

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: 16 .11.2022

ORDER

In reference to this Bureau's work allocation orders dated 25.10.2022 and 04.11.2022, this revised order is hereby issued in consolidation of the referred orders, with immediate effect 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)	Sh. K. Satish Nambudiripad, ADG Smt. Pushpinder Kaur, Director Sh. Chirag Bhorania, DD Sh. Gopal Ji Rai, ME Sh. Yashpal, AME Sh. Chandan Kumar, AME
2.	OUTREACH & EXHIBITION (Coordination with RO/FO)	Sh. K. Satish Nambudiripad, ADG Sh. Sreerag M, DD Sh. Kailash Chander, AD Smt. Geeta Yadav, CO Sh. S S Negi, TA
3.	AUDIO-VISUAL PRODUCTION & POLICY (Production, Empanelment of AV Producers, Rates for production, Empanelment of Multimedia agencies and Print Creative Agencies)	Smt. Ranjana Dev Sarmah, ADG Sh. Amit Kumar, JD Sh. Sreerag M., DD Sh. K.C. Meena, CO
	TV Policy, Empanelment & Rates of C&S TV Channels. TV Campaigns & Empanelment C&S Channels & DD	Smt. Ranjana Dev Sarmah, ADG Sh. Amit Kumar, JD Sh. Sreerag M., DD Smt. Shalini Awasthi, CO
	RADIO Policy, Empanelment & Rates of Pvt. FM Stations, CRS Radio Campaigns – AIR & Pvt. FM, CRS	Smt. Ranjana Dev Sarmah, ADG Sh. Amit Kumar, JD Sh. Sreerag M., DD Smt. Sumedha Bhardwaj, CO

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4.	<u>New Media</u>	Smt. Ranjana Dev Sarmah, ADG Sh. Hamid Hussain, DD Sh K Anurag Kumar, AD Smt Subina Roy, CO
5.	OUTDOOR	Smt. Deepika Kacchal, ADG Sh. Prayas Kaushik, AD Sh. Tushar Karmakar, PrM Shri D.J. Mitra, APrM
6.	PRINTED PUBLICITY	Smt. Deepika Kacchal, ADG Shri D.K.C. Hrudhainath, JD (PP) Sh. Kishore Kumar, APrM Sh. S. Bhattacharjee, APrM Sh. V.K. Mangal, APrM
	NIS, Calendar & Mass Mailing	Smt. Deepika Kacchal, ADG Smt. Gauri Marathe Pandit, DD Sh. Shubhranjan, AD Smt. Geeta Yadav, CO Shri Raju Dhabre, ADO
II. Campaign Vertical - Ministry wise		
1.	Ministry of I&B Campaigns and Booklets & Studio PMO PM Speeches President	Sh. L. Madhu Nag, ADG Shri Amit Kumar, Joint Director Smt. Gauri M. Pandit, DD Sh. Pankaj Nigam, ME Sh. Prayas Kaushik, AD Sh. Anurag Pandey, CO Shri 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	Sh. L. Madhu Nag, ADG Shri Amit Kumar, Joint Director Sh. Gauri Marathe Pandit, DD Shri Uday Shankar, CO Shri Asim Kumar Hembrom, AME Shri Prafull Kumar, TA(AR)
2.	Agriculture and Farmer Welfare Panchayati Raj Rural Development Fisheries, Animal Husbandry and Dairying Food Processing Jal Shakti	Smt. Deepika Kacchal, ADG Sh. Naginder Kishor, DD Sh. Bishal Das, CO Smt. Premdeep Salhan, AME Sh. Chander Singh, TA
	Health & Family Welfare AYUSH Chemical & Fertilizers Social Justice DONER W&CD	Smt. Deepika Kacchal, ADG Sh. Naginder Kishor, DD Sh. Bishal Das, CO Smt. Premdeep Salhan, AME Sh. Chander Singh, TA

