



Ministry of Information and Broadcasting  
Government of India



**2014-15**



**ANNUAL REPORT**

The background of the page is a close-up, slightly blurred image of a book cover. The cover has a light blue or greyish color with a pattern of small, white, star-like speckles. A white, curved ribbon or piece of paper is visible at the bottom left corner, partially overlapping the book cover. The overall lighting is soft and even.

# **Annual Report 2014-15**



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सत्यमेव जयते

# Ministry of Information and Broadcasting

Annual Report  
2014-15



*45th International Film Festival of India 2014*

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# Highlights of the Year

## INFORMATION WING

- In order to facilitate Ministries/Departments in registering their presence on Social media by utilizing the services of the Communications Hub established by the Ministry of Information & Broadcasting, Ministry organized a half day training workshop on 11<sup>th</sup> July, 2014 at the National Media Centre. About 150 officers representing 59 Ministries/Departments attended the workshop.
- The Office of Registrar of Newspapers for India, M/o I&B streamlined its Single Window Public dealing mechanism at its office. The software module has been finalized for online filing of title verification application.
- The Ministry crowd sourced advertisement designs, for the 68<sup>th</sup> Independence Day through public participation (crowd sourcing). A huge number of enthusiasts numbering 1000 responded to the advertisement issued by Directorate of Advertising Visual Publicity on 18<sup>th</sup> June, 2014. Top 3 advertisements were given ₹15,000 as a cash reward along with a letter of appreciation from the Ministry, 7 designs chosen in the category of consolation prizes were awarded a cash prize of ₹3000 each along with a letter of appreciation.
- Prime Minister's greetings on the occasion of Independence Day sent as an SMS by DAVP to about 25 crore recipients in all the states and a specially designed exhibition on the initiatives of the new government was mounted in Delhi from 11 to 14 August 2014.
- The then Minister of Information & Broadcasting, Shri Prakash Javadekar conferred the Bhartendu Harishchandra Awards for the years 2011 and 2012 to the recipients on 9<sup>th</sup> September 2014.
- The Ministry crowd sourced advertisement designs for the Gandhi Jayanti and *Swachh Bharat* print advertisements. Consistent efforts are being made to promote and propagate *Swachh Bharat Mission* through Public and Private Broadcasters extensively.
- The then Minister of Information & Broadcasting, Shri Prakash Javadekar along with senior officials of the Ministry took part in the cleanliness drive in the premises of *Shastri Bhawan* on the occasion of launch of *Swachh Bharat Mission* on 2<sup>nd</sup> October 2014. The Minister released an audio track "*Swachh Bharat ka Irada Kar liya hum ne*" specials composed by Shri Prasoon Joshi besides administering pledge to all the staff. A section of the track was shown at the India Gate Ceremony graced by the Hon'ble Prime Minister.
- The then Minister of Information and Broadcasting, Shri Prakash Javadekar, released the Publication 'Press in India 2013-14' on 5th November 2014. The report, prepared on the basis of analysis of the annual statements filed by the registered publications, provides a broad analysis of the general trend of the Indian Press.
- Minister of State for Information and Broadcasting, Col. Rajyavardhan Rathore, released a souvenir highlighting the role of Press Council of India in ensuring fair practices of journalism at a function on 16<sup>th</sup> November 2014 to commemorate 'National Press Day', organized by the Press Council of India. The Minister also conferred National Awards in different categories on print journalists for their outstanding contributions.
- Minister of Information & Broadcasting, Shri Arun Jaitley released the official Calendar of the Government for the year 2015 along with its Digital version on 17<sup>th</sup> December 2014. Minister of State for Information and Broadcasting, Col. Rajyavardhan Rathore, Secretary (I&B) and other senior officials of the I&B Ministry were also present on the occasion. The Calendar provides a platform for converging



the two key flagship schemes of the Government - 'Swachh Bharat' and 'Digital India'.

- Minister of Information & Broadcasting Shri Arun Jaitley inaugurated the Multimedia Exhibition mounted by DAVP on the occasion of 90th birthday of former Prime Minister, Shri Atal Bihari Vajpayee. The exhibition was held from 20<sup>th</sup> to 25<sup>th</sup> December 2014 at Indra Gandhi National Centre for Arts, New Delhi. Hon'ble MoS (I&B), Col. Rajyavardhan Singh Rathore, Secretary (I&B) and other senior officials of the Ministry were also present on the occasion.
- Press Information Bureau launched a webpage to mark 'Good Governance Day' on its website. The webpage is one-stop information resource on the former Prime Minister Shri Atal Bihari Vajpayee, whose 90th birthday coincided with the Good Governance Day i.e. 25<sup>th</sup> December.

### BROADCASTING WING

- Ministry of Information & Broadcasting constituted a Technical Evaluation Committee (TEC) for evaluation of technical bids and other allied activities in respect of e-auction for award of permission of FM Channel under FM Phase-III.

- Prasar Bharati, India's Public Service Broadcaster signed a Memorandum of Understanding (MoU) with Deutsche Welle (DW), Germany's Public Service Broadcaster on 5<sup>th</sup> August 2014, to facilitate, the availability of Doordarshan programmes on a 'Free to Air' basic package mode, on a DTH Platform. This would entail coverage of DD through whole of Europe, Asia, North Africa and even upto Australia and would provide a platform to project India's view point to a global audience in a cost effective manner.
- The Ministry advised all News television channels interested in carrying the live telecast of the Independence Day Flag Hoisting ceremony and commentary to carry the signals of 'DD News' with sign language interpretation so as to enable people with hearing impairment to witness the telecast of Independence Day celebrations.
- Shri Prakash Javadekar, the then Minister of Information & Broadcasting launched the free News SMS service of AIR News Services Division, in five Indian languages viz. Hindi, Marathi, Sanskrit, Dogri and Nepali on 19<sup>th</sup> September 2014. The SMS service



*Exhibition on former Prime Minister Shri Atal Bihari Bajpai on Good Governance Day*

aimed at providing important news to the subscribers in their preferred language on their mobile phones and would enable a large cross section of society to access News on real time basis.

- Dr. A. Surya Prakash has been appointed as Chairman, Prasar Bharati Board for a term of three years on the recommendation of the three member committee headed by the Hon'ble Vice President, and consisting of Chairman, Press Council of India and the President's nominee, i.e. Secretary (I&B).
- The Cabinet approved the proposal for Conduct of auction of First Batch of FM Phase III in 69 existing cities for 135 channels on ascending e-auction basis and migration (renewal) of Private FM Radio licenses from Phase-II to Phase-III as per the TRAI recommendations.
- The Ministry has selected, following due transparent prescribed procedure, an e-auctioneer. An agreement has also been signed on 12<sup>th</sup> September 2014 with the selected e-auctioneer for conducting e-auctions. As per the Agreement, after the first batch, auctions would be conducted from time to time within a period of one year, which may further be extended by six months as per the decision of MIB.
- The then Minister of Information & Broadcasting, Shri Prakash Javadekar launched the free News on SMS service of News Services Division, All India Radio in four additional languages viz. Assamese, Gujarati, Tamil and Malayalam from 29<sup>th</sup> October 2014 to provide instant communication to public in a language and form understood by them.

## FILMS WING

- The President, Shri Pranab Mukherjee conferred the 61<sup>st</sup> National Film Awards for the year 2013 in various categories at a function held at Vigyan Bhawan on 3<sup>rd</sup> May 2014.
- The 45<sup>th</sup> Dadasaheb Phalke Award was given to Shri Gulzar, the veteran film lyricist, director, screen writer, producer and poet.
- A total of 41 awards were given by the President in the Non-Feature film category while the number of awards in Feature Film category was 40. Three awards were given to Best Writing on Cinema.

- The Ministry participated at the 67<sup>th</sup> Annual Cannes Film Festival held from 14<sup>th</sup> to 25<sup>th</sup> May. The India Pavilion showcased Indian cinema across linguistic, cultural and regional diversity, with the aim of forging an increasing number of international partnerships in the realm of distribution, production, filming in India, script development and technology, and promoting film sales and syndication, exploring the viability of the Single Window Clearance mechanism and the possibility of enhanced cooperation within the domain of film archiving in the backdrop of the National Film Heritage Mission.
- A Resource guide on Films was also released at Cannes which aims to position India as a "Filming Destination". The resource guide has catalogued information on film policies, movies for sales and distribution.
- Directorate of Film Festivals, organised the 61<sup>st</sup> National Film Festival 2014 in New Delhi from 29<sup>th</sup> June - 2<sup>nd</sup> July 2014. All the National Award winning films for the year 2013 were screened. The festival screened 30 feature films and 23 non-feature films.
- Films Division organized from 18<sup>th</sup> to 20<sup>th</sup> June 2014. 'MIFF in Arunachal Pradesh' in which MIFF award winning films were screened.
- The Directorate of Film Festivals, in coordination with North East Division (Home Ministry) & NEIm and Ministry of Culture organized a three-day North East Film Festival in New Delhi from 22-24 August 2014 on the theme of 'Fragrances from the North East'.
- During a meeting between the then I&B Minister, Shri Prakash Javadekar and Mr Cai Fuchao, Minister for State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) on 18<sup>th</sup> Sept. 2014, India and China have agreed that the Joint Working Group established to promote facilitation in the film sector would meet on the sidelines of IFFI 2014 at Goa.
- The Indian delegation led by Secretary (I&B) participated in Toronto International Film Festival (TIFF) on 13<sup>th</sup> Sept. 2014 to give a major fillip to the mechanism of promoting co-productions under the recently signed Indo - Canadian audio visual co production agreement.
- Ministry of Information & Broadcasting organized



*Minister of Information & Broadcasting Shri Arun Jaitley, Shri Bimal Julka, Secretary(I&B) and Sportstar Ms. Sania Mirza at National Children's Film Festival, 2014*

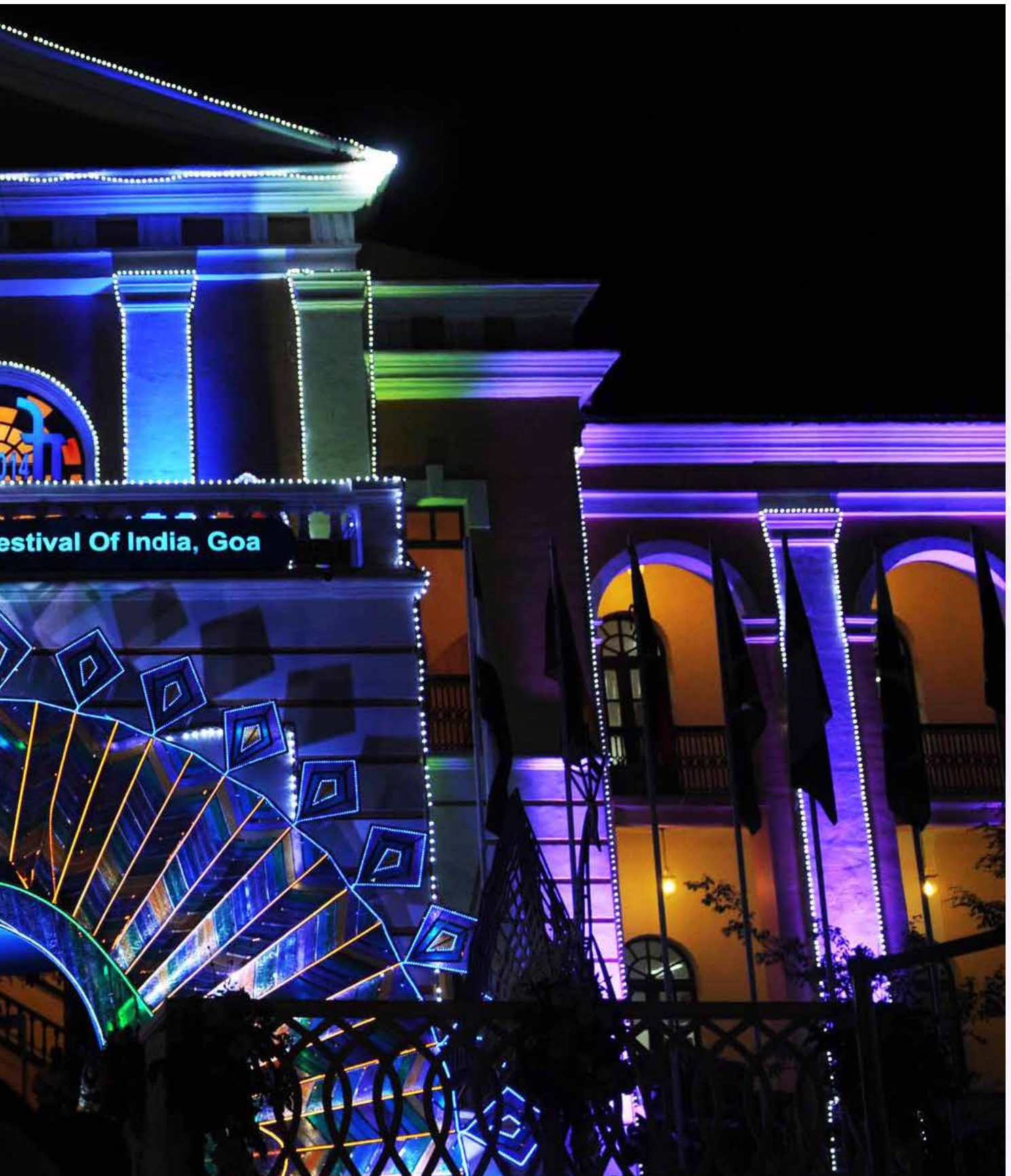
the 45th edition of the International Film Festival of India (IFFI) from 20<sup>th</sup>–30<sup>th</sup> Nov. 2014 in Goa, Union Minister of Finance, Corporate Affairs and Information & Broadcasting, Shri Arun Jaitley along with Minister of State for Information & Broadcasting, Shri Rajyavardhan Singh Rathore inaugurated the festival.

- The festival started with the screening of Swacch Bharat Promotion Film, the Signature Film of the festival, directed by Shri Shaji N Karun, one of the renowned film makers of India. ‘The President’ directed by eminent Iranian film maker, Mohsen Makhmalbaf was the Opening Film of the festival.
- ‘Talkathon @ IFFI’ was the event launched for the first time ever integrating Facebook, Twitter and Youtube, aimed at connecting “the virtual space with

the physical world” which enabled global audience interact with the film personalities present at IFFI, Goa through the social media platforms of the I&B Ministry.

- Shri Rajnikanth have been conferred the ‘Centenary Award for Indian Film Personality of the Year’ for his outstanding contribution to Indian Cinema and the ‘Lifetime Achievement’ award was given to the internationally acclaimed and cosmopolitan Chinese film maker Wong Kar-Wai.
- Minister of Information & Broadcasting, Shri Arun Jaitley, inaugurated the 1<sup>st</sup> Rashtriya Bal Film Mela, organized by the Children’s Film Society of India (CSFI) on the occasion of National Children’s Day celebrations on 14<sup>th</sup> November 2014.







*Minister of I&B Shri Arun Jaitley, Minister of State for I&B Col. Rajyavardhan Rathore and Secretary (I&B) Shri Bimal Julka during the Workshop on Communication Strategy at National Media Centre*



# 1 An Overview

The Ministry of Information and Broadcasting, through the mass communication media comprising radio, television, films, press and print publications, advertising and traditional modes of communication such as dance and drama, plays an effective role in helping the masses to have access to free flow of information. The Ministry is involved in catering to the entertainment needs of various age groups and focusing attention of the people on issues of national integrity, environmental protection, health care and family welfare, eradication of illiteracy and issues relating to women, children, minority and other disadvantaged sections of the society. The Ministry is divided into four wings i.e. the Information Wing, the Broadcasting Wing, the Films Wing, and the Integrated Finance Wing. The Ministry functions through its 21 Media Units/ attached & subordinate offices, autonomous bodies and PSU's. The Main Secretariat of the Ministry is headed by a Secretary who is assisted by one Additional Secretary, an Additional Secretary & Financial Advisor, one Senior Economic Advisor, four Joint Secretaries, one Economic Advisor and one Chief Controller of Accounts. There are 17 posts of the level of Director/ Deputy Secretary, 25 posts of Under Secretary level [including Deputy Director (EW) & Deputy Director (OL)], 1 Sr. PPS, 5 PPS, 38 of other Gazetted Officers and 276 non-gazetted posts in the different wings of the Main Secretariat.

The Information Wing under the Joint Secretary (Policy & Administration) handles policy matters of the press and the print media and publicity requirements of the Government. This Wing also looks after the general administration of the Ministry.

The Broadcasting Wing under Joint Secretary (Broadcasting-I) and Joint Secretary (Broadcasting-II) handles matters relating to the Electronic Media and the regulation of the content of private TV channels

as well as the programme matters of All India Radio and Doordarshan.

The Division under Joint Secretary (Broadcasting-1) handles matters pertaining to issue of licenses/registrations for uplinking/downlinking of TV channels, new TV programmes, Multi System Operators (MSOs) for operation of Digital cable services, DTH operations, Headend In the Sky (HITS) operation, TRP agencies etc. Regulation of content by Private TV channels, facilitation in the implementation of Digitisation of the Cable TV network and strengthening of Community Radio Movement in India are other key functions. Electronic Media Monitoring Centre (EMMC), which is a subordinate office, functions under the Administrative control of this Division.

The Division under Joint Secretary (Broadcasting-II) handles matters relating to hardware development which includes upgradation and expansion of All India Radio and Doordarshan. In addition, it also handles matters pertaining to formulation of policies and framing up of rules and regulations for the Broadcasting Sector, which also include public service broadcasting and F.M. Radio.

The Film Wing under Joint Secretary (Films) handles matters relating to the Film Sector. It is involved in the production and distribution of documentary films, development and promotional activities relating to the film industry including training, organization of film festivals, import and export regulations, etc.

The Integrated Finance Wing, under AS&FA and Senior Economic Adviser looks after the financial aspects of the Ministry, the Economic Wing is headed by Economic Adviser, looks after the budget, Plan Coordination and O&M activities and periodic reporting on various issues to Cabinet Secretariat through an online portal. AS&FA is assisted by an Economic Advisor, CCA and Director (Finance). Economic Adviser is assisted by an Addl. Economic Adviser.





*The winners of Golden Peacock and Silver Peacock Awards at the Closing Ceremony of 45th IFFI - 2014 at Panaji, Goa.*

## **FIELD FORMATION OF THE MINISTRY OF INFORMATION AND BROADCASTING**

The Ministry is assisted and supported in its activities through 13 Attached & Subordinate offices, 6 Autonomous Organizations and 2 Public Sector Undertakings

### **Attached/Subordinate offices**

1. Press Information Bureau
2. Directorate of Advertising and Visual Publicity
3. Registrar of Newspapers of India
4. Directorate of Field Publicity
5. Publications Division
6. New Media Wing
7. Song and Drama Division
8. Photo Division
9. Electronic Media Monitoring Centre
10. Films Division
11. Central Board of Films Certification

12. National Film Archive of India
13. Directorate of Film Festivals

### **Autonomous Organizations**

1. Press Council of India
2. Indian Institute of Mass Communication
3. Prasar Bharati (Broadcasting Corporation of India)
4. Film and Television Institute of India, Pune
5. Satyajit Ray Film and Television Institute, Kolkata
6. Children's Film Society of India

### **Public Sector Undertakings**

1. Broadcasting Engineering Consultants India Limited
2. National Films Development Corporation

## **MANDATE OF THE MINISTRY OF INFORMATION AND BROADCASTING**

The Ministry of Information and Broadcasting, as per the Allocation of Business Rules, has a wide mandate in respect of information, education and entertainment to

be executed with functions relating to print and electronic media as also films.

- News Services through All India Radio (AIR) and Doordarshan (DD) for the people including Indians abroad.
- Development of Broadcasting and Television
- Import and Export of films.
- Development and promotion of film industry.
- Organization of film festivals and cultural exchanges for the purpose.
- Advertising and Visual Publicity on behalf of the Government of India and to get feedback on publication.
- Administration of the Press and Registration of

Books Act, 1867 in respect of newspapers.

- Administration of the Cinematograph Act, 1952 in respect of certification of films.
- Dissemination of information about India within and outside the country through publications on matters of national importance.
- Research, reference and training to assist the media units of the Ministry.
- Financial assistance to distinguished artistes, musicians, instrumentalists, dancers, dramatists, etc. who have substantially contributed to the Ministry's institutions.
- International relations in respect of broadcasting and news services.



*Minister of State for I&B Col. Rajyavardhan Rathore addressing the Conference on Vision 2024 organised by IIM Ahmedabad, at New Delhi.*

# 2

## Role and Functions of the Ministry

The Ministry of Information and Broadcasting, has the following role and functions in respect of information, education and entertainment to be executed:

### I. BROADCASTING POLICY AND ADMINISTRATION

1. All matters relating to radio and television broadcasting within the Union including regulation of the use of All India Radio and Doordarshan by recognised national and regional political parties during elections to the Lok Sabha and State Assemblies and procedure to be followed by the official electronic media during periods of national mourning on the demise of a high dignitary.
2. The enunciation and implementation of the law relating to radio and television broadcasting in India by private Indian companies or Indian nationals.
3. Broadcast Monitoring and Administration of the Prasar Bharati (Broadcasting Corporation of India) Act, 1990 (25 of 1990).
4. All matters relating to the Indian Broadcasting (Programme) Service and the Indian Broadcasting (Engineering) Service until they are handed over to Prasar Bharati.

### II. CABLE TELEVISION POLICY

1. Cable Television Networks (Regulation) Act, 1995 (7 of 1995).

### III. RADIO

1. All business connected with All India Radio embracing news services in the home programmes, programmes for the foreign countries and Indians overseas, radio journals, research in the field of broadcast engineering, monitoring of foreign broadcasts, programme exchange and transcription services, supply of community receiving sets to State Governments under the community listening scheme, etc.
2. Development of radio broadcasting throughout the

Union, installation and maintenance of Radio Stations and Transmitters and operation of broadcasting services.

### IV. DOORDARSHAN

1. Exchange including cultural exchange of television programmes.
2. Development of television throughout the Union, including installation, maintenance and operation of television Programme Production Centres and Transmitters, and operation of television services.
3. Promotion of production of television programmes outside Doordarshan.

### V. FILMS

1. Legislation under entry 60 of the Union List, viz., 'Sanctioning of Cinematograph films for exhibition'.
2. Administration of the Cinematograph Act, 1952 (37 of 1952).
3. Import of feature and short films for theatrical and non-theatrical viewing.
4. Export of Indian films, both feature and short films.
5. Import of unexposed cinematograph films and various types of equipment required by the film industry.
6. All matters relating to film industry, including developmental and promotional activities thereto.
7. Promotion of good cinema by institution of State awards for films produced in India and assistance through the National Film Development Corporation Limited.
8. Production and distribution of documentaries and newsreels and other films and film strips for internal and external publicity.
9. Preservation of films and filmic materials.
10. Organisation of International Film Festivals in India and participation of India in International Film Festivals abroad.

11. Organisation of Film Festivals under Cultural Exchange Programmes.
12. Film society movement.

## VI. ADVERTISING AND VISUAL PUBLICITY

1. Production and release of advertisements on behalf of the Government of India.

## VII. PRESS

1. Presentation and interpretation of the policies and activities of the Government of India through the medium of the press.
2. Advising Government on information problems relating to the Press, keeping Government informed of the main trends of public opinion as reflected in the Press and liaison between Government and the Press.
3. Publicity to and for the Armed Forces.
4. General conduct of Government relations with the Press excluding the administration of sections 95 and 96 of the Code of Criminal Procedure, 1973 (2 of 1974).
5. Administration of the Press and Registration of

Books Act, 1867 (25 of 1867) relating to Newspapers.

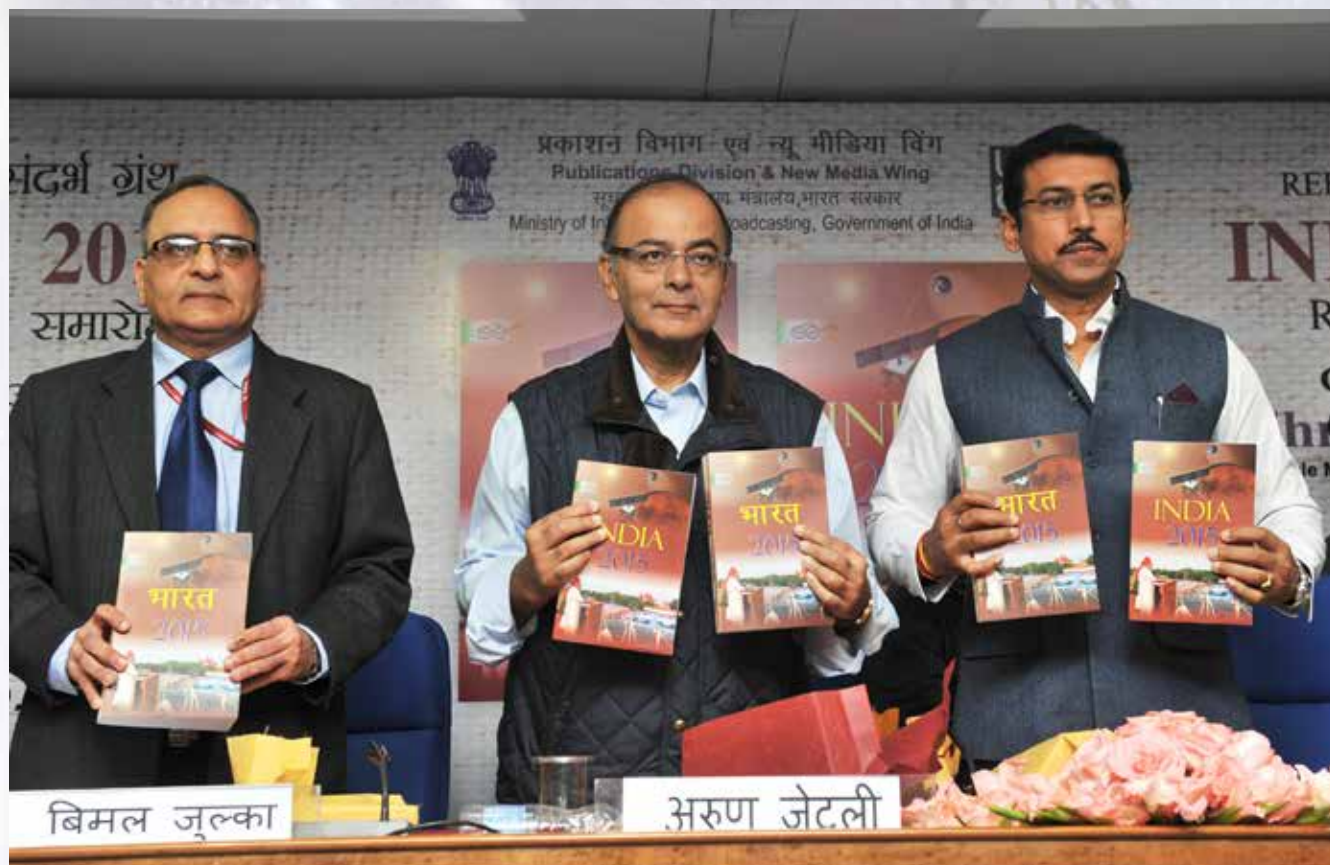
6. Administration of the Press Council Act, 1978 (37 of 1978).
7. Allocation of Newsprint to Newspapers.

## VIII. PUBLICATIONS

1. Production, sale and distribution of popular pamphlets, books and journals on matters of national importance for internal as well as external publicity, with a view to imparting to the general public at home and abroad upto date and correct information about India.

## IX. RESEARCH AND REFERENCE

1. To assist the Media Units of the Ministry of Information and Broadcasting in collection, compilation and preparation of material involving research into published works, etc.
2. Building up of a compendium of knowledge on important subjects and to prepare guidance and background notes on current and other topics for the use of the Media Units of the Ministry.



*Launch of India 2015 by Minister of I&B Shri Arun Jaitley, Minister of State for I&B Col. Rajyavardhan Rathore and Secretary (I&B) Shri Bimal Julka*



*Fragrance from the North East: A three day North East Festival organised by the Ministry.*

#### **X. MISCELLANEOUS**

1. Publicity for the policies and programmes of Government of India.
2. Administration of Journalists Welfare Fund.
3. Financial assistance to distinguished musicians, both vocal and instrumental, dancers and dramatists who have contributed substantially to the success of All India Radio and other units of the Ministry or their survivors in indigent circumstances.
4. All matters relating to the Asia-Pacific Broadcasting Union, Commonwealth Broadcasting Association and the Non-Aligned News Agency Pool.
5. Cadre management of the Indian Information Service (Groups 'A' & 'B').



*Prime Minister Shri Narendra Modi Presenting a copy of Winged Wonders of Rashtrapati Bhavan to Hon'ble President Shri Pranab Mukharjee. Also Present is Hon'ble Vice President Shri Hamid Ansari*



# 3 New Initiatives

## Initiatives under Swachh Bharat Mission

- As part of the Swachh Bharat Mission, the Ministry initiated a 360 degree multimedia campaign to enhance the outreach and impact of the Mission. All Media Units were involved in outlining audience specific content, tools and action plan. Intensive discussions were held with key stakeholders of the mission and innovative strategies were incorporated across media platforms for greater visibility and impact. Some of the key initiatives undertaken by the Ministry are as follows:
  - a) Three day Rashtriya Bal Film Mela on the theme “Swachhta” organized by Children’s Film Society of India (CSFI) on the occasion of National Children’s Day celebrations.
  - b) Creation of Audio-Visual Spots on Swachh Bharat Mission.
  - c) Animation/short video competition (less than 3 minute duration) organized on the digital volunteer platform of the Ministry with 15<sup>th</sup> October as deadline.
  - d) Launch of Photo-Competition depicting “before and after pictures of cleanliness” on the digital volunteer platform with 15<sup>th</sup> October as deadline.
  - e) Creation of an animation film by New Media Wing
  - f) Crowd sourcing for the design of Print advertisements.
  - g) Developing platform specific content on Social Media
  - h) Publications of articles in Yojana, Kurukshetra, Bal Bharti by Publications Divisions.

## Launch of the DAVP Calendar: “Clean India, Green India”

- The year 2015 calendar has been developed on the theme of “Clean India Green India” with focus on “Swachhta” and environment issues. For the first time ever, a Mobile App of the Calendar has been

developed. The Mobile App of the Calendar would provide access to the latest tweets from the PMO, the YouTube Channel of the Ministry and the Press Releases on PIB website. In addition to being a window for all websites of Government of India, this informative application would serve as a planner to the users bringing news updates from AIR and DD News.

## Organising Press Conferences to highlight achievements and initiatives of the Government:

- As part of the initiative to highlight the Government’s achievements and policy pronouncements, a series of Press Conferences were organized. All the Press Conferences were addressed by the concerned Ministers, which were telecast and webcast live. Innovative methods were adopted by Ministers which included Power Point presentations, Screening of short films, Video conferencing with regional centres, etc. The deliberations of the Press Conferences were also highlighted on the social media platform of the Ministry and PIB for better outreach and impact.

