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## आकाशवाणी एवं दूरदर्शन तकनीकी कर्मचारी संघ A.I.R. & D.D. Technical Employees Association

(भारत सरकार द्वारा पंजीकृत एवम् मान्यता प्राप्त)  
(Registered and Recognised by Govt. of India)

No. 2298/63

[www.adteaindia.org](http://www.adteaindia.org)

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To,

The Chief Executive Officer  
Prasar Bharti, India's Public Service Broadcaster,  
P.T.I. Building, Sansad Marg,  
New Delhi-110001.

**Sub. : Suggestion for improved working of organization.**

Respected Sir,

With due regards, our association wants to put up the following point for improved working of organization specially Doordarshan.

**(1) Improvement in Marketing of D.T.H & Earning revenue through it.**

We are India's largest Public Service Broadcaster, and providing free to Air Doordarshan & Akashwani Channels. We have no marketing network to sell out our D.T.H. system in market. It is suggested to form a marketing network and also service providers. The firms are easily sought, which may work as franchisee & Service Centres. We also suggest to levy Rs. 50/- per month towards D.T.H service, as there is no value of free products in market. As on today no person can find easily retailer of our D.T.H system in market & also service centres thereafter. This will earn a huge revenue to run our organization.

**(2) Multi-tasking from Subordinate Engineers**

As our organization is running short of staff, we spend a huge money on contractual staff. Our association suggest to utilize subordinate Engineers Services in ENG (Electronic News Gathering) as reporter, production of science programs. Floor Assistant, Library Assistants are making programmes, so Engineers can also do. To utilize services of Engineers against the work of Camera Person (in initial days Camera were handled by EAs & SEAs, as on date maintenance of Camera done by Engineers).

**(3) Uniform Transfer Policy as per CVC guidelines**

The subordinate Engineers at regional Kendras are strictly transferred on completion of 4 years tenure, they did not have public dealing & so no money is disbursed to public by them, but the Program Staff and Admin Staff have the public dealings & disbursement of honorarium / fees to Artists, but they are not transferred as per CVC guidelines. This has developed the tendency to these program & Admin. Staff at regional centres to bring closeness with State Govt. Authorities & personal benefits to them, so our association suggests to kindly transfer these staff as per CVC guidelines.

With due regards.

*[Handwritten signature]*  
8/12/2016

Sincerely Yours  
*[Handwritten signature]*  
(Anil Kumar Gupta)  
Vice President (Central Body)

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