

**HUMAN RESOURCE
MANAGEMENT POLICY
FOR
SRI VENKATESWARA
BHAKTI CHANNEL**

February, 2021

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I. ABOUT THE ORGANIZATION

1. INTRODUCTION TO SRI VENKATESWARA BHAKTI CHANNEL (SVBC)

Sri Venkateswara Bhakti Channel was incorporated under Companies Act 1956 in 2007 in Andhra Pradesh. This was initially registered under Section-3 of the Companies Act and subsequently, based on a Board Resolution, changed to a Section-25 Company, a not-for-profit entity. This channel has been incorporated with an object of promoting and propagating Hindu Dharma through telecasting the devotional activities, schemes of TTD and other similar programmes from all over the world. Channel Test signal was launched on 7th April 2008, on Telugu New Year's Day (Ugadi) and Channel was launched on 07th July 2008.

It was envisaged that SVBC shall raise revenues through advertisements and other avenues, normally available for a media company, and apply the same towards its operations. Till such time as it becomes financially self-sufficient, the operations are supported by TTD, by way of grants. However due to objections raised by devotees and in order to give Ad-free and seamless content to devotees the Board has decided to dispense away with Advertisements. The Company is raising Sponsorships and Donations (Both General & Corpus) apart from TTD Grants for its functioning .There is a separate Governing Body for SVBC, exclusively to take appropriate decisions for the smooth functioning.

2. OBJECTIVES OF THE ORGANIZATION

The main objects of this company are as below.

1. To set up, operate and maintain television channel including other types of electronic media such as Radio for promoting Hindu Dharma and related activities for effective dissemination of Hinduism through all types of electronic media.
2. To promote and propagate the activities and schemes of TTD and other Hindu endowment temples across the world through the above channel and to act as agent for TTD on execution of works entrusted to it.
3. To educate the masses through electronic media in Sanskrit, Yoga, Philosophy and intricate issues of ancient Vedas, Upanishads, Shashtras etc. in order to strengthen the activities of the Dharma Prachara Parishad of TTD and to foster Bhakti and Gnana on Venkateswara Tattwam.
4. To do scientific research in the fields of Vedas, Yagnas, Puranas and the ancient Hindu scriptures and disseminate knowledge.

5. To produce feature films / documentary films / serials / episodes on Hindu Religion and to televise the daily, weekly, fortnightly, monthly and annual festivals / activities of Lord Venkateswara and other deities of TTD and any other Hindu Temples in the country through electronic media
6. To apply the profits / income of the company for promotion and furtherance of the objects of the company only and not for distribution of any dividend to its members

3. STRUCTURE OF THE ORGANIZATION

Sri Venkateswara Bhakti Channel is managed by a Board of Directors and functionally headed by Chief Executive Officer (CEO), who manages its day to day affairs. The CEO is assisted by various functional heads.

The Administrator of Tirumala i.e Addl Executive Officer / Joint Executive Officer, TTD shall be preferably the Managing Director of Sri Venkateswara Bhakti Channel as the activities of SVBC are mainly related to Sri Tirumala Temple.

It helps in better Co-Ordination for the smooth functioning of the Channel.

The Executive Officer, TTD being the Promoter of the Channel shall continue to be Ex-Officio Director and guide SVBC in all the aspects.

The Chairman, CEO and Board of Directors of SVBC are either appointed by Government of Andhra Pradesh or by Tirumala Tirupati Devasthanams Trust Board or by SVBC Board.

4. DEPARTMENTS AND DESIGNATIONS

Sri Venkateswara Bhakti Channel has the following major functions to perform to attain its objects. These functions are established as departments in SVBC. They are –

1. Programming Department

a. This is the main department that produces the content that is telecast through this channel. The programme content is organized as per the Fixed Point Chart (FPC). This department plans the FPC and its content and plans and executes the activities related to production and post-production. This department also has a wing called “Adhyathmika Viseshalu”, which is responsible for capturing the religious events that occur in AP specifically and also in India and abroad. These events will be telecast as religious news items through the channel.

As the Channel has started with the objective of propagating Hindu Dharma and mainly Venkateswara Tatwa, the temple activities occupy major share in FPC. Apart from this 4-5 hours Live Content is generated from Tirumala Nadaneerajana Mandapam to disseminate knowledge in Hindu scripture, Puranas etc as envisaged in the objectives of the organisation.

As can be observed the Live Content forms major part of the Channel and there is hardly 2 hours left for production/telecast of other programs.

Hence, the Management needs to engage minimum number of Programmers/ Producers, Anchors and Makeup Men and adequate number of Editors, Graphic Designers, and Cameramen etc in the Programming Department.

b. Sri Venkateswara Bhakti Channel is purely Devotional Channel, it will be more appropriate to engage Vedic Scholars / Pandits to anchor the Programmes like Adhyatmika Viseshalu rather than utilizing the services of regular anchors unlike News / General Entertainment Channels. This will also help people and Devotees to connect more with the Channel. Hence the Management of Sri Venkateswara Bhakti Channel needs to keep number of regular Anchors to very minimal.

c. Pravachana Kartas and Scholars participating in Programmes like Srimadbhagavadhgeeta, Sundarakanda, Virataparvam, Tiruppavai, Rudhrabhishekam and other Live Programmes are without Makeup. However the Programmes could gather Huge Response and attraction from Viewers. It clearly implies that there is no need for Costumes and Makeup in the Devotional Channel like SVBC. Whenever there is real requirement of Makeup the staff can be engage on Assignment basis from time to time.

2. Technical Department

This Department handles all technical operations, technical planning & development, transmissions, equipment maintenance and technological advancement. Technical and Broadcasting Department should be strong in Sri Venkateswara Bhakti Channel for smooth Transmission. Qualified, dedicated, efficient and professional staff should be engaged for these Departments. As two more channels are likely to be launched soon the technical staff requirement is also projected for the same.

3. Administration / HR Department

This department handles board matters, office administration, establishment matters such as staff recruitment, welfare and staff management, and also deals with Banks and other establishments for Sponsorships.

4. Accounts Department

This department handles all the finance, accounts, taxation and related compliance matters and statutory payments and also manages the Donor Cell of SVBC.

5. Information Technology (IT) and Digital Media

As the future Media is Digital Media, there is need to create a separate wing for Information Technology (IT) and Digital Media and operate with Competent and Professional Staff. Platforms like You Tube not only achieve the object of propagating Hindu Dharma to people across the Globe but also helps the Company commercially by generating Revenue through proper planning. However as on date it is observed that there is no Professional Cell in SVBC for this purpose and hence there is need to engage a Professional Consultant / Consultancy to train the employees.

Employees can be grouped and fitted as per the grades below based on their role and responsibilities:

Sl. No.	Designation	Grades
1.	Chief Executive Officer	CEO
2.	Chief Programming Officer	Senior Grade
3.	Chief Technical Officer	
4.	Sr Manager (HR)	Grade – I
5.	Sr Manager (Broadcasting)	
6.	Senior Manager (Prog)	
7.	Senior Manager (Tech)	
8.	Manager (Prog)	Grade – II
9.	Senior Producer	
10.	Senior Graphic Designer	
11.	A.V. Coordinator	
12.	Senior Production Manager	
13.	Manager (Tech) / Manager (Broadcast)	
14.	Senior Cameraman	
15.	Assistant Administrative Officer	Grade – III
16.	Assistant Accounts Officer	
17.	Producer	
18.	Production Manager	
19.	Graphic Designer	
20.	Senior Cameraman	
21.	Senior Editor	
22.	Senior AV Reporter	

Sl. No.	Designation	Grades
23.	Technical Supervisor	
24.	Senior Assistant	Grade – IV
25.	Senior Accountant	
26.	Associate Producer	
27.	Associate Manager	
28.	Cameraman	
29.	Editor	
30.	AV Reporter / Sub Editor	
31.	Make-up Man	
32.	Script Writer / Translator	
33.	Librarian	
34.	Technical Assistant	
35.	Junior Assistant	Grade – V
36.	Junior Accountant	
37.	Social Media Associate	
38.	Assistant Cameraman	
39.	Junior Editor	
40.	Library Assistant	
41.	Technician	
42.	Protocol Assistant / Shroff / General Assistant	Grade – VI
43.	Office Subordinate	Grade – VII
44.	Driver	

The above classification is broad and illustrative and not exhaustive. Management based on the need can fit the employees, their designations etc as per the requirement from time to time. The Designations and grades can be regrouped from time to time based on the functional necessity.

5. Employee Description

There are two kinds of Employees working for SVBC.

78 people were recruited in 2007 through a paper Notification and Interview. Around 40 of them are on the rolls of SVBC as on date. They are governed by the Terms and Conditions issued in their Offer of Engagement.

- a. They are being paid on consolidated basis. These employees were issued a letter in 2009 saying “ Your Probation is declared and you are being taken as Permanent Member of the Company with the Management reserving the Right to terminate for non-satisfactory performance and Misconduct” The letter also states that their Employment is governed by the same Terms and Conditions as per their Offer Letter of 2007. The same can be followed while determining the nature of their employment along with the Rules specified in this policy.
- b. The Second Category of Employees are taken purely on Contract / Temporary / Ad-hos basis. Their contract is extended on yearly basis or from time to time and this may be continued.
- c. However, there were lot of anomalies found in respect of Qualification, Experience and etc. while recruiting both these categories of Employees. This staff can be classified as follows.
 1. Qualified with Experience
 2. Qualified without Experience
 3. Unqualified with Experience
 4. Unqualified without Experience

While implementing the HR Policy a decision may be taken on 3rd & 4th Categories based on their past performance and capabilities whether to continue in the same grade or revert to the below grades or terminate the employment.

The Various Committees constituted earlier to study the Staff Structure and disparities broadly recommended that.

1. No new appointments to be taken up
2. Disparities in pay to be rectified
3. Enhancement of Salaries and Promotion to the deserved to be Considered
4. To have HR Management Rules for SVBC to avoid non-transparent Recruitments and Appointments.
5. The benefits of Employees should be subordinate to the benefits of Organization.