## Multimedia Exhibition on Former Prime Minister Shri Atal Bihari Vajpayee

- A Multimedia Exhibition mounted by the Ministry on the former Prime Minister Shri Atal Bihari Vajpayee. The exhibition was inaugurated by Union Minister of Finance, Corporate Affairs, and Information & Broadcasting Shri Arun Jaitley on 20<sup>th</sup> December, 2014. The exhibition portrayed the life of Shri Vajpayee, through a display of around 250 photographs which reflect his vibrant personality. Scrollers, Translites, LED walls, Large Fascia and Title Boards were the major attractions of the exhibition. The exhibition remained open to public from 20<sup>th</sup> December, 2014 to 25<sup>th</sup> December, 2014.



### Launch of new Kisan Channel

- The Government has announced in the budget presentation of 2014-15, that a new Kisan TV channel would be launched in the current financial year. Government has allocated an amount of ₹100 crore for the same. Kisan Channel is dedicated to the interest of the agriculture & allied sector and it is proposed to be launched in the current financial year. This will disseminate real time information to the farmers regarding new farming techniques, water conservation, organic farming etc.

### Establishment of Social Media Presence of Government of India:

- In order to facilitate Ministries/Departments in registering their presence on Social media by utilizing the services of the Communications Hub established by the Ministry, this Ministry organized a half day training workshop on 11<sup>th</sup> July, 2014 at the National Media Centre. About 150 officers representing 59 Ministries/Departments attended the workshop.

### Launch of new Arun Prabha Channel for North East

- In the budget of 2014-15, Government has also announced launching of a new 24x7 Channel for North East called ArunPrabha to provide a strong platform to rich culture and linguistic identity of the North East. This will provide a powerful tool for expression of cultural identities and for creating greater awareness regarding North Eastern Region.
- **3<sup>rd</sup> and 4<sup>th</sup> Phase of Digitization:** A Task Force has been constituted in the Ministry to steer the remaining two phases i.e., Phase III and Phase IV of digitization in India. The Task Force is headed by the Additional Secretary of the Ministry and comprises of stakeholders from various ministries, departments and industry representatives. In addition, sub groups of Multi System Operators (MSOs) and Publicity Campaign sub committee have also been constituted. This will bring India in the league of developed nations. This is also a step towards the Prime Minister's dream of a Digital India as digitization will enable quick penetration of broadband connectivity in India. Government vide Notification dated 11<sup>th</sup> Sept. 2014 has revised the timeframe for digitization for Phase-III and IV of the Cable TV which would be completed by December 2015 and December 2016 respectively.
- Due to the efforts of the Ministry, in collaboration

with Ministry of Small and Medium Enterprises, Department of Telecom and DeitY, the DoT included STBs as part of Telecommunications Network. Subsequently Finance Ministry extended the facility of C-Form to STBs thus creating level playing field for domestic manufacturers to make digitization a 'Make in India' success story.

### 3<sup>rd</sup> phase of FM radio auction

- The Cabinet in its meeting held on 16.01.2015 approved the Cabinet Note dated 09.01.2015 and Supplementary Cabinet Note dated 15.01.2015 of this Ministry to conduct ascending e-auction for 135 channels in 69 cities of Phase-II based on the reserve price formula approved by Cabinet in 2011. Cabinet also approved the migration formula recommended by TRAI. To roll out the 1<sup>st</sup> batch of FM channels, Ministry has notified the amended migration policy and a detailed Information Memorandum (IM) for all stakeholders. Ministry organized a successful pre bid conference on 28.01.15 in Sochna Bhawan for all concerned.

### Goa declared the Permanent Destination for International Films Festival of India:

- In order to develop the **"Brand IFFI"** on the lines of other International Film Festivals, the Goa has been declared as the permanent destination for International Films Festival of India. The IFFI platform propagated the theme "Green India, Clean India" at all the major events organized under its banner.

### North East Film Festival

- For the first time, a three-day North East Film Festival was held in Delhi (Siri Fort Complex) on a grand scale. It will henceforth be an annual feature, a prominent event in the film festival calendar of the Directorate of Film Festivals. The Festival concluded on 24.08.2014.

### Peoples participation in Government Advertising through Crowd- Sourcing of Advertisements

- The advertisement for the important events being designed on the crowd sourcing model. Independence Day and "Teachers Day" advertisements designed on these lines.

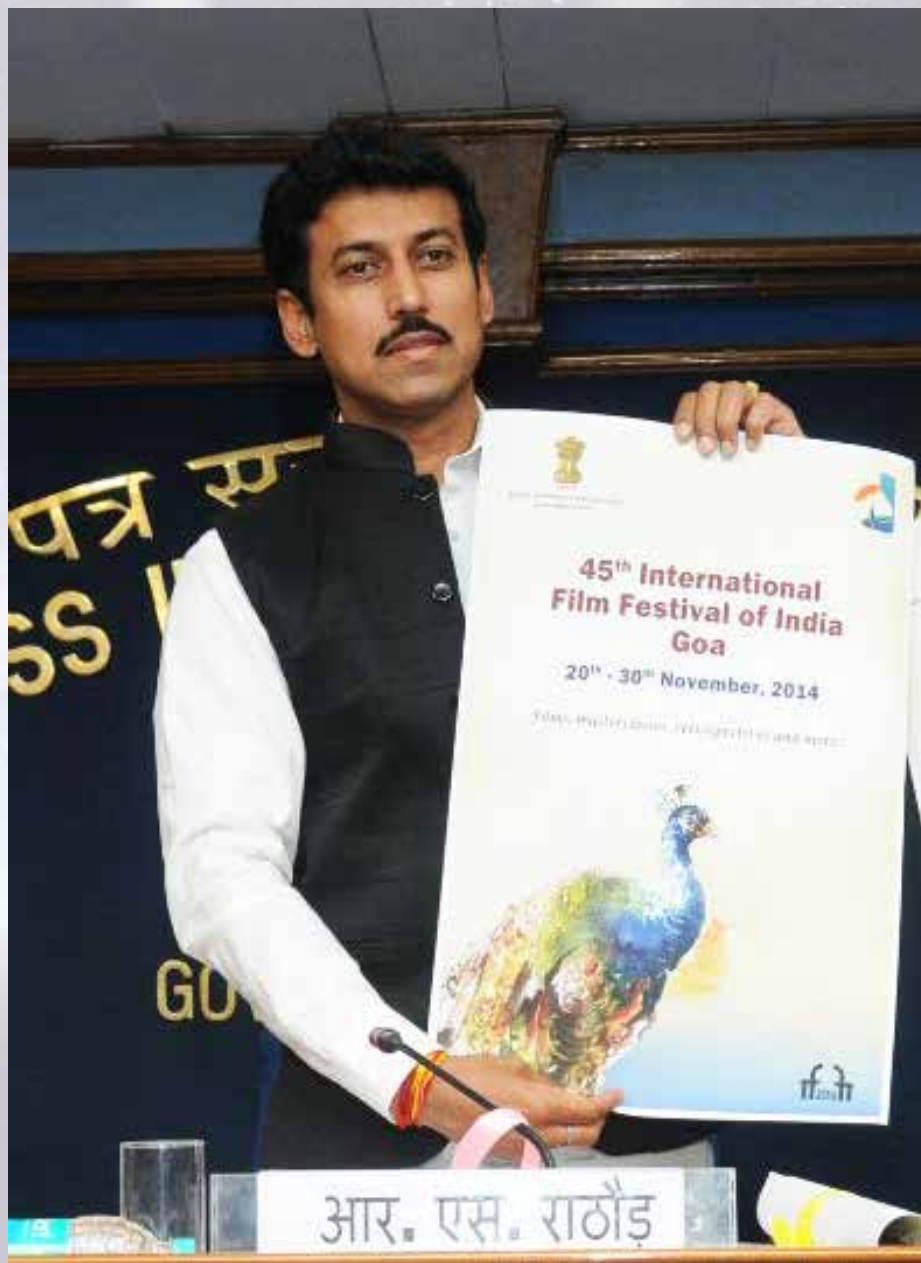
### Screening of rare archival footage

- A half an hour film, "Road To Freedom", was produced by the Ministry of Information & Broadcasting, based solely on rare archival footage.

It was screened on DD (National) on 15.8.2014. Films have also been produced and screened on days like 2<sup>nd</sup> October, 26<sup>th</sup> January and such like.

#### **Organisation of One Day Workshop on 'Crisis Communication'**

- In pursuance of the decision taken in Committee of Secretaries (CoS) Meeting held on 1<sup>st</sup> July 2014 to consider measures to upgrade the efficacy of control and response system of Government in crisis situation, Ministry organized a one day training session for senior officers of various Ministries/ Departments on 'Communicating with Media' through Indian Institute of Mass Communication (IIMC) on 22<sup>nd</sup> September 2014 at National Media Centre. The workshop was attended by 46 participants representing 39 Ministries/ Departments.



*Minister of State for I&B Col. Rajyavardhan Rathore releasing a poster on 45<sup>th</sup> International Film Festival fo India.*



*Release of Government of India Calendar 2015*



# 4 Activities under Information Sector

The Information Wing of the Ministry mainly handles policy matters of the print media and publicity requirements of the Government. This Wing also looks after the general administration of the Ministry and the cadre of Indian Information Service. These activities are undertaken under information sector through following Media Units:

## **PRESS INFORMATION BUREAU (PIB)**

([www.pib.gov.in](http://www.pib.gov.in))

The Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to the print and electronic media on government policies, programmes, initiatives and achievements. It functions as an interface between the Government and the media and also provides feedback to the Government on people's reaction as reflected in the media. In other words,

### **VISION OF PIB**

- To disseminate information on the policies, programmes and achievements of Government for educating & empowering the people of India

PIB disseminates information through different modes of communication viz. Press Releases, Press Notes, Feature Articles, Backgrounders, Photographs and Database available on Bureau's website. In addition, the Bureau organises Press Briefings, Press Conferences, and Interviews and conducts Press Tours etc. for the purpose. Press Releases, Press Notes etc. are released in English, Hindi and Urdu and subsequently translated in other Indian languages to reach out to about 8,400 newspapers and media organizations (including 389 news channels) across the country.

PIB Officers have been providing the requisite service to their respective Ministries and have been in turn also meeting the information needs of media in respect of those Ministries. These officers also advise their respective Ministries on all matters pertaining to information needs of media and Ministries' publicity requirements.

An officer of the Bureau attached to a Ministry/ Department is its authorized spokesperson. He/she briefs the media on policies and programmes of the Ministry/ Department, disseminates information, answers queries, provides clarifications and addresses misconceptions and misunderstandings that may arise. He/she analyses public reaction as reflected in the editorials, articles and comments in the media in order to keep the Ministry/ Department informed about the public opinion and advises the Ministry/ Department on its media and IEC strategy.

During April-December, 2014 the Bureau including its Regional and Branch offices issued 2,26,891 press releases and 4,496 features and organised 271 Press Conferences and 18,245 informal press briefings.

### **Organisational Set-up**

PIB has its Headquarters in New Delhi. It is headed by the Director General (Media & Communication) who is assisted by a Director General and eight Additional Director Generals. Besides, the Bureau has Officers in ranks of Directors, Joint Directors, Deputy Directors, Assistant Directors, Media & Communication Officers and Information Assistants who are attached with different Ministries in order of the Officer's rank and Ministry's size, importance and sensitivity.

PIB also runs a Control Room (News Room) at Headquarters to ensure dissemination of information after normal working hours on weekdays from 6.00 pm to 9.00 pm and from 3.00 pm to 9.00 pm on weekends and holidays.

### **Publicity at Regional Level**

PIB has eight Regional Offices headed by Additional Director Generals and 34 Branch Offices including Information Centers to cater to information needs of the regional media. In addition to release of publicity material issued from the Headquarters in the local language, these Regional and Branch Offices of PIB issue original press releases, press notes, backgrounders etc.



*Inauguration of upgraded Siri Fort Auditorium by Hon'ble MoS, Col. Rajyavardhan Rathore with Secretary (I&B), Shri Bimal Julka*

whenever an important event is organized by any of the Central Ministries or Public Sector Undertakings in their respective region. These Offices also take up the decisions of the Central Government which may be of special importance to a particular region for focused publicity based on information dissemination on sustained basis. The field offices of the PIB played a significant role in

- Disseminating information and providing media support to Union Government's plans, policies and initiatives at the regional level in local languages.
- Providing media support to the visiting Union Ministers and senior officers and for the local events of the Central Ministries/Departments.
- Providing regular feedback on important matters as projected in regional/local language media.
- Advising on information related matters to the Central Government organizations in the region.
- Organising Public Information Campaigns (PICs) under Bharat Nirman Media Outreach Programme.

PIB Regional/Branch offices assume central role in facilitating media coverage of the President, the Prime Minister, Union Ministers and Secretaries on their official visits to a region/state.

#### **Prime Minister's Unit**

PIB has a dedicated unit for the publicity and media support to the Prime Minister's office. This unit functions all 365 days of the year on 24X7 basis.

The PM Unit compiles a number of reports on all days including holidays for PMO, Cabinet Secretariat and other senior officials of PMO. The PM Unit works in two shifts from 6.30 am in the morning till 8.00 pm in the night. Very often, additional working hours are required in the late evenings/holidays on account of late Cabinet meetings/Briefings or other engagements of the PM. The Unit reaches out extensively to regional/branch offices for ensuring nation-wide publicity efforts, and gathering feedback for perusal of PMO. The activities of the Unit include:

- Preparation of media report for the Hon'ble Prime Minister in a strict timeframe, to be finalised/ sent by 9.15 am every day. It includes contents from English, Hindi and Regional Newspapers
- Preparation of weekly Magazine Report
- News clippings for National Advisory Council (NAC), Cabinet Secretary
- Special Feedback report from Srinagar, for PMO
- Urdu Newspaper feedback, for PMO.
- Organising Cabinet Briefings
- Issuing and uploading Cabinet decisions on the website; transcribing and uploading the speeches/ statements of the Prime Minister on website
- Issuing Press Releases/statements/messages, and facilitating coverage of select official engagements of the President
- Organising publicity for PM's Economic Advisory Council, Cabinet Secretariat and other councils/ committees/bodies under PMO.

### Information Dissemination during Elections

As regards information dissemination during General Elections to Lok Sabha or State Assemblies, PIB provides an effective interface between the Election Commission of India and Media. With a view to provide information of past General Elections, PIB releases the "Reference Hand Book for General Elections" just after the announcement of election schedule by the Election Commission of India. In addition, during the run-up to elections, election related information is provided to media on regular basis through backgrounders and factsheets. On the counting day, PIB sets up a special Election Media Centre to update media on real time basis through its website on the counting trends and results by obtaining counting data from the Election Commission of India, the National Informatics Centre and Regional & Branch Offices of PIB.

### Highlights and New Initiatives During 2014-15

- PM's Swachh Bharat Mission pledge made available on PIB website in 14 languages
- A dedicated web-page created for all India coverage of Swachh Bharat Mission
- A complete webpage developed for Rashtriya Ekta Divas on PIB website

- Major initiatives of the Government such as Pradhan Mantri Jan Dhan Yojana, Swachh Bharat Mission, etc., are being given 360 degree publicity.

### Social Media: PIB using Social Networking Sites

With the opening up of the air waves, 24x7 news channels in English, Hindi and other languages have come up in the country. PIB is doing video releases which facilitate more effective projection of the Government's point of view through the electronic media.

- Besides the websites which offers one way communication, PIB is using social media such as



*PIB at Chamoli, Uttarakhand.*

Twitter and YouTube as they offer platforms for two way communication and quick feedback on the issues of interest. More than 31,500 tweets have been made till 24<sup>th</sup> December, 2014 and there are 3.67 lakh followers on PIB Twitter.

- Noteworthy features of the existing web content such as the headlines of news, speeches and statements published on the PIB website are paraphrased for use on such accounts.
- Content such as photographs of the events, videos of the functions, and interesting information such as those contained in features are also provided on it.
- News about important publications, reports to be unveiled, forthcoming events and success stories are also posted on the social networking site.

### Online Accreditation System

The PIB provides accreditation to Media representatives including foreign media at the Headquarters in New Delhi. A fully on-line system of accreditation has been operationalised by PIB from 2010 onwards to make the process prompt and efficient. PIB provides accreditation to media representatives including foreign media at the

PIB Headquarters. The Bureau utilized the process of online accreditation during 2014-15 successfully.

### Control Room In Emergencies

The PIB has a News Room/Control Room which is operational 365 days round the year to meet challenges emerging out of any eventuality during any time of the day or night. Arrangements for holding Press Conferences at short notices and simultaneous web-cast through PIB Centres across the country are also kept in a state of readiness to handle any sudden development and unexpected situation even after 9.00 P.M. The Control Room functions on 24X7 basis during emergencies and time of crisis. The important news channels are monitored and Principal Director General is kept informed of latest developments, misreporting of the facts etc. for timely media intervention.

### Journalists Welfare Scheme

The Press Information Bureau has been implementing the scheme of 'Journalist Welfare Fund'. The revised scheme provides one time ex gratia relief on urgent basis to journalists and their families suffering from hardship. Assistance of up to an amount of **₹5 lakh** can be sanctioned to the journalist under this scheme. Relief can be given to the family under extreme hardship on account of death of the journalist or to the journalist in case of permanent disability. Assistance is also given towards the cost of treatment of major ailments like cancer, renal failure, heart ailment, brain haemorrhage etc. Financial assistance is also given in case of accidents causing serious injuries requiring hospitalization. The cases are processed by PIB and recommendations are sent to a high level committee in the Ministry of Information and Broadcasting for approval of the proposals by the Minister of Information and Broadcasting.



*Inauguration of PIC by Block Pramukh Chamoli, Uttarakhand.*

### MEDIA OUTREACH PROGRAMME AND PUBLICITY FOR SPECIAL EVENTS

A new Media Outreach Strategy was drawn up by PIB to supplement the existing media approach. This Media Outreach Programme has added a new dimension to the activities of PIB, which were hitherto confined to playing the role of interface between the Government and Media. The Media Outreach component adopts an innovative strategy, which combines information dissemination with the delivery of services at the doorsteps of the beneficiaries particularly in the rural areas. The Media Outreach Strategy is designed as a more inclusive tool of information dissemination. It envisages direct contact with the grassroots and seeks to empower ordinary citizens particularly from the rural areas with knowledge of the following flagship programmes so that they can avail the advantages of these programmes to improve the quality of their life.

The campaign seeks to empower ordinary citizens particularly from the rural, remote, hilly and disturbed areas including SC/ST and Naxalite affected areas, so that they can avail the advantages of these programmes to improve the quality of their life. Enhanced awareness of the Flagship programmes of the Central Government is created through a multi-media approach involving media units of the Ministry of Information & Broadcasting. Field Officers obtain State and district specific information on these programmes for dissemination during the campaign. Besides this, people's opinion and feedback are collected during the campaigns.

The Regional and Branch offices of PIB have organized 40 PICs countrywide from April to 31<sup>st</sup> December, 2014 and 60 more PICs have been planned to be organized from January to March 2015. These campaigns have been attended by a very large number of people. The local papers have given intensive coverage to these campaigns and thousands of press clippings have been collected. A number of VIPs which include Union Ministers, State Government Ministers, people's representatives (MPs, MLAs and MLCs), Panchayati Raj representatives, bureaucrats, academicians and NGOs are among those who participated in these campaigns.

### Media Interactive Sessions/Dissemination of Success Stories/Press Tours

The Media Interactive Sessions is the 'Media Outreach Programme' which is planned in selected State capitals on issues such as socio-economic development, infrastructure, development schemes etc. Under this

initiative, important Union Ministers and senior officials of the concerned Ministries are invited to participate in the event for interaction with national and local media to highlight the important initiatives taken by the Government.

### **Press tours**

Successful people's programme in remote and backward regions of the country is identified and national and local media are taken to visit these developmental projects. This includes remote villages where successful schemes have been implemented due to the efforts of the individuals, organizations and Government agencies.

Short films on news/development stories in video format have been produced on Flagship programmes of the Government of India. These have been uploaded on PIB's website so that the news channels can use them in their Bulletins.

### **International Film Festival Of India**

The Press Information Bureau had set up and managed Media Centre at the venue of 45th International film festival of India (IFFI)-2014 to facilitate dissemination of Festival related information to media at the Festival venue in Goa which continued to work till November 30, 2014. The Media Centre provided favourable and encouraging work environment and facilitated participation of the media persons in the festival.

Publicity and media coverage were arranged on a big scale for the IFFI 2014 event to facilitate co-operation in the film sector; China was the focus country for the festival, the first meeting of the Indo China Joint Working Group held on the sidelines of the festival. Shri Arun Jaitley, Union Minister of Finance, Corporate Affairs and Information Broadcasting said on the occasion that the Indian Film industry had come of age in view of the diversity it offered as regards the number of films produced in different languages and themes. 45th edition of International Film Festival of India in Goa was more professional and vibrant. The 11 day festival screened 178 films from 79 countries across different categories which included World Cinema 61 films, Master strokes 11 films, Festival Kaleidoscope 20 films, Soul of Asia 7 films, Documentaries 6 films, Animated Films 6 films.

A dedicated website <http://pib.gov.in/iffi/> was maintained throughout the Festival and used for posting Festival updates for media persons. PIB Media Centre

provided SMS alerts, Tweets and YouTube Video service to keep the journalists updated.

The Photo Publicity Unit of PIB in collaboration with Photo Division covered all the functions and released photographs of the Press Conferences, Open Forums, Red Carpets, and Presentations etc. The Unit also distributed colour prints of the released photographs to the media.

### **President And Prime Minister's Publicity 2014**

During the current year, wide publicity was given to the Prime Minister's statements, interactions and initiatives on a range of issues including PM's address from the ramparts of the Red Fort on Independence Day. Special publicity arrangements were made for special events like Independence Day, General Budget & Teacher's Day celebration etc. launch of all the major initiatives of the Government such as Pradhan Mantri Jan Dhan Yojana, Swachh Bharat Mission, etc., are given 360 degree publicity.

Prime Minister's visits abroad were also publicized in the form of press statements, speeches, photos etc. Prime Minister's visits to various states of India were also given due publicity. Coverage and wide publicity were ensured for the Press Conferences and the decisions of the Cabinet and other Cabinet Committees.

The President's addresses to the nation, on the eve of Republic Day and Independence Day were disseminated to all Regional and Branch Offices, for release in regional languages as well.

Important decisions of Cabinet, statements of the Prime Minister and important press releases of PMO were also given publicity in the form of tweets on PIB's official Twitter account.

### **Media Coverage During Elections In 2014-15**

PIB provides an effective interface between the Election Commission of India and Media during Elections to both the Parliament and the State Assemblies. Wide coverage was provided by the PIB for the General elections and State Assemblies Elections in 2014. During the Elections the PIB officers work in close coordination with Election Commission of India and the State Election Commissioners as Awareness Observers so as to monitor and disseminate the directions/instructions of ECI widely and quickly.





*PIC on Jandhan Yojana*

### Feedback, Feature and Photo Services

One of the important functions of the Press Information Bureau is to keep the Government informed of public perception about government policies and programmes as reflected in media. The feedback reports prepared by the PIB include inputs from the national English and Hindi dailies published from the capital, inputs from regional language newspapers as sent by the Regional/Branch offices of the PIB, inputs from TV news channels, web media and magazines. PIB Officers provided feedback to their respective Ministries and Departments. The PIB officers also provided inputs regarding media trends on important matters relating to their Ministries/Departments.

As part of the Special Services, the Feedback Cell in PIB prepared daily digests and special digests based on news stories and editorials from National as well as Regional dailies and periodicals for the use by Ministries.

The Feature Unit of the Bureau issued Features, success stories backgrounders, info-nuggets, photo-features which were also sent to the Regional/Branch Offices for translation and circulation to the local media. The Feature Unit of PIB has been issuing on an average over 200 features annually. 137 features have been issued from April 2014 to December 2014. The projection for January to March 2015 is around 70 features. The subjects covered include everything that comes under PIB's publicity purview. The contributions come from Union Ministers, Secretaries, scientists, economists, specialized journalists and PIB officials at headquarters and in Regional and Branch Offices. The Unit releases special features during Republic Day and Independence Day highlighting the policies and programmes of the Government.

### Plan Performance 2014-15

Press Information Bureau, which is the only authorized channel of communication of the Government of India and the Media, is the link between the Government and the citizens. Over the years, with its country-wide network, it has proved its efficacy by remaining contemporaneous-both in terms of technology and practices. The collective experience and professionalism accumulated over the last eight decades need to be taken forward in the next four years to help create an inclusive society and rectify imbalances in information-deficit segments of our polity.

Given this background, the Vision for 12<sup>th</sup> Five Year Plan envisages the following goals:-

1. To disseminate information relating to policies, programmes and activities of the Government on a real time basis to all clients making use of all available goals e.g. press releases, SMSs. Live streaming videos and e-mails through mobile telephone.
2. To project a positive image of the Government by planning, directing and supervising publicity arrangements during crises and national emergencies.
3. To reach out to the public who do not have access to modern technology with traditional forms of communication (PICs).
4. To formulate strategies and coordinate activities among all stake holders through mobile and video conferencing.

To achieve these goals, PIB has to adopt the most modern technology and practices available in the most effective manner, for which the following schemes have been included in the 12<sup>th</sup> Five Year Plan :-

#### Scheme 1: Setting up of National Media Centre at New Delhi

This scheme has been included in 12<sup>th</sup> Five Year Plan as a continuing scheme. Out of total project cost of ₹60.00 crores, funds amounting to ₹57.43 crores were released to NBCC upto the financial year 2013-14. During the BE 2014-15, ₹250.00 lakhs have been allocated under the Plan scheme 'Setting up of National Media Centre at New Delhi'. The building was inaugurated on 24-08-2013. National Media Centre is fully functional and operational for Media. The allocation has been kept same during RE 2014-15.

#### Scheme 2: Media Outreach Programme and Publicity for Special Events

This scheme has been included in 12<sup>th</sup> Five Year Plan with



*A rally organised by DFP on Swachh Bharath Abhiyan*

total allocation of ₹70.00 crores. Against the current year EFC allocation of ₹14.60 crores, an amount of ₹10.00 crore was initially allotted as B.E. Allocation at RE for the Scheme has been reduced to ₹5.50 crores. This scheme comprises following three components:

**(a) Media Outreach Programme:** The aim of this scheme is to disseminate information about the flagship programmes of the Government by following activities:-

- (i) Public Information Campaigns—60 campaigns are targeted to be conducted during the year 2014-15.
- (ii) 2 Media Interactive Sessions, dissemination of 25 Success Stories and to conduct 10 Press Tours.

**(b) Organising IFFI & PBD:** The aim of this component is to depute its officers for grant of special accreditation to journalists during and hiring of computers for Media Centre to facilitate

journalists. During the year 2014-15 ₹12.00 lakhs have been allocated as SBG. IFFI was held in GOA and ₹8,17,000 has been utilized during November, 2014. As PBD will be organized during Jan., 2015, the funds will be utilized during that period only. BE figures of ₹12.00 lakhs have also been proposed in R.E. 2014-15.

### **Scheme 3: Modernisation of PIB**

PIB is implementing 'Modernisation of PIB', a sub-scheme under the Ministry's Scheme 'Media Infrastructure Development Programme'.

**Modernisation of Communication and Information Dissemination Systems:** During the year 2014-15, ₹1.50 crores have been allocated to PIB (RE). A number of IT related activities have been undertaken which include:-

- i. Major upgradation of websites with latest interactivity and delivery tools.



*Observing Good Governance Day- 25<sup>th</sup> Dec. 2015-Secretary (I&B) Shri Bimal Julka, AS(I&B), Shri J.S. Mathur and DG PIB, Shri Frank Noronha*

- ii. Online receipt, processing and reportage of media accreditation (Fully Online).
- iii. Creation of more Video resources.
- iv. Digitalization of 2.00 lakhs old records.
- v. Software development and data integration to begin.
- vi. Modern Video conferencing facilities in 5 Regional Offices for information dissemination.
- vii. To continue modernization of hardware, LAN, network
- viii. To provide smart devices to 100 officers.

Upto December, 2014, funds amounting ₹88.30 lakhs have been utilized.

#### **Budget Figures – 2014-2015**

- I 1. B.E. 2014-2015 (Non-Plan) - ₹5080.00 lakhs
2. R.E. 2014-2015 (Non-Plan) - ₹6105.43 lakhs (proposed)
- II 1. B.E. 2014-2015 (Plan) - ₹1750.00 lakhs
2. R.E. 2014-2015 (Plan) - ₹950.00 lakhs (Proposed)
- Actual Expenditure (Upto December, 2014)
- III 1. Non-Plan - ₹3435.00 lakhs
2. Plan - ₹579.47 lakhs

#### **Progressive Use of Official Language Hindi as Part of Implementation of Official Language Policy**

All possible efforts are made in Press Information Bureau towards the progressive use of official language Hindi for the observance and implementation of the various orders and instructions issued by the Department of Official Language. The quarterly meetings of the committee are held regularly under the chairmanship of Director General (M & C) and various issues like Hindi training, press releases, inspections of regional/branch offices regarding the use of Hindi etc. are discussed. In addition, the regional/branch offices are visited by the officials of PIB Headquarters from time to time to apprise them of the official language policy and rules and review the status of its implementation in these offices. The website of PIB is trilingual.

Like every year, Hindi Pakhwada was organized in this Bureau in Sept, 2014. During Pakhwada various Hindi competitions like Essay writing, Translation, Noting & Drafting, General Hindi Knowledge Competition, Hindi Typing & Hindi Stenography and Hindi dictation Competition for MTS were held in which a large number of officers/officials participated. In addition, this year

Hindi workshops were also organized in the Bureau to enhance the Hindi knowledge of the officers and officials.

### **Activities of Hindi and Urdu Units**

Main activities of Hindi and Urdu Units consist of preparation of daily press roundup that includes English translation of headlines and editorials of Hindi/Urdu dailies, Hindi/Urdu translation of Press Releases, Features, Backgrounders, President, Vice President, Prime Minister and Home Minister's speeches and translation and vetting of DAVP's manuals and booklets etc.

### **Activities Planned During January-March 2015**

#### **Pravasi Bhartiya Divas, January 2015**

The 13<sup>th</sup> Pravasi Bhartiya Divas (PBD) is scheduled to be held from 7<sup>th</sup> to 9<sup>th</sup> January 2015 in Gandhinagar, Gujarat. The Prime Minister is to inaugurate the event on January 8, and the President Shri Pranab Mukherjee is to deliver the valedictory address on January 9 and confer the Pravasi Bhartiya Samman awards to eminent Overseas Indians. January 7 will be celebrated as the youth PBD day. The event marks the 100 anniversary of Mahatma's return from South Africa to India. The PBD 2015 will host around 3000 delegates who will participate in the 3-day event.

Around 300 media persons from all states and abroad are expected to attend the 13<sup>th</sup> PBD. Media coverages in both electronic and print are planned to be provided through press conferences, press releases and photo coverage etc. The Press Releases and photos of the event including the Inaugural and Valedictory functions are issued and put on PIB website. The speeches of Prime Minister and President are also uploaded on PIB website. The press materials and copies of speeches are distributed from PIB's Media Centre. The event will be ensured a wide coverage in print and electronic media and the press clippings of the coverage will be sent to the Ministry of OIA for analysis and review.