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3.	Petroleum MORTH NHRC Ports, Shipping and Waterways Railway, Civil Aviation, Power, MNRE Atomic Energy	Smt. Ranjana Dev Sarmah, ADG Shri Hamid Hussain, DD Sh. K Anurag kumar, AD Ms. Subina Roy, CO Smt. Premdeep Salhan, AME Sh. Chander Singh, TA
	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	Smt. Ranjana Dev Sarmah, ADG Sh. Hamid Hussain, DD Sh. Irshad Ali, CO Smt. Premdeep Salhan, AME Sh. Chander Singh, TA
4.	Defence Home DoPT SSC DARPG Election Commission of India	Sh. K. Satish Nambudiripad, ADG Smt. Pushpinder Kaur, Director Sh. Shubhranjan B, AD Shri Asim Kumar Hembrom, AME Sh. Praveen Kumar, JTA
	Vice President Cabinet Secretariat CVC, C&AG, NITI AYOJ Statistics Cooperation UPSC, CIC	Sh. K. Satish Nambudiripad, ADG Smt. Pushpinder Kaur, Director Sh. Shubhranjan B, AD Ms. Samriddhi Sharma, AME
	Science & Technology Earth Science, Space Minority Affairs	Sh. K. Satish Nambudiripad, ADG Smt. Pushpinder Kaur, Director Sh. Irshad Ali, CO Sh. Chander Singh, TA
III. Support and Logistics Vertical		
1.	Admn., General Admn and Statutory Compliances	Sh. K. Satish Nambudiripad, ADG Smt. Pushpinder Kaur, Director Sh. Nand Lal, DD Sh. Surender Kumar, DD Sh. Shri Bhagwan, SO Smt. Gita Mohan, SO Sh. J.K. Sarkar, SO Sh. Jai Bhagwan, SO Sh. S.N. Sharma, SO Sh. S.C. Narwal, AD Sh. Duryodhan Pradhan, Sr. Suptd

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	RTI, Public Grievances and Welfare, OL	Sh. Sourav Das, DD, Ms. Samridhi Sharma, AME
	IT Modernization and CBC Automation	Sh. K. Satish Nambudiripad, ADG Smt. Pushpinder Kaur, Director Sh. Chirag Boraniya, DD Sh. Naginder Kishor, DD Sh. Somit Mishra, ASO
	NIC	Sh. K. Satish Nambudiripad, ADG Smt. Pushpinder Kaur, Director Smt. Preeti Verma Smt. Ragini Kumari, Scientist (C)
	CCRGA	Sh. K. Satish Nambudiripad, ADG Smt. Pushpinder Kaur, Director Sh. Shri Bhagwan, SO
2.	Finance, Accounts and Budget	Smt. Ranjana Dev Sarmah, ADG Smt. Sumitra, Director Smt. Rupa Vedi, AO (in-charge FA&CAO) Shri Tapan Sutradhar, AO Shri Vinesh Chandra, AO Shri S.N. Saroj, AO Shri Arun Kumar Sharma, AO Smt Lathika Nair, AO Sh. Nand Lal, DD (for Sanctions)
	Vigilance	Smt. Ranjana Dev Sarmah, ADG Smt. Sumitra Singh, Director Sh. Shri Bhagwan, SO
3.	Ministry & Parliament Coordination, Facilitation Cell and R&R Cell	Sh. L. Madhu Nag, ADG Shri Uday Shankar, CO Sh Ajay Kumar, (Coord.) Sh Satish Jacob (TA) Sh. Shri Bhagwan, SO

PS: 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.

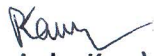
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Link Officers

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

- i. Sh. K. Satish Nambudiripad, ADG for works assigned to Smt. Ranjana Dev Sarmah, ADG
- ii. Smt. Ranjana Dev Sarmah, ADG for Works assigned to Sh. L. Madhu Nag, ADG.
- iii. Sh. L. Madhu Nag, ADG for Smt. Deepika Kacchal, ADG.
- iv. Smt. Deepika Kacchal, ADG for Sh. K. Satish Nambudiripad, ADG.
- v. Sh. Amit Kumar, JD for Smt. Pushpinder Kaur, Director and vice versa.
- vi. Sh. Naginder Kishore, DD for Sh. Hamid Hussain, DD.
- vii. Sh. Hamid Hussain, DD for Sh. Naginder Kishore, DD (for work other than Outdoor and Personal Media)
- viii. Sh. Tushar Karmakar, PrM for Sh. Naginder Kishore, DD (for Outdoor and Personal Media) and vice versa.
- ix. Smt. Gauri M. Pandit, DD for Sh. Sreerag M., DD for I&B work.
- x. Sh. Sreerag M., DD for Sh. Chirag Bhoraniya, DD and vice versa.
- xi. Sh. Prayas Kaushik, AD for Sh. Subhranjan B., AD and vice versa.
- xii. Sh. K. Anurag Kumar, AD for Sh. Kailash Chander, AD and vice versa.
- xiii. Sh. Irshad Ali, CO for Sh. Bishal Das, CO and vice versa.
- xiv. Smt. Shalini Awasthi, CO for Smt. Sumedha Bhardwaj, CO and vice versa.
- xv. Sh. K.C. Meena, CO for Ms. Geeta Yadav, CO and vice versa.
- xvi. Smt. Subina Roy, CO for Sh. Anurag Pandey, CO and vice versa.

This issues with the approval of DG, CBC


(Pushpinder Kaur)
Director (Admn.)

Copy to:-

1. PSO to DG/PPS to ADGs in CBC Hqs, 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