The above points may be broadly followed while deciding the Staffing Pattern, Compensation and Benefits to the employees.

II. STAFFING

SVBC being non-profit Company Registered under Companies Act, the Rules framed and approved by the Board from time to time in the Human Resource Policy Govern the functions of the Organization and its Employees in all Respects.

The Central Civil Services Classification, Control and Appeal (CCA) Rules, Andhra Pradesh Civil Service Conduct Rules and Rules framed by Tirumala Tirupati Devasthanams (TTD) for its Regular Employees does not apply for Sri Venkateswara Bhakti Channel Employees. As such Employees of SVBC are purely its Companies Employees and not TTD Employees.

1. RECRUITMENT

- a) A vacancy may arise because of one of the following reasons
 1. Resignation / termination / promotion of an existing employee
 2. A new post created to meet the future requirements of SVBC
- b) The following broad process is to be followed for identifying the vacancy and getting necessary approvals for filling up the vacancy.
 1. Head of the Department (HOD) sends a requisition to the Administration Department for filling up the vacancy.
 2. Administration Department consolidates all such requisitions from various HODs and submits for the approval of the Chief Executive Officer (CEO), through proper channel. This submission is done once in a quarter.
 3. In case, a vacancy has to be filled expeditiously, because of the importance of the functions discharged by the post, then such requisitions can be sent for approval immediately
 4. On getting the approval, Administrative Officer should initiate actions for filling up the vacancy by considering the options mentioned above, in the following order of priority.
 - i. To promote a suitable employee working in the immediate lower level, through a proper promotion process, as described in the "Employee Promotion" section.
 - ii. To redeploy on lateral transfer, a suitable employee working in similar / akin functions, through a proper transfer / redeployment process, described in the "Employee Transfer" section

- iii. To recruit a suitable person directly from the open market, through proper recruitment and selection processes, as described in the following pages
- c) In case, no suitable candidate is internally available, then the vacancy is filled through Direct Recruitment, following the process below.
1. A notification, containing the details of the posts, eligibility criteria such as qualifications, experience etc., along with the detailed application procedure, is placed in SVBC website and published in popular Daily News Papers as per DAVP rates and also Scrolled in SVBC. (Eligibility criteria for Recruitment of various posts are given in Annexure – II)
 2. The application form can be designed and put up in the web site so that the candidates can download it.
 3. Applications received in response to the notification, along with the applications submitted by the walk-ins and referrals, are consolidated and shortlisted, and based on the selection criteria.
 4. Call letters are to be sent to the shortlisted candidates requesting them to appear for the selection process

d) Rule of Reservation :

1. Rule of Reservation cannot be applied to already Recruited Employees. However Rule of Reservation may be extended to future Recruitments on the lines of TTD since the Organization is funded by TTD. The Rule of Reservation may be dispensed away with once the Company achieves self-sufficiency and Financial Independence. Rule of Reservation need not be applied for promotion, since promotion is based purely on merit as per this Human Recourse Management Policy.

2. SELECTION AND PLACEMENT

- a) The Chief Executive Officer (CEO) is the appointing authority for all posts (excepting the CEO post) in SVBC
- b) Written test may be conducted if more than 8 Applications are received for a Particular Post, however the final decision lies with Management based on the nature and scope of the work the post carries.
- c) Selection process may start with a written test / technical test, followed by an Interview, with a weightage of 80:20. However, for Grades such as Office Subordinate only Interview can be conducted.
- d) The Selection Committee is constituted by the Chief Executive Officer (CEO) and comprises of three External Experts with relevant background in related areas.
- e) All selected incumbents will have to undergo medical examination (Chest X-ray, Complete Blood Picture, vision test, HIV, urine examination) and certified fit for employment by a reputed Medical practitioner – not less than the rank of a Civil Surgeon of a Govt. Hospital.

- f) A referral check has to be made to the Former employer / References given by the employee
- g) Based on all the above, Employment Offer Letters will be prepared and sent by the Administration Department to all the selected candidates.
- h) On receiving the confirmation from the candidate, accepting the Offer, an Appointment Letter will be issued on the date of his / her joining.
- i) The Appointment Letter contains all the relevant terms and conditions such as general conduct, remuneration, benefits etc. and the selected candidate signs the duplicate and returns to SVBC.

3. INDUCTION

- a) All the new recruits will be given an Induction for 1 to 3 days, depending on the post, grade and the nature of the roles and responsibilities.
- b) The induction Programme is accordingly structured so as to make the new recruit aware of the organizational objectives, structure, various departments and their functions, reporting lines, the new recruit's functions, responsibilities, various organizational policies and HR matters etc.
- c) On finishing the induction, the new recruit will be allocated work / tasks

4. PROBATION AND CONFIRMATION IN CASE OF REGULAR RECRUITMENT

- a) ***The new recruits will be on probation for a period of 1 year.***
- b) If the performance of the new recruit is satisfactory, as per probation evaluation, he will be given confirmation – on successful completion of probation.
- c) Otherwise, if the performance of the new recruit is unsatisfactory, then his / her services will be terminated without any notice or notice pay – during or at the end of the probation period.
- d) However, it may be ensured that employees should be taken only on Contract Basis /Assignment Basis as far as possible in the best interests of the organization.

5. EMPLOYEE TRANSFER

- a) An employee (both selected through interview and engaged on contractual basis) is internally transferred or liable to be transferred anywhere in India in the larger interest of SVBC and as required for the organizational business plans.
- b) In case of request transfers, the request is submitted by the employee to the HOD and the HOD sends it to the Administration Department with remarks, based on which, the Administration Department moves the transfer proposal, if a vacancy exists in the requested place and also based on the suitability of the candidate.

- c) In case of other types of transfers, the Administration Department moves the proposals, based on the feedback and opinion of the HODs concerned, as per the business requirements of SVBC.
- d) Whenever an employee is officially transferred (other than request transfers) to a place other than the place where he is currently working, then he / she is entitled to the following.
 - 1. A preparation time of 7 working days with pay
 - 2. Travel on Transfer shall be as per the eligibility mentioned for different grades under “Official Tour” in “Compensation and Benefits” chapter.
- e) In case of request transfer, the employee is eligible for only a preparation time of 3 days with pay but not any travel expenses reimbursement.
- f) Transfers, Promotions, Reversions etc are affected on administrative grounds and in the best interest of the Company and it is an internal matter of the Company. The employees should approach Grievance Redressal Cell in SVBC if they feel aggrieved. Approaching Honorable Courts, Tribunals, Committees, Commissions and other quasi-judicial bodies on these internal matters will be construed as indiscipline and necessary disciplinary action will be initiated including termination for violation of the same.

6. EMPLOYEE PROMOTION

- a) Promotion happens as part of an employee’s career advancement and is based on, merit, capabilities and conduct and not by seniority. Promotion does not confer Right to Permanent or Regular Employment. It is only given to retain the best talent as well as encourage the Employees to give their best Output.
- b) *Employee Promotion can be on the following points; 1. Age 2. Outside Experience, 3. Internal Experience, 4. Qualification, 5. Performance.***
- c) A Promotion Committee is constituted by the Chief Executive Officer (CEO) with two external experts. The Committee will be chaired by the CEO. This committee is responsible for awarding / rejecting promotion to an employee.
- d) All promotions are effected based on the Promotion Eligibility Criteria for the respective posts, as mentioned in Annexure – II. Annual Performance Appraisals form a key component for the assessment for promotion. Merit is the key criterion for promotions and number of years of service alone does not automatically create a right for promotion.
- e) Promotion of an employee is effected subject to a vacancy or a new post, as per the organizational structure and not on the employee attaining required eligibility.
- f) On promotion, the employee is paid a Promotional Increment of 5% of the current pay and fitted in the promoted grade’s pay band. If the employee’s pay remains lesser than the minimum pay of the promoted grade, even after adding the promotional increment, then his pay after promotion is made equal to the minimum pay of the promoted grade.

7. EMPLOYEE SEPARATION

- a) Employee separation happens for one of the following reasons.
1. On the expiry of the Contract of the Employee (Provided the Contract of the Employee is being extended from time to time).
 2. If the employee resigns for his post
 3. If the employee superannuates
 4. If the organization dismisses / terminates the employee
- b) If the employee separation is due to his / her resignation for the post, then, the following guidelines are to be followed
1. **The notice period for all Employees is One month / One month pay.**
 2. It is the prerogative of SVBC to relieve the employee by adjusting the leave and / or waive the notice period on a case-to-case basis.
 3. The employee has to obtain the No Due Certificate from the HOD and hand it over to the Administration Department to process his settlement
 4. On acceptance of the employee's resignation, SVBC will issue the Relieving Letter and Service Certificate to the employee and will process his Full and Final Settlement
 5. No Notice period is required for termination on the grounds of Misconduct.
- c) If the employee separation is due to his / her superannuation, then the following guidelines are to be followed
1. Retirement age for the employees of SVBC is 60 years (Provided the contract is being extended from time to time).
 2. The post-retirement benefits of the employee, as applicable, will be processed as approved by SVBC Board from Time to Time.
- d) If the employee separation is due to Termination or Dismissal for Misconduct then, the Terminal Benefits does not accrue. Acts/ Offences that are construed as Misconduct are broadly defined in the subsequent chapters and the decision of the Management and CEO is final.