A special curtain-raiser press conference of the Minister of External Affairs and Overseas Indian Affairs was organized on December 22, 2014 where Minister of State for External Affairs, and Overseas Indian Affairs, Chief Minister of Gujarat and Minister of State for Youth Affairs and Sports were present at the media interaction on the forthcoming Pravasi Bharatiya Divas. The PC was organised in collaboration with the XPD of MEA in CB Muthamma Hall, C-Wing, Jawaharlal Nehru Bhawan, New Delhi.

On behalf of PIB invitations to the Media were extended and SMSs were sent to Media by PIB as well as the XP division and as many as 200 journalists/ beat correspondents attended the Conference and provided wide coverage. PIB created a dedicated webpage on its main website for the event and Video of the Press Conference was re-issued on the webpage; Video of the Press Conference was re-issued on the YouTube of PIB, PIB main website was updated with the photos and webcast of the PC. Webcast of PBD was shared on the digital media and on Google Plus of the PIB MOIA as well as Google Plus of the PIB MEA. All material was sent to PIB Ahmedabad for translating all press releases into Gujarati for distribution locally and also on the net.

#### **Indian Science Congress 2015**

The next Indian Science Congress is being held in Mumbai University, Mumbai Maharashtra from 3-7 January 2015 on a select theme on Science and Technology. To ensure wide coverage PIB Mumbai along with Doordarshan and All India Radio will manage the media coverage of the event on a big scale. Media coordination and coverage of "Indian Science Congress" is being organised by the Bureau by taking National Media Party to Mumbai, from 3-7 January 2015.

#### **Economic Editors' Conference**

Annual Economic Editors' Conference (EEC) is slated to be organized in the National Media Centre, Press Information Bureau, New Delhi during Feb-March 2015. The Conference is organised annually in which large number of Regional and local media persons participate. In different sessions, important Central Ministries are covered including Finance, Agriculture, Railways, Road and Transport, Power, Corporate Affairs, Communication & IT, Civil Aviation and Petroleum and Natural Gas.

It is normally being attended by over 50 outstation editors from regional media from all over India. Besides this, a large number of local editors, journalists and financial writers also attend the Conference. Background material on the major policies initiatives of the participating Ministries are prepared, distributed and uploaded on the PIB website.

#### **Editors' Conference on Social Sector Issues**

The Annual All India Editors' Conference on Social Sector Issues is also to be held in February/ March 2015. In this also, the journalists are briefed on various

initiatives taken by the Government of India towards building a more inclusive society.

### **Rail Budget 2015**

Press Conferences by the Minister and the Board Members soon after the presentation of Railway Budget are to be arranged by the PIB officers of the DPR Railways. Arrangements are made for Budget documents distribution to the local media at Parliament House as well as in Rail Bhawan. There are also one to one interactions of the Railway Minister and Board Members with various TV Channels. Supply of budget documents to the Regional/ Branch Offices of Press Information Bureau is also ensured. PIB Headquarters issues press releases immediately after the presentation of Rail Budget. A quarantined News Centre is normally set up by PIB at Rail Bhawan to prepare press releases while Rail Budget's speech is in progress.

### **General Budget 2015**

PIB organizes a Press Conference on presentation of General Budget by the Finance Minister/ Secretary to put the highlights of Budget in proper perspective. PIB is required to disseminate information through press releases on the Budget papers. The Bureau also arranges for distribution of budget sets to media persons. PIB Headquarters also issue digital versions of Press Releases immediately after the presentation of the Union Budget on the website. Post-Budget interviews and one to one interactions of Finance Minister and senior officers in the Finance Ministry are arranged with print and electronic media.

### **DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY (DAVP)**

The Directorate of Advertising and Visual Publicity (DAVP), established in 1955, is the nodal multi media advertising agency of the Government of India. Over the past 60 years it has been catering to the communication needs of almost all central Ministries/Departments, autonomous bodies and PSUs by providing them single window, cost effective service. It informs and educates people, both rural and urban, about the government's policies and programmes and motivates them to participate in developmental activities, through its various vehicles of communication viz. Print media advertising, Audio Visual advertising, Printed Publicity, Exhibitions, Outdoor Publicity, New Media and Mass Mailing.

The organizational set up of DAVP at the Headquarters

consists of several wings like Campaign, Advertising, Outdoor Publicity, Printed Publicity, Exhibition, Mass Mailing, Audio Visual Wing, Design Studio, Administration and Accounts Wings.

It has two regional offices at Bengaluru and Guwahati to coordinate the Directorate's activities in the regions. DAVP has a network of 32 Field Exhibition Units spread all over the country. The Field Exhibition Units of DAVP act as a vital communication link between the government and the people. The Field Exhibition Units mount multimedia exhibitions on social and developmental themes in far flung areas of the country to disseminate information about the policies and programmes of the central government on key national issues.

### **Major policy decisions taken during 2014-15**

One of the policy decision taken during 2014-15 is review of existing advertisement Policy by Committee of Secretaries (CoS). A meeting of Committee of Secretaries (CoS) was held under the Chairmanship of Cabinet Secretary on 17.7.2014 to review the existing advertisement policy. Some of the major recommendations are as follows:-

- Content, media plan and display of advertisements by different Ministries/Departments should be designed by DAVP, in consultation with the client Ministries/Departments so that uniformity and consistency with broad theme can be ensured.
- Mandatory advertisements (occasions of birth and death anniversaries of eminent persons and National Holidays) should be issued by M/o I&B.
- DAVP should be provided 85% advance payment by client Ministries/Departments.
- The other important recommendation is conversion of non-payment clients / partially paying clients into fully paying clients.

The CoS recommendations has been circulated to all Ministries/Departments in GOI on 10.10.2014 with a request to follow the same in letter and spirit.

### **Important Activities during 2014-2015**

During the last one year DAVP has taken several initiatives with an aim to expand its scope and reach, to infuse transparency and accountability and to reach the people in all parts of the country with effective unified campaigns on important issues :

**Ek Bharat Shrestha Bharat:-** Immediately, after the

new government took over, DAVP's Exhibition Wing developed a special exhibition set called 'Ek Bharat, Shrestha Bharat' to highlight the various programmes and policies announced in the President's address and in the Budget. This exhibition was replicated in multiple languages and exhibitions were also organized by all the FEO's in different parts of the country. For the first time, DAVP organized an exhibition on 'EK Bharat, Shresth Bharat' in association with Nagaland Tourism at the Hornbill Festival in Nagaland. The stall attracted hundreds of visitors both from India and abroad.

**Swachh Bharat Mission:-** DAVP developed a 'special-set' on the 'Swachh Bharat' Mission, which is focused on creating awareness among the people about the Prime Minister's initiative to achieve a clean India by 2019. A mega exhibition on 'Swachh Bharat Abhiyan' was organized in the Prime Minister's constituency of Varanasi to launch an awareness initiative in collaboration with the

Directorate of Field Publicity. The Exhibition Wing is currently in the process of replicating this set in different languages. Besides an intensive audio-visual campaign was launched on Swachh Bharat from 2<sup>nd</sup> October 2014. First phase of the campaign ended on 14<sup>th</sup> November 2014. Also a Swachhta booklet with dos and donts has been designed and printed for distribution amongst the general public. DAVP's Calendar 2015 was designed on the theme of Swachh Bharat Mission. Swachh Bharat campaign was also carried out from 02<sup>nd</sup> October to 14<sup>th</sup> November, 2014 across the country through Digital Cinema screens.

**Release of DAVP's Wall Calendar:-** This year DAVP released its Wall Calendar, 2015 on 17.12.2014. The theme of the calendar was based on Swachh Bharat, Clean India: Green India initiatives and other Flagship Schemes of the Union Government. The calendar was released by the Hon'ble Minister of Information and Broadcasting, Shri Arun Jaitley. Col. Rajyavardhan Rathore (Retd.) AVSM,



Minister of State for Information and Broadcasting, Shri Bimal Julka, Secretary, I&B, Shri J.S. Mathur, Addl. Secretary, I&B and Shri K. Ganesan, Director General, DAVP were also present in the inaugural function. In addition to the Senior Officers of Govt. of India, Media Heads of the Media Units of Min. of I&B, eminent media personalities, representatives of various TV & FM channels, Print Media etc. also attended the programmes.

*Launch of Digital Calendar 2015 of DAVP:- This was first time in the history of DAVP that a Digital Calendar was also launched. For this purpose, DAVP designed a user friendly App/software by which anyone can download the Digital Calendar launched by DAVP. This is available in both android and iOS versions.*

*The application has been developed for Android platforms initially and could be downloaded from Google Play-store. The Application is both utilitarian and informative. While it provides a planner to the users, it also provides news updates from AIR & DD News. It is also a single stop window for all websites of Government of India. Moreover, the Application provides a link to the latest tweets from the PMO.*

**Make in India:-** In addition to this, DAVP also organized an independent exhibition on the Government of India's flagship programme 'Make in India' at the 102<sup>nd</sup> Indian Science Congress in Mumbai. This was a Hi-tech exhibition involving electronic models, 3D displays, motorized rotating models and cut out letters photo panels. The exhibition has been designed and fabricated by DAVP's house exhibition team and was given a Special Recognition Prize.

**Photo Exhibition on former Prime Minister Shri Atal Bihari Vajpayee :-** DAVP in coordination with Photo Division put up a mega multimedia photo exhibition on former Prime Minister Sh. Atal Bihari Vajpayee on the occasion of his 90<sup>th</sup> birthday which was also declared by the Government as Good Governance Day. The exhibition showcased his life and achievements through photos, video walls in which documentary related to his life were played and plasma screens and touch screens in which his important speeches and poetry were played out for the viewers. The exhibition also involved painting and quiz competition for children in which hundreds of children also participated.

**India International Trade Fair 2014 :-** Like previous

years, DAVP also played an important role by setting up the Health Pavilion at the India International Trade Fair-2014, which was awarded Gold Medal this time.

#### **International Films Festival of India, 2014 at Goa:-**

DAVP had also played an important role to publicise the International Films Festival of India, 2014 held at Goa by way of printing World Cinema – IFFI Hand Book and Catalogue, Indian Cinema – IFFI Catalogue, Booklets, Brochures, Posters etc.

#### **Some of the major initiatives taken during the year:**

DAVP has been continuously expanding its bouquet of media vehicles to adapt to the changing media situation in the country. With almost 900 million mobile connections, text messaging has emerged as a powerful and effective medium to reach people. Similarly, the internet penetration has reached small and medium towns. As a result it has become an effective medium to reach out to the young and educated sections of the society.

#### **OP & Digital Cinema**

- Media planning for Digital Cinema are being prepared online.
- Release Order for Digital Cinema is released online.
- Bills from Digital Cinema are also received online.
- Creatives to OP agencies and Digital Cinema are transferred online.
- Important events like Hindi Pakhwada, Vigilance Awareness Week were organized through display of banners in Delhi to let the public know the importance of the events.

#### **Creative agencies**

- Online empanelment of Creative Agencies initiated.
- Details of Creative Agencies are displayed on website of DAVP.

#### **DAVP Web Site**

- Most of the reports including the Annual Report are placed on the DAVP website.
- All advisories are issued on the website of DAVP.
- All classified advertisement are placed on the website.
- All Tenders are displayed on DAVP website.
- These initiatives have resulted in a high level of transparency.
- Details of business given to newspapers made

available on DAVP website on real time basis.

### Print Media Empanelment

- Empanelment report is placed on the website.
- Applicant is allowed to check and verify his/her physical file personally.
- The reasons of rejection are communicated to the applicant.

Now all newspapers including periodicals submit applications for empanelment, rate renewal etc. online. Similarly, the online facility has also been provided for Channels, Outdoor Publicity, Bills settlement i.e. receiving, processing and payment of bills and distribution of advertisements (Audio Visual/Newspaper).

### Modernization & Transparency Initiatives :

These initiatives contribute towards the promotion of transparency through infusion of technology.

- Release order given online (100%).
- SMS alert about release orders.
- 100% online (e-bill) billing.
- Online delivery of job order, audio spots, receipt of bills.
- Online receipt of empanelment of applications for both C&S channels and FM stations.
- Bills are validated by adopting two criteria, viz. telecast and broadcast certificate from the channels and FM stations and other in TAM data.
- Rate revision for C&S channels is based on TAM data (TVR) and as per the guidelines of EAC.
- For the first time agencies were empanelled for issuing advertisements through Mobile Telephony (SMS) and Community Radio Stations.
- Digital delivery of TV Commercials to TV channels.  
*Outdoor Publicity Modernization- An android based app has been developed for verification of outdoor properties that will give the time-stamped and geo-stamped photo to automatically verify the OP properties.*
- Work is in progress to make a detailed enlisting of all properties empanelled with DAVP so as to provide a wholistic plan to the Client Ministries as per their requirement.
- The process of modernization, digitization & technological upgradation of operations at DAVP is an ongoing activity. DAVP has already computerised almost all the regular activities of this directorate

including online submission of empanelment applications, media planning, bill submission, bill processing on the basis of different models of verification and online payment. However, these computerization processes have been done so far in silos.

*Now an Enterprise Resource Planning (ERP) module has been developed in-house to provide a single integrated platform subsuming all existing softwares. This would further help in increasing the efficiency of the work flow in the organization, bringing in more transparency and providing better quality of service to DAVP's all stakeholders.*

- A new facility has been introduced by DAVP, of sending SMS alerts to the publications concerned within seconds of uploading any Release Orders for an advertisement. This would help the publishers to know about the advertisement issued to them even when they are not browsing the website of DAVP.
- DAVP made its website [www.davp.nic.in](http://www.davp.nic.in) disabled friendly. Now, the visually challenged can access the website without hindrance.
- In emerging new media “Digital Cinema” and “Community Radio” have been empanelled by DAVP. Other new modes of advertising namely bulk SMS and websites have been empanelled on pilot basis.

### DAVP: WING-WISE DETAILS NEW MEDIA WING

The rapid technological advancements in recent years have ushered in new vehicles of publicity, such as Digital Cinema, SMS and Internet Advertising. DAVP has tried to keep pace with the evolving ‘New Media’ so that Govt’s policies and programmes can be publicised in a focussed and cost-effective manner and the client Ministries/ Departments of Govt of India can get a choice of media across the entire advertising spectrum. The New Media initiative in DAVP comprises three verticals namely Digital Cinema Advertising, Internet Advertising and Mobile Telephone (SMS) based Advertising. All these are highly dynamic and evolving media that hold a lot of promise for the future.

The New Media Wing of DAVP plans and executes media campaigns through Digital Cinema, Internet Websites and bulk SMS. The campaign activities on all these media include media planning, preview and delivery of creatives to be used and issuing Release Orders for campaigns.



The New Media Wing also manages the empanelment of all media under the Wing.

### Campaign Activities

Major campaigns carried out were M/o I&B's "Swachh Bharat Mission", coinciding with the launch of the "Swachh Bharat" campaign by Hon'ble Prime Minister Shri Narendra Modi on 02<sup>nd</sup> October, 2014. Ministry of Drinking Water & Sanitation's "Swachh Bharat Abhiyan", M/o Tourism's "Incredible India" campaigns along with major campaigns for M/o Rural Development, M/o Consumer Affairs, M/s Home Affairs, M/o Health & Family Welfare and M/o Power were also released through media under New Media Wing. A Nation-wide campaign was launched by M/o I&B on the occasion of the General Budget for year 2014-15 and on Independence Day, i.e., 15<sup>th</sup> August, 2015 through bulk SMSes across the country.

- Ministry of Information and Broadcasting- "Swachh Bharat" held from 02<sup>nd</sup> October to 14<sup>th</sup> November, 2014 across the country through Digital Cinema screens. Spots of 30 seconds (Ekla Chalo Re) and 45 seconds (Vaishnav Jan To), containing the message of Hon'ble Prime Minister Shri Narendra Modi, were screened through Digital Cinema Screens during the campaign. A 07-day campaign on "Bharat Meri Pehchan" through Digital Cinema screens was also run across the country.
- Ministry of Tourism's Incredible India campaign including Social Awareness campaign; Ministry of Defence campaigns on Indian Navy, Indian Army and Indian Air Force.
- Campaign on Road safety; Ministry of Consumer Affairs campaigns on consumer awareness including Jago Grahak Jago; Ministry of Finance – Income Tax campaign.
- M/o Home Affairs' National Population Register campaign, M/o Power's Energy Efficiency Campaign.

### Empanelment

- As on 31<sup>st</sup> December, 2014 the number of Digital Cinema Agencies empanelled with DAVP stands at nine (09) with over 7,500 digital cinema screens on DAVP's panel.
- 41 websites including [www.indianrail.gov.in](http://www.indianrail.gov.in) of Indian Railways.
- Nine bulk SMS agencies/operators.

### MASS MAILING WING

Mass Mailing Wing receives printed publicity material like booklets, folders, posters, leaflets, brochures etc. produced on behalf of various Client Ministries/Department & Organization besides Prime Minister's Speeches. The distribution of this Publicity Material was undertaken on the basis of the client department and/or as per Campaign instructions/requirements. Besides, calendar and diary were printed every year to distribute to all categories like VIPs of all States/UTs & all ministries and their attached offices free of cost. For PSUs/Autonomous bodies it was done on payment basis. Calendar had been dispatched to grassroot level namely Villages, Block Panchayats and Gram Panchayats.

From 1.4.2014 to 31.12.2014 approximately 25 jobs were dispatched. Some of the important jobs were General Election 2014, Turning A New leaf initiative & Achievements of NDA Govt (Booklet), 68<sup>th</sup> Independence Day (Achievements of NDA Govt.) folder, Indian Cinema IFFI – 2014 Catalogue, PM's visit Nepal (Booklet) etc.

At present, Mass Mailing Wing is having 5,58,082 addresses which are maintained digitally. The addresses have been categorized under different target audience groups to meet the demand of various Campaigns.

### PRINT PUBLICITY WING

Print Publicity (PP) Wing caters to the requirements of printed material for mass publicity of the campaigns launched by DAVP. This wing does planning, production and supervision of print jobs viz. Multi color posters, Folders, Brochures, Diaries, Calendars, Stickers, Wall Hangers, Table Calendars and other miscellaneous items. Preparation of plan estimates of print jobs for various Ministries/ Departments including Ministry of I&B as per the requirement.

DAVP produces printed publicity material in all the major Indian Languages i.e. Tamil, Telugu, Kannada, Malayalam, Marathi, Gujarati, Bengali, Assamese, Oriya, Punjabi, Urdu and Hindi. This wing maintains a panel of Printers, Typesetters and Diary Makers to get the work completed in the minimum possible time and for controlling cost over runs.

Selected speeches of Prime Minister have been printed and distributed. The Format and Style of the cover was also revamped, to give them a bright and attractive look with a colour-coded strip.

PP Wing has produced 98 jobs with 146 items totalling about 52 lakh copies of all types of publicity material for M/o I & B and various other client ministries and PSUs. This includes DAVP Wall Calendar 2015, HUDCO Diaries 2015, Printing of Booklet on PM's visit to Nepal, Achievement of NDA Government etc.

### AUDIO VISUAL WING

Television and Radio signals with their wide reach and deep penetration across urban and rural homes have proved over the years to be an effective advertising media vehicle in carrying messages to the nook and corner of the country. Realizing their increasing importance, client Ministries/Departments have been using telecast and broadcast medium as an effective tool to carry out social advertisement and publicity of schemes and policies of the Government of India.

Keeping in mind its mandate as the nodal agency for providing 360 degree solution to client Ministries, our AV wing does planning, coordination and executing the media Campaigns for Television, Radio and Community Radio Stations. With more than 300 private Cable and Satellite channels empanelled with DAVP in addition to the available Doordarshan bouquet, the plans are made to cater to the requirements of the client Ministries. For Radio plans DAVP has more than 200 private FM stations, network of All India Radio Stations and 55 Community Radio Stations through which the message can be reached to the remotest part of the country.

The media plans are made as per the policy guidelines and also taking into consideration the client needs like the target /focus groups, region to which it is targeted and available. The effort on part of DAVP while making the plans is to strive and come out with the best possible option for the client so that target audience can be reached in the most effective manner. The campaign activities include media planning, seeking clients' approval, preview and delivery of creatives to be used and issuing Release Orders for campaigns. AV wing also manages the empanelment of TV/ Radio channels and fixation of rates thereof for the empanelled Channels/ Stations.

**Swachh Bharat Abhiyan** campaign tackling issues for creating awareness on cleanliness, safe drinking water, proper sanitation and hygiene was at the centre stage of the Audio Visual campaign launched by Information and Broadcasting Ministry and Ministry of Drinking Water and sanitation. During the period from 1<sup>st</sup> April 2014 to 31<sup>st</sup> December 2014 around 35 campaigns for

television were released with a commitment amount for the plans estimated at ₹215,64,67,553/- to be telecast on DD channels as well as Private C&S channels. The total numbers of Release Orders uploaded during this period were around 450 as the TV campaigns are spread across a period of time or staggered as per the client's requirement. Similarly for Radio medium during the same period the commitment amount for the plans released amounted to ₹49,65,75,609/-. These include 36 campaigns for Pvt. FM plans, All India Radio and Community Radio Station.

Some of the other prominent campaigns telecast or Broadcast during this period are for Ministry of Tourism focusing on promoting J&K tourism, North East Tourism and creating social awareness campaign. Ministry of Agriculture had also used the TV medium in spreading the messages of various aspects of forming and best practices in a plan spread over four months. Plans on Road safety, consumer awareness including Jago Grahak Jago, Defence Ministry Campaigns for Image Projection and recruitment in Army, Navy and Air force were some of the order prominent campaigns released by AV Wing.

### EXHIBITION WING

The year 2014-15 has been a year of transformation for the Exhibition Wing of DAVP. The mandate of the exhibition wing has been to organize exhibitions in villages, towns and cities on various flagship programmes of the Government of India on socially related issues. In the past one year, the exhibition wing has taken steps to transform its passive photo exhibitions into a multimedia interactive exhibition by including inputs like LED screens, plasma screens, interactive touch kiosk and along with participative programmes for the visits like painting and quiz competitions for children.

DAVP's exhibition wing undertook a special campaign as part of its mandate to strengthen the democratic process in the country by organizing Voter awareness exhibitions in different parts of the country during the various phases of the general elections. The exhibitions were focused on informing the voter about the importance of voting rights and also on the process of voting as a part of supplementing the efforts of the Election Commission of India's Systematic Voter Education and Electoral Participation Programmes. The exhibitions were inaugurated by several eminent personalities which included former CEC and film stars, National and state icons of the Election Commission of India. The Election Commission commended the efforts of DAVP

in mobilizing voters during the elections which witnessed a historic and record voter turnout.

Immediately, after the new Government took over, DAVP's Exhibition Wing developed a special exhibition sect called **'Ek Bharat, Shrestha Bharat'** to highlight the various programmes and policies announced in the President's address and in the Budget. The exhibition wing also developed a special set on **'Swacch Bharat Mission'** which is focused on creating awareness among the people about the Prime Minister's initiative to achieve a clean India by 2019. DAVP also put up a mega multimedia **photo exhibition on former Prime Minister Sh. Atal Bihari Vajpayee** on the occasion of his birthday which was also declared by the Government as Good Governance Day.

It was also a year of awards and accolades for DAVP's exhibition wing. DAVP was awarded the **Gold Medal for the Health Pavilion** set up at the India International Trade Fair 2014. The pavilion was focused on **'Asha-The Hope'** to show case the health worker as a symbol of women empowerment which was the theme of the Trade Fair.

In addition to this, DAVP also organized an independent exhibition on the Government of India's flagship programme **'Make in India'** at the 102<sup>nd</sup> Indian Science Congress in Mumbai. This was Hi-tech exhibition involving electronic models, 3D displays, motorized rotating Models and cut out letters photo panels. The exhibition designed and fabricated by our in-house exhibition team and was given a Special Recognition Prize.

DAVP has also expanded its partnership with State Governments in promoting Government of India programmes through exhibitions. For the first time, DAVP organized an exhibition on **'EK Bharat, Shrestha Bharat' and 'Nagaland Tourism' at the Hornbill Festival in Nagaland.** The stall attracted hundreds of visitors both from India and abroad.

During the financial year 2014-15 till December, 2014, DAVP has organized 326 exhibitions spreading over 1301 exhibition days under 20 exhibitions title i.e., Ek Bharat Shreshtha Bharat, Mahatma Gandhi, Vivekananda, Atal Bihari Vajpayee, Dr. B.R.Ambedkar, Indira Priyadarshni, Pt.Jawaharlal Nehru, Freedom Struggle and Health exh. DAVP participated in various Public information Campaign organized by PIB at different places. 36 PICs covering 108 days have been organized till December 2014.

Field Exhibition Units of DAVP participated in major fairs and important functions across the country. Some of them are:

IITF Delhi, IFFI Goa, Hornbill Festival in Nagaland, 102<sup>nd</sup> Indian Science Congress in Mumbai, Sonpur Mela, Ganesh Mela, CRPF Mela, Dusshera Mela, Jhiri Mela, IITF Kolkata, Kristi Mela-O-Loko Sanskriti Utsav, Canning Mela etc.

## OUTDOOR PUBLICITY WING

Outdoor media surely catches attention, as its reach is universal and not confined to a specific newspaper or channel. Outdoor publicity ignites curiosity about the campaign as well as work as a reminder for all other medium. Outdoor is on 24×7 as compared to other publicity. Outdoor attracts the rural masses through its eye catching illustration and by bold letter size. Especially in rural area, outdoor is a significant media to motivate the public. DAVP has made every effort to produce and display various mediums of outdoor to maximize the value of the campaigns. The following have been publicized for different client Ministries/Departments as well as Autonomous bodies of government of India through various campaigns on public awareness and information regarding various important events and facilitation in different sectors during the above period at National level.

- Number of displays done during the year 2014-15 (till 31.12.2014) is 43
- Total Commitment in 2014-15(till 31.12.2014) is Rs. 45,30,82,974/-

The OP Campaigns were run by using various media vehicles like Airport Display Board, Airport Signage & Hoarding/Unipole, Railway Ticket, Enquires, Banner, Bridge Panel, Bus Panels, Bus Queue Shelter, Display Board at Bus Stand & Railway Stations, Flex, Gantries, Hordings, Kiosk, LCD, LED, Plasma TV Screens, Metro- Public Utility, Station Display Board, Duct Panel, Pillar Kiosk, Street Furniture- Free Standing Panels, Information Panels, Police Booths, Waterless Urinals, Vending Kiosks and Traffic Signal Pillar Kiosk.

Various important campaigns like Swachh Bharat, Health & Family Welfare, Drinking Water & Sanitation, Film Festivals, Women & Child Development, Consumer Affairs, Income Tax, Custom & Central Excise, were publicized during this period. Besides, the important events as well as Film Festivals were also highlighted through outdoor publicity.

### **International Films Festival of India, 2014 at Goa**

DAVP has also played an important role to publicise the International Films Festival of India, 2014 held at Goa by way of printing World Cinema – IFFI Hand Book and Catalogue, Indian Cinema – IFFI Catalogue, Booklets, Brochures, Posters etc.

### **MEDIA RATE & COORDINATION**

There were 3 PAC meetings held in January (21.01.2014 to 24.01.2014), June (10.06.2014 to 13.06.2014) and December (22.12.2014 to 24.12.2014). Total 1134 publications were recommended by PAC for empanelment.

The rates of 423 publications have been revised out of 978 physical files received during the year 2014.

### **ACCOUNTS WING**

The Accounts Wing of DAVP handles payments of approximately Rs 950 to 1000 Crore every year. DAVP, apart from its own budget, receives funds from all its clients – Ministries, Departments, Autonomous Bodies, PSUs and after due verification disburses this fund as per the job order and proof of delivery to media organizations, ranging from newspapers, TV channels, Radio Channels, Outdoor Publicity agencies to producers and printing houses empanelled with DAVP.

The payments are handled after verification of the airing or publishing of the advertising as per laid out pre-conditions in the Release Order given to them by DAVP.

### **Major achievements**

The Major achievements of the Accounts Wing are given below:-

1. Successful conversion to Electronic-Funds transfers for all payments, including payments for Exhibition and Salaries.
2. Computerization of OP Accounts has been completed successfully recently.
3. Implementation of a clear schedule of deadline for submission of bills (One month for Audio-Visual and Outdoor Publicity bills two months for newspaper bills), after which bills are not accepted.
4. Processing of bills can now be tracked on the website, which reflects the status of the bills, especially whether they have been rejected due to some reason or passed.
5. Letter from the Director (Accounts) for rejected bills.

### **Major Initiatives Underway**

The major initiatives underway in Accounts wing are as under:

1. Setting up of a Helpline & Call Centre for Account related complaints.
2. Integration of separate Accounts modules into a single module under ERP – this will help both the client departments and other stakeholders to track their fund position/consolidated bill position across media platforms easily.

### **CAMPAIGN WING**

The major initiatives taken and important activities carried out during the period by the various Campaign Wings of this Directorate are as under:-

DAVP has started the practice of crowd-sourcing of all mandatory advertisement.

### **Ministry of Women and Child Development**

DAVP organized print, TV, FM Radio, Digital Cinema and SMS campaigns for Social Welfare related advertisement from the month of April 2014 till date. The campaign for “Beti Bachao, Beti Padhao” is presently underway. It is proposed to be conducted through various medium i.e. Mobile Van Exhibition, AV, New Media and Print.

Special messages on empowerment of women and girl child for the Ministry were also published from time to time during the period. CARA is planning to campaign on adoption through AV and Print medium during the current FY and the media plan has already approved by the client. The National Commission for Protection on Child Rights has sought media plan of OP (metro trains) and the campaign wing has already forwarded approved media plan to the client.

### **Ministry of Human Resource Development**

Display advertisements were issued in the newspapers across the country on Teachers’ Day and Literacy Day. Another display advertisement was issued in selected cities on Teachers’ Award Function Day.

Some of the departments/institutions also conduct advertisement campaign through audio-visual and new media to spread the awareness on various educational schemes. D/o Adult Education has been implementing Sakshar Bharat Campaign through various medium. The campaign on Mid Day Meal has been conducted through AV successfully.

The print advertisements of regular nature like tender notice and recruitment were issued for various departments/institutions under M/o Human Resource Development. Another classified advertisement of around 265 and display advertisement of 62 has been published.

### **Designing and printing of Government of India Calendar and Diaries**

A major activity of Directorate of Advertising and Visual Publicity is designing, printing and distribution of wall calendar and engagement diary every year. DAVP has printed more than 12 lakh copies of Govt of India Calendar in 13 languages.

These calendars would be distributed up to the Panchayat level with the help of India Post. Over the years they have proved to be an important tool to carry the social messages to the general public.

The theme for Calendar 2015 is **“Clean India: Green India”** in keeping with the Swachh Bharat Mission launched on 2<sup>nd</sup> October 2014.

The Current Calendar developed by the Ministry of Information and Broadcasting is of unique nature as DAVP has successfully developed both traditional and digital versions of the Calendar in tune with the “Digital India” objective of the Prime Minister.

### **Ministry of Minority Affairs**

During the FY 2014-15, the client had issued 7 full page/ Half page display advertisement in the newspapers across the country. One of the advertisements was to spread awareness about various government educational schemes like pre-matric scholarship, post matric scholarship, girl educational programmeme, vocational training scheme, grant in aid for educational institutions etc.

