

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

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SoochnaBhawan, Lodhi Road, New Delhi  
New Delhi, Dated: 01.07.2024

**ORDER**

In supersession of all earlier Orders Allocation of Work in CBC, following Work Allocation at CBC Headquarters is hereby ordered with immediate effect, until further orders:-

Sl. No	Nature of Work	Officers Assigned (Sh./Ms./Mrs.)
1.	<b>Outreach &amp; Exhibition - (including Multimedia Exhibitions)</b> (Coordination with RO/FO)	<b>Rajesh Kumar Jha, ADG</b> Guru Parasd H. L., JD Gopa Biswas, AD ChitraSharma, AD K. C.Meena, CO (Exhibition) Duryodhan Pradhan, Sr. Supdt. Arya Raju, Publicity Asst.
2.	<b>Printed Publicity</b>	<b>Rajesh Kumar Jha, ADG</b> D.K.C. Hrudhainath, JD (PP) (additional charge) S. Dayanand, PrM V. K. Mangal, APrM V. J. Pagare, APrM Deepak Kumar, TA Mohit Kumar, TA
3.	<b>NIS &amp; Mass Mailing</b>	<b>Rajesh Kumar Jha, ADG</b> Surendra Kumar, JD (only MMW) Tushar Karmakar, PrM Shubharanjan B., AD Geeta Yadav, CO Prafull Kumar, TA
4.	<b>Outreach Billing</b>	<b>Rajesh Kumar Jha, ADG</b> Nitesh Jha, Director Anurag Pandey, CO Geeta Yadav, CO
5.	<b>AV Billing</b>	<b>Rajesh Kumar Jha, ADG</b> NiteshJha, Director K. C. Meena, CO Neil Vardhan, CO Anantha Krishnan V., Publicity Asst.
6.	<b>Coordination</b>	<b>Rajesh Kumar Jha, ADG</b> Guru Prasad H. L., JD Durganath Swarnakar (AD) Arya Raju, Publicity Asst. Ajay Kumar, JTA Praveen Kumar Srivastava, JTA

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	<b>IT Modernization and CBC Automation</b>	<b>Rajesh Kumar Jha, ADG</b> Gaurav Khare, JD (Vice Nitesh Jha, Director) Neeraj Jain, SO K. Kumar Anurag, AD
	<b>NIC</b>	<b>Rajesh Kumar Jha, ADG</b> Preeti Verma, TD (NIC) Ragini Kumari, Scientist (C) Gaurav Sharma, Scientist (B)
	<b>CCRGA</b>	<b>Rajesh Kumar Jha, ADG</b> Guru Prasad, JD Tasneem Khan, AD Ajay Kumar Singh, SO Jagmohan, ASO Sunil Kumar, Publicity Assistant
6.	<b>Print Media Policy &amp; MRC</b> (Policy, Empanelment, Rate Revision and Renewal)	<b>Rajesh Kumar Jha, ADG</b> <b>Gaurav Khare, JD</b> Irshad Ali, CO Yashpal, AME Pramdeep Salhan, AME Asim Kumar Hembrom, AME
7.	<b>Official Language &amp; Grievance</b>	<b>Rajesh Kumar Jha, ADG</b> <b>Surendra Kumar, JD</b>
8.	<b>Admn., General Admn. and Accounts</b>	<b>Rajesh Kumar Jha, ADG</b> Nitesh Jha, Director
	<b>RTI</b>	<b>Rajesh Kumar Jha, Appellate Authority</b> <b>Gaurav Khare, CPIO (Campaign)</b> Assisted by – Sumedha Bhardwaj (CO), Irshad Ali (CO), Sheeny Premchand, JTA  <b>Ms RupaVedi, FA&amp;CAO, CPIO (Accounts)</b> Assisted by – Sanjay Bhasin, AAO  <b>RuchiKaura, CPIO (Admn.)</b> Assisted by – Neeraj Jain, SO
9	<b>AUDIO-VISUAL PRODUCTION &amp; POLICY</b> (Production, Empanelment of AV Producers, Rates for production, Empanelment of Multimedia agencies and Print Creative Agencies and all Administrative work)	<b>Ajay Agarwal, ADG</b> Satti Kishore Kumar, JD Kumar Anurag, AD Aman Gupta, CO Neil Vardhan Sundriyal, CO
	<b>TV</b> Policy, Empanelment & Rates of C&S TV Channels. TV Campaigns & Empanelment C&S Channels & DD	<b>Ajay Aggarwal, ADG</b> Satti Kishore Kumar, JD Shalini Awasthi, CO
	<b>RADIO</b> Policy, Empanelment & Rates of Pvt. FM Stations, CRS Radio Campaigns – AIR &Pvt. FM, CRS	<b>Ajay Aggarwal, ADG</b> Satti Kishore Kumar, JD Sumedha Bhardwaj, CO

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10	<b>NEW MEDIA</b>	<b>Ajay Agarwal, ADG</b> Nitesh Jha, Director Anakha V., AD Anantha Krishnan V., Publicity Asst.
11	<b>Outdoor &amp; Personal Media Planning</b>	<b>Ajay Agarwal, ADG</b>  Guru Parasd H. L., JD D. J. Mitra, APrM Shalini Awasthi, CO Arya Raju, Publicity Assistant
12	<b>Outdoor &amp; Personal Media- Rate Committee</b>	<b>Ajay Agarwal, ADG</b> Satti Kishore Kumar, JD Anakha V., AD Vivekanand Rajesh, CO Himanshu Karakoti, Publicity Assistant
13.	<b>Vigilance</b>	<b>Ajay Agarwal, ADG</b>  <b>Surendra Kumar, JD</b> Sourav Das, DD Sher Singh, SO
14.	<b>Facilitation Cell</b>	<b>Rajesh Jha, ADG</b>  <b>Surendra Kumar, JD</b> Geeta Yadav, CO Satish Jacob, TA