III. COMPENSATION AND BENEFITS

I. Manpower Rationalization :

The Staff structure of SVBC is as mentioned below:

<u>Staff Structure for Telugu Channel</u>				
S No	Department	Designation	No of Posts Existing	Proposed or Required
1	HOI	Chief Executive Officer	1	1
2	PROGRAMME	Chief Programming Officer	1	1
3		Sr.Manager (Telugu)	3	1
4		Manager	1	1
5		Sr.Producer (Telugu)	12	6
6		Producer (Telugu)	2	2
7		Associate Producer (Telugu)	3	2
8		Sr. Cameramen (For all languages)	11	10
9		Cameraman (For All Languages)	24	20
10		Asst Cameraman (For all languages) (3 Nos Working MCR)	26	15
11		Makeup Man	4	2
12		Sr. Editors (Telugu)	3	4
13		Editor /Jr.Editor (Telugu)	22	15
14		Graphic Designers (For all languages)	2	6
15		Senior Production Manager	0	1
16		Production Manager	2	1
17	Associate Manager	3	2	

18		DTP Operator (Senior Assistant / Junior Assistant)	2	2
19		Librarian	2	1
20		Scheduling Assistant (for all languages)	0	1
21		Technical Assistant / DTP Operator	2	0
22	AV DEPARTMENT	Resource Person	1	0
23		A V Coordinator	0	1
24		A V Reporter	5	3
25		Sub Editor	2	2
26		Anchors	5	2
27	TECHNICAL	Chief Technical Officer	0	1
28		Sr.Manager (Technical)	1	1
29		Manager (Technical)	0	1
30		Technical Supervisor	5	6
31		Technical Assistant	7	8
32		Technician	6	8
33		Junior Assistant	5	3
34	BROADCASTING	Sr.Manager (Broadcast)	0	1
35		Manager (Broadcast)	1	1
36		Technical Supervisor (For all languages)	3	4
37		Technical Assistant	9	8
38		Technician	4	4
39		Voiceover Artist	1	0
40	SOCIAL MEDIA / IT DEPARTMENT	Graphic Designer	1	2

41		Editors / YouTube (For all languages)	4	6
42		Content writers / Translators	0	2
43		IT – System Administration	0	2
44		Social Media Associate	0	4
44	ACCOUNTS	Accounts Officer	0	1
45		Assistant Accounts Officer	0	1
46		Sr.Accountant	4	3
47		Jr. Accountant	5	4
48	ADMINISTRATI ON	Administration Officer	0	1
49		Assistant Administration Officer	0	1
50		Sr.Assistant	5	5
51		Jr.Assistant	14	12
52		Protocol Assistant / Shroff	0	4
53		Office Subordinate	21	20
54	MARKETING AND DISTRIBUTION	Sr. Manager	1	0
55		Manager	1	0
		Total	237	217

The Number of Posts in each Grade or Category can be changed based on the functional and administrative necessities. However, the total number of posts in the organisation shall not exceed the above projected requirement so as to maintain the financial discipline of SVBC.

2. EMPLOYEE REMUNERATION

SVBC being a nonprofit company depending on funds from devotees, it should be ensured that there is no wastage of expenditure. As on date the salary expenditure of SVBC is more than Rs.1 Cr (Rupees One Crore). Recruiting excess staff, anomalies in pay, unscientific increments has contributed to disproportionate expenditure on wages. Nepotism overruled merit, experience, qualification and proficiency in recruitment and promotions resulting in excess staff and disguised unemployment in SVBC. There is need to rationalize manpower and pay structure in SVBC to optimize operational expenses of SVBC. Every effort needs to be taken to spend every Rupee of the Donor / Trusts in an efficient and productive manner.

As a first step in this direction the following measures can be adopted.

- a. There is an urgent need to look a fresh the number of staff employed in SVBC in various Departments and prune the staff as per Actual needs to promote operational efficiency and financial Prudence. Hence the management may dispense away with excess and non-performing staff, irrespective of whether he /she is recruited through interview or Contract.
- b. Rationalization of salaries / wages of the Employees as Excess manpower resulted in breeding in-efficiency and non-priority spending of dwindling finances of SVBC.
- c. As There is less scope for promotion due to limited vacancies in the Higher Grades, Employee / Employees who are performing exceptionally Well may be placed in the next Higher Grade to Retain and encourage the Skilled Manpower without changing Designation.

- a) The proposed pay (Consolidated Pay) for various grades of employees :

Sl. No.	Present Grade	Salary Band (At Present)	Revised Pay (April, 2021)	Pay at Entry Level.
A	B	C	D	E
1	CEO	On Deputation	1,00,000 (In case of New Appointment)	
2	SG-I	70,000	65,000	60,000
4	Grade – I	58,555- 61,862	60,000	50,000
5	Grade – II	62,021	55,000	45,000
6	Grade – III	50016	50,000	40,000
7	Grade – IV	42,124-44,990	42,000	30,000
8	Grade – V	32837	33,000	25,000
9	Grade – VI	NA	28,000	20,000
10	Grade – VII	25,128	25,200	15,000

3. Increment in Pay :-

If the management agrees to renew the contract of an employee the increment in the pay may be linked to the performance of the employee instead of following a “**General Procedure**” for increments. The approach of PLI (Performance Linked Incentives) can be adopted in SVBC to encourage the employees deliver better there by obtaining best output for the channel.

The following procedure may be adopted for the PLI (Performance Linked Incentives).

The Chief Executive officer will circulate a detailed appraisal form to the all Employees well in advance of the expiry of the Contract. The Employee shall fill the Self- Appraisal part, The Section In-charge shall objectively fill the reporting columns. The Chief Executive officer, SVBC shall be the reviewing Authority for all the Employees.

4. PROVIDENT FUND AND PROFESSIONAL TAX

1. Provident Fund will not apply to those who join on contract as Consultants, after their retirement.
2. All the employees of SVBC are covered under the Provident Fund Act. The fund will be maintained with Regional Provident Fund Commissioner (RPFC), Tirupati. As per the Act, the employee will contribute 12% of his basic pay and SVBC will make equal contribution, subject to applicable ceiling. Out of the employer's share, 8.33% will be credited to Family Pension Fund of the PF Act and the balance will be credited to the employee's PF Account. Non-refundable loans for the purposes of Housing, Marriage etc., can be availed as per the Act through RPFC. The funds lying to the credit of the employee are transferable from one employer to another by the RPFC, in case of separation.
3. Professional Tax is deductible from the salary as per the Government of India norms.

5. COMMON BENEFITS FROM TTD

The common benefits the employees of SVBC are presently getting from TTD, viz. Brahmotsava Bahumanam etc., may be continued to be applicable as they are.

6. MEDICAL AND INSURANCE

1. Medical Reimbursement Scheme

The employees, who are not covered under ESI, are covered by a Medical Reimbursement Scheme by SVBC. Under this scheme, the employees working in Tirupati are eligible to get a free consultation and treatment at the TTD Central Hospital, Tirupati. In case of ailments belonging to super speciality category, the cases are referred to SVIMS, Tirupati, where the SVBC employees get treatment on credit basis. The bills concerned are submitted to SVBC directly by SVIMS and get reimbursed by SVBC.

In case of employees working in places other than Tirupati, domiciliary medical expenses incurred for self, spouse, dependent children and dependent parents are reimbursed to the employee, up to Rs. 15000/- per year, on production of bills concerned.

2. Group Personal Accident Policy (GPAP) :

The Employees Compensation Act 1923 prescribes, for those not covered by ESI Act, the accident arising out of and during the course of employment is to be compensated by the employer. In order to meet this statutory obligation, SVBC has taken up Group Personal Accident Insurance Policy for all its employees with coverage up to Rs.3.0 lakhs.

7. GRATUITY :

1. Gratuity

As per the Payment of Gratuity Act 1972, the employees of SVBC are paid Gratuity on their superannuation / discharge simplicitor / resignation / death or disablement leading to discharge – provided, they rendered a continuous service of not less than five years in SVBC. The amount of gratuity is calculated as fifteen days' wages for every year of completed service or part thereof in excess of six months – based on the rate of wages, last drawn by the employee concerned. All other terms and conditions are as per the provisions of the said Act. ***The Gratuity for all employees can be implemented With a Ceiling of Rs 12,00,000 /- (Rupees Twelve Lakhs Only) as per A.P. Pension and Gratuity Rules.***

8. OFFICIAL TOUR

- When an employee goes on official tour to any place other than his base station, he will be eligible to claim certain tour expenses. The details of the permissible expenses on an official tour, under various expense heads are given below, grade-wise.

Sl. No.	Grade (Proposed)	Permissible Limits			
		Mode of Travel	Accommodation	Daily Allowance	Outstation Local Conveyance
1	CEO	<ul style="list-style-type: none"> A/C Bus 1st A/C Train Economy Class Air 	At actuals subject to a maximum of Rs. 5000/- per day	Rs. 800/- per day	At actuals by A/C Taxi
2	SG	<ul style="list-style-type: none"> A/C Bus 2nd A/C Train 	At actuals subject to a maximum of Rs. 2000/- per day	Rs. 600/- per day	At actuals by Non A/C Taxi
3	Grade – I and Grade – II	<ul style="list-style-type: none"> A/C Bus 2nd A/C Train 	1000	Rs. 500/- per day	At actuals by Non-A/C Taxi or Auto
4	Grade – III and Grade – IV	<ul style="list-style-type: none"> A/C Bus 3rd A/C Train 	700	Rs. 400/- per day	At actuals by Auto
5	Grade – V Grade – VI and grade-VII	<ul style="list-style-type: none"> Non-A/C Bus Sleeper Class Train 	600	Rs. 300/- per day	At actuals by City Bus or Auto

- In addition to the DA charges an amount of Rs. 100/- can be paid as Daily Allowance for Other States.*
- If Camera Assistant / employees of Grade V / VI proceed on official Tour with equipment the facility of Ill tire A/C can be provided.*
- On planning the tour, the employee can draw 80% of the proposed tour expenses as Tour Advance. On completion of the tour, the employee has to submit the Tour Claim, along with original bills and a Tour Report, within 15 Days.
- Where autos were used as local conveyance in the out station, employee should submit vouchers duly filled in by him with the required details. In all other cases (bus / taxi), bills in originals should be submitted.
- To claim any expenses incurred for the purposes other than those mentioned in the table above, such expenses have to be approved by the CEO.
- Lodging bills should contain only accommodation charges and not any food / beverage charges.
- Full Daily Allowance can be claimed, only if the employee is on tour (either in out-station or in journey) for 12 hours or more in a day. If it is less than 12 hours and more than 6 hours in a day, then the employee can claim only 60% of his / her eligible Daily Allowance. There shall not be any DA for less than 6 hours.