Another full page advertisement was released to publicize the Multi Sectoral Development Programmeme. A half page display advertisement was released on the theme “Padho Pardesh” to publicize on the scheme of interest subsidy on educational loans for overseas studies.

The client has also initiated campaign through AV, Digital Cinema and Exhibition to publicize various government’s scheme of minority communities. The media plan has been already sent to the client for the approval.

### **Ministry of Social Justice**

During the FY 2014-15 the client has issued 40 display advertisements on various subjects. The client has also conducted campaign through OP (metro train) on Senior

Citizen. Another OP campaign on Railways enquiry No.139 has also initiated.

### **Directorate of Income Tax**

DAVP issued over 60 advertisements (in both half-page and quarter page) were issued to ensure public awareness about the department’s tax-related schedules: Advance taxes, ITR filing, TDS returns filing, and Annual information return campaign, among others.

### **Directorate of Custom & Central Excise**

The department issued about 40 display advertisements in half-page and quarter-page sizes to cater to its target base of industries. It issued ads to promote awareness about its VCES scheme, excise taxes and service tax assessments in a big way.

### **Publicity campaign for National Film Awards 2013**

The publicity activities include printing of Regulation Books, designing of backdrop and a print advertisement for the occasion.

### **Fragrances from the North East**

DAVP released print advertisements for North East Film festival titled “Fragrances from the North East” held from 22<sup>nd</sup> to 24<sup>th</sup> August in Siri Fort Auditorium, New Delhi.

### **Make In India**

Full page print advertisements were released by Division 1 during the launch of Make In India Campaign by the Prime Minister.

### **Publicity for Independence Day 2014**

The print advt design had been crowd sourced by DAVP with provision of cash prize for top 10 entries. A print advt was issued in all empanelled publications with DAVP. A folder on Independence Day was designed and printed by DAVP and which was distributed during the flag-hoisting ceremony.

### **Mann ki Baat**

DAVP has also released quarter page print advertisements to publicise the Mann Ki Baat initiative of the Prime Minister over radio channels.

### **Swachh Bharat Abhiyan**

A multi-media campaign has been launched by DAVP for the publicity of the abhiyan. A full page print advertisement was released for all India papers carrying the swachhta sapat. Besides an intensive audio-visual campaign was launched from 2<sup>nd</sup> October 2014. First

phase of the campaign has ended on 14<sup>th</sup> November 2014. Also a swachhta booklet with dos and donts has been designed and printed for distribution amongst the general public.

### **National Unity Day**

The birth anniversary of Sardar Ballabh Bhai Patel has been declared as National Unity Day by the government. To raise the awareness level and to give publicity to the National Unity Parade, DAVP released print advertisements on the occasion. Besides a 60 seconds TV spot was run over TV channels. Besides a folder on Loh Purush Sardar Patel was designed and printed.

### **National Children Film festival & IFFI**

DAVP developed the TV and radio jingle for the 1<sup>st</sup> ever National Children Film Festival held in Siri Fort Auditorium from 14<sup>th</sup> November 2014. A print advertisement in dailies of Delhi was released. Besides DAVP printed posters for the occasion. Again, the all round publicity for IFFI was done by DAVP.

### **Antyodaya Diwas**

DAVP released a full page advertisement to commemorate the birth anniversary of Pandit Madan Mohan Malviya, in all India dailies.

### **Printing of publicity items**

The following were designed and printed to raise the level of awareness:

- A New Leap Forward- Achievement Book for the Government
- India in SAARC
- India in BRICS
- Folder on PM Jan Dhan Yojana

### **Image Projection of India Army**

DAVP has identified an Agency which will be producing creatives for the Image Projection Campaign of Indian Army. The Agency is in the process of production of multimedia creatives for Indian Army in consultation with DAVP

### **Image Projection Campaign (IPC) of Indian Navy and Indian Air Force**

The next phase of IPC for Navy and Air Force has been launched by DAVP.

### **Printing of Publicity Items for Indian Army and Indian Air force**

Calendars, diaries, planners, coffee table books etc., have been designed and printed by DAVP.

### **International Fleet Review 2016**

DAVP has given a campaign plan to Indian Navy for the forthcoming International Fleet Review 2016 to be held in February 2016 in Visakhapatnam.

### **Empanelment of Translation Agencies**

To streamline the process of translation of advertisement text, DAVP is in the process of empanelling translation agencies.

### **Other important Campaigns**

Some of the important campaigns are World Environment Day, Science Express (across 10 States from Sept., 2014 to Dec., 2014), International Ozone Day, Biodiversity on Wheels (August, 2014, Sept., 2014 & Dec., 2014), Guidelines for Idol Immersion during Ganesh Festival across 5 States, 4<sup>th</sup> Indo-Arab League (Total 9 advts. in the months of Oct. & Nov., 2014), Declaration of International Day of Yoga on 22 June by UNO, Pravasi Bhartiya Divas, India Sport Expo (Total 10 advts. during the month of Oct. & Nov., 2014) etc.

Apart from these campaigns, this Division undertook the work of printing of wall calendar and desk calendar for Min. of DONER and developing and designing of creatives for Min. of Overseas Indian Affairs for their awareness campaign.

Besides, a booklet 'India at Lima' (Conference on Climate Change CoP 20) was designed and printed on behalf of Min. of Environment, Forest and Climate Change.

## **VIGILANCE SECTION**

### **1. Details of Vigilance activities in DAVP during the period from 01.04.2014 to 31.12.2014:**

DAVP has set up a full fledged Vigilance Section in June, 2004 at its Headquarters in New Delhi. The Vigilance Section is functioning under overall supervision of DG. In this work, he is assisted by ADG, Director, Deputy Director and other subordinate staff.

### **Preventive Vigilance Activities During the Period**

- No. of regular inspections conducted during the period Nil
- No. of surprise inspections carried out during the period Nil

### **2. SURVEILLANCE AND DETECTION ACTIVITIES DURING THE PERIOD**

- Details of the areas selected for keeping surveillance Nil
- No. of persons identified for being kept under surveillance Nil

### 3. PUNITIVE ACTIVITIES (No. to be indicated against (i) to (x) where the appointing authority is other than President) :

i.	No. of complaints/references received during the period	11
ii.	No. of cases in which preliminary inquiry was conducted	02
iii.	No. of cases where preliminary inquiry report were received	02
iv.	No. of cases in which charge sheets for major penalty were issued To be issued in one case	
v.	No. of cases in which charge sheets for minor penalty were issued	Nil
vi.	No. of persons on whom major penalty was imposed	Nil
vii.	No. of persons on whom minor penalty was imposed	Nil
viii.	No. of persons placed under suspension	Nil
ix.	No. of persons against whom administrative action such as issuance of warning etc. was taken	Nil
x.	No. of persons prematurely retired under relevant provisions of rules	Nil

### REGISTRAR OF NEWSPAPERS FOR INDIA

The Office of the Registrar of Newspapers for India (RNI) is an attached Office of the Ministry of Information & Broadcasting. Under its Statutory and derivative functions, it verifies and approves titles of newspapers, registers them, checks and establishes circulation claims. It also submits to the Secretary, I & B by 31<sup>st</sup> December every year the “Press in India Report”, highlighting the state of Print Media in the country; the report is subsequently published under the title “Press in India”. Under its non-statutory functions, the RNI issues Eligibility Certificates for import of newsprint, to actual users which are registered with RNI as well as Essentiality Certificates for import of printing machinery etc.

During April to December 2014, RNI scrutinized 14901 applications for verification of titles, of which 9595 titles were approved; the rest were not found available for allotment. In the same period, 4866 newspapers/periodicals were issued Certificates of Registration.

The Annual Report “PRESS IN INDIA 2013-14” containing detailed information on print media as compiled from Annual Statements has been already been released for sale. The Annual Report “PRESS IN INDIA 2014-15” has been released by the then Hon’ble Minister of Information & Broadcasting to the Government on on 5.11.2014 and its CD Version has already been put on sale.

### NEWSPRINT

With effect from 1<sup>st</sup> May 1995, Newsprint has been placed under Open General License and all types of newsprint, Glazed & Standard, can be imported by actual users

without any restriction. During the year 2006-07, Ministry has revised the form of Annual Return showing the import and consumption details of newsprint. Through the Revised Format, RNI issues the E.C., specifying the maximum quantity of newsprint that can be imported by a newspaper. This quantity is decided on the basis of the affidavit in which the publishers state the consumption of newsprint for the previous two years and the proposed quantity of consumption for the current year. If there is more variation in the consumed quantity during the previous year and the quantity proposed to be imported during the current year, RNI asks the publisher to furnish the justification for the variation.

During the period April 2014 to December 2014, 1293 Eligibility Certificates were issued by RNI for import of newsprint.

### DE-BLOCKING OF TITLES

Titles verified by RNI which are not registered within two years by the publishers are de-blocked. Such unregistered titles verified up to the year 2011 have since been deblocked. 5774 titles verified during 2012 were deblocked during 2014-15 (up to December 2014).

### PRINTING MACHINERY

RNI is the recommending authority for the import of printing machinery and allied materials. As such, newspaper establishments are required to obtain essentiality certificates from RNI for import of printing/composing components and allied materials etc. at the concessional rate of customs duty available to newspapers. During April 2014 to December 2014, no applications have been received from newspaper establishments for import of printing machinery and allied equipment. During the same period, two letters were issued for obtaining exemption from the provisions of the Foreign Contributions Regulation Act.

### COMPUTERISATION

Apart from the computerized processing of title verification and registration, all the verified titles are put on the RNI’s website <http://rni.nic.in> and they can be downloaded by the applicants. With the introduction of this facility, any person/prospective publisher can access the existing title data base, thereby making it easier to select available titles of his/her choice. The data is available State/Language-wise. NIC has stopped giving service to R.F.Link as such R.F. Link is not working now. A leased line circuit from MTNL of 2 MBPS category is the only network working at present in RNI.

## OFFICIAL LANGUAGE

Office of RNI organized a Hindi Fortnight during 14-28 September, 2014 wherein different competitions were held to promote the use of Hindi in Official work. One Assistant Director (OL) and one Senior Translator are posted in this Office to provide the necessary assistance in translation, implementation and monitoring of the Official Language Policy of the Government of India.

## PUBLIC GRIEVANCES

A Public Grievances Cell is functioning in this Office. Deputy Press Registrar of this Office has been designated as head of the internal grievance redressal machinery of this Office. During this period, 667 applications received under R.T.I. Act also have been cleared.

## CITIZEN CHARTER

Citizen's Charter has been prepared and hosted on the official website of this Office (<http://www.rni.nic.in>).

### 12<sup>th</sup> Plan Scheme: Strengthening of RNI Headquarters

During 2012-13, Ministry of I & B have conveyed their Administrative Approval for the Plan Scheme 'MEDIA INFRASTRUCTURE DEVELOPMENT PROGRAMME' for 12<sup>th</sup> Five Year Plan [2012-17] with total cost of ₹162.00 Crores. The sub-Scheme of RNI, Strengthening of RNI Headquarters with the three sub-components of Digitalisation of records, online filing of annual statement, online C.R. with a total plan outlay of ₹1.00 Crores.

A provision of ₹20.00 lakhs has been provided in the annual plan 2012-13 for implementing the scheme in the Revised Estimates as against the budgetary provision of ₹30.00 lakhs. Out of this, a sum of ₹19.44 lakhs has been incurred as expenditure up to 31/03/2013. A sum of ₹30.00 lakhs has been provided in the annual Plan for 2013-14 and out of this a sum of ₹22.53 lakhs has been incurred as expenditure upto 31/03/2014. A sum of ₹20.00 lakhs has been provided in the annual Plan for 2014-15 and out of this a sum of ₹18.74 lakhs has been incurred as expenditure upto 31/12/2014.

## AMENDMENTS TO THE PRB ACT, 1867

Over the years, print media has enlarged its horizon to a great extent beyond the ambit of the Press and Registration of Book Act, 1867. Accordingly, the PRB Act, 1867 and the Rules made there under, have been reviewed with a view to making the Act more relevant in the present scenario of the print media.

The existing PRB Act 1867 needs change in absence of clear provisions, particularly on title verification, foreign publications and circulation verification. Sometime delay is caused due to absence of time frame for disposal of title applications. Hence, the existing Act is suggested to be replaced by the proposed amendments namely, 'The Press and Registration of Books and Publications (PRBP) Act', in order to eliminate the deficiencies by updating the existing definition and incorporating new definition etc.

A draft PRBP Bill 2011 was approved by the Cabinet Committee in Sept.2011 and sent to the Parliament, who in turn forwarded the same to the Standing Committee on Information Technology for examination. The Standing Committee made various recommendations on the proposed Amendments.

The suggestion of the Standing Committee on IT were taken into consideration and a revised bill, 2011 was prepared. Comments of Ministry of Law and Justice on the revised PRBP Bill, 2011 was received on 30.12.2014 and a draft Cabinet Note was finalised. The possibilities of introducing the draft Cabinet Note to the Cabinet Committee were explored. However, the Cabinet Note could not be placed before the Cabinet Committee owing declaration of General Election in April-May, 2014. The said bill now stands lapsed on dissolution of the 15<sup>th</sup> Lok Sabha on 18.5.2014.

A fresh PRBP Bill, 2015 has now been formulated and sent to M/o Law and Justice for final vetting. After receiving the approval of M/o Law and Justice, the Bill will be introduced to Cabinet Committee for approval and subsequently to the Parliament for passage.

## RECENT HIGHLIGHTS

- Online title verification applications – at present applications are sent by post through concerned DM. This procedure is time consuming.
- Online e-filing of Annual Statements to continue. This year this was a total success.
- Automatic SMS & e-mail intimations about status of title and registration applications is continuing with full success. This has reduced delays and enhanced transparency.
- Online availability and downloading facilities of title verification letter and copies of registration certificates.
- The amendments to the PRB Act are already with the Law Ministry of vetting. The existing PRB Act, 1867 is deficient in many aspects due to absence of clear provisions, particularly on title verification, foreign



publication and circulation verification. It also lacks measures to counter the problem of squatting. There is also absence of time frame for disposal of title applications and authentication of declaration by district authorities, which usually causes avoidable delay. All these issues have been addressed in the proposed amendments.

- 100% hassle free online service to stake holders.

**CONSOLIDATED INFORMATION ON VARIOUS ACTIVITIES OF THIS OFFICE FOR  
INCLUSION IN THE ANNUAL REPORT OF MINISTRY OF INFORMATION AND  
BROADCASTING FOR THE YEAR 2014-15.**

(Covered up to the period of 01/04/2014 to 31/12/2014)

Sl. No.	Name of the activity	Actual performance 2013-14 (04/2013-03/2014)	Target fixed for 2014-15.	Performance during 01/4/20134 to 31/12/2014	Anticipated for
1	Title Clearance				*
a)	References received	22455	*	14901	*
b)	Cleared	12985	*	9595	*
c)	Refused	7385	*	4515	*
d)	No. of Titles De-Blocked	5747	*	5013	*
2.	REGISTRATION	7881 (6132 fresh + 1749 revised)	*	5774	*
e)	R-I Section: Fresh Cases		*		*
f)	R-II Section: Fresh Cases		*		*
g)	R-III Section: Fresh Cases		*		*
h)	R-I Section: Revised CRs		*		*
i)	R-II Section: Revised CRs		*		*
j)	R-III Section: Revised CRs		*		*
3.	PRINTING MACHINERY & ALLIED MATERIALS.				
k)	No. Of Essentiality Certificate issued for import of Printing Machinery.	0	*	0	*
l)	Certificates for exemption from Foreign Contributions Regulation Act.	7	*	02	*
m)	No. of applications cleared under RTI	920		667	
4.	NEWSPRINT				
n)	No. Of Eligibility Certificates issued to the publishers for import of Newsprint	1279	*	1293	*
	Quantity of Standard Newsprint in MT	0		1514561	
	Quantity of Glazed Newsprint in MT	0		52357	
5.	Report Cell				
o)	PRESS IN INDIA	2012-13	2013-14		
p)	No. of annual Statements received	19007	19755		

Note: \* Depending upon the applications/requests received from the publishers. As such no targets can be fixed in these categories.

## VIGILANCE

(1) Details of vigilance set up for the organization at Headquarters and in field offices:-

The vigilance set up of the Office of Registration of Newspapers for India is functioning under the overall supervision of the Press Registrar. In this work, he is assisted by Deputy Press Registrar- an Officer of the level of Director- who is functioning as Vigilance Officer for the organization. The Vigilance Officer is assisted by Section Officer (Administration) and an Assistant.



*The then Minister of I&B, Shri Prakash Javadekar releasing Press in India 2013-14 brought out by RNI.*

(2) Preventive Vigilance activities during the period: -

In order to eliminate the scope of corruption, the Office of RNI has already adopted sufficient measures, simplifying the procedure for functioning such as title verification, registration, circulation-check and authentication of certificate of registration for import of newsprint. In order to bring transparency in the work of RNI, the information of the title verified and newspapers/periodicals registered is displayed on our web site which is being up dated regularly. Further, the instructions of Central Vigilance Commission to apprehend the corrupt element have been prominently displayed for General Information of the public. A large number of titles verified by the Office of RNI but not being published have been deblocked for allotment to intending publishers. This will minimize the difficulty of getting appropriate title and also reduce delay and chances of harassment to the publishers and to reduce chance of malpractice. The publishers visiting the office are attended by Senior Officers and assisted/guided properly. A close watch is kept on the activities of staff members so that they are not able to exert undesirable influence on the visitors. Staff posted at sensitive points is rotated periodically. Regular inspections were carried out by the

vigilance officer to ensure proper observance of rules and procedures. A Facilitation Counter has also been opened to remove the inconvenience of the publishers. A computer has also been provided at the Reception for the benefit of the visitors.

(3) Surveillance and detection activities during the period:-

(i) Details of the areas selected for keeping surveillance:-Titles, Registration, Circulation, Newsprint, Dak Counter & Reception.

(ii) Number of persons identified for being kept under surveillance: - Nil

(4) Punitive vigilance activities during the period:-:

(i) Number of regular inspections conducted during the period: Six

(ii) Number of surprise inspections carried out during the period: Four

#### **PUNITIVE ACTIVITIES (Number to be indicated against 4(1) to (X) where the appointing authority is other than President):**

i) Number of complaints/references received during the period.	4
ii) No. cases in which preliminary inquiry was conducted.	1
iii) No. of cases where preliminary inquiry report were received.	1
iv) No. of cases in which charge sheets for major penalty were issued	Nil
v) No. of cases in which charge sheets for minor penalty were issued.	Nil
vi) No. of persons on whom major penalty was imposed.	Nil
vii) No. of persons on whom minor penalty was imposed.	Nil
viii) No. of persons placed under suspension.	Nil
ix) No. of persons against whom administrative action such as issuance of warning etc. was taken.	Nil
x) No. of persons prematurely retired under relevant provisions of rules.	Nil

#### **DIRECTORATE OF FIELD PUBLICITY (DFP)**

[www.dfp.nic.in](http://www.dfp.nic.in)

In pursuance of the mandate of the Ministry of Information & Broadcasting, Directorate of Field Publicity undertakes field programmes to generate awareness among the people about government's policies/programmes/schemes. Effective implementation of government's developmental and welfare initiatives hinges on awareness among the intended beneficiaries about their entitlements

under various programmes/schemes. DFP accordingly seeks to create informed sections of the people to enable their voluntary and enthusiastic participation in implementation of such programmes/schemes. DFP's awareness generation efforts are based on 'inter-personal communication' which is proven to be the most effective mode of communication. DFP functions through interactive sessions with local opinion leaders and targeted beneficiaries, group discussions, door to door visits, public meetings, etc. These efforts are complemented by use of traditional and folk media and other conventional and non-conventional methods. In this process, DFP gets support from other central and state departments/agencies. DFP's field functionaries also collect feedback on implementation of government's programmes/schemes for the benefit of implementing agencies.

#### Objectives of the Directorate:

- To project plans, programmes, schemes, policies and achievements of Government of India by bringing its staff and material face to face with the people and to inform them about the plans and schemes formulated for their benefit;
- To promote among the people fundamental national values like democracy, secularism and communal harmony;
- To gather people's reactions to the programmes and policies of the Government and their implementation and to report them back for appropriate action and corrective measures, wherever required.

The role of DFP in disseminating information about



*Science Express Bio diversity Special DFP-Vellore, Tamilnadu Region.*

Government programmes and policies is distinctive *vis-a-vis* other media units of the Ministry, as it gathers feedback for client Ministries /departments from the target groups so that corrective action can be taken suitably. DFP thus acts as a bridge between the people and the Government of India.

### Organizational Set-up

The Directorate of Field Publicity functions in three tiers, namely:

- 1) Headquarters at New Delhi
- 2) Regional offices; and
- 3) Field Publicity Units.

There are 22 Regional Offices which are mostly located at State Capitals and 207 Field Publicity Units which are spread all over the country and mostly located at district headquarters. Each Regional Office controls about 6 to 13 Field Units. A Field Publicity Unit functions under a Field Publicity Officer who

is assisted by one Field Publicity Assistant and other support staff. The Field Publicity Units are equipped with vehicles and audio visual equipment for organizing field level activities. Each Field Unit is targeted to tour with 10-12 night halts in a month to conduct awareness programmes on Government schemes and policies among the masses and particularly, in remote and rural areas. In addition, there are non-night halt tours to nearby locations.

### E - Governance

DFP has adopted Information and Communications Technology (ICT) to facilitate functioning of its Regional Offices and Field Publicity Units in a more effective way. All Regional Offices and most Field Publicity Units of DFP have been provided with computers for quick and easy communication between them and with Headquarters. Focused reports and database are generated and regularly uploaded by the Regional Offices for the purpose of analysis, reference and record.

Web Pages of all 22 Regional Offices have been launched.

### Achievements: April-2014 to November-2014

1.	No. of Film Shows organized	12900
2.	No. of Special Programmes conducted	4054
3.	No. of Group Discussions organized	24683
5.	No. of Photo Exhibitions mounted	13590
5.	No. of Feedback Stories collected	11935
	<b>Total Activities</b>	<b>55277</b>
	Number of villages covered	14015

### Major Activities

#### Regular Publicity Programmes

To ensure focused and intensive publicity at grassroots level among the targeted beneficiaries, a system of quarterly campaign themes was introduced during 2014-15. Field Publicity Units of DFP lay stress on identified themes besides taking up few other themes for awareness generation. Details of Quarter-wise themes are given below:

Month	Theme
April & June, 2014	Systematic Voter's Education and Electoral Participation (SVEEP) National Integration and Communal Harmony and gender issues.
July to September, 2014	Right to Information Act
October, 2014 to March, 2015	Pradhan Mantri Jan Dhan Yojana (PMJDY), Beti Bachao, Beti Pado and Swatchh Bharat Abhiyan.

### Border Area Publicity Activities

Field Publicity Units under Regional Offices of **Arunachal Pradesh, Assam, Bihar, Gujarat, Jammu & Kashmir, Meghalaya-Mizoram-Tripura (MMT), Nagaland & Manipur, North-West (Punjab, Haryana and Himachal Pradesh), Rajasthan, Uttar Pradesh, Uttarakhand, West Bengal (North) & Sikkim & West Bengal (South)** carried out publicity campaigns in border areas under their jurisdiction. The units briefed the border area villagers about the different schemes implemented by the Government of India. Special emphasis was laid on promoting **National Integration and Communal Harmony**.

### Participation in Public Information Campaign (PICs)

DFP rendered strong publicity support to 23 Public Information Campaigns organized in various parts of the country from April to November 2014 under the jurisdiction of 21 Regional Offices. Two to four Field Publicity Units (FPUs) participated in each PIC and organized programmes on themes related to Bharat Nirman.

### Publicity activities in Left Wing Extremism (LWE) affected areas

Field Publicity Units under nine Regional Offices of **Andhra Pradesh, Bihar, Chhattisgarh, Jharkhand, Maharashtra, Madhya Pradesh, Odisha, Uttar Pradesh and West Bengal (South)** took up the task of awareness generation on all major programmes /schemes of the Government of India in areas affected by Left Wing Extremism.

### SVEEP Campaign

DFP organized awareness activities in support of 'Systematic Voter Education and Electoral Participation' (SVEEP) which aims at promoting registration of voters and higher turnout of voters during the Lok Sabha Elections held in April and May, 2014 and Assembly Elections by organizing SVEEP campaign in the States of Haryana, Maharashtra, Jammu & Jharkhand.

### Observance of important National and International Events/Days/Weeks

The Directorate and its FPUs organized programs on a variety of events including World Health Day, National Labour Day, Anti- Terrorism Day, Quami Ekta (National Integration) week, Child Rights Day, Girl Child Day etc.

### XII Plan Schemes

DFP has one sub-scheme namely, "Direct Contact Programme" under the XII Plan Scheme of the Ministry '*Development Communication and Dissemination*'. The sub-Scheme has the following components:

#### Direct Contact Programme

**i. Special Outreach Programmes (SOP):** Under this, two field units of DFP are clubbed to organize a two day intensive awareness generation programme on identified theme at each identified location. Regional offices of the Directorate launched intensive outreach programmes under its plan scheme component 'Special Outreach Programme' (SOP) in October, 2014. The main objective of SOP is to identify the places (including Melas and Festivals) where it could reach more number of people by conducting the programme in an intensive way.

Themes of SOP for the year 2014-15 are:

- Swachh Bharat Mission
- Pradhan Mantri Jan Dhan Yojana
- Beti Bachao Beti Padhao

As on 30<sup>th</sup> November, 2014, 233 Special Outreach Programmes have been conducted across the country.

#### Activities

Field Units of DFP conducted a total of 7081 awareness activities, out of which 4536 activities were organized under SOP. Of these, 684 were in Border areas, out of which 214 were conducted under SOP, 585 in LWE affected areas (175 under SOP), 748 in Minorities populated areas (226 under SOP) and 5100 activities in other areas (3957 under SOP).

#### Outreach

People of 1369 villages were sensitized through these publicity programmes across the country on the entitlements under various programmes of the Government.

#### Print media coverage

Awareness activities in Andhra Pradesh, Bihar, Chhattisgarh, Gujarat, Karnataka, Maharashtra, North-West, Rajasthan, Uttar Pradesh and Uttarakhand Regions

got 1552 column cms. of coverage in print media.

ii. **Conducted Tour/ Skill Upgradation (CTSU):**

Under this Component, DFP would organize eight (08) 'Conducted tours during 2014-15 at a cost of Rs 4.50 lakhs per tour. The tours will be organized for opinion leaders of Raipur, Jammu, Bangalore, Chandigarh, Bhubaneswar, Jaipur, Dehradun and Lucknow Regional offices this year.

The objective of the scheme is to expose a group of 10 to 12 opinion leaders from one state to innovative /effective implementation of development and welfare schemes in another identified state during their 10 to 12 day tour. After their first hand experience, the participating opinion leaders would further propagate the innovations /practices in their home state for wider adoption.

iii. **Infrastructure support for Direct Contact Programme (ISDCP) :**

This component is intended to modernize the functioning of DFP through technological upgradation and training. In the 12th Five Year Plan, DFP would be equipped with latest technology in the form of multi-media projectors, DVD Players, Wireless PA Systems, Digital still cameras, Photo Copier machines, mini-exhibition kits, vehicles in difficult areas, outsourced manpower, etc. to enable effective implementation of other components.

Under this component, the Headquarter of Directorate shifted from R. K. Puram, New Delhi to Soochna, Bhawan, New Delhi during 2014-15.

## **PUBLICATIONS DIVISION**

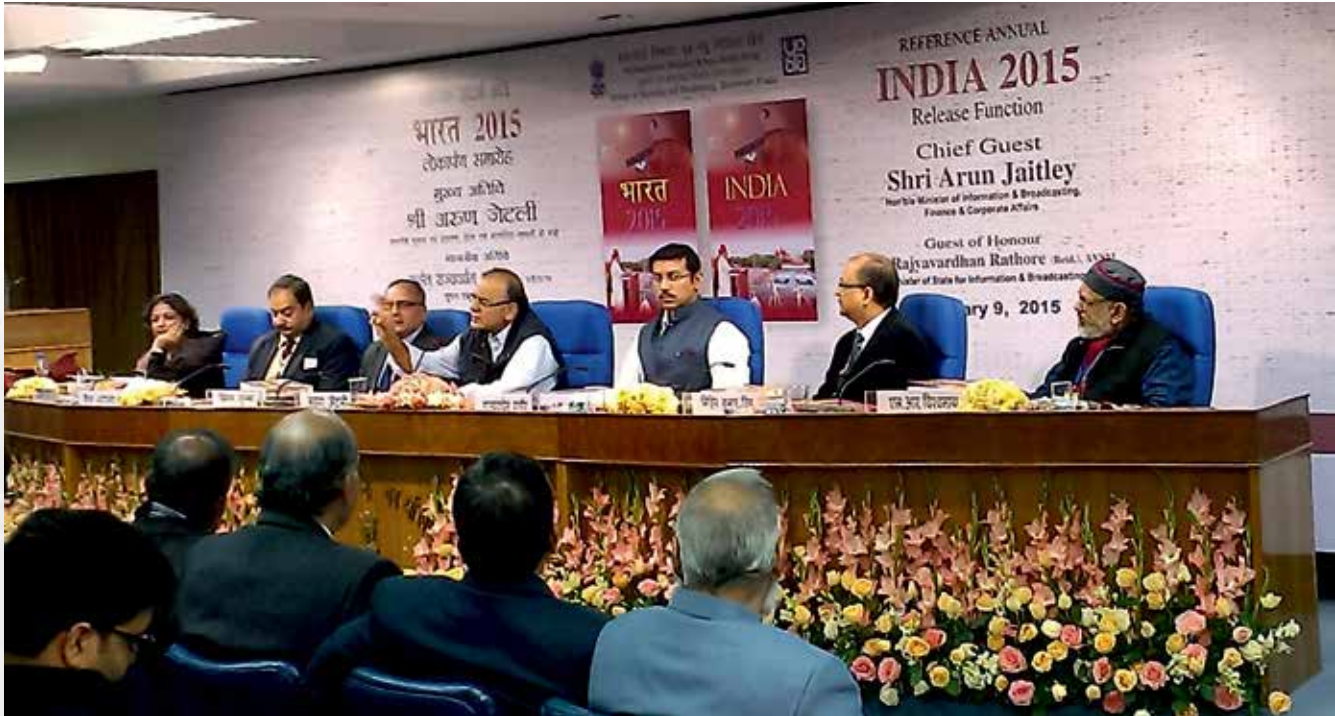
([www.publicationsdivision.nic.in](http://www.publicationsdivision.nic.in))

### **Highlights and Achievements**

- Brought out books of prestigious Rashtrapati Bhavan Series; published two well-designed important books— *Winged Wonders of Rashtrapati Bhavan and Indradhanush*. More books in the series are in pipeline.
- Completed the work on developing e-version of the original edition CWMG in the format of printable and searchable PDF CDs of entire 100 volumes (in English). This achievement resulted in preservation of the authenticated corpus of precious heritage for posterity.
- India 2015/ Bharat 2015 Reference Annual was released by the Hon'ble Minister of Information and Broadcasting on 9<sup>th</sup> February 2015. This prestigious Reference Annual, compiled by the New Media

Wing of the Ministry and edited, translated and published by the DPD, is an exhaustive and authentic repository of information about the activities and achievements of various ministries and departments of Government of India.

