

No. A-42011/6/2018-Admn.-I
Central Bureau of Communication
Ministry of Information and Broadcasting
(Admn.I Section)

Soochna Bhawan, Lodhi Road, New Delhi
New Delhi, Dated: 31.05.2023

ORDER

In supersession of Work Allocation Order of even no. dated 03.04.2023, following is the Work Allocation at CBC Hqrs. for FY 2023-24 until further orders,

S.No.	Nature of Work	Officers Assigned
I. Communication and Policy Vertical		
1.	PRINT MEDIA POLICY & MRC (Policy, Empanelment, Rate Revision and Renewal)	K. Satish Nambudiripad, ADG Gaurav Khare, JD Irshad Ali, CO Yashpal, AME Chandan Kumar, AME
2.	OUTREACH & EXHIBITION - (including Multimedia Exhibitions) (Coordination with RO/FO)	K. Satish Nambudiripad, ADG Gaurav Khare, JD Kailash Chander, AD (for exhibition) Chitra Sharma, AD (for Outreach) Gopa Biswas, AD (for Outreach) S S Negi, TA

Ms. Nishika, YP shall work under overall supervision of ADG (KSN) and assist JD Gaurav Khare in Media Rate & Contract work

3.	AUDIO-VISUAL PRODUCTION & POLICY (Production, Empanelment of AV Producers, Rates for production, Empanelment of Multimedia agencies and Print Creative Agencies)	Pushpinder Kaur, ADG Amit Kumar, JD Sreerag M., DD K.C. Meena, CO
	TV Policy, Empanelment & Rates of C&S TV Channels. TV Campaigns & Empanelment C&S Channels & DD	Pushpinder Kaur, ADG Amit Kumar, JD Sreerag M., DD Shalini Awasthi, CO
	RADIO Policy, Empanelment & Rates of Pvt. FM Stations, CRS Radio Campaigns - AIR & Pvt. FM, CRS	Pushpinder Kaur, ADG Amit Kumar, JD Sreerag M., DD Sumedha Bhardwaj, CO

31-52-23

4.	NEW MEDIA	Pushpinder Kaur, ADG Amit Kumar, JD Sreerag M, DD K Anurag Kumar, AD
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Anjali Kumar, YP shall work under overall supervision of ADG (PK) and assist DD Sreerag and AD K Anurag Kumar in discharge of New Media work, including Social Media coordination.

5.	OUTDOOR	Ajay Agarwal, ADG Guru Parasd H. L., JD Sreerag M, DD Prayas Kaushik, DD Tushar Karmakar, PrM D.J. Mitra, APrM
6.	PRINTED PUBLICITY	Ajay Agarwal, ADG D.K.C. Hrudhainath, JD (PP) Gauri Marathe, DD V.K. Mangal, APrM
	NIS, Calendar & Mass Mailing	Ajay Agarwal, ADG Gauri Marathe, DD Shubhranjan, AD Geeta Yadav, CO

*JK
31.5.2023*

Vidhu Pandey, YP shall work under overall supervision of ADG (AA) and assist JD Guru Prasad H. L. in discharge of outdoor publicity and DD Gauri Marathe in discharge of Printed publicity.

II. Campaign Vertical - Ministry wise		
1.	Ministry of I&B Campaigns and Booklets & Studio PMO PM Speeches President	L. Madhu Nag, ADG Guru Parasd H. L., JD Gauri Marathe, DD Pankaj Nigam, ME Prayas Kaushik, DD Anurag Pandey, CO Shalini Awasthi, CO Asim Kumar Hembrom, AME
	Finance, Corporate Affairs Commerce and Heavy Industry MSME, Textiles Consumer Affairs, Food and Public distribution Steel, Coal, Mines Housing and Urban Affairs	L. Madhu Nag, ADG Guru Parasd H. L., JD Uday Shankar, CO Asim Kumar Hembrom, AME Prafull Kumar, TA(AR)

Rudra P Singh, YP shall work under overall supervision of ADG (LMN) and assist in I&B and other campaign activities.

For important campaigns, which are executed in project mode, Special temporary teams will be constituted drawing officers from different verticals, as is being done at present.

2.	Agriculture and Farmer Welfare Panchayati Raj Rural Development Fisheries, Animal Husbandry and Dairying Food Processing Jal Shakti	Ajay Agarwal, ADG Gauri Marathe, DD Bishal Das, CO Premdeep Salhan, AME Chander Singh, TA
	Health & Family Welfare AYUSH Chemical & Fertilizers Social Justice DONER W&CD	Ajay Agarwal, ADG Gauri Marathe, DD Bishal Das, CO Samridhi Sharma, AME

3.	Petroleum MORTH NHRC Ports, Shipping and Waterways Railway, Civil Aviation, Power, MNRE Atomic Energy	Pushpinder Kaur, ADG Amit Kumar, JD Hamid Hussain, DD K Anurag Kumar, AD Premdeep Salhan, AME Chander Singh, TA
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2/3/2023