9. LOCAL CONVEYANCE ON OFFICIAL WORK

When an employee goes on a short journey in his / her base station, on official purpose, he / she is provided local conveyance by Bus / Auto as per the requirement and exigency.

For Journeys performed by Auto Rickshaw up to Rs 10/- KM is permissible.

10. TELEPHONE FACILITY

SVBC provides mobile GSM SIM cards under Closed User Group (CUG) to the employees and bears the monthly usage expenses subject to the following ceilings, grade-wise.

Grade	Ceiling
CEO	At actuals – subject to a maximum of Rs. 2000/- per month
SG-I	At actuals – subject to a maximum of Rs. 1000/- per month
Grade – I and Grade – II	At actuals – subject to a maximum of Rs. 800/- per month
Grade – III and Grade – IV	At actuals – subject to a maximum of Rs. 400/- per month
Grade – V, Grade – VI and VII	At actuals – subject to a maximum of Rs. 300/- per month

SVBC makes the monthly payment directly to the Service Provider subject to the above ceilings. Any additional amounts are to be borne by the employees.

11. WORKING HOURS

1. All support functions such as Administration, Finance departments usually work in General Shift. Whereas, many employees working in the Core functions such as Technical and Programme Departments, work in all the three shifts.
2. The timings of various shifts followed in SVBC are given below, which include a lunch / breakfast / dinner break for half an hour, depending on the shift.

Shift	Timings
General Shift	10.00 AM to 5.30 PM
1 st Shift	6:00 AM to 2:00 PM
2 nd Shift	2:00 PM to 10:00 PM
3 rd Shift	10:00 PM to 6:00 AM

12. HOLIDAYS AND LEAVES

1. Leave is earned by duty only and it can't be claimed as a matter of right. Discretion is reserved with the authority empowered to grant leave or to refuse or to revoke leave at any time according to the exigencies of the employment.
2. An employee, while on probation, can avail only ½ day casual leave per month. In case of medical emergencies, sick leave may be considered by the management of SVBC for a maximum of 6 days for the entire probation period – on a case to case basis. Both these leaves are treated as advance leave, which is adjusted in the future leave. Any additional absence in workplace is treated as Loss of Pay (LOP).
3. An employee can avail the following leaves, subject to his / her eligibility.
 - a. **Casual Leave (CL)** – Besides Second Saturdays, Sundays and public holidays, employees can avail 12 days of Casual Leave in a calendar year. Casual Leave will be credited in advance on 1st January or on the date of joining of an employee - on pro-rata basis. The un-availed portion of Casual Leave shall lapse at the end of each calendar year.
 - b. **Earned Leave (EL)** – In addition to the Casual Leave, an employee can also avail 16 days of Earned Leave in a calendar year. This leave will be credited on 1st January after the Contract is extended. Intervening public holidays including 2nd Saturdays and Sundays will be counted as Earned Leave. Any Earned Leave left unused in the previous year can be carried forward and credited subject to extension of the contract.
 - c. **Special Casual Leave** – Case to Case basis on merits as per Decision of Management.
 - d. **Compensatory Off** – If an employee is asked to work on a paid holiday or a weekly-off or in an additional shift, he or she can avail a Compensatory Off in addition to his other eligible leaves. These Compensatory Offs can be accumulated up to a maximum of **15 days** in a calendar year and the un-availed portion over and above will lapse at the end of the calendar year,. It is applicable only for **Grade IV TO Grade VII**.

IV. EMPLOYEE PERFORMANCE MANAGEMENT

1. EMPLOYEE PERFORMANCE APPRAISAL:

Sl. No.	Grading Points	Increment Percentage
1	08-10	8%
2	06-08	6%
3	05-06	4%
4	Less than 05	No Increment

- a) The Reviewing Officer makes his evaluation based on the rating of the Reporting Officer and forwards to the Administration Department latest by 30th November.
- b) An Employee Performance Review Committee headed by the CEO reviews and confirms the ratings, following the normal curve.
- c) The Training Needs of the employees should also be captured in the Performance Appraisals subject to extension of the Contract.

2. TRAINING AND DEVELOPMENT

- a) SVBC employees are given training as per the training needs identified in their performance appraisals
- b) The employees are also given training in the related and relevant behavioral skills so as to improve their interpersonal effectiveness
- c) Where required, on-the-job training is provided to the employees
- d) The employees discharging managerial responsibilities are given training in Managerial Effectiveness
- e) Every SVBC employee should undergo training (technical / clerical / behavioral / managerial) for at least 3 man-days every year
- f) Eligible employees are nominated for training by their HODs, which in turn is approved by the CEO.
- g) *Training and Orientation classes can be conducted to all employees***

V. CONDUCT AND DISCIPLINE

1. EMPLOYEE CODE OF CONDUCT

2. This code of Conduct is an elaboration of the organizational principles of conduct and sets out what is expected of the employees.
3. This Code applies to all employees of SVBC. All the employees are expected to strictly adhere to this Code of Conduct.
4. SVBC believes in conducting its affairs in a fair and transparent manner by adopting the highest standards of professionalism, honesty, integrity and ethical behaviour, in consonance with the Organizational Principles of Conduct & Action.
5. The Code of Conduct & Action of SVBC is described below.

a. General Standards of Conduct

- i. It is expected that all employees conduct their official dealings honestly, openly, fairly, diligently and courteously and in a manner that enhances the image of the organization.
- ii. The employees should be aware of the policies and procedures applicable and abide by them to the fullest extent.
- iii. While policies and procedures could be questioned, it should happen through appropriate forums responsible for review of policies and until any such change happens, no person should violate the existing policy / procedure.

b. Equal Opportunities for All

Unless local laws or regulations require doing otherwise, recruitment is done on the basis of merit and people are rewarded on the basis of their performance and potential without discrimination.

c. Enabling Work Environment

- i. SVBC respects the rights and dignity of all employees. It aims at establishing clear values and objectives, so that all employees understand them, committed to them and clearly see their roles in it.
- ii. SVBC seeks to create a challenging environment of empowerment and continuous learning, to recognize individual and team contributions, and to reward competitively, relative to performance.
- iii. SVBC is committed to provide a work environment free of unlawful harassment.

- iv. It is expected that all the SVBC employees treat the people they interact with, both within the organization and outside, with respect and in a manner that their self-esteem and dignity are maintained at all times.
- v. All employees should work together in a collaborative manner as a well-knit team towards the achievement of the organizational goals, putting its interests before their own.
- vi. Employees will freely share required information with each other, learn from each other, help one another to develop and grow, and contribute towards making the working an enjoyable experience.

d. Sexual Harassment

- i. No employees will indulge in or condone sexual harassment or any other kind.
- ii. SVBC policy on sexual harassment, described in the following pages, spells out further details on this particular type of harassment.

e. Conflict of Interest

- i. No employee will be involved in any arrangement or circumstances, including family or other personal relationships, which might discourage him / her from acting in the best interest of the organization.
- ii. No employee or his / her family member will act as a broker or on behalf of a third party in transactions involving or potentially involving him / her.
- iii. No employee or his family members should have any financial interest in any outside enterprise which is currently doing business or seeks to do business with SVBC. If the employee comes to know that any employee is doing business with any organization / individual with which he / she is directly or indirectly involved, he / she is obliged to bring it to the notice of his HOD through a written letter / mail.
- iv. An employee should not be the final decision maker for any business contract or arrangement with any organization wherein his / her relatives / close friends are employed in key positions. In the event an employee finds himself / herself in a position of having to decide on such a contract or arrangement, he / she should refrain from taking such a decision and refer the matter to his / her superior for taking a decision, clearly informing of his / her relationship with key personnel in the organization concerned.
- v. It is obligatory for an employee to declare that he / she is related to any other employee of the organization as soon as he / she discovers it, through a written letter / mail to the Administration Department.
- vi. No employee shall exploit opportunities, discovered through the use of the organization's property / information / position, for their own personal gain.
- vii. No employee shall solicit or promote support for any personal / public cause during working hours.

f. Compliance

- i. It is the organization's policy to comply fully in letter and in spirit with all applicable laws, rules and regulations. In case of ambiguity of the laws or their interpretation, legal advice shall be sought.
- ii. All required information shall be made accessible to the organization's auditors and other authorized persons and government agencies.
- iii. False or misleading entries, unrecorded funds or assets, or payments without appropriate supporting documentation and approval are strictly prohibited and violate SVBC policy and the Law.
- iv. There shall be no willful omissions of any transactions from the books and records, no advance income recognition and no hidden bank accounts and funds.
- v. No employee in any way will cause the organization's accounts or other records to not clearly describe and properly state the true nature and timing of activity or transaction.

g. Usage of Electronic Resources

- i. Employees should ensure that they use only licensed software and take back-up of all important data.
- ii. Uses that threaten the integrity of the system, the privacy of others, or that are otherwise illegal, are hence forbidden.
- iii. SVBC reserves the right to access and monitor all messages and files on its system, including information regarding employee internet use, as and when deemed necessary and appropriate.
- iv. The electronic resources shall be used in an effective, ethical and lawful manner.
- v. Users who receive or notice obscene or inappropriate messages are needed to report the same immediately to their immediate superior or the Administration Department.
- vi. SVBC will not be responsible for actions of employees deemed illegal with respect to the usage of electronic resources.
- vii. Any violation of the above rules in respect of usage of Electronic resources results is termination based on the Gross Misconduct.