- Brought out a bouquet of six titles on Sardar Patel in Hindi and English, covering various aspects of the life and achievements of the great leader.
- Overall, DPD brought out 76 quality books on wide range of subjects including history, biographies of national leaders, monographs of literary figures, children's literature upto February 2015.
- In its periodicals, key developmental initiatives of the government like *Swachh Bharat Abhiyan, Make in India, Pradhan Mantri Jan Dhan Yojana, Beti Bachao Beti Padhao etc.* have been regularly covered befitting to their genres of expression and target readerships.
- Employment News, the flagship journal of DPD in English, Hindi and Urdu, continues to serve people with authentic information on job opportunities and maintained a high combined circulation of 3.4 Lakh copies.
- With 13 language editions and over 2 lakh combined monthly circulation, Yojana's role in development journalism has been noteworthy.
- Kurukshetra, a magazine on rural development has reached a combined monthly circulation of about one lakh copies.
- 21 periodicals of DPD had a combined print order of about 38 lakh copies during 2014-15.
- The Bhartendu Harishchandra Awards for the years 2011 and 2012 were presented. These awards are aimed at promoting original Hindi writings and are given in four categories.
- Participated in New Delhi World Book Fair organised in February 2015. Several new publications, with a wide range of subjects, e.g. books on Sardar Patel, Pt. Deen Dayal Upadhyay and a number of children's books were released by the Secretary, Ministry of Information and Broadcasting during the fair.
- Took part in Frankfurt Book Fair as a part of trade promotion activity along with National Book Trust. Overall, DPD participated in 21 important book fairs during the year.
- Earned revenue of ₹7.56 Crore from the sale of books and journals and advertisements during April



*Release of India 2015/Bharat 2015 by Shri Arun Jaitley, Hon'ble Minister of Information and Broadcasting.*

2014 to February 2015, excluding Employment News. Revenue generated by Employment News during April 2014 to February 2015 is ₹49.28 Crore.

## INTRODUCTION

Publications Division is among the premier publishing organisations of the Government of India. Established more than 70 years back, it is a repository of books and journals highlighting subjects of national importance and India's rich cultural heritage. The Division publishes books and journals on diverse aspects of Indian panorama, ranging from art and culture, land and people, flora and fauna, biographies of the Builders of Modern India, cultural leaders of India, life and works of other prominent Indian personalities from different walks of life to India's history and freedom struggle among many other subjects. It is also credited with publication of books on Gandhian thought including the Collected Works of Mahatma Gandhi (CWMG) in 100 volumes, in English and Hindi which is considered the most comprehensive and authentic collection of Gandhiji's writings.

Periodicals of the Division also cover a wide area of subjects in a large number of languages. These periodicals cover areas such as economic development, rural reconstruction, community development, literature, culture, children's literature and information on employment and career opportunities.

## KEY OBJECTIVES

- (a) To function as the repository of intellectual heritage and undertaking the responsibility to transfer knowledge by publishing books and journals on matters of national importance at reasonable price to facilitate wider access to people;
- (b) To undertake sale of books and journals, giving up to date and correct information about India to general public at home and abroad.
- (c) Publishing selected speeches of the Presidents and the Prime Ministers of India, to serve as a repository of thoughts for the posterity;
- (d) To make available information about job opportunities in Government Sector through *Employment News*;
- (e) Organizing and participating in book exhibitions and other activities related to book promotion, creation of reading habits among people and organising similar events to ensure wider reach of our publications.
- (f) To organise *Bharatendu Harishchandra* Awards on behalf of Ministry of Information and Broadcasting to promote original Hindi writings, in journalism and mass communication, women and children related issues and national integration.

## ORGANIZATIONAL SETUP

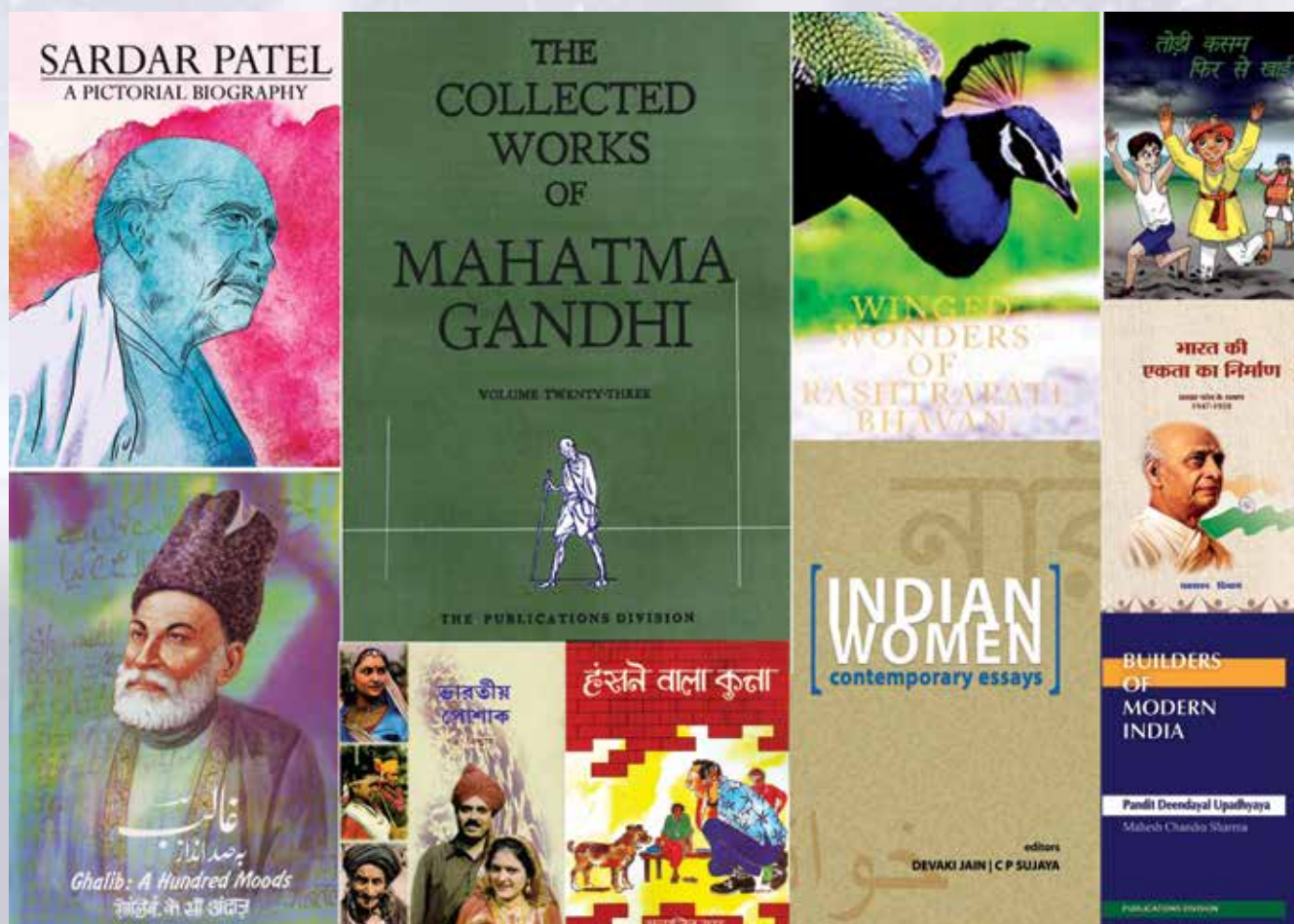
The Directorate of Publications Division is headed by Additional Director General (ADG), who is assisted by Director level officers supervising Editorial, Yojana and other journals, Business, Production and Administration Wings. The ADG is further assisted by General Manager/Chief Editor who is in-charge of the publication of *Employment News*.

The headquarters of the Publications Division is at Sochna Bhavan, CGO Complex, New Delhi and it functions through its various sales emporia at New Delhi (Headquarters), Delhi (old Secretariat), Mumbai, Chennai, Kolkata, Patna, Lucknow, Hyderabad and Thiruvananthapuram and Yojana offices at New Delhi, Mumbai, Kolkata, Chennai, Ahmedabad, Guwahati, Hyderabad, Thiruvananthapuram and Bengaluru. *Employment News* is published from New Delhi.

## MAJOR ACTIVITIES

### I. Publication of Books

- Publications Division brings out books on various aspects of Indian panorama from art, culture, history, land and people, flora and fauna, Gandhian literature, children's literature, science and technology, biographies of eminent Indians to reference works like *India - Reference Annual*.
- India 2015/Bharat 2015 Reference Annual was released by Hon'ble Minister of Information and Broadcasting on 9<sup>th</sup> February 2015. This authentic and comprehensive Reference Annual gives information about the programmes and achievements of different Ministries and Departments of the Government of India. India Reference Annual also provides vital statistics related to Indian States and Union Territories. This year, the Annual also gave a glimpse of flagship programmes of the Government and important events of the year, covered up to November 2014.





The demand for the Annual has been continuously rising and 1.14 lakh copies were printed as initial print order for the 2015 edition

- It published many important books namely *Winged Wonders of Rashtrapati Bhavan and Indradhanush* (in English; under the Rashtrapati Bhavan Series), *Indian Women : Contemporary Essays*, *A tale of two Robots*, *A History of Socialism*, *The Baffling Brain*, *C.Subramania Bharti*, and *Selected Speeches of Subhash Chandra Bose* (All in English) .
- Important Hindi publications include: *Bharat Ke Durg*, *Uttar Bharat Ki Lok Kathayen*, *Saral Panchtantra*, *Ramdhari Singh Dinkar*, *Raja Ram Mohan Roy*, *Yuva Sanyasi Vivekanand*, *Pari Hansavali*, *Yug Pravartak Avishkar* and three collections of selected stories published in its Children's Magazine *Bal Bharati* over last seven decades. In regional languages *Ghadar Party Lehar* (Punjabi), *Shabeed Bhagat Singh-Dastavejon Ke Aaine Mein* (Urdu) were its important publications.
- Six books on different aspects, on the life and works of Sardar Patel were also brought out. These new editions are textually enriched and elegantly designed. These books include: Sardar's biography in English and Hindi; a pictorial biography with rare photographs of the leader and his contemporaries; and important speeches underlining Patel's role during the epoch making years of India's independence and merger of princely states into Indian Union
- Publications Division brought out revised and enhanced reprints of a number of books in its Builders of Modern India Series (BMI) viz. *Raja Ram Mohan Roy*, *Charles Freer Andrews*, *Madan Mohan Malviya*, *Swami Vivekanand*. and *Pt. Deen Dayal Upadhyay*.
- During the period April 2014 to February 2015, 76 titles have been published in English, Hindi and other Indian languages.

## II. Publication of Journals

The Division publishes, apart from *Employment News/Rozgar Samachar* in English, Hindi and Urdu, 18 journals which include *Aajkal* (Hindi and Urdu), *Bal Bharati* (Hindi), *Kurukshetra* (English and Hindi) and *Yojana* (English, Hindi and 11 other languages).

### Yojana

*Yojana*, being published since 1957, is a journal devoted

to the theme of economic development in the broad framework of government policy initiatives. With 13 language editions ( English, Hindi, Assamese, Bengali, Gujarati, Kannada, Marathi, Malayalam, Oriya, Punjabi, Tamil, Telugu and Urdu) and over 2 lakh combined monthly circulation, Yojana's role in development journalism is unparalleled both at the national and regional levels. It provides enriched material from experts in various fields to readers of wide segments, viz. policy makers, scholars and students.

The key developmental initiatives of the government like *Swachh Bharat Abhiyan*, *Make in India*, *Jan Dhan Yojana*, *Beti Bachao Beti Padhao* etc. have been covered extensively during the year. The special articles included in the issues have also focused on some of the main developmental issues vital to the country like 'Understanding Rape Law Reform', 'Yamuna River Cleaning: Prevailing Issues and Mitigating Measures and ensuring Environmental Water Flows in the River Ganga "Roadmap to Financial Inclusion: Pradhan Mantri Jan Dhan Yojana"' "Outdated Laws: Dilemma for Non-Resident Indians" ( in the context of the Prime Minister's effort to reach out to Indian Diaspora). There were also articles on "Gandhi and Sanitation"(October 2014 issue) and "Manual Scavenging"(November issue) which brought into focus issues of sanitation vis-a vis the *Swachh Bharat Abhiyan*. During 2014, Yojana brought out three special issues in the months of April, August and October 2014.. January 2015 issue of Yojana was a special issue on the theme of *Sanitation, Development and Social change* which focused on the flagship schemes of the government.

Yojana, in its other regular issues, has covered a wide gamut of themes of contemporary relevance, like Energy Security; Tribal and Marginalised Communities; Public Health; Administrative Reforms; Indian Agriculture; Democracy and Electoral Reform; Urban Planning; Technology, Innovation & Knowledge Economy and FDI & International Trade.

Yojana has also been carrying some regular columns like 'Do You Know' – a compilation of questions and answers on important themes and subjects, aimed at students as well as general readers; 'J&K Window' and 'North East Diary' which carry short development related news stories from Jammu & Kashmir and the North East, respectively; and 'Development Roadmap' which gives information on developmental programmes of the Government.

### Kurukshetra

*Kurukshetra* a leading magazine on rural development, being published in Hindi and English since 1952 is devoted to the issue of rural development and other grassroots level themes related to the rural economy in a



broad context.

During the year 2014-15, the average combined (English and Hindi) monthly print order was around one lakh copies per issue. It is a platform where academicians, planners, NGOs, and thinkers discuss issues of rural development objectively and in detail. The main focus of the magazine is to evaluate how the policies of the Government are being translated on the ground.

During 2014-15, *Kurukshetra* highlighted the government's initiatives in the rural sector covering varied issues related to rural development such as Interim Budget 2014-2015, Agriculture based Industries in Rural India, Agricultural Development and New Techniques, Innovation and Technology in the Rural Sector, Rural Migration, Budget 2014-15, Rural-Urban Sanitation, Commercialization of Agriculture, Agricultural Financing and Rural-Urban Linkages, etc. The Annual Special October 2014 issue of the magazine featured articles on Rural Employment. It also highlighted the new initiatives of the government specially the *Swachh Bharat Abhiyan* by publishing a number of articles in its various issues. March 2015 issue is fully focussed on women empowerment.

### Ajkal

The prestigious literary magazines *Ajkal* (Hindi) and *Ajkal* (Urdu) cover diverse aspects of Indian culture and literature. The Urdu Edition of the magazine entered the 73<sup>rd</sup> year of its publication in August 2014 while *Ajkal* (Hindi) being

published since 1945 entered the 71<sup>st</sup> year in May 2014.

*Ajkal* Hindi's October 2014 issue focused on well-known Hindi-Urdu author Krishan Chandar's birth centenary. His entire personality and his writings have been featured in this issue. Its July, 2014 issue was centred on Munshi Premchand, the doyen of Hindi literature, on the occasion of his birth anniversary. September, 2014 and November, 2014 issues focused on contemporary Hindi poetry and new trends in Children's literature respectively. The magazine published interviews of popular personalities from time to time.

Urdu focused on contemporary literary scenario through its various issues in 2014. Special issues were brought out to mark the birth centenary of noted fiction writer and film maker K.A. Abbas and fiction writer Krishan Chandar. Special issues were also brought out on women's writings and Urdu journalism and India's freedom struggle. Articles on well-known Urdu poets like Ghalib, Hali, Shibli and legendary singer Begum Akhtar were also published in 2014-15.

### Bal Bharati

*Bal Bharati* is a monthly Hindi magazine being published since 1948. This popular magazine, besides providing healthy entertainment to children, also helps in imbibing social values and scientific temper among them through informative articles, short stories, poems and pictorial stories.

Bal Bharati organizes national level children's essay competition aimed at promoting creative skill among younger generation. This year the themes for the competition were associated with sanitation and

hygiene, in sync with the *Swachhh Bharat* initiative of the government. Wide publicity has been given to the competition. November 2014 issue of the magazine focused on *Swachhh Bharat Abhiyan*. The magazine also provided information on government's various initiatives like Ganga cleanliness, good governance etc. befitting its genre. The magazine published a special science issue in June, 2014. Besides stories and poems, Bal Bharati also publishes interviews of popular personalities, informative articles on world heritage and tales from North-East etc.,

### Collected Works of Mahatma Gandhi (CWMG)

CWMG is among the most prestigious projects of Publications Division. It is the compilation of all the writings of Mahatma Gandhi in 100 volumes both in English and Hindi. The project was initiated in 1956 and is a collection of meticulously authenticated writings of the Mahatma. The monumental work related to the preparation of the e-Master Copy of all volumes in searchable and printable PDF format has since been completed with support from Gujarat Vidyapith, Ahmedabad, a premier Gandhian institution. This monumental e-version has resulted in securing preservation of the authenticated corpus of national heritage for posterity. DPD is also bringing out all out of stock CWMG print volumes to make a complete print set all time ready.

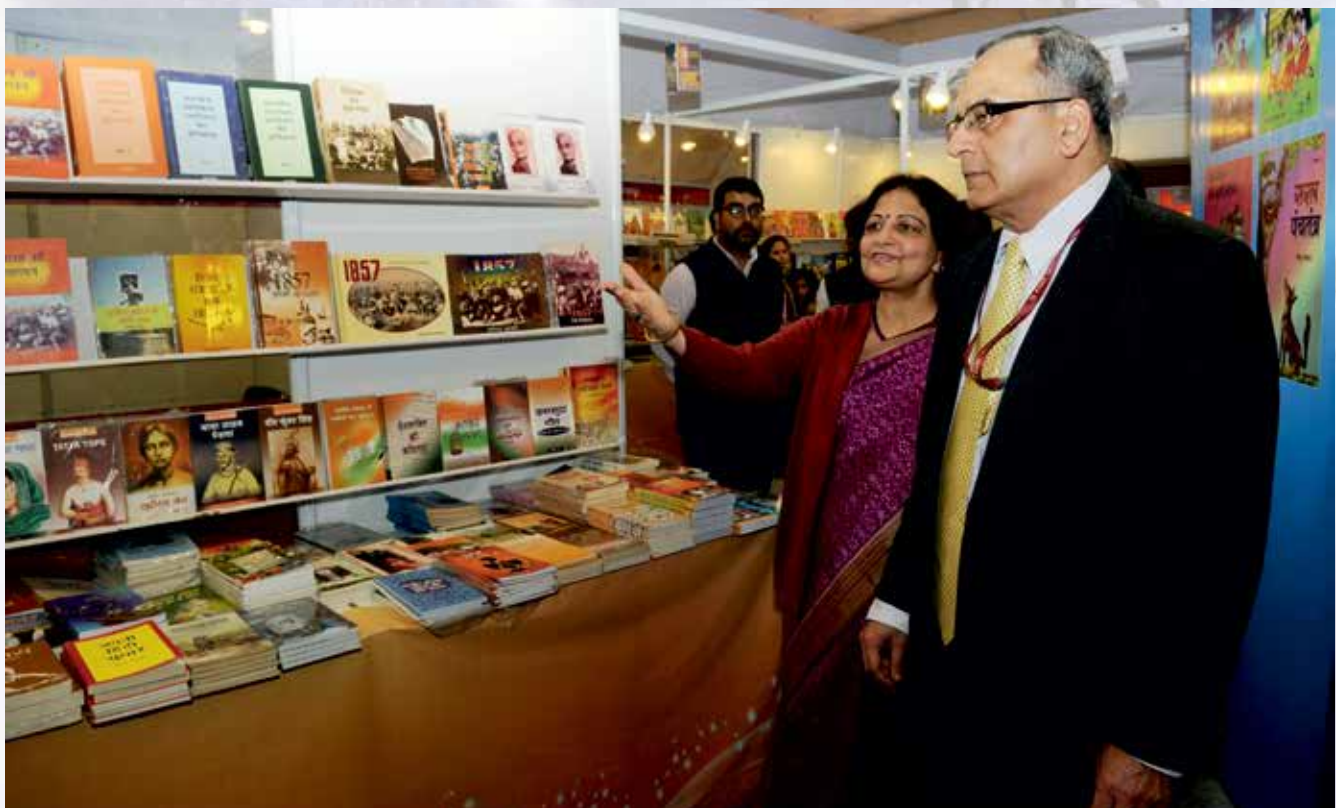
### BUSINESS AND MARKETING

Business wing of Publications Division is engaged in sale and distribution of books and periodicals published by the Division. The sale is undertaken through its own offices and registered Agents. The Division has continuously endeavoured to expand the reach of its publications, improve visibility and access by participating in book exhibitions, book fairs, Public Information Campaigns and sales promotion activities.

To bring the publications closer to people, the DPD participated in major book Fairs in various parts of the country. From April 2014 till February 2015, DPD took part in 21 important book fairs in Lucknow, Kanpur, Varanasi, Neyveli, Erode, New Delhi, Patna, Thiruvanthapuram, Hyderabad, Vijayawada, Jaipur etc.

DPD participated in a big way in the New Delhi World Book Fair 2015 (14-22 February 2015). The organization displayed around 1100 titles in English, Hindi and regional languages and clinched sales worth ₹11.85 lakhs – a higher figure compared to last three years. Many well known personalities from all walks of life visited DPD stall and appreciated the publications. On the inaugural day of the fair, 7 new titles were released by the Secretary, Ministry of Information and Broadcasting.

*Indian Women: Contemporary Essays*, a prestigious title



*Shri Bimal Julka, Secretary, Information and Broadcasting taking a round of DPD's display of books at New Delhi World Book Fair*

incorporating articles of eminent women writers from different walks of life was also released during the Fair. The event was followed by a lively symposium on women's issues.

This year DPD participated in Frankfurt Book Fair as a part of trade promotion activity along with National Book Trust. Participation was aimed to raise the profile of the organisation and project India in the international community through books which provide authentic information about country and its heritage. It also served as a learning exercise for the organisation to be able to get information on the advances and trends in the international publishing sector. To mark important national events like Independence Day, Gandhi Jayanti, Hindi Pakhwara, etc DPD organizes 'in-situ' book exhibitions within the premises of its 10 sales outlet throughout the country.

Besides books, 21 periodicals are published and sold from DPD from its Delhi and eight regional offices, with a combined print order being 38 lakh copies during 2014-15.

The revenue earned from the sale of books, journals and through advertisement was more than ₹7 crore (excluding Employment News) for the period April 2014 – February 2015.

### Plan Schemes

The Directorate has embarked on an ambitious project of Revitalization, Up-gradation and Modernization, under the 12<sup>th</sup> Five Year Plan scheme, "Media Infrastructure Development Programme", with the total outlay of Rs 10 crores. Through this, the Directorate proposes to digitize its operations to enable it to offer advantages of e-commerce to its clientele. The specific components of the Plan are:

**Commissioning of books on specific topics:** This scheme was envisaged to produce high quality books and journals on specific identified topics.

**Creating a digital archive and preparations of e-books: Digitalization of the books of DPD**

Publications Division is in the process of digitalizing its books for making them available as e-books to the readers. After digitization of its publications, DPD would be in a position to make these publications available to the public on various electronic platforms.

**Computerization of Inventory Management, Royalty and other activities of the Business Wing for improved business operations of the Directorate:** This is an important area aimed at modernizing the functioning of the organization. This plan component includes an important area of installation of software, hardware for sales inventory management, etc., and networking of various sales emporia and Yojana offices with headquarters. It would enable DPD to move from

manual mode of business and sales activities at present to the digital mode, thereby improving the services to stakeholders and making it ready for e-commerce. A Detailed Project Report has been prepared and the process for implementation is being finalized.

**Making digital version of Employment News and creating digital archives:** This component aims to make the Employment News digitally available on subscription and creating a digital archive of old issues, networking of accounts, sales and marketing wings.

**Modernization of Office Infrastructure and Maintenance:** This includes renovation of office space, modernization and shifting of Publications Division to a new block in Sochna Bhawan. CCW has undertaken the renovation in the new office space in Sochna Bhawan and the office has been shifted to new premises. Under this component, a new conference hall has also been set up, and modern office equipments have been procured.

### Budget & Revenue

The Budget Estimates (BE) under Non-Plan for the financial year 2014-15 is ₹26.05 crore for Publications Division and ₹25.19 crore for Employment News. The Budget Estimates under Plan fund is ₹5 crore including Employment News.

The tabular representation of the Non-Plan Budget and Revenue earned is given as under:

#### Publications Division

(₹in Lakhs)

Year	Allocation	Expenditure	Revenue Earned
2013-14	2480.00	2633.25	774.77
2014-15	2605.00	*2741.37	*756.62

#### Employment News

Year	Allocation	Expenditure	Revenue Earned
2013-14	2552.00	2045.55	4601.70
2014-15	2519.00	*1953.00	*4928.00

Combined position of Allocation, Expenditure and revenue generated is as under:

Year	Allocation	Expenditure	Revenue Earned
2013-14	5032.00	4678.80	5376.47
2014-15	5124.00	*4694.87	*5684.62

\*Figure upto February, 2015

### EMPLOYMENT NEWS/ROZGAR SAMACHAR

Employment News, a weekly journal, published in Hindi, English and Urdu simultaneously, was launched in 1976. It is the flagship Journal of the Publications Division. Headed by a General Manager-cum-Chief Editor Unit, this unit works under the overall administrative control of Publications Division. However, for functional necessities to support the set up for a high- circulation time bound

weekly periodical, this unit has a separate budget.

With the objective of disseminating information on job opportunities across the country and also to help youth in making an informed choice about their careers, Employment News publishes advertisements for jobs in Central, State Governments, Public Sector Undertakings, Autonomous Bodies besides Universities etc., admission notices for professional courses, examination notices and results of organizations like UPSC, SSC and other general recruitment bodies. In addition, Employment News also has editorial segment by experts on employment opportunities in various sectors including emerging sectors.

Employment News has proved useful for our young graduates, engineers, scientists and other qualified persons looking for employment or seeking to improve their career prospects.

With the average combined circulation of about over 3.4 lakh per week, the Journal is quite popular among the job seekers. The Employment News sends SMS job alerts to approximately 3 lakh registered users free of cost. The newspaper has also been launched on social media in December, 2014 and has had an overwhelming response on Twitter and Facebook. Employment News not only reaches in metros but also in urban & semi-urban areas. The distribution is carried through a network of distributors spread across the country.

Since its inception, Employment News, has been generating revenue to the Government. During the current financial year, upto February 2015, revenue of over ₹49.00 crore was generated.

Employment News publishes regular column on North-East called “Incredible North East”. Every issue of Employment News publishes News Digest which has important developments of the fortnight.

### **E-Employment News/E-Rozgar Samachar**

In view of the growth on usage of internet both in metros and urban areas, and to provide easy accessibility of Employment News, e-version of Employment News (English) and e-version of Rozgar Samachar (Hindi & Urdu) is available. In the backdrop of growing internet penetration and launch of new job periodicals and portals and subsequent need for authentic and fool proof information about job opportunities, Employment News and its e-version is providing authentic and credible information in these areas. The newspaper has over 5600 subscribers who also access the e-version of Employment News. E-version is simple and is available as of now to subscribers only, free of cost along with security measures so that the circulation of hard copies of Employment News does not come down. E-version in English is

available on [www.employmentnews.gov.in](http://www.employmentnews.gov.in) and E-version in Hindi and Urdu is available on [www.rojgarsamachar.gov.in](http://www.rojgarsamachar.gov.in). The response has been encouraging and there is an increasing demand of subscribers for this facility.

### **On-line Initiatives and activities on Social Media**

- Publications division reworked its website ([www.publicationsdivision.nic.in](http://www.publicationsdivision.nic.in)) to change the ‘look and feel’ of the website and enhance its visual appeal and functionality, with the addition of a number of new features. It now has the provision for collecting the feedback and suggestions from people who visit its website. It is updated regularly with covers of its latest publications and direct links to sister websites is provided. It also has links to Facebook. The Photo gallery section has been included to provide glimpses of events held.
- The organization launched its Facebook page recently. It has 7900 likes till date. The Division is sharing information on its new books, programmes and activities through the social media extensively. It is also used to address queries regarding subscription and other business activities of the Publications Division. The facebook page can be accessed at <https://www.facebook.com/publicationsdivision>
- The websites of Employment News are [www.employmentnews.gov.in](http://www.employmentnews.gov.in) (English) and [www.rojgarsamachar.gov.in](http://www.rojgarsamachar.gov.in) (Hindi). The websites are equipped with pictures, information on features of Employment News like Incredible North East. Providing the information about the agents of Employment News throughout the country including name and address of each agent. On an average the website gets about 30,000 hits per day.
- Employment News has recently been launched on social media. The journal tweets job alerts and other important information to subscribers and job seekers. The newspaper is also active on Facebook (<https://www.facebook.com/employment1976>). Employment News gained about 1000 followers on Twitter ([twitter.com/EmployNewspaper](https://twitter.com/EmployNewspaper)) and 4000 followers on Facebook within two days of its launch on social media. It has recently set up a 24x7 helpline (Mobile no. 91 9810566518) for the benefit of its subscribers and distributors.
- The Yojana website provides updated information about its current issues to the readers. It also has an archive section which hosts past issues of Yojana for the benefit of the people who need the content.



*The then Minister of Information Broadcasting, Shri Prakash Javadekar, during the distribution of Bharatendu Awards*

The website has links to its Facebook page and other relevant information. The interactive website allows feedback from visitors which allows Yojana to engage with its readers, address their queries and respond to their questions related to its content. It also helps to serve as a bridge between the business wing and the subscribers and readers by forwarding the queries on sale and subscription.

- The Facebook page of *Yojana* (<https://www.facebook.com/yojanaJournal>) is highly popular with more than 76,000 likes. Through this mode, readers are able to get instant notifications and updates about activities of Yojana as also information on forthcoming issues of the magazine. Yojana has also started its Twitter account (<https://twitter.com/yojanajournal>) recently and is getting a good response.

#### **Installation of Biometric Attendance Systems**

DPD has successfully brought all its employees stationed in Delhi to register and subsequently mark attendance through the biometric attendance systems.

#### **Bhartendu Harishchandra Award Scheme**

Initiated in 1983, Bharatendu Harishchandra Award is a promotional award given to the authors for their contribution in advancement of Hindi through original writings on various subjects. This award, over the last 3 decades of its existence has enjoyed widespread credibility over the years. This award is presently given under four categories:

- Journalism and Mass Communication ( three prizes of ₹75,000, ₹50,000 and ₹40,000 each )
- Women's Issues ( Two Prizes—₹40000/- and ₹20,000 each)
- Children's Literature (Two Prizes—₹40000 and ₹20,000 each)
- National Integration (Two Prizes—₹40000 and ₹20,000 each)

The awards for the year 2011 and 2012 were distributed in September, 2014 by the then Hon'ble Minister of Information and Broadcasting .

#### **Promotion of Official Language**

The Directorate is implementing official language policy as per the guidelines/ instructions of the Government

of India, Department of Official Language. This office organised 'Hindi Pakhwara' in September, 2014 and 25 awards were given in different categories. Quarterly meetings of Official Language Implementation Committee were held in each quarter. Four workshops were conducted during the year. Inspections of Chennai, Hyderabad and Kolkata offices were done for the implementation of official language policy.

