. State is no longer believed today. The private operators are giving exceptional service to the nation. In a market economy, the competition will create quality. Reacting to Smt. Chhabra, he said that public service broadcasting and commercialism should not be juxtaposed together. People will ultimately know the grain from the chaff – what sounds better is good radio; what looks easy on the eye is good television.

Shri Jagadananda, State Information Officer: Media houses should not throw caution to the winds. They should bring human angle to their output. Society will be willing to pay for such programming, but markets may fail to provide it. Such under provision appears logical when benefits to the audience are relatively high.

Shri Barah Kumar Mohanty, Former Director, DDK, Bhubaneswar: SWOT analysis should be invariably done before undertaking any programme venture. Public service should expand to minorities, underprivileged and culturally rootless people. Competition is not as black as it is painted.

Summing up by the moderator: The challenge is simply to translate the multiplicity of platforms into more and better public service broadcasting. The multiplatform world can only promise an abundance of opportunity.

After lunch ,the in-house session involving various issues of the members were discussed threadbare Shri Sanjay Kumar, President PSA and Shri.R.Srinivasan,GS,PSA answered queries put forth by the members.

LONG LIVE PSA. LONG LIVE UNITY.