	Communication and IT Overseas Indian Affairs External Affairs Parliamentary Affairs Rajya Sabha and Lok Sabha Education, Skill Development Law & Justice Culture, Tourism Tribal Affairs, Youth Affairs and Sports Labour & Employment Environment, Forest and Climate Change	Pushpinder Kaur, ADG Amit Kumar, JD Hamid Hussain, DD K. Anurag Kumar, AD Irshad Ali, CO Premdeep Salhan, AME Chander Singh, TA
4.	Defence Home DoPT SSC DARPG Election Commission of India	Pushpinder Kaur, ADG Amit Kumar, JD Shubhranjan B, AD Asim Kumar Hembrom, AME Praveen Kumar, JTA
	Vice President Cabinet Secretariat CVC, C&AG, NITI AYOOG Statistics Cooperation UPSC, CIC	Pushpinder Kaur, ADG Amit Kumar, JD Shubhranjan B, AD Samriddhi Sharma, AME
	Science & Technology Earth Science, Space Minority Affairs <i>DL 31-5-2023</i>	Pushpinder Kaur, ADG Amit Kumar, JD Irshad Ali, CO Samriddhi Sharma, AME

III. Support and Logistics Vertical		
1.	Admn., General Admn. and Statutory Compliances	Sh. K. Satish Nambudiripad, ADG Ms. Sumitra Singh, Director Surendra Kumar, DD Sourav Das, DD Shri Bhagwan, SO Gita Mohan, SO Jai Bhagwan, SO S. N. Sharma, SO S.C. Narwal, AD Himanshu Kumar Singh, SO Apeksha Vashisth, Admn. Officer Duryodhan Pradhan, Sr. Supdt.
	RTI, Public Grievances and Welfare, OL	Sourav Das, DD S. C. Narwal, AD Samridhi Sharma, AME
	IT Modernization and CBC Automation	K. Satish Nambudiripad, ADG Gaurav Khare, JD K. Anurag Kumar, AD Somit Mishra, ASO
	NIC	K. Satish Nambudiripad, ADG Preeti Verma, TD (NIC) Ragini Kumari, Scientist (C)
	CCRGA	K. Satish Nambudiripad, ADG Shri Bhagwan, SO
2.	Finance, Accounts and Budget	K. Satish Nambudiripad, ADG Sumitra Singh, Director Rupa VEDI, AO (<i>in-charge FA&CAO</i>) Tapan Sutradhar, AO Vinesh Chandra, AO Vikash Sharma, AO S.N. Saroj, AO Arun Kumar Sharma, AO Lathika Nair, AO Surendra Kumar, DD (<i>for Sanctions</i>)
	Vigilance	Ajay Agarwal, ADG Sumitra Singh, Director Shri Bhagwan, SO
3.	Ministry & Parliament Coordination, Facilitation Cell and R&R Cell	L. Madhu Nag, ADG Uday Shankar, CO Satish Jacob (TA) Ajay Kumar, JTA (Coord.) Shri Bhagwan, SO

31-5-23

- PS: (I) Ms. Pushpinder Kaur, ADG will supervise the works of MRC Section till the PAC meeting of pending cycles are held in the next one or two months and all files of MRC will be routed through Ms. Pushpinder Kaur until further orders.
- (II) Modification if any arising out of transfer/retirement shall be issued as and when found necessary.

Link Officers

The following will be Link Officers set up during the temporary absence of officer holding the regular charge: -

- i. K. Satish Nambudiripad, ADG - L Madhu Nag, ADG
- ii. Ajay Agarwal, ADG - Pushpinder Kaur, ADG
- iii. Amit Kumar, JD - Guru Prasad H. L., JD
- iv. Guru Prasad H. L., JD - Gaurav Khare, JD
- v. Gaurav Khare, JD - Amit Kumar, JD
- vi. D K C Hridaynath JD - Gauri Marathe, DD
- vii. Sreerag M, DD - Hamid Hussain, DD.
- viii. Tushar Karmakar, PrM - Prayas Kaushik, DD
- ix. Pankaj Nigam M E- Shubharanjan, AD
- x. K. Anurag Kumar, AD - Anurag Pandey, CO
- xi. Irshad Ali, CO - Sh. Bishal Das, CO
- xii. Shalini Awasthi, CO - Ms. Sumedha Bhardwaj, CO
- xiii. K.C. Meena, CO - Geeta Yadav, CO

It is to be ensured as far as possible that the Link Officers are not on leave at the same time.

This issues with the approval of Pr. DG, CBC


(Surendra Kumar)
Dy. Director (Admn.I)
Tele. 2436 9533

Copy to:-

1. PSO to Pr. DG/PPS to ADGs in CBC Hqrs., New Delhi.
2. All ADGs, ROs, CBC/ DGs in Regions
3. Director (IIS) and Director (IP), M/o I&B, Shastri Bhawan, New Delhi
4. All Officers/Sections/Units in CBC, New Delhi.
5. NIC Cell/IT Modernisation Cell for making requisite changes in public domains.


(Surendra Kumar)
Dy. Director (Admn.I)