### **NEW MEDIA WING (NMW)**

Set up in the year 1945, the Research, Reference and Training Division now renamed as "New Media Wing" functions as information serving unit for the Ministry of Information & Broadcasting. It provides background, reference and research material for use of the Ministry, its media units and others engaged in mass communication. As per Ministry's Office Order No.A50013/167/2013-Admn.IV dated 4<sup>th</sup> September, 2013, the New Media Wing will provide the functional and operational support to the newly set up Social Media Cell in the Ministry. The New Media Cell will be headed by Joint Secretary (P&A). OSD(C) will assist Joint Secretary (P&A). The New Media Wing will include all the existing staff/infrastructure of Research, Reference and Training Division. The IIS Gr.A and Gr.B Officers presently attached with Social Media Cell of the Ministry are hereby attached with the New Media Wing in order to strengthen it. These Officers will directly report to Additional Director General, New Media Wing who will, in turn report to the Ministry.

### **Organisational Setup**

NMW has its headquarters at Sookhana Bhawan, CGO Complex, Lodhi Road, New Delhi and is headed by Additional Director General and assisted by two Directors and supporting staff.

## **MAJOR ACTIVITIES**

### **Social Media**

The New Media Wing is looking after the assignment of Monitoring of sending reports relating to Media Reports, Content Analysis, Reports of EMMC, Special Report on Hon'ble PM visit, Floods and other national events on 24x7 working basis and sending these reports to various Senior bureaucrats and other VIPs on daily basis since June, 2014.

### **India-A Reference Annual**

The Division compiles a reference book, 'India-A

Reference Annual', on development and progress made by Central Ministries/ Departments, States/ Union Territory Administration and PSUs/ Autonomous bodies. It is simultaneously published in Hindi titled- 'Bharat'. Compilation of this year book-2015 was completed and sent to Publications Division for publication.

### **Diary of Events**

The Division maintains a fortnightly Diary of Events. It focuses on important national and international events for record and reference.

### **Specialized Magazines' Monthly Report**

The Division prepares a monthly report on specialized magazines that have a share of FDI and are meant for specified subjects only for which they have been given permission for publication in India. These magazines are monitored to ensure that the publishers adhere strictly to the stipulations laid down by the Government.

### **Speeches/Messages**

Speeches/Messages and Talking points are prepared for Hon'ble MIB and Secretary as and when desired.

### **Reference Library**

The Division has a well-stocked library with a large collection of documents on various subjects, bound volumes of selected periodicals and various reports of the Ministries, Committees and Commissions. Its collection includes specialized books on subjects pertaining to journalism, public relations, advertising and audio-visual media, prominent encyclopedia series, yearbooks and contemporary articles. The library facilities are available to the senior officers of I&B as well as to accredited Indian and foreign correspondents. Computerization of library is under process.

### **National Documentation Centre on Mass Communication**

The National Documentation Centre on Mass Communication (NDCMC) was created in 1976 as a part of the Division on the recommendation of an Expert Committee set up by the Ministry for collecting, interpreting and disseminating information about the events and trends in mass media through its periodical services. The NDCMC documents major news items, articles and other information material available on mass media/communication. The current

activities of the Centre range from collecting & documenting to dissemination of information. The information collected is maintained and disseminated through service liked Current Awareness Service-annotated index of select articles; Bibliography Service annotated subject index of articles; Bulletin of Films abstract of various developments in the film industry; Reference Information Service- background papers on subject of topical interests in the field of mass media; ‘Who’s Who in Mass Media’- biography of eminent media personalities; Honours conferred on Mass Communicators-details of awards conferred on Mass Communicators and ‘Media Update’-diary of national and international media events. The Centre brought out 44 such services during the period.

### Vigilance Activities

#### 1) Details of vigilance set up for the organization at headquarters and its field offices.

Joint Secretary of Ministry of I&B is the Chief Vigilance Officer. Shri H.M. Sharma Chief Documentation Officer, New Media Wing is a Vigilance officer for this Wing to the Ministry.

#### 2) Preventive Vigilance activities during the period

- i) Regular inspections are conducted during the period
- ii) Surprise inspections are also carried out during the period

#### 3) Surveillance and detection activities during the period

- i) Details of the areas selected for keeping surveillance.

NMW is a small subordinate office and as per its mandate there is a limited scope for surveillance.

#### ii) Number of persons identified for being kept under surveillance.

Nil in view of III(i) above.

#### 4) Punitive activities (Number to be indicated against 4(i) to (x) where the appointing authority is other than President).

- i) Number of complaints/references received during the period. Nil
- ii) Number of cases in which preliminary inquiry was conducted. Nil
- iii) Number of cases where preliminary inquiry reports were received. Nil
- iv) Number of cases in which charge sheets for Major penalty were issued. Nil
- v) Number of cases in which charge sheets for Minor penalty were issued. Nil
- vi) Number of persons on whom Major penalty was imposed. Nil
- vii) Number of persons on whom Minor penalty was imposed. Nil
- viii) Number of persons placed under suspension Nil
- ix) Number of persons against whom administrative action such as issuance of warning etc. was taken; and Nil
- x) Number of persons prematurely retired under relevant provisions of rules. Nil

### DETAIL IN RESPECT OF IMPLEMENTATION OF THE JUDGMENT/ORDERS OF CAT.

S.No.	Media Units/ Sections	No. of Orders received from CAT for the year 2013/14	No. of judgments/orders implemented during 2014/15
1.	New Media Wing	Nil	Nil

### NEW MEDIA CELL

New Media Wing has been set up in the Ministry of Information and Broadcasting to disseminate the information through social media platforms. This initiative has enabled the Government to keep pace with the contemporary trends in the social media space. The New Media platforms in disseminating information about Government related News, welfare schemes, policies etc and engaging internet users in participative Governance.

The Information & Broadcasting Ministry has established “Social Media Communications Hub” to address the communication and dissemination requirements of the Government. The communications hub would proactively pursue the engagement of the Government through a social media policy and strategy aimed at focussed and enhanced





*Presentation on Beti Bachao Beti Padhao by S&DD*

dissemination, image and perception management.

In order to facilitate Ministries/Departments in registering their presence on Social media by utilizing the services of the Communications Hub established by the Ministry of Information & Broadcasting, the Ministry of I&B organized a half day training workshop on 11th July, 2014 at the National Media Centre. The response was very encouraging as about 150 officers representing 59 Ministries/Departments attended the workshop. An interactive Q&A session was also held before concluding the workshop and induction material including a handbook on Social Media was also distributed to all the participants.

Moreover, the various schemes of the Government of India were given wide coverage on the Ministry of I&B's social media platforms. These include Swachh Bharat Mission, Bal Swachhta Mission, Rashtriya Ekta Divas, First National Children's Film Festival, Pt. Deendayal Upadhyay Shramev Jayate Karyakram, Saansad Adarsh Gram Yojana, Make in India, Pradhan Mantri Jan Dhan Yojana (PMJDY), North East Film Festival 2014, Teachers' Day, Ganga Manthan, Good Governance Day, Mann Ki Baat, Bhartendu Awards.

The interaction through social media was taken at the next level by I&B Ministry's new initiative—"Talkathon" which integrated the virtual space with the real space thereby setting the discourse on topics of interest at the International Film Festival at Goa. This initiative would be taken forward to have interactive sessions with Ministers on specific Government initiatives thereby acting as a step towards participative governance.

#### **Profile of I&B Ministry:**

- a) **YouTube:** The YouTube channel of the Ministry has had about 27,83,201 video views with over 16,536 subscribers.
- b) **Twitter:** This platform of the Ministry has around 3,19,000 followers.
- c) **FaceBook & Blog:** Operationalised in January 2013, they have earned the appreciation of cyber-savvy people. Facebook has close to 7.5 lakh likes. The blog of the Ministry has nearly 9,46,543 post views.
- d) **Google Plus:** On the forum of Google Plus, the Ministry has around 9,58,938 followers with over 2,47,08,695 views.

## SONG & DRAMA DIVISION (S&DD)

### INTRODUCTION:

Song and Drama Division is one of the media unit of Ministry of Information & Broadcasting engaged in inter-personal communication through live media utilizing wide range of performing arts such as Drama, Dance-Drama, Puppetry, Ballets, Operas, Folk and Traditional recitals, magic and other local folk & traditional forms for propagating various policies, programmes and schemes of the Central Government.

The Division headed by Director functions at three levels viz (i) Headquarters at Delhi (ii) Ten Regional Centres located at Bangalore, Bhopal, Chandigarh, Chennai, Delhi, Guwahati, Kolkata, Lucknow, Pune and Ranchi and (iii) 12-Sub Centres located at Jodhpur, Jammu, Guwahati, Imphal, Darbhanga, Shimla, Nainital, Bhubaneswar, Hyderabad, Patna, Pune, and Chennai. Besides, there are approved Sound and Light Units Schemes under plan at Bangalore and Delhi. In addition, there is also a Tribal Pilot Project at Ranchi under Plan Scheme. The departmental artistes are attached with Six Departmental Drama Troupes, Nine Armed Forces Entertainment Wings and 28-Border Publicity Troupes. The programme activities of the Division are being carried out by the above Centres and Sub-centers on various Developmental schemes being run by the Central Government through various Ministries and Departments.

### Regional Offices of Song and Drama Division and their jurisdiction:

Sl. No	Regional Offices of Song and Drama Division	Name of the States/UTs come under Jurisdiction
1.	2	3
1.	Deputy Director, Song and Drama Division, Kendriya Sadan, A-Wing, Ground Floor, GPOA Complex, 17, Main Road, II Block, Kormangla, Bangalore-566034. Tel.080-25537993(O) & 080-25502164(Fax)	Karnataka, Kerala, Lakshadweep
2.	Deputy Director, Song and Drama Division, 146, Rachna Nagar, Bhopal-462023 Tel.0755-2585249(O)	Madhya, Pradesh, Chhattisgarh, Rajasthan
3.	Deputy Director, Song and Drama Division SCO-358, Sec-32/D. Chandigarh-160047. Tel.0172-2601366(O)	Punjab, Chandigarh, Himachal Pradesh, Jammu & Kashmir
4.	Deputy Director, Song and Drama Division, No.9, 4 <sup>th</sup> Street, Dr. Subrayan Nagar, Kodambakkam, Chennai-600024. Tel.04-24880458(O).	Andhra Pradesh, Tamil Nadu, Puducherry
5.	Deputy Director, Song and Drama Division, KKB Path, Hati Gaon, Guwahati – 781003. Ph.0361-2231056.	Assam, Arunachal Pradesh, Meghalaya, Manipur, Mizoram, Nagaland, Tripura
6.	Director, Song and Drama Division, Soohna Bhawan, CGO Complex, Lodhi Road, New Delhi – 110 003.	Delhi, Haryana
7.	Deputy Director, Song and Drama Division, 15, R.N. Mukherjee Road, Kolkata –700 001. Ph.033-22315655/22315536.	West Bengal, Odisha, Sikkim, Andaman & Nicobar Island
8.	Deputy Director, Song and Drama Division, Kendriya Bhavan, 8 <sup>th</sup> Floor, Hall No.4, Aliganj, Lucknow-226024. Ph.0522-2323214..	Uttar Pradesh, Uttarakhand
9.	Deputy Director, Song and Drama Division, 47/30-C/1/1, Pune Satara Road, Dr. Arneyshwar Corner, Paravati, Pune. Ph.020-24220660.	Maharashtra, Gujarat, Goa, Diu, Daman, Dadra, Nagar & Haveli.
10.	Deputy Director, Song and Drama Division, A-381, Road No.4, Ashok Nagar, Ranchi – 834022, Jharkhand. Ph.0651-2240493, 2240725	Jharkhand, Bihar

## PROGRAMME ACTIVITIES OF S&D DIVISION:

### 1. IEC activities on Developmental Programmes and Thrust Areas

**A. PLAN SCHEME:** The Division has presented 2995- number of programmes under Development Communication & Information Dissemination/ Scheme “LIVE ARTS & CULTURE FOR RURAL INDIA” during the months from April to November, 2014.

Sl.No.	Plan Scheme “Live Art & Culture for India” 2013-14 (Component-wise details)	Number of programmes actually executed by the Division during April-November, 2014.
1.	ICT activities in Hilly/Tribal/Desert/sensitive and border area (including Jammu & Kashmir)	1684
2.	Left Wing Extremism (LWE) Affected Areas/ Identified districts	461
3.	Publicity of Bharat Nirman Programmes	195
4.	Special Activities in North East Region	648
5.	Theatrical Presentation/Sound and Light Programmes by Song and Drama Division	07
<b>Total</b>		<b>2995</b>

**B. Non-Plan head:** 691(Six hundred ninety one) programmes have been executed by the Division during April to November, 2014.

- 480-Programmes have been executed by utilizing the services of Private Registered Troupes during April to November, 2014 across the country.
- 211-Programmes have been executed by utilizing the services of Departmental Artistes during April to November, 2014 across the country.

During presentation of programmes as shown in Plan(A) & Non-Plan(B) heads, the themes of National Significance like National Integration & Communal Harmony, Social Harmony, Linguistic Harmony, awareness for prevention of Sexual Harassments in Work Place, Rights of Girl Child, Women’s Empowerment, Prime Minister’s New 15 Point Programmes for the Welfare of the Minorities, Health & Family Welfare subjects, Advocacy programmes Against Malnutrition, and the themes on “SWACHH BHARAT MISSION-( Ek Kadam Swachhta Ki Ore)”, “Ek Bharat - Shrestha Bharat”, “Pradhan Mantri Jan Dhan Yojna” and “Sabka Saath, Sabka Vikas”, “Beti Bachao - Beti Padhao” have specially been highlighted in all the programmes during April to November, 2014. The programmes have been executed in close co-ordination with sister media units and various Government Organizations like Health Department, District Administration, Sub-Division, Block level Officers during April to November, 2014.

897- Programmes have been executed by S&D Division in North Eastern Region during April - November, 2014.

Sl. No.	Name of the Regional Centres	Number of State come under jurisdiction	Number of programmes organized up to the month of November, 2014.
1	Guwahati Regional Centre of Song & Drama Division.	Assam	533
		Arunachal Pradesh	20
		Manipur	72
		Mizoram	48
		Meghalaya	48
		Nagaland	32
		Tripura	48
2.	Kolkata Regional Centre of Song & Drama Division.	Sikkim	96
<b>Total</b>			<b>897 (648-Progs. under Plan scheme).</b>

The themes on “SWACHH BHARAT MISSION-(Ek Kadam Swachhta Ki Oar)”, “Ek Bharat - Shrestha Bharat”, “Pradhan Mantri Jan Dhan Yojana” and “Sabka Saath, Sabka Vikas” have specially been highlighted in all the programmes during April to November, 2014.

461-Programmes have been executed by Song and Drama Division in LWE affected/Identified districts during April to November, 2014.

Sl. No	Brief details of the programmes organized by the Regional Centres of Song and Drama Division at various places of LWE affected districts, which come under their jurisdiction.	Name of the States come under Jurisdiction
1.	Bhopal Regional Centre has organized 165-numbers of programmes till November, 2014.	One district in Madhya Pradesh
		Sixteen districts in Chhattisgarh
2.	Kolkata Regional Centre has organized 280 numbers of programmes till November, 2014.	Four districts in West Bengal State.
		Nineteen districts in Odisha State.
3.	Pune Regional Centre has organized 16 numbers of programmes till November, 2014.	Four districts in Maharashtra State.

**259-Programmes have actually been executed by S&D Division during Public Information Campaign (PICs) in close collaboration with other sister media units during April-November, 2014.**

S I . No	Regional Centres	Number of programmes	Name of the States/UTs come under Jurisdiction
1.	Bhopal	54	Madhya Pradesh, Chhattisgarh, Rajasthan
2.	Chandigarh	12	Punjab, Chandigarh UT, Himachal Pradesh, Jammu & Kashmir
3.	Chennai	07	Andhra Pradesh, Tamil Nadu, Puducherry
4.	Kolkata	36	West Bengal, Odisha, Sikkim, Andaman & Nicobar Island
5.	Pune	58	Maharashtra, Gujarat, Goa, Diu, Daman, Dadra, Nagar & Haveli.
6.	Guwahati	92	Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura.

**Themes covered:** During presentation of above Programmes, the various themes of National significance, like National Integration & Communal Harmony, Patriotism, Swatchh-Bharat Mission, Beti Bachao- Beti Padhao, Pradhan Mantri Jan-Dhan Yojna, Ek-Bharat-Shrestha Bharat, Women Empowerment, Prevention of sexual harassments in Work Place, Rural Development, Mother & Child Care, Publicity campaign against Malnutrition, and other issues on Health & Family Welfare Subjects have been highlighted.

**379-Programmes have actually been executed by Song & Drama Division on Task-Force -Border areas development programme during April-November, 2014. The details:**

Sl No.	Name Of State	Name Of Districts	No. Of Prog. executed
1	<b>Arunachal Pradesh</b>	Anjaw, Changlang, Dibang Valley, East Kameng, West Kameng, Kurung Kumey, Lower, Dibang, Tawang, Tirap, Upper Siang, Upper Subansiri, West Dameng, West Siang	-
2	<b>Assam</b>	Dhubri, Cachar, Karimganj, Kokrajhar, Baksa, Chirang, Udalguri	118
3	<b>Bihar</b>	Araria, Champaran(E), Champaran(W), Kishanganj, Madhubani, Sitamarhi, Supoul	-
4	<b>Gujarat</b>	Banaskantha, Kutch, Patan, Bhuj	30
5	<b>Himachal Pradesh</b>	Kinnour, Lahaul & Spiti	-
6	<b>Jammu &amp; Kashmir</b>	Jammu, Kathua, Poonch, Rajouri, Baramulla, Budagam, Kupwara, Kargil, Leh, Marh, Vijaypur, Akhnoor, Khour, R.S.pura, Satwari, Samba, Bishnah, Poonch, Booniyar, Langat	13
7	<b>Manipur</b>	Chandel, C.C.Pur, Cepur Chandel, Ukhrul & Churachandpur	12
8	<b>Meghalaya</b>	West Garo Hills, South Garo Hills, Jaintia hills, East Khasi Hills, West Khasi hills	16
9	<b>Mizoram</b>	Champhai, Lawngtlal, Mamit, Saiha, Serchip	-
10	<b>Nagaland</b>	Kiphire, Mon, Phek, Tuensang	8
11	<b>Punjab</b>	Amritsar, Taran-Taran, Ferozepur, Gurdaspur, Ajnala, Chogawan	15
12	<b>Rajasthan</b>	Barmer, Bikaner, Ganganagar and Jaisalmer	50
13	<b>Sikkim</b>	Sikkim(East), Sikkim(North), Sikkim (West)	72
14	<b>Tripura</b>	Tripura(s), Dhalai, Tripura(N), Siddhartha Nagar, West Tripura, North Tripura	16
15	<b>Uttar Pradesh</b>	Baharaich, Balarampur, Kheeri, Pilibhit, Sravasti, Maharajganj, Siddarthanagar,	-
16	<b>Uttarakhand</b>	Chamoli, Champawat, Piithoragarh, U.S. Nagar. Uttarkashi	-
17	<b>West Bengal</b>	Cooch Bihar, Darjeeling, Dakshin- Dinajpur, Jalpaiguri, Maldah, Murshidabad, Nadia, North 24 Parganas, Uttar Dinajpur	29

**Themes covered:** During presentation of above Programmes, the various themes of National significance, like National Integration & Communal Harmony, Patriotism, Swatchh-Bharat Mission, Beti Bachao- Beti Padhao, Pradhan Mantri Jan-Dhan Yojna, Ek-Bharat-Shrestha Bharat, Women Empowerment, Prevention of sexual harassments in Work Place, Rural Development, Mother & Child Care, Publicity campaign against Malnutrition, and other issues on Health & Family Welfare Subjects have been highlighted.

### PRESENTATION OF SOUND & LIGHT SHOWS BY THE DIVISION UP TO NOVEMBER, 2014:

Song and Drama Division has presented 7(Seven) numbers of Sound and Light Shows entitled as “Karnataka Vaibhava” during the period from 05.11.2014 to 11.11.2014 in Mysore District of Karnataka State.

### Presentation of programmes for wide publicity on “Swatchh Bharat Mission (Ek Kadam Swatchhta Ki Ore)” by Song and Drama Division up to November, 2014

Sl.No.	Regional Centre	States covered	Number of programmes organized
1	Bhopal	Madhya Pradesh, Chhattisgarh, Rajasthan	625
2	Bangalore	Karnataka, Kerala, Laksha Dweep	355
3	Pune	Maharashtra, Gujarat, Goa	300
4	Ranchi	Bihar, Jharkhand	34
5	Lucknow	Uttar Pradesh, Uttarakhand	12
6	Chennai	Andhra Pradesh, Puducherry and Tamilnadu	07
7	Kolkata	Sikkim, West Bengal ,Odisha	203
8	Guwahati	Tripura, Nagaland, Mizoram, Manipur, Arunachal Pradesh	192
9	Chandigarh	Punjab, Himachal Pradesh, Jammu-Kashmir	250
10	Delhi	Haryana	51
		<b>Total</b>	<b>1859</b>

### Future Planning for Organising I.E.C. Programmes by Song and Drama Division in December’14 and Dcuring the Period from January to March, 2014:

Month/Year	Proposed/scheduled number of programmes	Proposed Financial requirements
December, 2014	Around 1500	Within the budgetary limitation fixed by the Ministry.
January-March, 2015.	Around 2000	Within the budgetary limitation fixed by the Ministry.

### FUTURE ROAD MAP

- To efficiently deploy Private Registered Troupes (OPRTs), Empanelled Artistes (EAs) and Departmental Artistes in different locations in all the areas especially in of North Eastern Region & LWE areas to achieve maximum of public outreach for the Government of India’s programmes.
- To assist various Government of India’s Ministries in their IEC campaigns in North East Region, and help them to achieve their public outreach objectives.
- To go to different locations of North East Region and entertain the troupes of Armed Forces.
- To support sister media units specially PIB, DAVP, and DFP in organizing Public Information Campaign on Swatchh Bharat Mission(Ek Kadam Swatchhta Ki Ore) , Sabka-Saath Sabka Vikash, Pradhan Mantri Jan-Dhan Yojna, Beti Bachao Beti Padhao.



PIC by DFP

- To have at least 10 to 15 theatrical/sound & light shows on themes of national importance during December'14 to February'15.
- To strengthen the programme activities, the Division has to purchase modern programme equipments like musical instruments, Public Address Systems, and other lighting equipments etc. during the remaining years of 12<sup>th</sup> Five year Plan Period.
- To give more effectiveness, the Division has the target to prepare new production based on the latest developmental issues of the Government for its wide publicity.
- To strengthen the programme activities especially in North Eastern Region, LWE areas, Border areas - the Division has already intended to organize two to four days long **Orientation Workshops** with the objective to orient/teach the new Private Registered Troupes/artistes for better delivery during presentation of programmes, so that the common people can easily be understood about the policy and planning of the Government.

#### ACTIONS TAKEN BY THE DIVISION :

- Necessary instructions have already been given to the concerned Regional Centres to take immediate efforts for presentation of programmes on the important issues like “Swatchh Bharat Mission (Ek Kadam Swatchhta Ki Ore), Pradhan Mantri Jan Dhan Yojna, Beti Bachao Beti Padhao, Eke Bharat Shrestha Bharat, Welfare of Girl Child, and other issues of national significance” in all the areas of North East Region.
- The Division has taken active efforts to conduct Sound and Light Programmes during December, 2014.

#### PHOTO DIVISION

Photo Division, an independent media unit meant for the visual support of the varied activities of the Government of India, is a subordinate office of the Ministry of Information and Broadcasting and the biggest production unit of its kind in the country in the field of photography. Photo Division was established in late 1959 as a culmination of the government's decision for establishing





*An Exhibition on Good Governance Day*

a separate department keeping in view the importance of the medium, as the photograph gives the most authentic & truthful record as well as recognize the new medium for right projection, create the archival record under the professional experts. This was done with integrating the photo studios of the Publication Division and the Photo Unit of the Press Information Bureau & D.A.V.P with a view of eliminating the duplication of the activities.

The Division produces photographic visuals of achievements and activities of Government of India for internal and external publicity as well as other purposes. In the last 54 years or so, the Division has a collection of nearly 10 lakhs images in its archive.

On the occasion of completion of 50 years of its existence in the year 2010 the Division introduced National Photography Awards to promote Nation's Art, Culture, Development, Heritage, History, Life, People, Society, Traditions etc. with art and technique of photography and to encourage professional and amateur photographers from all corners of the country. The Division has its own official website for the photo publicity of the official assignments. The Division is under process to connect its pricing unit to sale the photographs through e-commerce gateway.

#### **FUNCTION**

The major function of the Photo Division is to document photographically, the Growth & Development and also the chronological, economic and social changes in the country and to restore such images through a platform to keep the same for posterity.

Photo Division provides visuals (stills) to the media units of the Ministry of Information & Broadcasting for dissemination of information by means of day to day publicity and also to use the photographs through systematic Exhibition or publication.

Photographic stills of various government activities published in Press Information Bureau official website/ hard copies issued for the publicity is completely supported by Photo Division.

DAVP depends on the complete visual support from the archives of the Division, which is developed during the last five decades for the preparation/production of various kinds of Exhibitions, Hoardings, Advertising material, publicity pamphlets, brochures etc. to be circulated amongst the large population of the country as well as abroad.

The External Publicity Division of Ministry of External Affairs is completely supported by the Division for the Photo Publicity of President, Vice President and Prime Minister's visit abroad. The Division is also providing full photo publicity support to visiting head of States/government/Foreign Ministers/foreign delegations to our country through XP Division (MEA). Presentation of unique albums of the photo documentation of entire visits of VVIP's at the time the departure of VVIP's is an important feature.

Other major users are Central and State Government Agencies, Ministries/Departments including President Secretariat, Vice President Secretariat, Prime Minister's House, Lok Sabha & Rajya Sabha Secretariat and Indian Mission abroad through XP Division of the Ministry of External Affairs.

The Division also supplies photographs on payments basis to the non-publicity organizations, private publishers and general public as a whole through its Pricing Scheme.

### **ORGANISATIONAL SET UP**

Photo Division is housed in Sochna Bhawan, CGO Complex, Lodhi Road, New Delhi-110003. The Division is headed by Director (Photo Division) and is assisted by Deputy Director, Senior Photographic Officers, Photographic Officers, Administrative Officer and other technical and subordinate staff.

For Rajbhasha as Official Language, the Division has one Hindi Translator (Junior) working directly under the Director for implementation of Hindi.

Total staff strength of the Division is 76 numbers, in position 48 numbers. A number of posts are abolished during the period of ERC and also because of ban on direct recruitment. Single post of Accounts Officer is also abolished.

The duties including the Director, Deputy Director are administrative and technical in nature and the duties of Sr. Photographic Officer and the Photographic Officers and the other production staffs of this Division are technical in nature. Due to non-availability of Administrative Officer/Accounts Officer senior Officers are handling the administrative work/DDO duty.

### **NATURE OF SERVICE PROVIDED**

According to the functioning of the Division, Sr. Photographic Officers/Photographic Officers and Sr.

technical staff members have to accompany the Vice-President, Prime Minister, sometime other ministers for providing extensive photo coverage & photo publicity material of their visit within the country and abroad. Senior officers also engaged in the documentation works relating to Developmental activities, social and economic changes from time to time for enriching its collection of photo archive for the posterity.

Two Photographic Officers are placed on duty 365 days on rotation basis at Prime Minister's office/house/parliament house as per the requirement to provide photo documentation of the VVIP engagements for press publicity & one to one usage etc.

The Division provides special services to Ministry of External Affairs by placing team of Photographic Officer along with Sr. Photo Assistant, Junior Photo Assistant as per the requirement of technical staff of the Division to accompany the visiting Heads of States/Govt. for the provision of extensive photo coverage and photo publicity of the their visit in India and abroad. Leather bound special VVIP album with golden ink embossed cover album with the digital images containing the photographs of the entire visit of the VVIP is presented on final departure of their visits.

### **SYNERGY BETWEEN OTHER MEDIA UNITS**

To keep synergy between the other Media Units, Division has taken up various measures. The Division has launched its official website to explore the global utility of around 8-10 Lakhs archival and current images. The Division is in progress of introducing E-commerce feature for the sell/buy of images through the official website. A high capacity server is installed for the on-line/off-line retrieval of archival images. The News Photo Network of the Division has been functioning on complete digital mode to avoid the delay in sending photographs to newspapers and Press Information Bureau. The official website of PIB is completely supported by the Division by supplying digital images & hard copies etc. of the Day-today assignments. On assignments of Vice President, Prime Minister and visiting VVIP's the digital camera equipment has been utilized with Laptop and V-data cards to download and upload the digital images from venue itself in city as well as in local tours. The Division provides facility to DAVP for the supply of life size digital inkjet images for the exhibition purpose.

## 12<sup>TH</sup> FIVE YEAR PLAN

During the 12<sup>th</sup> five year Plan (2012-2017) the Division has initiated schemes “National Center of Photography (NCP) and “Special Drive for North East Region” and isolated places in Jammu & Kashmir, and Andaman Nicobar Island, Lakshadweep etc.

In the scheme “National Center of Photography” Division continued its work of streamline of Digital Photo library with the provision of out sourcing of library professional, to update the file info of digital images. In addition the Division outsourced Data entry operators to maintain the “News Photo Network” involved with the digital management which include the work relates to operation/uploading of Meta data etc. Digital images/digital text on official website, uploading of digital images on high capacity server of the Division.

An amount of Rs.300 lakhs has been allocated for the above mentioned programme during the 12<sup>th</sup> Five Year Plan (2012-17).

## IMPORTANT ACTIVITIES

**International Film Festival:** Photo Division provided extensive photo coverage of the 45 International Film Festival held at Goa from 20<sup>th</sup> to 30<sup>th</sup> November, 2014. A team of 4 officers/ officials were deployed to cover the entire 45 IFFI at Goa. 137 numbers of digital images were uploaded on website of PIB & 137 numbers of images were uploaded on official website of the Division.

**National Photography Awards (NPA):** National Photography Awards is one of the major component of Plan Scheme ‘National Centre for Photography’ under Media Infrastructure Development Programme (MIDP). National Photographic Award is a prestigious annual event of Photo Division which show cases the extraordinary talents in the field of photography country.

4<sup>th</sup> National Photography Awards ceremony for the year 2013 is tentatively scheduled to be held in the 3<sup>rd</sup> week of March, 2015. The Chief Guest for the award function would be graced by an eminent personality. A jury committee comprising renowned photo journalists will select the images for ‘Best Professional’ and ‘Best Amateur’ Photographer award. Special Mention Awards will also be given in both the categories. Besides, Lifetime Achievement awards will also be given to an eminent photographer as per the decision of Jury Committee.

On the sidelines of 4<sup>th</sup> National Photography Awards, it is proposed to organize a ‘Photography Workshop’ divided in two parts viz. ‘Still Photography’ and ‘Videography’.

