

Functioning of Development Communication Division

Established in 2001, Development Communication Division of Doordarshan provides a single window facility for marketing of airtime and production capability, consultancy and customized media planning, production of programmes in countrywide kendras in regional languages, feedback and research surveys to the clients.

Social Marketing:

It involves business generation & consultancy for devising public service campaigns through Doordarshan's platforms. The team of marketing executives engage in business meetings and follow ups till the accomplishments of the public service campaigns and realisation of revenues. Through airtime marketing of Public Service Advertisements and concept-selling via customized programming, DCD engages in generating revenue for the Prasar Bharati.

Media Planning & Scheduling:

Customized media planning is done as per the needs and budgetary requirements of our clients by optimally utilising the airtime under the umbrella of Doordarshan network pan India. The media-planning is furnished keeping in mind the target/niche audience of various DCD campaigns driven by wide-arrayed public service objectives. It involves telecast cost with time bands along with cost of production in case of programme production. The media plan is designed to book spots/programmes in less congested time bands in coordination with kendras.

Accounts and Billing:

It involves executing budgeting for DCD campaigns including channel and Kendra-wise break-up, FCT monitoring and so forth. Observing the flow of funds from the directorate to kendras as per the modalities of specific campaigns. The unit carries out clearing of payments, furnishing campaign-wise statements, annual reconciliation of accounts, following up and revising bills along with other billing procedures. Other miscellaneous matters including RTI matters, audits, parliament questions, etc. are also carried out by this unit.

Programming:

It involves designing concepts and programming angles for the government ministries/departments/PSUs/NGOs in tune with the client's programmatic objectives. Customised programming for in-house production to cater to the communication needs of the clients to reach out to divergent populations pan India. From non-fiction to fiction and spots to full-fledged programmes, DCD offers it all. The unit instrumentally publicises varied client

campaigns through Doordarshan's social media platforms like official webpages like YouTube, Facebook, Twitter, etc. for enhancing visibility.

Coordination & Production:

Once the public service motives are derived, DCD engages in programme production and coordination with the kendras. Catering to language specifications in innovative programme formats, the flagship campaigns of various government bodies are given shape into award-winning shows through improved systems and optimal use of resources. Workshops are individually conducted for different campaigns for enhancing production capabilities and capacity building.

Monitoring and Evaluation:

Quality control is an imperative element for DCD campaigns, wherein the monitoring is done through rigorous methods of evaluation & scrutiny at the central as well as Kendra level in order to ensure sustainability of advocacy of public service campaigns. For evaluation, feedback through emails, letters, social media with technical parameters like assessment surveys, questionnaires, TAM ratings, etc. are also put in place.