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प्रसार भारती
PRASAR BHARATI
भारत का लोक सेवा प्रसारक
India's Public Service Broadcaster



Amitabh Shukla IRS
Additional Director General (P)



Dated 18th March, 2016
D.O. No.7/RSD/2016

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Prasar Bharati Board in its 121st Board Meeting held on 9th April, 2014 has decided to sell FCT / Airtime of Doordarshan Channels through engagement of sales agents. The principal objective being to augment our commercial revenues by penetrating deep into the market.

2. Accordingly, in supersession of all earlier orders the following is hereby ordered with immediate effect and until further orders.

- All 67 Doordarshan Kendras / Centres in the country are hereby empowered to engage sales agents on contractual basis for sale of FCT / Airtime of Doordarshan Channels.
- The appointed sales agents would be paid commission of 12.5 % on the gross amount of commercial revenue brought by them.
- A sales agent would be entitled to bring business for any Doordarshan Kendra / Centre in the country including for Doordarshan's National and International Channels.
- The sales agents of Doordarshan would also be empowered to procure business for All India Radio and would be paid 10% of revenues brought in as commission. Similarly the convessors or sales agents of All India Radio would also be permitted to procure business for Doordarshan Kendra / Channels and would be entitled to commission of 12.5%.
- Detailed procedure for engagement of sales agents, their roles, responsibilities, terms and conditions etc. are given at Annexure-A of this letter.
- Heads of all the Doordarshan Kendras / Centres are accordingly requested to widely publicise this scheme so that we are able to augment our commercial revenues through such sales agents.

This issues with prior approval of competent authority.

Amitabh Shukla
18/3/16

(Amitabh Shukla)
Addl. Director General (RSD)

To all the 67 Doordarshan Kendras and Centres.

Copy for kind information to:-

DG, Doordarshan,) With a request to bring above to knowledge of all concerned
DG, AIR,) and also issue directions for giving wide publicity to this
DG (NSD) AIR,) scheme including on Social Media platform.
DG (News) Doordarshan)

CEO
Member (Personnel)
Member (Finance)
Guard File