## ROUTINE ACTIVITIES

As part of its routine activities the Division provides some of the important photo documentation as annexed below.

- i) Visit of Vice President of India: Upto Dec.2014, Photo Division has covered 6 visits of Hon’ble Vice President in different States in India and one visit abroad i.e. China.
- ii) Visit of Prime Minister: During the period of assessment Photo Division has provided the extensive coverage of the visit of the Prime Minister in the country and abroad. Photo Division has covered visit of Hon’ble Prime Minister in 15 States within India, besides 7 visits abroad that includes, Bhutan, Brazil, Nepal (twice), Japan, USA and Australia.
- iii) Visit of Heads of States / Government: Photo Division has provided the extensive photo documentation of the visit of Head of State/Govt. to our country that includes President of China, Prime Minister of Australia, Prime Minister of Vietnam and President of USA. On completion of each visit Photo Division presented a colorful Album to the visiting VVIP on behalf of the Govt. of India, at the time of final departure.

## PRODUCTION FIGURES

The number of assignments covered, images acquired, uploaded prints, albums prepared by Photo Division during the year 2014-15 are (i) News and Features assignments covered (2175), (ii) Images sent/uploaded in PIB website (4651), (iii) Images uploaded in Photo Division website (6536), (iv) Digital images acquired in house (193846), (v) Digital Print made/supplied (37995) and (vi) VVIP Photo Albums prepared (32)

## IMPLEMENTATION OF RAJ BHASHA

Photo Division is actively involved in the implementation of the Raj Bhasha in its small office in the Headquarter. Major number of files in the Accounts and Administration section are being handled only in Hindi. Division has taken up the major Hindi activities. During the Hindi Fortnight in the month of September, 2014 a competition on Essay Writing and General Knowledge in Hindi was organized.

## BUDGET ALLOCATION AND EXPENDITURE DURING 2014-15

During 2014-15, the Sanctioned Budget Grant for the plan scheme of Photo Division Was ₹50 crore, which has been revised to ₹40 lakhs during RE 2014-15 stage. Actual expenditure upto Dec.2014 is ₹1 lakhs.

In the Non-Plan segment the Sanctioned Budget Grant is ₹467 lakhs, which has been reduced to ₹420 lakhs at RE 2014-15 Stage. Total spending upto Dec.2014 was 300.33 lakhs.

## VIGILANCE REPORT

1.	<b>Details of the Vigilance set up for the organization in the Headquarters and in the field offices</b>	There is no separate staff sanctioned for the work related to vigilance. However the seniors with the assistance to their subordinates are normally disposing such cases. Four regional offices matters related to vigilance is looked after at the Headquarter
2.	<b>Preventive Vigilance activities during the period:</b> i) No. of regular inspection conducted during the eriod: ii) No. of surprise inspections carried out during the period	3 2
3.	<b>Surveillance and detection activities during the period</b> i) Details of the areas selected for keeping surveillance ii) No. of persons identified for being kept under surveillance	All the areas where important productions are made. None
4.	Punitive activities (No. to be indicated against 4(1) to (x) where the appointment authority is other than the President	Nil
5.	No. of complaints/references received during the period	Nil
6.	No. of cases in which preliminary inquiry was conducted	Nil
7.	No. of cases where preliminary inquiry report were received	Nil
8.	No. of cases in which charge sheets for major penalty were issued	Nil
9.	No. of cases in which charge sheets for minor penalty were issued	Nil
10.	No. of person on whom major penalty was imposed	Nil
11.	No. of persons on whom minor penalty was imposed	Nil
12.	No. of persons placed under suspension	Nil
13.	No. of persons against whom administrative action such as issuance of warning etc. was taken	Nil
14.	No. of persons prematurely retired under relevant provisions of rules.	Nil

## INDIAN INSTITUTE OF MASS COMMUNICATION

(www.iimc.nic)

The Indian Institute of Mass Communication (IIMC) is an autonomous organization under the Ministry of Information & Broadcasting and a 'Centre of Excellence' in the field of communication teaching, training and research.

The Institute was set up on August 17, 1965, as a Department of the Ministry of Information & Broadcasting, Govt. of India, in response to a need to evolve a methodology for effective use of communication resources as part of the country's overall development strategy. The Institute was registered under the Societies Registration Act (XXI) of 1860 on 22<sup>nd</sup> January 1966. It receives grants-in-aid from the Government of India through the Ministry of Information & Broadcasting to supplement its internal resources, in order to meet its recurring & non-recurring expenditure.

The IIMC provides knowledge and skills to communicators in a variety of disciplines, including Print, Photography, Radio & Television, Development Communication, Communication Research, and Advertising & Public Relations. The Institute collaborates with national & international organizations in conducting seminars, training programmes, workshops, etc. It also undertakes research projects and organizes short-term courses to meet specific needs of the industry, government and public sector organizations.

### ACADEMIC ACTIVITIES FROM 1<sup>ST</sup> APRIL 2014 TO 30<sup>TH</sup> NOVEMBER 2014

#### POST-GRADUATE DIPLOMA COURSES

The process of admission to the Institute's Post-graduate Diploma Courses for the Academic Year 2014-15 commenced with the publication of advertisements for the same in leading newspapers in the month of March 2014, the last date prescribed for the receipt of application forms being 5<sup>th</sup> May 2014. The PG Diploma Courses are:

1. Post-graduate Diploma Course in Journalism (Hindi) at Delhi
2. Post-graduate Diploma Course in Journalism (English) at New Delhi, Dhenkanal, Aizawl, Amravati, Jammu and Kottayam
3. Post-graduate Diploma Course in Advertising and Public Relations at New Delhi

4. Post-graduate Diploma Course in Radio & TV Journalism at New Delhi
5. Post-graduate Diploma Course in Journalism (Odia) at Dhenkanal

A total of 4,761 candidates applied for the Entrance Examinations for the above-mentioned PG Diploma Courses. The course-wise breakdown of the 4,761 candidates who applied for admission is: 446 for Hindi Journalism; 1,297 for English Journalism; 1,249 for Radio & TV Journalism; 1,717 for Advertising and Public Relations and 52 for Odia Journalism.

The All-India Entrance Examinations for the above courses (except for Odia Journalism) were conducted on 31<sup>st</sup> May 2014. These Entrance Examinations were held at 14 centres across the country, viz. New Delhi, Lucknow, Patna, Kolkata, Guwahati, Bhubaneswar, Bangalore, Mumbai, Nagpur, Aizawl, Bhopal, Chennai, Jammu and Kochi. The Entrance Examination for the PG Diploma Course in Journalism (Odia) was held on 1<sup>st</sup> June 2014 at Bhubaneswar.

The Entrance Examinations were followed by Interviews/ Group Discussions held on 27<sup>th</sup> June 2014 (for Odia Journalism), from 3<sup>rd</sup> July to 7<sup>th</sup> July 2014 (for English Journalism), from 3<sup>rd</sup> July to 6<sup>th</sup> July (for Hindi Journalism and Advertising and Public Relations), and from 4<sup>th</sup> July to 6<sup>th</sup> July (for Radio & TV Journalism).

The admission process for the academic year 2014-15 was completed successfully and the academic session commenced at New Delhi and all Regional Centres from 1<sup>st</sup> August 2014.

#### SUPPLEMENTARY EXAMINATIONS

Supplementary examinations for all PG Diploma Courses for the academic year 2013-14 were held from 25<sup>th</sup> August to 1<sup>st</sup> September 2014.

#### DIPLOMA COURSE IN URDU JOURNALISM

The process of admission to the Diploma Courses in Urdu Journalism for the Academic Year 2014-15 commenced with the publication of advertisements in leading Urdu and Hindi newspapers in the month of July 2014. The last date prescribed for the receipt of application forms was 19<sup>th</sup> August 2014.

The Entrance Examination for the Diploma Course in Urdu Journalism, 2014-15 was held on 24<sup>th</sup> August 2014 at IIMC New Delhi and the results of the entrance examination were declared on 5<sup>th</sup> September 2014. The interviews for selected candidates were held on



*Officer Trainees of the Indian Information Service (IIS) 2011, 2012 and 2013 batches who attended Media Course at IIMC, called on the President of India, Shri Pranab Mukherjee at Rashtrapati Bhavan. Principal Director General (M&C), Press Information Bureau Smt. Neelam Kapur and Director General, IIMC Shri Sunit Tandon are also seen.*

18<sup>th</sup> September 2014. The course commenced from 3<sup>rd</sup> November 2014 with 7 students.

### **CONVOCATION AND LAUNCH OF GOLDEN JUBILEE CELEBRATIONS**

The 47<sup>th</sup> Convocation of all PG Diploma Courses for the academic year 2013-14 was held on 20<sup>th</sup> October 2014 at the IIMC. Shri Prakash Javadekar, the then Hon'ble Minister of State (I/C) for Information and Broadcasting was the Chief Guest and delivered the Convocation Address and launched the Golden Jubilee Celebrations of IIMC. Shri Javadekar also launched the new dynamic website of IIMC with the Golden Jubilee logo on its home page on the occasion.

### **WORKSHOPS/SEMINARS**

A workshop organized by the Ministry of Information & Broadcasting and IIMC for Senior Officers of the Government of India on "Communicating with Media" was held on 22<sup>nd</sup> September 2014 at the National Media Centre. About 120 participants attended this one-day workshop.

### **SEMESTER EXAMINATIONS**

Earlier, final (second semester) examinations for all PG Diploma Courses for the academic year 2013-14 were held from 22<sup>nd</sup> to 25<sup>th</sup> April 2014 at New Delhi and at all Regional Centres.

### **DIPLOMA IN DEVELOPMENT JOURNALISM COURSE**

The 62<sup>nd</sup> Course in Development Journalism for Non-aligned & Developing Countries commenced from 2<sup>nd</sup> January 2014 and concluded on 30<sup>th</sup> April 2014 with 25 participants from 21 countries. It may be mentioned here that four countries participated in this particular course for the first time. These were Benin, Bolivia, Cameroon and Ecuador. The Secretary, Ministry of I&B and Chairman, IIMC Shri Bimal Julka, delivered the Convocation Address and conferred the Diplomas and Awards to the successful participants on 29<sup>th</sup> April 2014.

The 63<sup>rd</sup> Diploma Course in Development Journalism for



*Students during their news reading assignment at IIMC, Dhenkanal.*

Non-aligned & Developing Countries commenced from 4<sup>th</sup> August 2014 and concluded on 30<sup>th</sup> November 2014. This Course had 12 participants from 8 countries i.e. Afghanistan, Cuba, Tanzania, Zimbabwe, Ghana, Ethiopia, Nepal & Nigeria. The Secretary, Ministry of I&B and Chairman, IIMC Shri Bimal Julka, conferred the Diplomas and Awards to the successful participants on 26<sup>th</sup> November, 2014.

### INDIAN INFORMATION SERVICE COURSES

1. An Orientation Course in Communication and

Media for Indian Information Service (IIS) Group-A Probationers was started from 13<sup>th</sup> January 2014. This course has concluded on 13<sup>th</sup> October 2014. The total number of participants in this course was 29.

2. A Foundation Training Course for Indian Information Service (IIS) Group-B Senior Grade Officers began from 9<sup>th</sup> December 2013. This course concluded on 8<sup>th</sup> June 2014. The total number of participants in this course was 7.

### Short Courses/Workshops conducted during 1<sup>st</sup> April 2014 to 30<sup>th</sup> November 2014

Sl. No.	Name of Course	Date	Course Director	No. of Participants
1	Special Training Programme in Public Relations for Officers of the Directorate of Public Relations, Chhattisgarh	30 <sup>th</sup> June to 4 <sup>th</sup> July 2014	Prof. KM Shrivastava	10
2	Orientation Workshop for Journalists/Media Persons of SAARC countries.	7 <sup>th</sup> to 11 <sup>th</sup> July 2014	Prof. KM Shrivastava	17
3	Special Training Programme in Public Relations for Officers of the Directorate of Public Relations, Chhattisgarh	7 <sup>th</sup> to 11 <sup>th</sup> July 2014	Prof. KM Shrivastava	14
4	Special Training Course in Communication Presentation Skills for Indian Forest Service Officers.	21 <sup>st</sup> to 25 <sup>th</sup> July 2014	Prof. KM Shrivastava	21
5	One-day workshop on “Communicating with Media” for Senior Officers of the Govt. of India at the level of JS & above	22 <sup>nd</sup> September 2014	Ministry of I&B and IIMC	115
6	Media Communication Course for Senior Officers of the Armed Forces sponsored by Headquarters Integrated Defence Staff (Ministry of Defence)	3 <sup>rd</sup> to 14 <sup>th</sup> November 2014	Prof. KM Shrivastava	14
7	Media Communication Course for Senior Officers of the Armed Forces sponsored by Headquarters Integrated Defence Staff (Ministry of Defence)	14 <sup>th</sup> to 28 <sup>th</sup> November 2014	Prof. KM Shrivastava	14

## DEPARTMENT OF COMMUNICATION RESEARCH

Research Activities during the period April to November 2014 were as follows:

### PROJECTS: SUBMITTED

- 1) Evaluation and Impact Assessment of Mass Media Campaign on Out Migration Commissioned by Ministry of Overseas Indian Affairs, Government of India.

### TRAINING WORKSHOP

- 1) Media Workshop on Communicating Food Science and Agricultural Biotechnology jointly organised by the Ministry of Environment, Forests & Climate Change (MoEF & CC), International Food Information Council (IFIC) Foundation, Indian Institute of Mass Communication (IIMC) and Biotech Consortium India Limited (BCIL) on November 20, 2014.

### PROJECTS: IN PROGRESS

- 1) Evaluation of DFP's Plan Scheme of Conducted Tours and Skill Up-gradation for Building Capacity at the Grassroots Commissioned by Directorate of Field Publicity, Ministry of I&B
- 2) Review of the 1956 Cabinet Decision on allowing/disallowing FNAs to open Liaison Offices in India: Compilation and Analysis of rules and guidelines operating in 20 countries in respect of working of Foreign News Agencies. Commissioned by the Ministry of I&B

### IN-HOUSE STUDIES

- 1) Coverage and Framing of Corruption Issues by the Indian Press
- 2) Project on Media Ethics
- 3) Digital Documentation of IIMC Research Reports

### WORK ON RESEARCH PAPERS

- 1) Measurement of knowledge and practices of ISM: Empirical evidences from Bangalore and Dehradun
- 2) Effectiveness of AYUSH campaign in changing Attitudes and Improving Uptake of Indian Systems of Medicine Services : Evidences from Bangalore and Dehradun

### PAPERS PRESENTED

1. Paper presented on "Meeting Competitive

Technological Diversity by Shaping Content, Business, Policies and Regulation: Examining Key Imperatives for Broadcasting in India" at the International Communication Section at the International Association of Media and Communication Research (IAMCR) in Hyderabad, India from 15-19 July 2014.

2. A paper on "Putting Communication Theory into Practice: Securing Space for Communicating Risks, Safety and Security Issues in Bio-Safety Programme" at the 2nd Annual South Asia Biosafety Conference in Sri Lanka from 14-15 September, 2014.
3. Panelist on "Agri-Biotechnology: Communicating Benefits & Risks and Busting Myths" at the 4<sup>th</sup> National Conference on Agri-Biotechnology on "Smart Agriculture: Transformation through Biotechnology" on 25 & 26 November 2014.
4. Resource Person for ICSSR-sponsored Research Methodology course in Social Sciences from 29 -30 November, 2014 at the Central University of Tezpur, Assam. Covered three topics related to:
  - Interpersonal Communication Dimensions in Research
  - Behaviour Change Communication Research: Theoretical Perspective and Reasoning
  - Participatory Research for Learning and Action: Concepts, Methods and Practices.

### FACULTY AND RESEARCH STAFF

The faculty and the research staff of the Indian Institute of Mass Communication consist of academicians, researchers and practicing media professionals who have done significant work in their fields of specialization. In addition, visiting faculty is invited from leading Media Organizations/Industry.

A three-tier faculty system operates for teaching and training, which includes the core faculty, practitioners from the industry and senior professionals, who are invited from time to time to share their experience and enlighten the trainees/students about the industry.

### EXPANSION OF IIMC

The IIMC Regional Centre at Dhenkanal has been fully functional from August 1993 onwards and is attracting a large number of students for PG Diploma Courses in Journalism (English & Odia).

In recent years, IIMC has expanded to set up four more Regional Centres. Two Regional Centres opened at Amravati and Aizawl from the academic year 2011-12





*Secretary & Chairman IIMC Shri Bimal Julka conferring Diplomas to the participants of 62nd Development Journalism Course at the Valedictory Function*

and two more Regional Centres at Jammu and Kottayam opened from the academic year 2012-13. These Regional Centres have all requisite infrastructural facilities and offer Post-Graduate Diploma Course in Journalism (English).

### PLAN SCHEMES

The Plan scheme “Up-gradation of IIMC to International Standard” was included in the 11<sup>th</sup> Five Year Plan and approval was accorded for a total amount of ₹62.00 crore, out of which the Government grant support is pegged at ₹51.50 crore. The proposals of the scheme include up-gradation of IIMC i.e. construction of additional floors on the existing main building and lecture block at the IIMC Campus, New Delhi, construction of new buildings on the vacant land at the IIMC Campus, New Delhi and construction of new buildings at the IIMC Campus, Dhenkanal, as well as the starting of four new Regional Centres of IIMC in the states of Maharashtra, Mizoram, Kerala and Jammu & Kashmir from temporary premises made available free of cost by the respective State Governments.

Construction of additional floors at the New Delhi Campus was completed in 2011. Construction of new

buildings at Dhenkanal is being completed in December 2014. Two new Regional Centres at Amravati and Aizawl became operational from August, 2011 while two more Regional Centres at Jammu and Kottayam became operational from August, 2012. All four new Regional Centres are presently located in temporary premises provided by the respective State Governments / Universities free of cost.

The Plan Scheme “Opening up of New Regional Centres of IIMC” was included in the 12<sup>th</sup> Five Year Plan and approved for an amount of ₹94.20 crore, out of which the Government grant support is ₹90.00 crore. Proposals under this scheme include construction of permanent campuses for the four new Regional Centres of IIMC on land to be provided by the respective State Government free of cost.

Land at the Mizoram University Campus for the Aizawl Regional Centre has already been handed over to IIMC, for which enabling works, such as jungle clearance, topographical survey, soil testing, etc. have been completed. IIMC has entered into an MOU with CPWD for construction of buildings at Aizawl as deposit work.

The work of construction is likely to commence by March/April 2015.

So far as IIMC Kottayam is concerned, Government of Kerala have assigned on registry 04.04.70 hectares (04 hectares, 04 acres, 70 sq mts.) of land in Block No. 36, Re-Sy. No. 186/5 at village Pampady, Kottayam Distt. to IIMC free of cost for setting up its Regional Centre in Kottayam. The Taluk Office, Kottayam has also issued a Patta transferring ownership of the land to IIMC. Soil testing, topographical survey, etc. have been completed. A consultant has been appointed for preparing the DPR as well as structural designs/drawings details of external services, bill of quantities, etc.

Land for the other two new Regional Centres is yet to be handed over to IIMC by the respective State Governments. The matter is being pursued by Ministry of I&B and IIMC.

#### **PROGRAMMES ON MINORITY WELFARE**

- i) In the academic session, 2013-14, there were 18 students from minority communities, while in the academic session 2014-15, there are 32 students from minority communities.
- ii) There is no discrimination against minority communities and there is a harmonious atmosphere in the Institute.

#### **REPRESENTATION OF SC/ST/ OBC**

There is adequate representation of SC/ST/OBC in services in the Institute. For students, admission is done as per Government of India reservation policies.

#### **IMPORTANT POLICY DECISIONS/ LEGISLATIONS/ACHIEVEMENTS/ EVENTS**

It is proposed to grant IIMC the status of 'An Institution of National Importance' through an Act of Parliament. The legislative proposal is under finalisation in consultation with the Legislative Department for the purpose.

#### **ACTIVITIES OF THE EXECUTIVE COUNCIL/ AGM OF IIMC**

During the period April 2014 to November 2014, three meetings of the Executive Council and one Annual General Meeting of IIMC Society were held.

#### **POLICY DECISIONS FOR THE BENEFIT OF PERSONS WITH DISABILITIES**

- i) Government policies are being followed with regard to reservations for persons with disabilities, both in the service of the Institute, as well as in admission to

its various PG Diploma Courses.

- ii) Construction and retrofitting of ramps and provision of lifts in the existing buildings have been completed to make them disabled-friendly.

#### **CITIZEN'S CHARTER & GRIEVANCES REDRESSAL MECHANISM**

The New Citizen's Charter has been prepared as per the new guidelines and placed on the IIMC Website. As per this Citizen's Charter, any citizen can address and seek redressal of his/her grievance pertaining to the Institute. An officer from the Institute has been nominated as Public Grievance Officer. Grievances received are examined by the Institute and redressed with the approval of the Competent Authority.

The address of the Grievance Officer, IIMC is:-

Officer on Special Duty

Indian Institute of Mass Communication  
JNU New Campus, Aruna Asaf Ali Marg  
New Delhi – 110 067.

Any person not satisfied with any service of IIMC, or aggrieved by any action of the Institute, may seek redressal of his/her grievances by addressing this officer. Every such person shall be entitled to be informed about the action taken on his/her grievance within a period of 30 days from the date on which the complaint is received.

If any member of the Public/Institute desires to meet the Grievance Officer in connection with his/her Grievances, he/she can do so without any prior appointment on all working days between 3 to 4 p.m. in the office.

#### **CONSUMER GRIEVANCES REDRESSAL CELL**

There is a Consumer Grievances Redressal Mechanism at IIMC, which has the following members:

Shri Anurag Misra Nodal Officer  
Officer on Special Duty  
IIMC, New Delhi  
Dr. A.K. Pradhan  
Associate Professor  
IIMC, New Delhi

#### **RIGHT TO INFORMATION ACT, 2005**

So far as Implementation of the Right to Information Act 2005 is concerned, Deputy Registrar IIMC has been nominated as CPIO, OSD as the Appellate Authority and Director General as the Transparency Officer under the RTI Act.

## PRESS COUNCIL OF INDIA

(www.presscouncil.nic.in)

The Press Council of India is a statutory quasi-judicial autonomous authority mandated by the Parliament for the twin objective of preserving the freedom of the press and maintaining and improving the standards of newspapers and the news agencies in India exercising equal quasi-judicial functions over the authorities as well the press personnel. The Council comprises of a Chairman and 28 members. While the Chairman has, by convention, been a sitting or retired judge of the Supreme Court of India, of the 28 members, 20 represent various segments of the Press and other eight overseeing the readers' interest, are representatives of the two Houses of Parliament and premier literary and legal bodies of the country i.e. University Grants Commission, Bar Council of India and Sahitya Akademi. The Council has its own funds for performance of its functions under the Act that comprises of the fee collected by it from newspapers, other receipts and grant-in aid from the Central Government. Hon'ble Mr. Justice Chandramauli Kumar Prasad has been nominated as Chairman, Press

Council of India w.e.f. 25/11/2014. The 11<sup>th</sup> term of the Press Council of India came to an end on 14/06/2014 and it has been reconstituted on 10/10/2014 with 28 members representing the above segments.

For the financial year 2014-2015, the Council has a total sanctioned budget of `613.00 lakhs.

The Council discharges its functions primarily through adjudications on complaint cases received by it, either against the Press for violation of journalistic ethics or by the Press for interference with its freedom. Where the Council is satisfied, after inquiry, that a newspaper or a news agency has offended against the standards of journalistic ethics or public taste or that an editor or working journalist has committed any professional misconduct, the Council may warn, admonish or censure them or disapprove of their conduct. The Council is also empowered to make such observations as it may think fit in respect of the conduct of any authority, including Government, for interfering with the freedom of the press. The decisions of the Council are final and cannot be questioned in any court of law.



*Release of Book "Transparency in Public Affairs" on the occasion of National Press Day, November 16, 2014*

### Complaints before the Council

Between April 1, 2014 to December 31, 2014, Press Council of India received 846 Complaints, of which 136 cases were filed by the Press while 710 were filed against the Press leaving pendency of 942 cases. Of these the Council adjudicated 39 cases, while 581 cases were closed at the threshold without oral inquiry. The Council thus disposed of 620 matters between April 1, 2014 to November 30, 2014. Remaining 1168 matters are at various stages of processing and are being reviewed periodically for early disposal. It has recently also taken one suo - moto cognizance of attack on Dainik Bhaskar Office in Nagpur allegedly following critical reports.

### The Council accepted and adopted following rules/reports during the period under review.

1. Model Advertisement/Accreditation Rules, 2014 following direction of Committee set up for the purpose
2. One member Committee on acid attack on Shri Dinesh Chaudhary, Reporter, Dainik Tarun Bharat and his family members, Prabani, Maharashtra-Report adopted on 2.6.2014
3. Committee to probe alleged threats to the media in Telangana through remarks reported to have been made by the Chief Minister of Telangana, Shri K Chandrasekhar Rao in Warangal City on 9.9.2014.
4. Committee on attack on Media persons by the Police at Barwala, Hissar (Haryana).

#### Newly Constituted Committees

Committee to probe prevention of reporters of Sakshi Daily and Namaste Telangana newspapers from attending the official press conferences of the Chief Minister of Andhra Pradesh at Hyderabad.

### Press and Registration Appellate Board

Section 8C of the Press and Registration of Books Act, 1867 entrusts to the Press Council of India, the Appellate Jurisdiction over the Magisterial Orders of non-authentication of a Declaration under Section 6 or its subsequent cancellation under Section 8B of the said Act. The Board consists of a Chairman and another member to be nominated by the Press Council of India from among its members. The Board headed by Chairman, Press Council of India has become functional on reconstitution of the Press Council on 10/10/2014 with Shri K.D. Chandola and Shri Ramesh Gupta as its member(s).

### National Press Day 2014

The National Press Day celebrations this year centred on "Transparency in Public Affairs: The Role of the

Press". The celebrations were inaugurated by Hon'ble Mr. Justice M N Venkatachaliah, former Chief Justice of India. Hon'ble Mr. Prakash Javadekar, Minister of State (I/C) for Environment & Forests and Climate Change alongwith Col. Rajyavardhan Rathore, Hon'ble Minister of State for Information and Broadcasting graced the occasion as Guests of Honour. The National Awards for Excellence in Journalism were also conferred on the Day in various segments out of the article received from all over the country.

To mark the occasion a Souvenir on the subject was released by Col. Rajyavardhan Rathore, Hon'ble Minister of State for Information and Broadcasting.

### Transparency Mechanism

The Secretary of the Press Council of India is the Chief Vigilance Officer of the office. The vigilance set up of the Council, consisting of Deputy Secretary, Under Secretary (Admn.) and Section Officer (Admn.) functioned under the direct supervision of the Secretary (CVO) to combat any corrupt practices in the Secretariat.

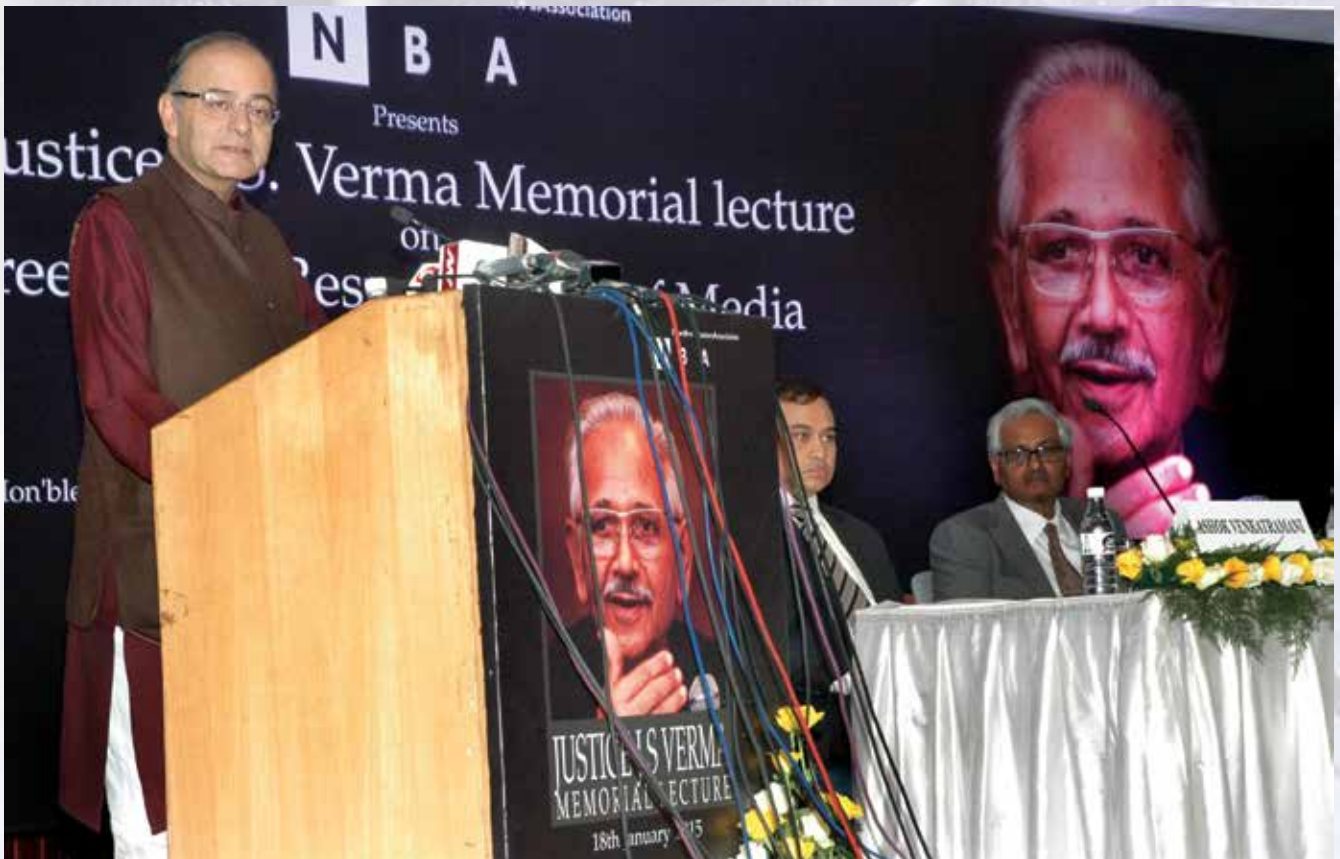
The grievance redressal mechanism is in place at the internal and external level which comprises of Director of Grievances being the Secretary, PCI. The staff related grievances are attended to by the Staff Grievance Officer of the Council being the Deputy Secretary.

### Promotion of Official Language

The Council paid particular attention to the propagation of Hindi in its official use. Most of its staff members, already notified under Section 10(4) of the Official Language Rules, 1976 (as amended, 1987) are encouraged to work in Hindi. Regular meetings of the Council's Official Language implementation Committee were conducted during every quarter. Quarterly Workshops relating to official language were organized for the benefit of its employees.

### Interaction with World Press Bodies

A Memorandum of Understanding has been signed between Press Council of India and Nepal Press Council on September 22, 2014 at Kathmandu in Nepal on the occasion of 45<sup>th</sup> Anniversary of Nepal Press Council, during the visit of Hon'ble Chairman, Press Council of India to Nepal for the purpose to cooperate in activities promoting peace journalism. The Press Council in its meeting on 27.10.2014 further decided to pursue international interaction with Press Councils and similar bodies worldwide to promote journalistic ethics and freedom.