<b>Campaign Vertical – Ministry wise</b>		
1.	<b>Petroleum</b> MORTH, NHRC Ports, Shipping and Waterways Civil Aviation, Power, MNRE Atomic Energy	<b>Rajesh Jha, ADG</b>  Gaurav Khare, JD  Hamid Hussain, DD Tasneem Khan, AD Chandan Kumar, AME
	<b>Communication and IT</b> 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	<b>Rajesh Jha, ADG</b>  Gaurav Khare, JD  Hamid Hussain, DD Tasneem Khan, AD Chandan Kumar, AME
2.	<b>Defence</b> Home, DoPT, SSC, DARPG, Election Commission of India	<b>Rajesh Kumar Jha, ADG</b>  Satti Kishore Kumar, JD Shubharanjan B., AD Chander Singh, AME
	<b>Vice President</b> Cabinet Secretariat CVC, C&AG, NITI AYOJ Statistics Cooperation UPSC, CIC	<b>Rajesh Kumar Jha, ADG</b>  Gaurav Khare, JD Shubharanjan B., AD Samridhi Sharma, AME
	<b>Science &amp; Technology</b> Earth Science, Space	<b>Rajesh Kumar Jha, ADG</b>

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	Minority Affairs	Gaurav Khare, JD Shubharanjan B., AD SumedhaBharadwaj, CO Samriddhi Sharma, AME
3.	<b>Ministry of I&amp;B Campaigns and Booklets &amp; Studio</b> PMO, PM Speeches President Secretariat, Gol Calendar	<b>Ajay Aggarwal, ADG</b> Guru Parasd H. L., JD Gauri Marathe, DD Aman Gupta, CO Anurag Pandey, CO Chander Singh, AME
	Finance, Corporate Affairs Commerce and Heavy Industry MSME, Textiles, Consumer Affairs, Food and Public distribution Steel, Coal, Mines, Housing and Urban Affairs	<b>Ajay Aggarwal, ADG</b> Guru Parasd H. L., JD Gauri Marathe, DD Irshad Ali, CO Sheeny Premchand, JTA Chander Singh, AME
4.	<b>Agriculture and Farmer Welfare</b> Panchayati Raj, Rural Development Fisheries, Animal Husbandry and Dairying Food Processing, Jal Shakti	<b>Ajay Agarwal, ADG</b> Guru Parasd H. L., JD Hamid Hussain, DD Bishal Das, CO PremdeepSalhan, AME
	<b>Health &amp; Family Welfare</b> AYUSH, Chemical & Fertilizers Social Justice, DWS, DONER, W&CD, Railways	<b>Ajay Agarwal, ADG</b> Guru Parasd H. L., JD Tasneem Khan, AD Aman Gupta, CO Samriddhi Sharma, AME
5.	<b>OSD to DG, CBC</b> Social Media Handles of CBC Delegated Admn. for NIC	K. Anurag Kumar, AD

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### Link Officers

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

- i. Ajay Agarwal, ADG – Rajesh Kumar Jha, ADG
- ii. Guru Prasad H. L., JD – Satti Kishore Kumar, JD (Campaign, OP, Rate Committee, AV , Exhibition , Outreach)
- iii. Gaurav Khare, JD –NiteshJha, Dir (Outreach Billing, AV Billing, MR&C, IT & Modernisation & New Media)
- iv. D.K.C. Hrudhainath, JD – Guru Prasad H. L., JD (PP)
- v. GauriMarathe, DD – Hamid Hussain, DD
- vi. DurganathSwarnakar, AD - Subhranjan, AD (for all verticals except campaign)
- vii. K Anurag Kumar, AD – Subhranjan B., AD (AV, Campaign, Social Media of CBC)
- viii. SumedhaBharadwaj, CO –Irshad Ali, CO (only campaigns)
- ix. Aman Gupta, CO- Anurag Pandey, CO
- x. Vishal Das, CO- Neil VardhanSundriyal, CO
- xi. K C Meena, CO- Neil VardhanSundriyal, CO (only exhibition and AV Production Billing)
- xii. SumedhaBharadwaj- ShaliniAwasthi, CO (for AV)
- xiii. TusharKarmakar, PrM- Subhranjan, AD (for MMW)

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

**Other content of the earlier work allocation orders, for Officers not mentioned in this list, will remain unchanged.**

This issues with the approval of DG, CBC.

  
(Nitesh Jha)  
Director (Admn.)  
Tele. 2436 9594

Copy to:-

1. PSO to DG/PPS to ADGs in CBC Hqrs., New Delhi.
2. All DGs (Region)/ADGs (Region), ROs, CBC
3. Director (IIS) and Director (IP), M/o I&B, ShastriBhawan, New Delhi
4. All Officers/Sections/Units in CBC, New Delhi.
5. NIC Cell/IT Modernisation Cell for making requisite changes in public domains.
6. Office Order Folder/Guard File.