2. MISCONDUCTS

The following are considered to be Misconducts in SVBC and breach of any of these shall result in initiation of disciplinary action against the employee.

a) General:

1. Every employee shall be devoted to his duty and shall maintain absolute integrity, discipline, impartiality and sense of ownership.
2. No employee shall behave in a manner which is unbecoming of such employee or derogatory to the prestige of SVBC or which will place her / his official position under any kind of embarrassment.
3. He / she shall obey the orders of superiors given in writing. Where it is not practicable to obtain direction in writing, shall obtain written confirmation of the direction as soon thereafter as possible. It shall be incumbent on such official superior to confirm in writing the oral directions given by her / him, and in any event, he / she shall not refuse such written confirmation where a request is made by the employee to whom such direction was given. However, this shall not empower the employee to evade her / his responsibility by seeking instructions from, or approval of, an official superior where such instructions are not necessary under the scheme of distribution of powers and responsibilities.
4. Every employee holding a superior post shall take all possible steps to ensure the integrity and devotion of duty of all employees for time being under her / his control and authority.
5. An employee who habitually fails to perform the task assigned to him within the time set for the purpose and with the quality of performance expected of him shall be deemed to be lacking in devotion to duty and liable to be terminate without notice.
6. No employee shall in performance of her / his official duties act in a discourteous and discriminate manner or indulge in sexual harassment with any woman at work either directly or by implication.
7. ***For employees who are on unauthorized absence for more than 6 months, their services can be terminated without any notice.***

b) Sexual Harassment

1. Sexual Harassment is considered the meanest form of disrespect to people. It can take a heavy toll on people, companies and industry. It can undermine morale, erode productivity and foster a hostile work environment for everyone in the workplace
2. Incidents of sexual harassment result in painful experiences for the victims and the organization. SVBC Policy is to prohibit sexual harassment of any kind and from any person, be it a Supervisor, Co-worker, Manager, Supplier or Customer.

3. Sexual harassment includes the display in the workplace of sexually suggestive objects, signs, posters or pictures, lewd comments and sexual jokes or references. Sexual harassment includes such unwelcome and sexually determined behavior either directly or by implication such as:
 - i. Physical contact and advances
 - ii. A demand or request for sexual favors
 - iii. Sexually colored remarks
 - iv. Showing pornography
 - v. Any other unwelcome physical, verbal or non-verbal conduct of sexual nature
4. Every employee who is in charge of a work place shall take appropriate steps to prevent sexual harassment.
5. Any employee found to have engaged in sexual harassment, after an impartial investigation, will receive prompt disciplinary action, up to and including dismissal.
6. Such conduct amounts to special offence under the Indian Penal Code or under any other laws being in force for the time.
7. All complaints of sexual harassment will be investigated promptly and impartially.

c) Joining Associations

No employee shall join or continue to be a member of an Association, the objects or activities of which are prejudicial to the interests of the sovereignty and integrity of India or Public order or morality or against the interests of the organisation.

d) Demonstrations and Strikes

1. No employee shall engage himself / herself or participate in any demonstration which is prejudicial to the interests of the sovereignty and integrity of India, security of the State, friendly relations with foreign States, public order, decency or morality or which involves contempt of the court, defamation or incitement to an offence.
2. No employee shall participate in any strike or similar activities or incitement thereto.
3. No employee shall neglect duty with the object of compelling any superior officer to take or omit to take any official action.
4. No employee shall participate in any demonstration, fast, 'hunger strike' with the objects mentioned above.

5. Concerted or organized refusal on the part of the employee to receive his / her pay constitutes misconduct.

e) Observance of Secrecy

No employee shall divulge directly or indirectly any official document or any official information or records of confidential nature either to a member of the public or any outside agency or to any other employee who is not authorized to receive the same or to any non-official person or the press.

f) Influencing

No employee shall bring or attempt to bring any political or other outside influence to bear upon any superior authority to further his interests in respect of matters pertaining to employment in SVBC.

g) Absence from Duty

1. No employee shall absent himself / herself from duty or be late in attending office or leave the station without having first obtained the permission of the competent authority.
2. Provided that in the case of unavoidable circumstances where availing of prior permission is not possible or is difficult, such permission may be obtained later subject to the satisfaction of the competent authority that such a permission could have been obtained.

h) Indebtedness

1. An employee shall so manage his private affairs as to avoid habitual indebtedness or insolvency.
2. In case any employee of SVBC is involved in any legal proceedings for insolvency, it shall be reported to the Administration Department forthwith.

i) Outside Employment

1. No employee shall engage himself / herself directly or indirectly in any trade or business or undertake any assignment / employment of other channels / organizations.
2. Honorary work of social or charitable nature, work of literary, artistic or scientific, professional, cultural, educational, religious or social character can be taken up provided it does not interfere with his / her official duties.
3. Canvassing by employee in support or the business of an insurance agency, commission agency and the like, owned or managed by spouse or any other member of his / her family shall be deemed to be breach of this condition.

j) Lending and Borrowing

1. No employee shall engage himself / herself or through others or any person acting on behalf in the business of money lending or lend or borrow money, deposit money as a principal or agent to or from or with any person or firm or private limited company within local limits of his / her authority or with whom he

/ she is likely to have official dealings or otherwise place himself / herself under pecuniary obligation to such person or firm or lend money to any person at interest or in manner whereby return in money or kind is charged or paid – provided that nothing in this regulation shall apply to any transaction entered in to by an employee with the prior sanction of the CEO.

2. When an employee is appointed or transferred to a post of such nature as would endeavor or influence her / him in discharge of her / his duties or involve her / him in breach of any of the provisions of this condition he / she shall forthwith report the circumstances to the CEO and shall thereafter act in accordance with such orders as may be made by the CEO.
3. However, this condition shall not apply to
 - i. Any transaction of the employee with an operative Society registered or deemed to have been registered under the law relating to operative Societies for the time being in force in the State
 - ii. An employee who lends money while acting as an executor, administrator or a trustee without profit or advantage to her / himself
 - iii. An Employee who belongs to a joint Hindu family carrying on the business of money lending as an ancestral profession, provided he / she takes no active share in that business and is not employed in the district in which the said business of the family is carried on.

k) Acceptance of Gifts

1. No employee shall accept or permit any member of her / his family to accept, from any person, any gift, the receipt of which, or any service, the performance of which, will place the employee under any kind of official obligation or embarrassment in performing his / her duties in relation to any person.
2. If any question arises whether the receipt of a gift or the performance of a service places the employee of SVBC under any kind of official obligation or embarrassment, the decision of the CEO shall be final.
3. No employee shall ask for, or accept or in any way participate in raising of, any subscriptions or other pecuniary assistance in pursuance of any object whatsoever, without previous sanction of the CEO.

l) Giving Evidence

1. No Employee shall give evidence in connection with any inquiry conducted by any Committee, Commission or other Authority except with the pror permission of the CEO.
2. Where any sanction is accorded under sub-condition

- i. No employee, while giving such evidence shall criticize the policy and activities of the SVBC.
- ii. Nothing in sub-condition (i) shall apply to – Evidence given in judicial inquiries and evidence given at any departmental inquiry ordered by the CEO or any authority subordinate to him.

m) Vindication of Acts and Character of an Employee

1. No employee shall, except with the prior sanction of the CEO, have recourse to the press or a Court for the vindication of his / her official stand which has been the subject matter of adverse initiation or an attack on defamatory character in public.
2. Nothing in sub-condition (i) shall be deemed to prohibit the employee from vindicating his / her private character on an act done by him / her in his / her private capacity but he / she should report the action taken to the CEO within a period 2 months.
3. No employee shall, except with the previous sanction of the CEO, accept from any person or body, compensation of any kind for malicious prosecution or defamatory attack in respect of his / her official act unless such compensation has been awarded by a competent court of law.

n) Bigamous Marriages

1. No employee who has a spouse living shall enter into, or contract another marriage without first obtaining the permission of SVBC, notwithstanding that such subsequent marriage is permissible under the personal law for the time being applicable to him / her.
2. Provided that where the personal law provides for second or subsequent marriage, the employee shall while seeking permission to contract another marriage, produce documentary evidence in support of "Divorce" in respect of previous marriage and the manner in which the same was secured or pronounced and intimated to the first or former wife.
3. No female Employee of SVBC, whether un-married or widowed or divorced, as the case may be, shall marry any person who has a wife living without first obtaining the permission of the CEO, though the parties are governed by the personal law which otherwise permits contracting more than one marriage while the prior marriage is subsisting.

o) Consumption of intoxicating Drinks & Drugs

1. Notwithstanding anything contained in the provisions of any law relating to intoxicating drinks or drugs for the time being in force in any area, no employee of SVBC shall, while on duty, be possessing or be under the influence of such drinks or drugs to such an extent as to render him incapable of discharging his / her duty properly and efficiently, or appear in a public place in a state of intoxication or consume such drinks or drugs.

p) Taking Part in Politics and Elections

1. No employee shall be a member of, or be otherwise associated with any political party or any organization in respect of which there is slightest reason to think that the organization has a political aspect and takes part in politics, nor shall he / she participate in, subscribe in aid of, or assist in any other manner, any political movement or activity.
2. It shall be the duty of every employee of SVBC to endeavor to prevent any member of his / her family from taking part in, subscribing in aid of, or assisting in any manner, any movement or activity which is, or tends directly or indirectly to be, subversive of the State, being prejudicial to national security; and where an employee is unable to prevent a member of his / her family from taking part in, or subscribing in aid of, or assisting in any other manner, any such movement or activity, he / she shall make a report to that effect to the CEO.
3. No employee shall canvass or otherwise interfere or use his / her influence, in connection with, or take part in, election to Parliament or any House of a State Legislative or any Union Territory or Body.
4. The display by an employee on his / her person, vehicle, residence or any of his property, of any election symbol shall amount to using his / her influence in connection with an election within the meeting of sub-condition.
5. If any question arises as to whether any movement / activity falls within the scope of this condition, the decision of the CEO shall be final.

q) Working with or under Near Relatives

1. Every employee of SVBC shall inform his / her immediate official superior if an employee, who is his / her near relative is to work under him / her.
2. Every employee shall inform his / her immediate superior officer if he / she is to work under a member of an All India Service or a State Service who is his / her near relative.

r) Criticisms against SVBC

No employee shall criticize the activities of SVBC in any forum.

s) Other Misconducts

1. Willful insubordination or disobedience of instructions or any lawful and reasonable order of superior, whether alone or in combination with others.
2. Damage, theft, fraud or dishonesty, in connection with SVBC's activities or property.

