

**PRASAR BHARATI  
( INDIA'S PUBLIC SERVICE BROADCASTER )  
DIRECTORATE GENERAL : DOORDARSHAN  
MANDI HOUSE, NEW DELHI  
SCOR SECTION**

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F.NO. 904/27/2016-SCOR

DATE : 21.07.2016

**SUB : Prasar Bharati Research Fellowship Scheme – revised guidelines.**

Reference is invited to this Directorate's communication of even number dated 29.06.2016 on the subject mentioned above.

Please find enclosed herewith Prasar Bharati Secretariat's communication no. P-1/013(47)2016-Ops. dated 13.07.2016 received from Sh. Anjani Kumar, DDG(Ops.), on the subject mentioned above.

In this connection, it is once again stated that the Prasar Bharati Board in its meeting on 23<sup>rd</sup> January, 2016 approved a "Research Fellowship Scheme. The revised guidelines of the scheme are enclosed herewith for kind reference. It is once again requested that the nominations, if any, may please be forwarded to this Section immediately for onward transmission to Prasar Bharati Secretariat.

*Suraj*  
21.7.16  
( A. K. SURAJ )

DY. DIRECTOR ADMN. ( SCOR )

TO,

1. All DDKs/DMCs/HPTS.
2. CP&S/CPC Delhi/DD-NEWS/DCS/DTI Lucknow/DTH Todapur/STI Delhi/
3. MKT DIV :  
Delhi/Mumbai/Kolkata/Chennai/Bangalore/Guwahati/Hyderabad/Jalandhar.
4. CE: (NZ)/(SZ)/(EZ)/(WZ).
5. All Staff /Programme/Engg. Sections of the Directorate.

Copy to : 1. DDG(PUB), for scrolling across the channels.

2. NIC{through DDA(A&G)} for putting it on DD-Web.

\*SAN.SH\*

*Suraj*  
21/7/16  
MK

प्रसार भारती PRASAR BHARATI  
भारतीय लोक सेवा प्रसारक (India's Public Service Broadcaster)  
2nd Floor, PTI Building, Sansad Marg, New Delhi - 110001  
Tel/Fax: 01123352543 Website: [www.prasarbharati.gov.in](http://www.prasarbharati.gov.in)

No. P-1/013(47)/2016-Ops.

Dated: 13.07.2016

**Office Memorandum - 19/2016-Ops.**

**[In supersession to OMs 17/2016-Ops. & 18/2016-Ops.]**

Kindly circulate  
to all concerned

15/7/2016  
SUNITA SAHU  
DIRECTOR GENERAL

**Subject:- Prasar Bharati Research Fellowship Scheme.**

A.D. (A)  
M.A. (CSC) (M)  
E  
CS (M)  
महाविभाग (प्रसारण)

Prasar Bharati strives to fulfill the mandate of Public Service Broadcasting as per Prasar Bharati Act. AIR and Doordarshan aim to be the agent of social transformation and empowerment through broadcast of programmes that seek to inform, educate and entertain in a variety of formats using state-of-the-art technology. To achieve this Prasar Bharati Board in its meeting on 23<sup>rd</sup> January, 2016 approved a Research Fellowship Scheme.

2. The highlights of the scheme are:-

- The fellowship shall be known as "Prasar Bharati Research Fellowship".
- The number of fellowships will be up to 10 each year, for both AIR and Doordarshan.
- The fellowship will entail a payment from Rs.25000/- to Rs.75,000/- per month (depending on qualifications/experience and the proposed Research work) for a period of 12-18 months extendable to 2 years based on the work.
- The research work can either be in English, Hindi or Regional Language.
- Suitable in-service employees of Prasar Bharati will be the Mentor / Guide.



19.7.16  
S.O. (SCL) - 11  
प्र. विभाग (प्रसारण)

Contd....-2

- Researchers will submit quarterly progress reports through their Mentor / Guide. There will also be a mid- term assessment of the work done by the researcher.
- Project expenses in connection with the research work will be reimbursable if carried out with the prior approval of the Mentor/ Guide and subsequently certified by him.
- Suitable Research Project will be Published / Translated for wide dissemination.

3. Areas in which the fellowships are to be given will include

- Role of AIR and DD in preservation and propagation of the Cultural Heritage of India.
- Icons and stalwarts of AIR and DD – their contribution.
- History of Public Service Broadcasting
- Promotion of Sports and Games by Public Service Broadcaster.
- Role of Public Service Broadcaster in Disaster Risk Reduction and Disaster Management.
- Broadcast Media as an agent for development and social change.
- Role of Social media for Audience interaction.
- Audience Research in Broadcasting.
- Monetization of audio visual Content.
- Archiving Technologies and Conservation.
- Transition of Technology in Production & Transmission.

The areas detailed above are only illustrative and not exhaustive.

4. Innovative research in an area of significance for Prasar Bharati will be considered by the Prasar Bharati Fellowship Committee (PBFC) Consisting of Chairman, CEO, DG, AIR and DG, DD and two academicians of repute (Selected by Chairman and CEO)

5. How to apply

Interested applicants may submit their applications on plain paper to concerned Station Director of AIR Station/DD Kendra or Headquarters.

6. The applicants would be required to have:

- Research background.
- Two years of involvement in Academics, Journalism, Media Studies, Archival or Historical work in areas relevant to AIR and Doordarshan is desirable.
- An NOC from the employer, if the applicant is in service.
- Recommendations from 2 independent persons of repute from related field.

7. Applications would be accompanied by

- CV & professional qualifications including Research Work done.
- A detailed Concept Note of the proposed Research topic.
- Past Publications in the proposed area of research / allied areas.

8. DG:AIR and DG:Doordarshan would compile the applications received from Kendras/Stations/Headquarters and after receiving two/three applications, forward to DDG(Operation), Prasar Bharati Secretariat, PTI Building, Parliament Street, New Delhi – 110001 for placing before PBFC.



(Anjani Kumar)

Dy. Director General (Ops.)

**Director General, All India Radio,  
Akashvani Bhawan, New Delhi.**

**Director General, Doordarshan,  
Doordarshan Bhawan, Mandi House,  
New Delhi**

Copy to:-

1. PS to Chairman.
2. Staff Officer to CEO.
3. PS to Member (Personnel)/ Member (Finance)
4. All ADGs in the Secretariat.
5. DDG(T), PBS for uploading this order on PB Website.