

Prasar Bharati
(India's Public Service Broadcaster)
Prasar Bharati Secretariat
Prasar Bharati House, Copernicus Marg
New Delhi -110001

No. P-1/012(41)/2021-Ops.

Dated: 03.06.2021

Subject: Code of Conduct to be observed by Casual Assignees

This is with reference to the code of conduct to be observed by Casual Assignees across AIR and DD Network.

2. The approved code of conduct is enclosed. This code of conduct is to be included in Talent Booking System (TBS) for consent by casual assignee by ticking the checkbox (to be created in this regard) each time while accepting the offer of assignment, as under

" I have read the code of conduct to be observed by casual assignees and will abide by it."

3. This has approval of CEO, Prasar Bharati.


(Prakash Veer)
DDG(Ops.)

ADG(IT), PBS

Copy to:

1. Staff Officer to CEO, Prasar Bharati
2. ADG(A), PBS
3. DDG(TM&SO), PBS

Code of Conduct to be observed by Casual Assignees in AIR and Doordarshan

Prasar Bharati, being a Public Service Broadcaster, is responsible for the way in which it presents information and interacts with audiences. In the interest of the organization, and its image as a responsible media, it has been considered appropriate to extend the code of conduct for strict observance by all the casual assignees as well across the network in both AIR and Doordarshan, as under:

1. The casual assignees are expected to work with full sincerity and dedication and to maintain discipline and decorum at workplace. The assignees are required to abide rules and regulations, order and instructions as may be laid down by the organization in relation to conduct, discipline and other matters for assignees. Any act of misconduct and indiscipline will be viewed seriously and may result in immediate discontinuation of further assignments.
2. The casual assignees shall observe utmost civility towards the visitors, senior officers, fellow assignees and all such persons who will be dealing in official capacity.
3. Casual assignees dealing with or involved in conceptualisation, creation, protection or preservation of Radio/TV/Social Media content or handling of such content while performing their day to day activities, or otherwise shall not make any unauthorized copies of such contents or in unauthorised manner communicate, share or transmit any such content to any third party. They shall also not carry such contents outside the premises in unauthorised manner. Any person found to be in infringement of this provision shall be discontinued with immediate effect without prejudice to suitable legal action, both civil and criminal.
4. During the course of any given assignment, the casual assignees may come across/have access to certain vital information, various documents, trade secrets, proprietary information, financial matters, organization related information that are sensitive to the interest of Prasar Bharati. The casual assignee shall not disclose or divulge any such confidential information.
5. The casual assignees shall refrain from sharing views on any such sensitive information on any prevailing social media sites or becoming part of any group on such social media apps which is detrimental to the interest of organization.
6. As regard to the code of conduct in respect of social media by casual assignees, Prasar Bharati respects the right to freedom of speech and expression, and use of social media by them, viz. Face Book, WhatsApp, etc. However, these casual assignees are required to adhere the following while using social media in Individual capacity:
 - i. Language used in the posts shall be polite, courteous and dignified. Use of foul or abusive language shall be avoided.

- ii. Content posted through social media accounts of the casual assignees shall not be prejudicial to the sovereignty and integrity of India, the security of the State, friendly relations with foreign States, public order and decency or morality. Such content shall also not be in contempt of court, defamatory or likely to cause incitement to an offence.
 - iii. Posted content shall not intrude into privacy of other individuals. Revealing personal details of other persons shall be avoided.
 - iv. The casual assignees shall clearly reveal their true identity in their personal social media accounts. Running personal accounts in fake names is not acceptable.
 - v. The casual assignees shall not post their personal comments or views on official social media platforms of Prasar Bharati.
 - vi. Any view, comment, or post in conflict with organizational interest and reputation shall be considered as serious indiscipline.
 - vii. While expressing views, making comments and forwarding posts from their personal social media accounts, the casual assignees shall not give any impression, either directly or indirectly, that they are doing so in their official capacity or expressing official viewpoint of Prasar Bharati.
7. The casual assignees, who are dealing with official social media accounts of the organization in their assignments shall strictly confine themselves to their assigned responsibilities in respect of such accounts. No view or opinion shall be expressed on the social media, unless specifically authorised to do so. If and when so authorised, views or opinions thus expressed, shall strictly conform to the brief given in this regard.
8. The casual assignees shall not use smartphone in office for the purpose of recording either audio, video or photography or scanning of any form of official documentation.
9. Office internet will be used by the casual assignees only for the work related with their assignments. Use of internet for social media, other sites for personal basis will be avoided.

Any violation of code of conduct as prescribed above shall be considered as misconduct and may invite appropriate action against the delinquent assignees. Depending on gravity of misconduct, such action may include either temporary discontinuation of assignment of contract for a certain duration as determined by Prasar Bharati at its sole discretion, or permanent discontinuation in future.