3. Habitual absence without leave, or absence without leave for more than five consecutive days or overstaying the sanctioned leave without sufficient grounds or proper or satisfactory explanation
4. Engaging in a trade within the office premises
5. Gambling within the office premises
6. Conviction by any Court of Law for any criminal offence involving moral turpitude.

7. General Terms and Conditions of Employees:

- a) Employee are required to devote your whole time and attention to your duties in course of your employment with the company and shall not in writing of the company engage yourself in any other service or work and shall not participate in any business trade or industry whether for monetary gain or not.
- b) Any reasonable duty commensurate with your position in the company entrusted to Employee shall be faithfully and diligently carried out.
- c) No correspondence which comes to Employee attention in the course of the work of the company shall be discussed with or the contents thereof divulged to anyone, whether he be a company personnel or an outsider.
- d) Without the prior consent of the Company Employee are forbidden to communicate with the press, radio or television with regard to the Company's affairs or allow yourself to be interviewed for the purpose of the publication in the press or broadcasting on radio or television on any matter of the company.
- e) The Employee shall not be absent from their work without prior permission or without having submitted a medical certificate in respect of such absence signed by a medical doctor from a government dispensary or government hospital.
- f) If The Employee if not present at the start of the work at the appointed time will be reckoned as absent.
- g) No alcoholic liquor shall be brought to place of work and employee shall not attend work under the influence of alcohol or any other intoxicant.
- h) Without the prior consent of the company, the employee shall not distribute literature or post notices on the company's premises or property.
- i) The Employee will not bring the company into disrepute by any of his actions.
- j) The Employee will comply with all requirements of the company related to safety/secretcy and security.
- k) The Employee will obey all lawful instructions given to him/her on behalf of the company.
- l) The Employee shall not use abusive language or engage in abusive or threatening conduct during the course of performing duty with the superiors, colleagues, clients and visitors.

- m) Before and during employment the employee shall not provide any false or misleading information to the company.
- n) The Employee will not accept bribes or any monetary gratification or use his/her position to further his/her own personal interests.
- o) The Employee will not commit any act of omission or commission in a manner prejudicial to the interests of the company or unfitting to his/her position.
- p) The Employee are expected to behave properly with female employees without any vulgarity or abuse etc.
- q) The employee shall take prior permission for Foreign Travel in the prescribed proforma. The employee shall not accept any employment during this travel. Proceeding on Foreign Tour without due permission will result in summary dismissal.

The above acts are illustrative and not exhaustive. Any contravention of the above mentioned acts or any act of misconduct shall be considered by the company as a serious offence and you will be liable to be summarily dismissed without any notice whatsoever at the discretion of the company. In such a dismissal, you will not be entitled to terminal benefits or any other benefits to which you have been otherwise entitled

3. PUNISHMENTS:

Sri Venkateswara Bhakti Channel can take the assistance of various wings of TTD like Vigilance and Security, IT, and other Departments so as to ensure free, fair transparent and professional enquiry. In normal circumstances or for minor offense the Employee may be given an opportunity to defend his cause and appropriate disciplinary action shall be taken on case to case basis.

Memos / Show-cause Notices / Warnings (Written / Verbal) will be issued for Indiscipline of violation of the Code of Conduct.

Second Warning is the Final Warning. The Employee can be summarily dismissed if he/she is found guilty or commit any offence on 3rd Occasion.

However in case of Gross misconduct the Employee can be summarily dismissed. The offence that constitute “**Gross Misconduct**” is decided by the Management based on the severity of the offence, its implication on the Organization etc. The decision of the Management and CEO is final in this regard.

For Minor Offences the employee shall be given a verbal/written warning. However, the employee can be terminated without notice for repeated offences.

4. EMPLOYEE GRIEVANCE REDRESS SYSTEM

A). The Grievance should be Individual and not collective. The grievance should be about an unjust act affecting the employee and NOT a Demand.

B). The following Grievance Procedure specifies the details of all the steps that are to be followed while redressing grievances.

1. In the first step the grievance is to be submitted in writing to the immediate Reporting Authority. He has to give his answer within 48 hours. If the Grievance is on the immediate Reporting officer it should be submitted to the HOD.
2. If the Immediate reporting authority fails to provide a solution within 3 days, the aggrieved employee can take his / her grievance to HOD who has to give his / her decision within 3 days.
3. If the aggrieved employee is not satisfied with the decision of HOD, he / she can take the grievance to the Grievance Committee constituted by the CEO. The Grievance Committee consists of Administrative Officer, the HOD concerned and another person nominated by the CEO. This committee makes its recommendations to the CEO within 7 days in the form of a report. The final decision of the CEO on the report of Grievance Committee must be communicated to the aggrieved employee within three days of the receipt of report.
4. Alternately, if the employee chooses to, can submit his grievance to the Grievance Committee directly (especially if the Grievance is on employees immediate Superior and / or HOD). The Grievance Committee shall meet every week preferably on Monday and communicate its decision.
5. Decision of the CEO and Management is final in this regard.
6. As Sri Venkateswara Bhakti Channel (SVBC) is a company registered under companies act. The aggrieved employee can finally appeal to the SVBC Board if he / she feels that proper justice is not met out to him / her as a final resort.
7. Any Rule / Clause in this policy can be amended by the SVBC Board from time to time to suit the needs of the channel. The board may also add Clauses / Rules to this policy as deemed fit.

VI. ANNEXURES

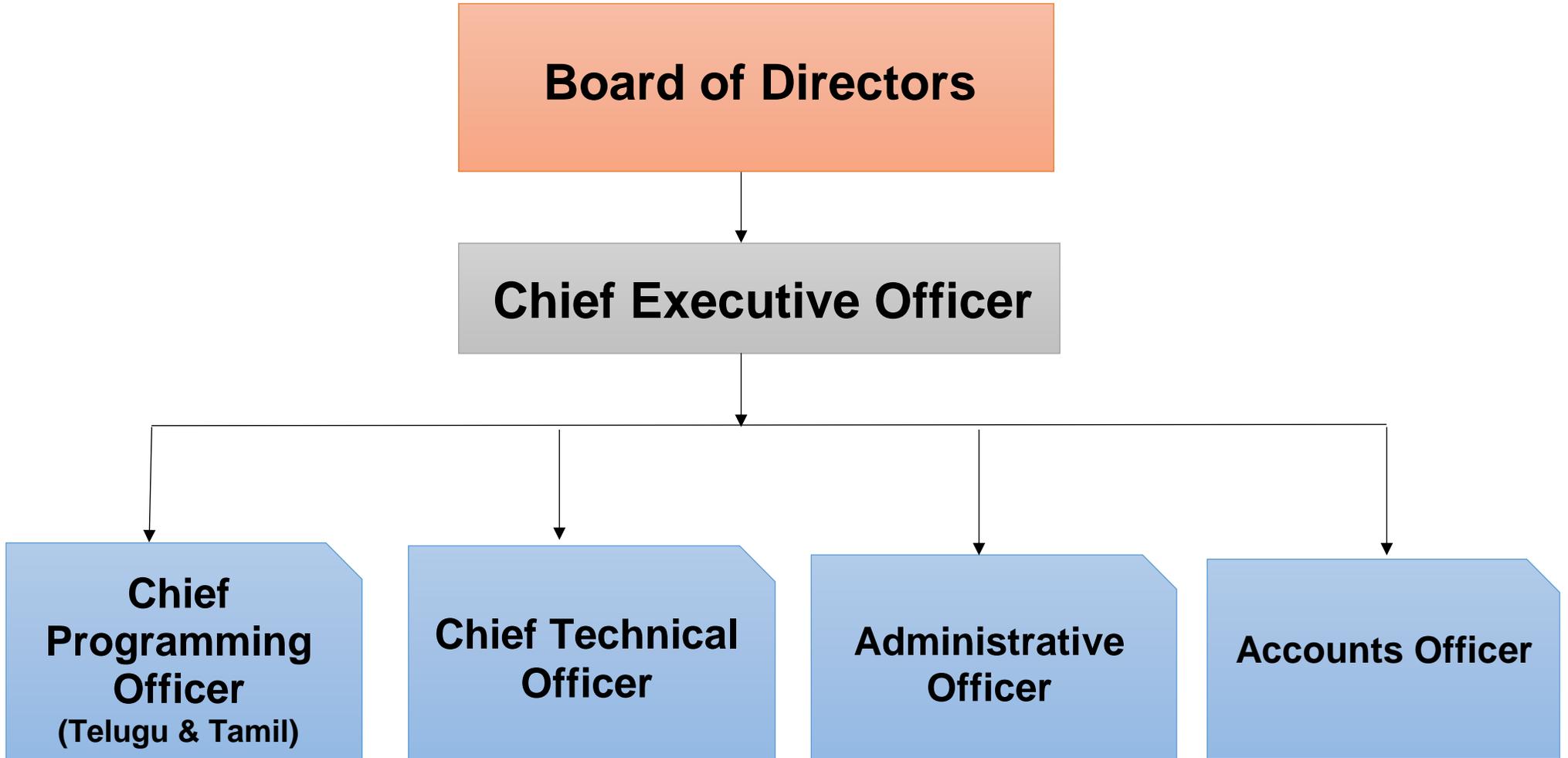
Annexure – I : Organization Charts of SVBC

Annexure – II : Criteria for Direct Recruitment and Promotion

ANNEXURE-I

SRI VENKATESWARA BHAKTI CHANNEL- TIRUPATI

Organization Structure



Chief Programming Officer

Senior Manager
(Telugu)

Senior Manager
(Tamil)

Senior Manager
(Hindi)

Senior Manager
(Kannada)

Sr.Producer / Manager /
Producers / Associate
Producers

Adhyatmika Visheshalu
(AV)

