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प्रसार भारती  
Prasar Bharati

आकाशवाणी महानिदेशालय  
DIRECTORATE GENERAL: ALL INDIA RADIO  
योजना एवं विकास एकक  
PLANNING & DEVELOPMENT UNIT

By Speed Post/द्रुतगामी डाक से/  
On website also/ वेबसाइट पर भी  
Immediate/तत्काल

No. 4021/11/2008-CE (MR)

New Delhi, dated; 10.07.2008

**Circular**  
(Reminder)

**Subject:** Comments on implementing the "Model for Benchmarking Excellence in Public Service Delivery (Sevottam)" - regarding.

**Reference:** This Directorate's earlier circular of even No., dated 20.06.2008 (Copy enclosed) w.r.t. the Ministry of I&B, O&M Unit ID No. I-34/30/07-O&M, dated 24.03.2008 & 24.08.2007 w.r.t. letter from Secretary, DARPG, dated 30<sup>th</sup> May, 2007 and, other existing guidelines/instructions through DARPG, Ministry of Personnel, Public Grievances and Pensions, Govt. of India, New Delhi (website: <http://darpg.nic.in>).

As per above reference, as directed by the Ministry of I&B, Govt. of India, "Sevottam- a Model for Benchmarking Excellence in Public Service Delivery", developed by the Department of Administrative Reforms & Public Grievances (DARPG), is necessarily to be operationalized immediately (in year 2008) in all the offices/stations of All India Radio, by obtaining "Sevottam" certification. Hence, please see the enclosed details as further reference for your information and necessary action at your end. It is again requested to please expedite to furnish your valuable suggestions/comments in this regard particularly, on the framework and operationalization of the aforesaid model (Sevottam), within 15 days so that a suitable reply to the CEO, PB and the Ministry, may be prepared accordingly incorporating your valuable suggestions/comments, if any, at the earliest.

2. **Awareness programme (workshops/group discussions/trainings)** on the various terms as used on **Quality Management System, Quality Standard i.e. IS 15700:2005** including the **Citizens' Charter, Public Grievance Redress, Service Delivery Capability, Documentations System and Reference Manuals/Instructions**, application of **Information & Communication Technology (ICT)/e-Governance** in the broadcasting network, **Process Approach** in the organization/office, etc., may please be conducted immediately, and a report may please be prepared accordingly & be sent to this Directorate immediately (within one month) and, also afterwards, six monthly.

3. **A brief report on awareness programme conducted, necessary actions taken** in the last 6 months regarding updating, display and circulation of all the **Important/valuable records/manuals/procedures/contact details, etc., under your control** in your office may also please be prepared and sent to this Directorate immediately (within 30 days).

**Encl.:** As above (details available on the AIR websites)

राम बचन राम  
10.07.2008  
(आर.बी.राम)

उपनिदेशक अभि. (योजना)

Coordinator to the "Citizens' Charter" &  
"Sevottam" model of AIR

Tel./FAX: 011-23421222 (O),

E-mail: [rbram@air.org.in](mailto:rbram@air.org.in).

For Director General

To:

1. Head of Offices of all the AIR zonal HQ offices/regional, capital and major Stations including all the training centres of AIR.
2. CE(Training), STI(T), AIR & DD,
3. CE(R&D) AIR & DD,
4. CE(Civil), CCW, AIR & DD,
5. DDG(I/C), STI(P), AIR & DD,
6. All the representatives/General Secretaries of the Associations of AIR employees.
7. Other stake holders/officers involved in the Quality Control System of AIR.

Copy to:

1. PPS to CEO, PB,
2. PPS to DG:AIR,
3. PPS to E-in-C, AIR/DD,
4. ADG(News), NBH, AIR New Delhi and, all CEs and DDGs in AIR Directorate,
5. All Directors and section heads at AIR Directorate including P&D Unit, DG: AIR.
6. JD (OL) ---with request to provide Hindi translated copy of this circular.
7. Other concerned.

✓ AE (Internet Cell), BH,  
AIR, New Delhi

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For Director General