Sr.Editors / Editors /
Jr.Editors

Library wing

DTP Operators

Sr. Production Manager
/Production Manager /
Associated Managers

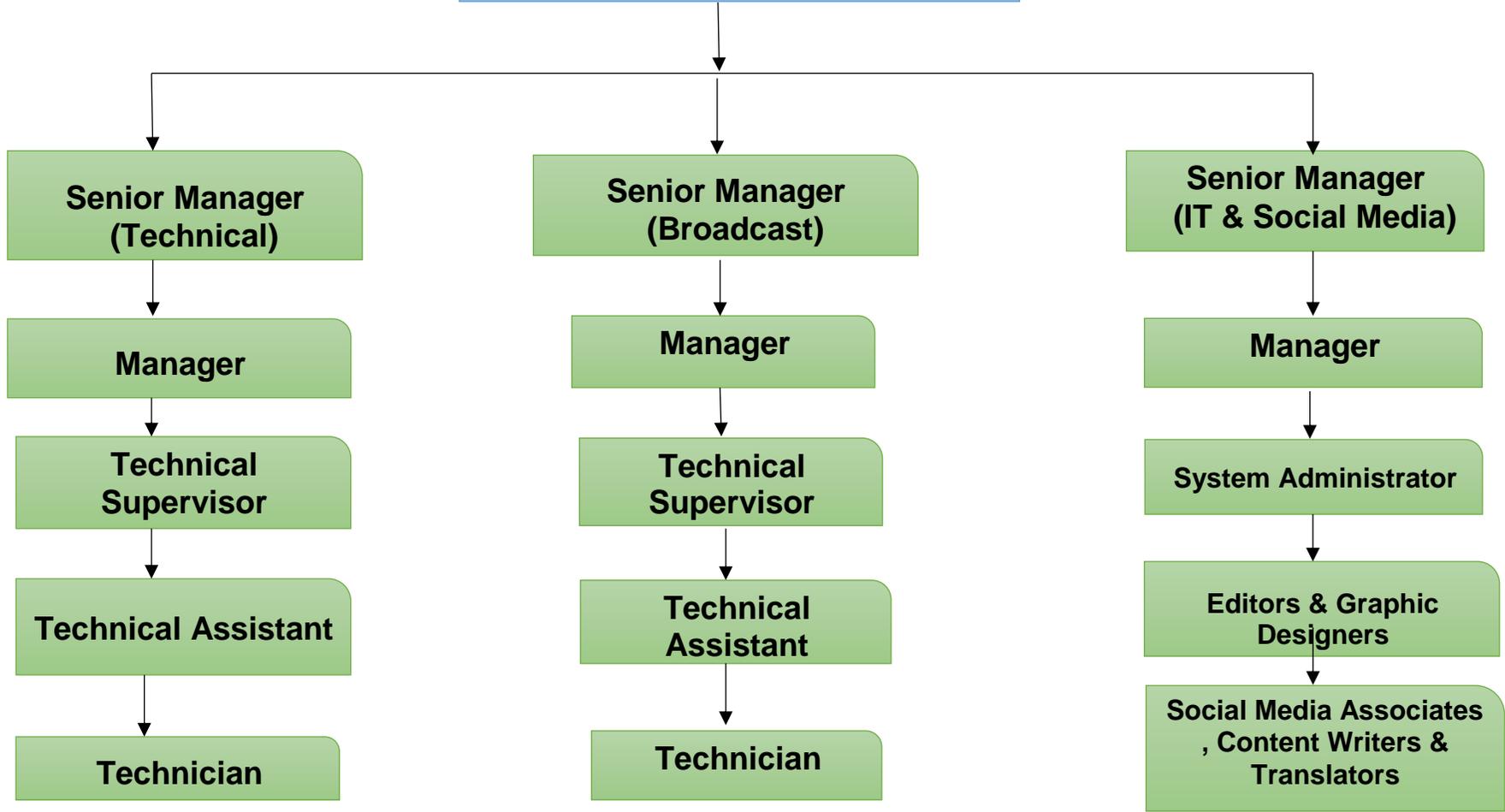
Sr.Cameraman /
Cameraman /
Asst .Cameraman

Graphic Designers

Anchors

Makeup Man

Chief Technical Officer



Administrative Officer

Assistant
Administrative Officer

Senior Assistant

Junior Assistant

Assistant / Shroff /
General Assistant

Office Subordinate /
Driver

Accounts Officer

Assistant
Accounts Officer

Senior Accountant

Junior Accountant

ANNEXURE – II

(CRITERIA FOR DIRECT RECRUITMENT AND PROMOTION)

Sl. No.	Designation	Grade	Department	Method of Appointment	Pre-requisites		
					Minimum Academic Qualifications	Experience	Age
1.	Chief Executive Officer	CEO	---	Direct Recruitment (In Case of Contractual Engagement)	<ul style="list-style-type: none"> • First Class Post Graduate from a recognized University in India. Post-Graduation in Telugu preferred • Degree in Journalism • Must be well conversant in Hindu Puranas, Ethihahas etc • PHD in Telugu language is an additional qualification 	Minimum 15 years of related experience in TV media in the top management cadre, at the level of CEO / Director with 5 years of experience. At least 3 years of experience in Journalism.	Minimum of 40 years and Maximum of 60 years. Upper age limit can be relaxed in deserving cases.
2.	Chief Programming Officer	SG	Programming	Direct Recruitment	<ul style="list-style-type: none"> • First Class Post Graduate in any discipline from a recognized University in India. • Degree in Journalism. Diploma in Performing Arts / Mass Communication / any related area 	Minimum 10 years of related experience in the top management cadre, in the areas of Programme production and management in TV Channel.	Minimum of 35 years and Maximum of 60 years.
				Promotion	<ul style="list-style-type: none"> • PG Graduation in any discipline from a recognized university in India. • Diploma in Performing Arts / Mass Communication / Journalism /any related area 	Minimum 10 years as Sr. Manager (Prog)	

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Sl. No.	Designation	Grade	Department	Method of Appointment	Pre-requisites		
					Minimum Academic Qualifications	Experience	Age
3.	Chief Technical Officer	SG	Technical	Direct Recruitment	Post-Graduation in Engineering in Electronics and Communications from a recognized University in India	Minimum 10 years of related experience in TV Channel in management cadre	Minimum of 35 years and Maximum of 60 years. Upper age limit can be relaxed in deserving cases
				Promotion	Bachelor Degree in Engineering with specialization in Electronics and Communications from a recognized University in India.	Minimum 10 years as Senior Manager (Tech)	
4.	Administrative Officer/ Sr. Manager (HR)	Grade-II	Administration	Direct Recruitment	<ul style="list-style-type: none"> Post-Graduation in Human Resource Management. 	Minimum 10 years of related experience in HRM function at managerial level, out of which at least 3 years in TV Channel	Minimum of 35 years and Maximum of 50 years
				Promotion	<ul style="list-style-type: none"> Post-Graduation in any discipline with a Diploma in Human Resource Management 	Minimum 8 years as Assistant Administrative Officer out of which, at least 5 years in Administration Dept.	
5.	Accounts Officer	Grade-II	Accounts	Direct Recruitment	Chartered Accountant / Masters in Business Administration with a specialization in Finance	Minimum 10 years of related experience in Finance Management function at a managerial level, out of which at least 3 years in TV Channel	Minimum of 35 years and Maximum 50 years
				Promotion	<i>Masters in Commerce</i>	Minimum 8 years as Assistant Accounts Officer	

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					Minimum Academic Qualifications	Experience	Age
6.	Sr. Manager (Prog)	Grade-I	Programming	Direct Recruitment	<ul style="list-style-type: none"> • Post Graduate in any discipline from a recognized university in India. • Diploma in Performing Arts / Mass Communication / any related area 	Minimum 10 years of related experience in managerial cadre, in the areas of programme production and management in TV Channel	Minimum of 35 years and Maximum 50 years
				Promotion	<ul style="list-style-type: none"> • Graduate in any discipline from a recognized university in India. • Diploma in Performing Arts / Mass Communication / any related area 	<i>Minimum 8 years as Sr. Producer / Manager / 15 Years as Producer</i>	
7.	Sr. Manager (Tech)	Grade-I	Technical	Direct Recruitment	Bachelor's Degree in Engineering or Technology in Electronics and Communications from a recognized university in India.	Minimum 10 years of related experience in TV Channel, out of which, 5 years in management cadre.	Minimum of 35 years and Maximum 50 years
				Promotion	Bachelor's Degree in Engineering or Technology preferably in Electronics and Communications from a recognized university in India.	Minimum 8 years as Manager (Tech)	

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					Minimum Academic Qualifications	Experience	Age
8.	Sr. Production Manager	Grade-II	Programming	Direct Recruitment	Post Graduate degree in any discipline. Any Degree related to Public Relation	Minimum 10 years in the Cine and TV Media Production	Minimum of 35 years and Maximum of 55 years
				Promotion	Graduate degree in any discipline.	Minimum 8 years as Production Manager (Grade -3)	
9.	Sr. Producer	Grade-II	Programming	Direct Recruitment	<ul style="list-style-type: none"> • Graduate in any discipline from a recognized university in India. • Diploma in Performing Arts / Mass Communication / any related area. • Must be well conversant in Sanskrit, Telugu & English / Regional languages. • Must have essential knowledge of all epics in Telugu 	Minimum 10 years of related experience in managerial cadre in TV Channel, in the areas of programme production and management.	Minimum of 35 years and Maximum of 50 years

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Sl. No.	Designation	Grade	Department	Method of Appointment	Pre-requisites		
					Minimum Academic Qualifications	Experience	Age
				Promotion	<ul style="list-style-type: none"> Graduate in any discipline from a recognized university in India. Diploma in Performing Arts / Mass Communication / any related area. Must be well conversant in Telugu & English / Regional languages Must have essential knowledge of all epics in Telugu 	Minimum 8 years as Producer / Production Manager.	
10.	Sr. Graphic Designer	Grade-II	Programming	Direct Recruitment	Graduation from any recognized university with a Diploma in Graphic Designing from a recognized institution. (Qualification of Diploma can be relaxed in exceptionally deserving cases).	Minimum 10 years of related experience in Cine industry / TV Channel.	Minimum of 30 years and Maximum of 55 years
				Promotion		Minimum 8 years as Graphic Designer.	

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					Minimum Academic Qualifications	Experience	Age
11.	AV Coordinator	Grade-II	Programming	Direct Recruitment	<ul style="list-style-type: none"> Graduate in any discipline from a recognized university in India. Diploma in Journalism. Must be well conversant in Telugu & English / Regional languages. Must have essential knowledge of all epics in Telugu / Regional languages 	Minimum 10 years of related experience in TV Channel	Minimum of 30 years and Maximum of 55 years
				Promotion		Minimum 8 years as Sr. AV Reporter	
12.	Manager (Programmes)	Grade-II	Programming	Direct Recruitment	<ul style="list-style-type: none"> Graduate in any discipline from a recognized university Degree in Journalism 	Minimum 10 years of related experience in TV Channel in news production functions.	Minimum of 30 years and Maximum of 55 years
				Promotion		Minimum 8 years as Producer	
13.	Manager (Tech)	Grade-II	Technical	Direct Recruitment	Bachelor's Degree in Engineering or Technology in Electronics and Communications from a recognized university in India	Minimum 10 years of related experience, out of which 5 years in TV Channel in managerial cadre.	Minimum of 30 years and Maximum of 50 years
				Promotion		Minimum 8 years as Technical Supervisor	

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Sl. No.	Designation	Grade	Department	Method of Appointment	Pre-requisites		
					Minimum Academic Qualifications	Experience	Age
14.	Producer	Grade-III	Programming	Direct Recruitment	<ul style="list-style-type: none"> • Graduation in any discipline from a recognized university in India. • Diploma in Performing Arts / Mass Communication / any related area. • Must be well conversant in Telugu & English / Regional language • Must have essential knowledge of all epics in Telugu 	Minimum 10 years of related experience in TV Channel, in the areas of programme	Minimum of 30 years and Maximum of 50 years
				Promotion		Minimum 8 years as Associate Producer	
15.	Production Manager	Grade-III	Programming	Direct Recruitment	Graduation in any discipline from a recognized university in India.	Minimum 10 years of related experience in Cine Industry and TV Channel	Minimum of 30 years and Maximum of 50 years
				Promotion		Minimum 8 years as Associate Manager.	
16.	Graphic Designer	Grade-III	Programming	Direct Recruitment	Graduation from any recognized university with a Diploma in Graphic Designing from a recognized institution.	Minimum 10 years of related experience in Cine industry / TV Channel.	Minimum of 25 years and Maximum of 45 years
				Promotion		Minimum 8 years of related experience in TV Channel.	

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					Minimum Academic Qualifications	Experience	Age
17.	Sr. Cameraman	Grade-III	Programming	Direct Recruitment	Post-Graduation from any recognized university and Diploma in Cinematography from a recognized institution.	Minimum 10 years of related experience in TV Channel.	Minimum of 35 years and Maximum of 50 years
				Promotion	Graduation from any recognized university / Diploma in Cinematography from a recognized institution	Minimum 8 years as Cameraman	
18.	Sr. Editor	Grade-III	Programming	Direct Recruitment	Graduation from any recognized university and a Diploma in Film / Video Editing from a recognized institution.	Minimum 10 years of related experience in TV Channel.	Minimum of 35 years and Maximum of 50 years
				Promotion	Graduation from any recognized university / Diploma in Film / Video Editing from a recognized institution.	Minimum 10 years as Editor	
19.	Sr. AV Reporter	Grade-III	Programming	Direct Recruitment	<ul style="list-style-type: none"> • Post Graduate in any discipline from a recognized university • BCJ. 	Minimum 10 years of related experience in TV Channel in news reporting functions.	Minimum of 30 years and Maximum of 45 years
				Promotion		Minimum 8 years as AV Reporter	
				Promotion		Minimum 8 years as Sr. Library Assistant.	
20.	Technical Supervisor	Grade-III	Technical	Direct Recruitment	Diploma in Electronics and Communications from a recognized Institution.	Minimum 05 years of related experience in TV Channel	Minimum of 25 years and Maximum of 45 years
				Promotion		Minimum 8 years as Technical Assistant	

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					Minimum Academic Qualifications	Experience	Age
21.	Asst. Admn Officer	Grade-III	Administration	Promotion	Graduate in any discipline from a recognized university in India.	Minimum 8 years as Senior Assistant (Admn)	Minimum of 35 years and Maximum of 50 years
22.	Asst. Accts. Officer	Grade-III	Accounts	Promotion	Graduate in Commerce / BBA from a recognized university in India	Minimum 8 years as Senior Accountant (Accts)	Minimum of 35 years and Maximum of 50 years
23.	Sr. Assistant	Grade-IV	Administration	Direct Recruitment	Graduation in any discipline from a recognized university and a diploma in computer applications.	Minimum 10 years of related experience in clerical functions in HR / Administration or related departments, out of which preferably, 3 years in TV Channel.	Minimum of 30 years and Maximum of 45 years
				Promotion	Graduation in any discipline from a recognized university	Minimum 8 years as Jr. Assistant.	

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					Minimum Academic Qualifications	Experience	Age
24.	Sr. Accountant	Grade-IV	Accounts	Direct Recruitment	B. Com (Computers) from a recognized University Tally.	Minimum 10 years of related experience in accounts / finance functions, out of which, preferably, 8 years in TV Channel. Experience in computerized accounting software packages such as Tally	Minimum of 30 years and Maximum of 40 years
				Promotion		Minimum 8 years as Jr. Accountant.	
25.	Associate Producer	Grade-IV	Programming	Direct Recruitment	Graduate in any discipline from a recognized university in India	Minimum 10 years of related experience in TV Channel, in the areas of programme production	Minimum of 25 years and Maximum of 35 years
				Promotion		Minimum 8 years of related experience in TV Channel in the areas of programme production / Anchor, Voice over Artist	

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					Minimum Academic Qualifications	Experience	Age
26.	Associate Manager	Grade-IV	Programming	Direct Recruitment	Graduate in any discipline from a recognized university in India	Minimum 10 years of related experience in TV Channel.	Minimum of 25 years and Maximum of 40 years
				Promotion		Minimum 8 as Floor Assistant / Related Designation	
27.	Cameraman	Grade-IV	Programming	Direct Recruitment	Graduate in any discipline from a recognized university in India and a Diploma in Cinematography from a recognized institution.	Minimum 10 years of related experience in TV Channel.	Minimum of 30 years and Maximum of 45 years
				Promotion		Minimum 8 years as Asst. Cameraman	
28.	Editor	Grade-IV	Programming	Direct Recruitment	Graduate in any discipline from a recognized university in India and a Diploma in Film / Video Editing from recognized Institution.	Minimum 10 years of related experience in TV Channel.	Minimum of 30 years and Maximum of 40 years
				Promotion		Minimum 8 years as Jr. Editor	
29.	AV Reporter / Sub Editor	Grade-IV	Programming	Direct Recruitment	Graduate in any discipline from a recognized university in India and a Diploma in Journalism	Minimum 8 years of related experience in TV Channel.	Minimum of 25 years and Maximum of 35 years
30.	Makeup Man	Grade-IV	Programming	Direct Recruitment	Graduate in any discipline from a recognized university in India Any related courses.	Minimum 8 years of related experience in TV Channel.	Minimum of 21 years and Maximum of 35 years

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					Minimum Academic Qualifications	Experience	Age
31.	Script Writer / Translator	Grade-IV	Programming	Direct Recruitment	Graduate in any discipline from a recognized university in India and preferably with a Diploma in Fine Arts / Journalism. Specialization in Regional Languages	Minimum 8 years of related experience in print / TV Channel.	Minimum of 25 years and Maximum of 35 years
32.	Tech. Asst.	Grade-IV	Technical	Direct Recruitment	Diploma in Electronics and Communications from a recognized institution	Minimum 05 years of related experience in TV Channel.	Minimum of 25 years and Maximum of 40 years
				Promotion	Any Diploma / Related Technical courses	Minimum 8 years of related experience in work area.	
33.	Librarian	Grade-IV	Programming	Direct Recruitment	Graduate in Library Science from a recognized university in India.	Minimum 10 years experience in TV Channel.	Minimum of 30 years and Maximum of 50 years
				Promotion		Minimum 8 years as Sr. Library Assistant.	

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					Minimum Academic Qualifications	Experience	Age
34.	Jr. Assistant	Grade-V	Administration	Direct Recruitment	Graduation from any recognized university	Minimum 10 years of related experience in clerical functions in HR / Administration or related departments preferably in TV Channel.	Minimum of 25 years and Maximum of 35 years
				Promotion		Minimum 8 years as Office Subordinate	
35.	Jr. Accountant	Grade-V	Accounts	Direct Recruitment	<ul style="list-style-type: none"> Graduation in from any recognized university A diploma in computerized Accounting Applications. 	Minimum 10 years of related experience in accounts functions, preferably in TV Channel.	Minimum of 25 years and Maximum of 35 years
36.	Asst. Cameraman	Grade-V	Programming	Direct Recruitment	Graduate in any discipline from a recognized university in India and a Diploma / Certificate Course in Cinematography from a recognized institution.	Minimum 10 years of related experience in TV Channel.	Minimum of 25 years and Maximum of 35 years
				Promotion		Minimum 4 years of experience in TV Channel.	
37.	Jr. Editor	Grade-V	Programming	Direct Recruitment	Graduation from any recognized university and a Diploma in Film / Video Editing from a recognized institution.	Minimum 4 years of related experience in TV Channel.	Minimum of 25 years and Maximum of 35 years
38.	Technician	Grade-V	Technical	Direct Recruitment	Diploma / SSC with Certificate of ITI in related trades.	Minimum 4 years of related experience in related trade, preferably in TV Channel.	Minimum of 21 years and Maximum of 35 years

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					Minimum Academic Qualifications	Experience	Age
39.	Office Subordinate	Grade-VI	Administration	Direct Recruitment	SSC or equivalent	Experience in office subordinate functions for 05 Years	Minimum of 21 years and Maximum of 35 years
40.	Driver	Grade-VI	Administration	Direct Recruitment	SSC or equivalent with a valid driving license of LMV and heavy vehicles	Minimum 8 years of related experience	Minimum of 21 years and Maximum of 35 years