*Minister of Information & Broadcasting, Shri Arun Jaitley delivering the First Justice J.S. Verma Memorial lecture on 'Freedom & Responsibility of Media', in New Delhi*



# 5 Activities under Broadcasting Sector

## OVERVIEW OF BROADCASTING SECTOR IN INDIA

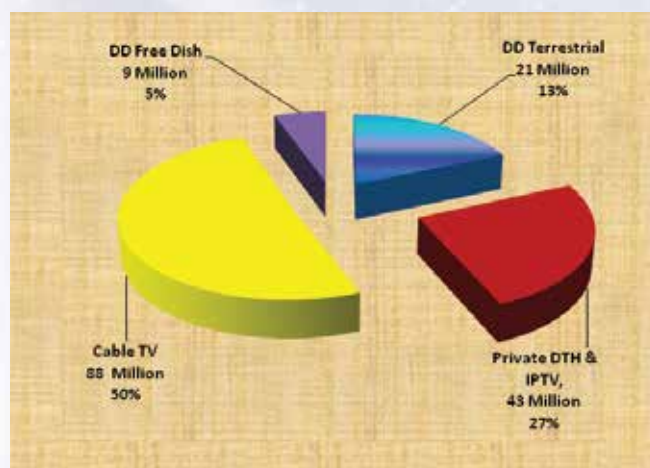
1. The cable and satellite television market in India emerged in the early 1990s, spurred by major international events like the Gulf War and the growth of homegrown media companies. The industry has experienced rapid growth, with the number of subscribers increasing from just 0.41 million in 1992 to more than 161 million by the end of 2013. India today has a large broadcasting and distribution sector, comprising around 790 television channels, 6,000 Multi System Operators (MSOs), up to 60,000 LCOs, 7 Direct to Home (DTH)/satellite TV operators and several Internet Protocol Television (IPTV) service providers.
2. The Television (TV) industry value chain consists of Content production, Broadcasting and Distribution segments. While the content production industry is unregulated, the broadcasting and distribution segments are regulated by the Ministry of Information and Broadcasting (MIB) and the Telecom Regulatory Authority of India (TRAI). As per the stipulated policy, while the satellite footprints of a large number of channels uplinked from abroad may be available in India, only such channels as are permitted by the MIB under the *Uplinking policy guidelines* and/or *Downlinking Policy Guidelines* can be distributed for public viewing by distributors. Depending on the revenue model adopted by the broadcaster, a TV channel can either be a *Pay channel* or a *Free to Air channel (FTA)*. The pay channel revenue model envisages income from subscription revenues received from the distributors of TV channels as also from the carriage of advertisements on their channels. Whereas the FTA revenue model is dependent only on Advertisement Revenues. The distributors are required to enter into agreements with the pay TV broadcasters for distribution of the content over their networks on payment of an annual subscription fee. There are four kinds of permitted distribution platforms in India and they are the *Cable Television services*, the *Direct-to-Home services*, the *Internet Protocol Television services* and the *Headend in the Sky services*. There are about 795 permitted satellite private Television channels in India. Of these 187 are pay TV channels and rest are free to air channels.
3. Cable TV services in India are regulated as per the *Cable Television Networks (Regulation) Act, 1995*, the Rules made thereunder, and the Regulations, Orders and Directions issued by TRAI who is the Regulator for Broadcasting Services. While the Cable Act provided for registration of Cable Operators with the Postal Authorities, no authentic government figures are available as to their actual number. The cable TV services value chain comprises four main supply-side entities i.e. Broadcaster, Multi System Operator (MSO), Local Cable Operator (LCO) and the end consumer. The broadcaster owns the content to be televised and received by the viewer. The broadcaster's role in the supply chain includes transmitting or "up-linking" the content signals to the satellite. The MSO's role is to downlink the broadcasters' signals from the Satellite, decrypt any encrypted channels and provide a bundled feed consisting of multiple channels to the LCO. It is estimated that around 6,000 MSOs are present in the Indian market today. The MSO business is dependent on the broadcaster for content and on the LCO for last mile connectivity and subscription revenue collection. MSO is required to have headend for downlinking of TV channels. The role of the LCO in the supply chain is to receive a feed (bundled signals) from the MSO and retransmit this to subscribers in his area through cables. Industry estimates that there are up to 60,000 local cable operators in the country. MSOs can also distribute signals directly to the consumers.
4. The *DTH services* were permitted under the Policy Guidelines issued by Government of India on 15.3.2001. The first DTH service provider operationalised its services on 2.10.2003 and the number of private DTH service providers has since

grown to 6. In addition, Doordarshan is also providing DTH services on a free to air basis. A DTH service provider sets up an infrastructure to downlink the satellite TV channels uplinked by the Broadcasters, decrypts them wherever required, aggregates and bundles them, re-encrypts them, uplinks them via his earth-station to the satellite, for reception directly by the authorised subscribers through small roof top dish antennas and set top boxes. As the satellite footprints are available on a pan India basis, the DTH services are an important means of distribution of News and Entertainment channels in remote and inaccessible areas. While the transmission of content over DTH is digital in form and therefore provides enhanced picture quality and a number of other value added service, the carriage of TV channels over DTH is constrained by limited satellite transponder capacity, and disruption of signal due to rain/bad weather.

5. *Internet Protocol Television (IPTV) Services* in India are regulated as per the 'Guidelines for provisioning of IPTV services' issued by Ministry of I&B on 8.9.2008. These guidelines provide for distribution of TV content even by eligible telecom or internet service providers over their network in addition to cable operators by use of internet protocol. While the IPTV services provide digital content and interactive services, the growth of IPTV services is intimately linked with the penetration and growth of Broadband connectivity.

### Graph 1 : Distribution of TV homes in India in different broadcast platforms

#### Status of Satellite TV Channels in India



FICCI- KPMG Report 2014

## I. The Policy

The first private satellite TV channel in India was permitted to uplink in the year 2000 from Indian soil. Before this, the private TV channels were uplinked only from foreign shores. With the growth in the Media and Entertainment sector, the demand for uplinking/downlinking of TV Channels from India increased manifold which necessitated the framing of Policy Guidelines for Uplinking in 2002 and Downlinking in 2005. These guidelines were further amended in December 2011. Following are the salient features of these guidelines:

### A. Eligibility criteria for obtaining permission to uplink News & Current Affairs TV channel from India under uplinking guidelines

- Applicant must be a company registered in India under the Companies Act, 1956.
- Foreign Direct Investment (FDI) shall not exceed 26% of the Paid-up Equity of the applicant company.
- Largest Indian shareholder should hold 51% of total equity.
- Net Worth Requirements: ₹20.00 Cr. for first channel & ₹5.00 Cr. for each additional channel.
- At least 3/4<sup>th</sup> of the Directors on the Board of Directors of the company and all key Executives and Editorial staff shall be resident Indians.
- The representation on the Board of Directors of the company shall as far as possible be proportionate to the shareholding.
- Permission fee for uplinking of TV channels would be ₹2 lakhs per channel per annum.
- The applicant company can apply on the prescribed form along with all requisite documents and processing fee of ₹10,000/-.

### B. Eligibility criteria for obtaining permission to uplink Non-News & Current Affairs TV channel from India under uplinking guidelines

- Applicant must be a company registered in India under the Companies Act, 1956 irrespective of its ownership, equity structure or management control which is aimed at Indian viewership.
- Net Worth Requirements: ₹5.00 Cr for first channel & ₹2.50 Cr. for each additional channel.
- Permission fee for uplinking TV channels would be ₹2 lakhs per channel per annum.

- The applicant company can apply on the prescribed form along with all requisite documents and processing fee of ₹10,000/-.

### **C. Eligibility criteria for obtaining permission for setting up of teleport under uplinking guidelines**

- Applicant must be a company registered in India under the Companies Act, 1956.
- Foreign equity holding including NRI/OCB/PIO not to exceed 49% (now raised to 74% vide FDI Policy of 2013).
- For Teleports the net worth criteria would be uniform irrespective of channel capacity. The net worth criteria would remain ₹3 crores for the first teleport and ₹1 crore for every additional teleport.
- Permission fee for setting up of teleports would be ₹2 lakhs per teleport per annum.
- The applicant company can apply on the prescribed form along with all requisite documents and processing fee of ₹10,000/-.
- Permission for Teleport will be for a period of 10 years. Renewal of permission will also be done for a period of 10 years.

### **D. Eligibility criteria for obtaining permission/ registration to downlink Non-News & Current Affairs TV channel in India under downlinking guidelines**

- Applicant must be a company registered in India under the Indian Companies Act, 1956, irrespective of its equity structure, foreign ownership or management control.
- Networth Requirements: ₹5.00 Cr. for first channel and ₹2.50 Cr. for every additional channel.
- The applicant company must either own the channel it wants downlinked for public viewing, or must enjoy, for the territory of India, exclusive marketing/ distribution rights for the same, inclusive of the rights to the advertising and subscription revenues for the channel and must submit adequate proof at the time of application.
- The downlinked channel must be licensed or permitted for being broadcast by the regulatory or licensing authority of the country of transmission, proof of which would have to be submitted at the time of application.
- Permission fee for downlinking of TV channels uplinked from India would be ₹5 lakhs per channel per annum.

- Permission fee for downlinking of TV channels uplinked from abroad would be ₹15 lakhs per channel per annum.

- The applicant company can apply on the prescribed form along with all requisite documents and processing fee of ₹10,000.

### **E. Eligibility criteria for obtaining permission/ registration to downlink News & Current Affairs TV channel in India under downlinking guidelines**

- Applicant must be a company registered in India under the Indian Companies Act, 1956, irrespective of its equity structure, foreign ownership or management control.
- Networth Requirement: ₹5.00 Cr. for first channel and ₹2.50 Cr. for every additional channel.
- The applicant company must either own the channel it wants to be downlinked for public viewing, or must enjoy, for the territory of India, exclusive marketing/ distribution rights for the same, inclusive of the rights to the advertising and subscription revenues for the channel and must submit adequate proof at the time of application.
- The downlinked channel must be licensed or permitted for being broadcast by the regulatory or licensing authority of the country of transmission, proof of which would have to be submitted at the time of application.
- Additional conditions for permission to downlink a News and Current Affairs channel:
  - That it does not carry any advertisements aimed at Indian viewers;
  - That it is not designed specifically for Indian audiences;
  - That it is a standard international channel;
  - That it has been permitted to be telecast in the country of its uplinking by the regulatory authority of that country
- Permission fee for downlinking of TV channels uplinked from India would be ₹5 lakhs per channel per annum.
- Permission fee for downlinking of TV channels uplinked from abroad would be ₹15 lakhs per channel per annum.



### Additional features of the amended guidelines

- (i) All TV channels would be required to operationalize their TV channels within a time frame of one year from the date of permission, for which Non-News and current Affairs channels will have to sign a Performance Bank Guarantee of Rs.1 crore whereas News and Current Affairs channels will have to give a Performance Bank Guarantee for Rs. 2 crores. In the event of non-operationalisation of the permitted channel within a period of one year, the PBG will be forfeited and permission cancelled.
- (ii) The period of permission/registration for uplinking/Downlinking of channels will be uniform at 10 years.
- (iii) One of the persons occupying the top management position i.e., Chairperson or Managing Director or Chief Executive Officer or Chief Operating Officer or Chief Technical Officer or Chief Financial Officer in the applicant company should have a minimum of 3 years of prior experience in a Media company, for both News and Non-News channels.
- (iv) Proposals of merger, demerger and amalgamation will be allowed under the provisions of Companies Act, after obtaining the permissions of the Ministry of I&B as per procedure.
- (v) Permission for Uplinking/downlinking of a TV channel will be for a period of 10 years. Renewal of the permissions of TV channels will be considered for a period of 10 years at a time subject to the condition that the channel should not have been found guilty of violating the terms and conditions of permission including violations of the Programme and Advertisement Code on 5 occasions or more. What would constitute a violation would be determined in consultation with the established self-regulating mechanisms.
- (vi) The channels operating in India and uplinked from India but meant only for foreign viewership should be required to ensure compliance of the rules and regulations of the target country for which content is being produced and uplinked.

### II. Procedure to Grant Permissions for New Satellite TV channels

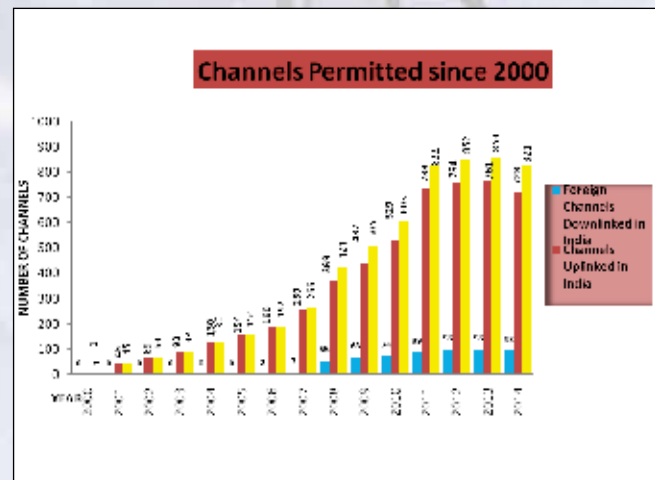
The applications for new TV channels are examined in the light of the eligibility criteria as prescribed in the Policy Guidelines for Uplinking and Downlinking. The applications are forwarded to the Ministry of

Home Affairs for obtaining security clearance for the Company and its Board of Directors. The applications are simultaneously sent to the Department of Space/ Department of Revenue as the case may be for obtaining necessary clearances. The Networth of the company is also examined to determine the eligibility of the company among other eligibility criteria. Permissions are issued by the Ministry to the applicants after obtaining Inter Ministerial clearances and Registration and Permission Fee as applicable.

#### A. Growth of Television channels

1. The first private satellite TV channel “Aaj Tak” was permitted in the year 2000. Since then the bouquet of private satellite TV channels in India has been expanding at a fast pace. Ministry has permitted 821 channels in India by December 2014. Year-wise growth in number of TV channels permitted under uplinking (U/L) and downlinking (D/L) guidelines is shown below:

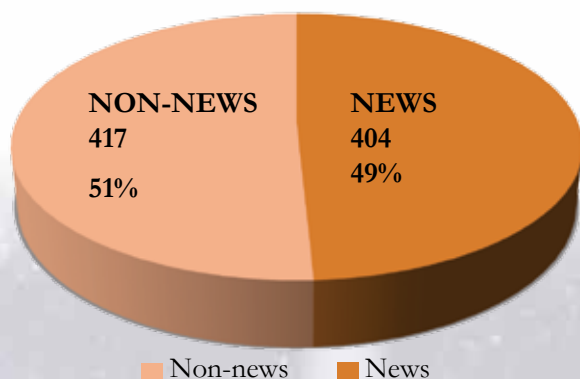
#### Number of Television Channels permitted by the Ministry



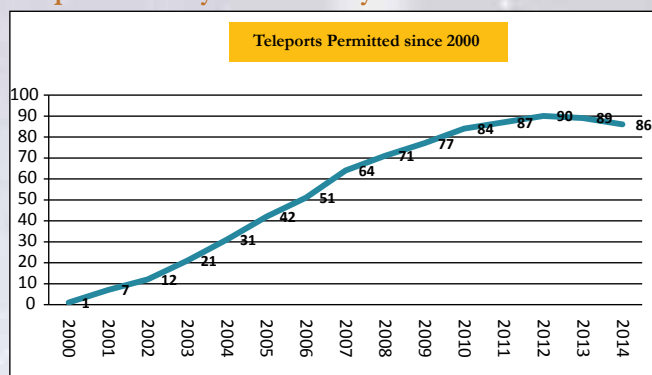
2. Permissions are given by the Ministry to operate only two categories of TV Channels i.e. News & Current Affairs TV Channels and Non-News & Current Affairs TV Channels. The share of News and Non-News channels in the total permissions given can be seen below:

### Category wise permitted Channels

Permitted TV Channels (News vs Non-news)



### B. Growth of Teleports Number of Teleports permitted by the Ministry



### C. Growth trend on audience specific programming

There has been a significant growth in the number of channels providing entertainment in niche categories

such as News, Sports, Kids, Infotainment, Spirituality, Health and Lifestyle etc. Digitalization will open up more avenues for broadcasters to launch more niche category channels in India. It is expected that on the lines of international markets, niche channels dedicated to cooking, gardening, automobiles, health or education may find flavor in India. Addressability also provides an opportunity for broadcasters to insert localized content and advertising, translating into premium advertisement rates.

### Growth of Indian Media and Entertainment

Indian Media Entertainment Industry is on a positive growth trajectory. As per the FICCI KPMG Indian Media Entertainment Industry Report 2014, Indian Media & Entertainment industry grew from ₹821 billion in 2012 to ₹918 billion in 2013, registering an overall growth 11.8 %. Over the next 5 years, it is projected to grow at a Compound Annual Growth Rate (CAGR) of 14.2% to reach ₹1786 billion by 2018. While Television continues to be the dominant medium, sectors such as animation and VFX, digital advertising and gaming are fast increasing sharing the overall pie. Radio is expected to grow at a CAGR of 18.1% over the next 5 years from ₹14.6 billion in 2013 to ₹33.6 billion by 2018, displaying a healthy growth. FICCI KPMG projections shows that print will witness a decline in growth rate and would continue to be the second largest medium in the Indian Media and Entertainment Industry. The digital advertising is projected to grow at a CGAR of 27.7% in the next 5 years between 2013 to 2018.

Table : Indian Media and Entertainment Industry, size and projections

(₹ in billion)

M & E Industry	2012	2013	2014 (P)	2015 (P)	2016 (P)	2017 (P)	2018 (P)	CGAR 2013-2018 (%)
TV	370.1	417.2	478.9	567.4	672.4	771.9	885.0	16.2
Print	224.1	243.1	264.0	287.0	313.0	343.0	374.0	9.0
Films	112.4	125.3	138.0	158.3	181.3	200.0	219.8	11.9
Radio	12.7	14.6	16.6	19.0	23.0	27.8	33.6	18.1
Music	10.6	9.6	10.1	11.2	12.9	14.9	17.6	12.9
OOH	18.2	19.3	21.2	23.1	25.2	27.5	30.0	9.2
Animation and VFX	35.3	39.7	45.0	51.7	60.0	70.2	82.9	15.9
Gaming	15.3	19.2	23.5	28.0	32.3	36.1	40.6	16.2
Digital Advertising	21.7	30.1	41.2	55.1	69.7	88.1	102.2	27.7
<b>Total</b>	<b>821</b>	<b>918</b>	<b>1039</b>	<b>1201</b>	<b>1390</b>	<b>1580</b>	<b>1786</b>	<b>14.2</b>

Source: FICCI KPMG Indian Media Entertainment Industry Report 2014

## **D. Growth of Television Industry in India**

Television is the largest medium for media delivery in India in terms of revenue, representing around 45% of the total media industry. The TV Industry continues to have headroom for further growth as television penetration in India is still around 60% of total households and increasing to 161 million in 2013. The number of Cable & Satellite (C&S) subscribers increased by 9 million in 2013, to reach 139 million. Excluding DD Direct, the number of paid C&S subscribers is estimated to be 130 million. This C&S subscriber base is expected to grow to 181 million by 2018, representing 95 percent of TV households. Of this, paid C&S base is expected to be 171 million in 2013, representing 90 percent of TV households.

*Source : FICCI KPMG Indian Media Entertainment Industry Report 2014*

## **III. New initiatives**

### **A. Security Clearance**

Ministry of Home Affairs has circulated instructions regarding streamlining the procedure for security clearance wherein the period of Security clearance has been made co-terminus with the period of permissions as enjoined in the Guidelines for permission. The Ministry has been interacting with Ministry of Home Affairs periodically through the coordination meetings to ensure that the clearances are expedited and the cases for permission under the Uplinking /Downlinking Guidelines are cleared. The ongoing initiatives with MHA are aimed at streamlining the process and speed-up the approval mechanism.

## **IV. Bringing transparency and accountability**

### **1. Open House Meetings**

Open house meetings which are conducted on 5<sup>th</sup> of every month with broadcasters have proved to be very useful. The number of broadcasters attending these meetings has swelled over the last one year. Feedback from the meeting has helped the Ministry to take new initiatives for expediting clearances and bringing more transparency. Several issues concerning new and permitted TV channels, teleports, use of SNG/DSNG vans, temporary uplinking cases, change of satellites, change of name and logo, change in the share holding pattern, induction of new directors, FIPB approvals etc. are being discussed in an open and fair manner with broadcasters. These meetings have not only provided an opportunity to applicants for

a direct interaction with Ministry officials, but have also facilitated flow of information directly to applicants thereby eliminating the need to have an intermediary. The direct interaction has also built confidence in the system and has reduced dependence on unnecessary correspondence and phone calls.

### **Steps for Speedy Approvals**

In order to fast-track the approvals in the Ministry the proposals to MHA, DOS and CA are sent simultaneously from INSAT Section itself within 10 days without waiting for approvals at this stage which has cut delays significantly.

### **2. Standard Forms and Applications**

It was observed that while applying for permission for acquiring/hiring of SNG/DSNG vans, the applicants invariably failed to provide relevant documents or information. To streamline this, a new comprehensive application format for seeking permission for hiring of SNG/DSNG vans was devised and put on the website of the Ministry with detailed instructions/guidance for filling the application. A Master check list and processing template has also been put in place to quicken the pace of processing by eliminating errors.

In the cases of change of name, logo, satellite, teleport and addition of language etc. lengthy notes were being put up repeatedly which not only hampered the speed of putting up of cases at section level but it was difficult for senior officers to get the facts at a glance to arrive at a decision quickly. A new template has been designed for quick approvals. This has not only helped in quick processing of the cases but also has ensured that no important criteria for consideration of the cases are left out, as the check list has to be completed before the file is put up for approval.

### **3. Satellite TV application Tracking System (STATS)**

In order to ensure greater transparency about pending issues of companies, software Satellite TV application Tracking System (STATS) was operationalised on 21<sup>st</sup> January, 2010. This unique software developed by NIC has helped in bringing greater transparency in providing information to the applicants of Private Satellite TV channels to track the status of their applications. The data is being updated in the system regularly to help applicants check the status of their applications.

## V. Development of Integrated on-line portal solution for TV (INSAT) section

The Ministry of Information & Broadcasting is mandated to issue permissions for Uplinking/downlinking of television channels in India as per the Policy Guidelines 2011. The Ministry provides a single window facility to the applicants as all necessary clearances are obtained by the Ministry. This involves large volumes of paper trails and transactions to be processed by the Department personnel. This often leads to delays in issuing the necessary licenses, loss of documents submitted, difficulty to monitor the channel contents on a sustained and planned basis, leading to some levels of in-efficiency in the system. In order to streamline the process of application by agencies concerned and to enable both the Dept. officials and the vendors to monitor the status of their applications, it is proposed to develop a secure online portal that will enable all stakeholders to apply, monitor, manage and expedite the necessary process with minimal manual intervention. The proposal to develop an Integrated Online Portal solution for TV (INSAT) section is at the final stage. Once implemented, this will provide speedy disposal of proposals and bring in transparency in the system.

### Content Regulation of TV Channels

1. Regulation of broadcast-content of Television channels has been a keenly debated issue. It has evoked concerns arising out of content having an adverse bearing on Indian ethos and cultural values, looking after the interests of women and children who are vulnerable to pervading impact of satellite television and the need for reconciling these concerns with constitutional freedom of speech and creative expression. With the booming television industry in India, which is projected to grow at 13% per annum, the competition amongst various television channels is getting stiffer by the day. The Ministry has already granted permission to 821 private satellite television channels, out of which around 405 are news and current affairs channels. There has been a substantial growth in the regional language channels also in the past few years as the competition among Hindi and English channels is becoming tougher and the market is saturating. Though Direct to Home (DTH) services have also experienced rapid growth, the distribution of these channels is still by and large through the cable operators which are largely in analog mode and have limited carrying capacity. However, with

the ongoing digitization of cable TV network, this capacity is expected to increase substantially.

2. Every broadcaster through various Policy Guidelines has been mandated to follow the Programme and Advertisement Codes as prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder.
3. The Programme and Advertising Codes as prescribed under the Cable Act in 1994 have been made applicable to all video content provided through different broadcasting modes including IPTV service.
4. The nature of content-related cases dealt with in the Ministry mainly relate to obscenity, portrayal of women in bad taste, ill effects on children, false & defamatory news, advertisements of misleading nature, etc. In all such cases, appropriate action was taken by the Ministry as per the Cable Television Networks (Regulation) Act, 1995 and wherever necessary, Advisories, Warnings, Order for Apology Scroll were issued.
5. During the period 1.1.2013 to 1.12.2014, the Ministry issued advisories, warnings, and orders to the channels as per details given below:
  - i) 14 Advisories – Advising the channels to comply with Programme and Advertising Codes.
  - ii) 16 Warnings – Directing the channel to strictly comply with Programme and Advertising Codes.
  - iii) 17 Orders – Channels were directed to be off air for varying number of days.
  - iv) 2 Orders – Channels were directed to run Apology Scrolls.
  - v) 4 Orders – Channels were directed to furnish undertaking regarding not airing objectionable advertisements in future.
  - vi) 1 Directive – for compliance with the directions of the Court of the Chief Commissioner for Persons with Disabilities as also the Programme & Advertising Codes.
  - vii) 1 Order – directing the channel to carry version of the other party.

### Inter-Ministerial Committee (IMC)

6. For regulation of content on Satellite TV channels, an Inter-Ministerial Committee (IMC) chaired by Additional Secretary (I&B) had been constituted, with representatives from other Ministries, which gives its recommendations

on whether a violation has taken place or not. The IMC has been re-constituted in the year 2011 by addition of a representative from the Ministry of Consumer Affairs, Food and Public Distribution to accord focused attention to consumer related issues. The IMC functions in a recommendatory capacity. The final decision regarding penalties and its quantum is taken on the basis of the recommendations of IMC. Ministry generally issues warnings or advisories or asks them to scroll apologies on their channel. Occasionally, the channels are also taken off air either temporarily for a limited period depending on the gravity of the violation.

### Electronic Media Monitoring Centre(EMMC)

7. Electronic Media is a very powerful medium and can greatly influence public opinion. All developed democracies of the world regulate the broadcasting sector and the content being broadcast. So, in the light of public concerns, Electronic Media Monitoring Centre (EMMC) was set up by the Government as a state-of-the-art facility with a view to monitor and record the content of (i) satellite TV channels with respect to violation of Programme and Advertising

Codes enshrined under Cable Television Networks Regulation Act, 1995 and Rules framed there under and (ii) private FM channels with respect to license conditions and to protect its citizens from broadcast of undesirable content on a 24 x 7 basis. As many as 400 TV channels are being monitored by EMMC with effect from 30.11.2014 and it is likely to monitor 600 TV channels shortly.

8. Along with the monitoring of content, EMMC has been entrusted with the work of processing of complaints received by the government; monitoring of live telecast of temporarily permitted events; monitoring of Compliance of the Directions/ Orders of the Ministry; round the clock recording and monitoring of TV channels & compiling of daily news reports with comments and reactions; giving feedback to Ministries and Departments; input material for GoM meetings; special monitoring; SMS Alerts; providing information to IBF and BCCC; collation and distribution of the reports; support to the Scrutiny Committee and the Inter Ministerial Committee on violations, archiving etc.



*Monitoring of Channels by EMMC*

9. The number of satellite TV Channels is continuously increasing in the country and threat of content violations is also increasing in equal proportions. The strengthening of EMMC with well-equipped facilities would help to monitor and devise the remedial measures for the violations of the Codes enshrined in Cable Television Networks (Regulation) Act 1995 and rules framed there under.
10. To augment capacity and to achieve the objective of monitoring 1500 channels, a 12<sup>th</sup> Plan Scheme “Strengthening of Electronic Media Monitoring Centre” was approved for ₹90.00 crore for implementation during 2012-17. In addition, a centralized monitoring mechanism in EMMC will also be set up for FM channels and Community Radio Stations (CRS).

#### State level and District level Monitoring Committees

11. The implementation of the Cable Television Networks (Regulation) Act, 1995 at the local level falls within the domain of the local authorities of the concerned State Governments.
12. Section 2 of the Cable Television Networks (Regulation) Act, 1995 provides that “authorised officer”, within his local limits of jurisdiction, means a District Magistrate, or a Sub-Divisional Magistrate or a Commissioner of Police. Further, Sections 11 and 12 of the said Act provide that the authorized officer has the power to seize and confiscate the cable operator for violation of the provisions of the Act.
13. In order to enforce the Cable act and Rules at the State/District level, the Ministry issued order on 6.9.2005 for “Monitoring Committee for the Programme and Advertisements telecast by Cable TV channels” at the State, District/local level. Subsequently, detailed guidelines were issued by this Ministry on 19.2.2008 providing for District level Monitoring Committee and State level Monitoring Committee. The composition of the District level Committee is as under:

- |  |   |          |
|--|---|----------|
| (i) District Magistrate (or Police Commissioner)   | - | Chairman |
| (ii) District Superintendent of Police   | - | Member   |
| (iii) District Public Relations Officer  | - | Member   |
| (iv) Principal of one of the Women's College in the District (to be selected by the DM)      | - | Member   |
| (v) Representative of a leading NGO working for Children welfare (to be nominated by the DM) | - | Member   |

- |  |   |        |
|--|---|--------|
| (vi) Representative of a leading NGO working for Women welfare (to be nominated by the DM) | - | Member |
| (vii) Academicians/Psychologists/Sociologists (one each to be nominated by the DM)         | - | Member |

#### Functions of the District Level Monitoring Committee

- i) To provide a forum where the public may lodge a complaint regarding content aired over cable television and take action on the same as per procedure prescribed herein.
- ii) To review the action taken by Authorized Officers for enforcement of Cable Television Networks (Regulation) Act, 1995.
- iii) To immediately bring to the notice of State and Central Government if any programme is affecting public order or wide spread resentment in any community.
- iv) To keep a watch on content carried by cable television channels at local level and to ensure, through Authorized Officers, that no unauthorized or pirated channels are carried and local news if aired by the cable television operator is restricted to information about local events and is presented in a manner which is balanced impartial and not likely to offend or incite any community.
- v) To monitor the availability of free to air channels and channels notified for mandatory carriage on the cable network.

#### The composition of State level Monitoring Committee is as under:

- |   |   |          |
|---|---|----------|
| (i) Secretary, Information & Public Relations of the State.   | - | Chairman |
| (ii) Representative of the DG of State Police   | - | Member   |
| (iii) Secretary, Social Welfare Department of the State   | - | Member   |
| (iv) Secretary, Women & Child Development of the State  | - | Member   |
| (v) Representative of a leading NGO of the State working for women (to be nominated by Chief Secretary) | - | Member   |
| (vi) Academicians/Psychologists/Sociologists (one each to be nominated by Chief Secretary)              | - | Member   |
| (vii) Director (Information) of the State Secretary   | - | Member   |

#### Functions of the State Level Monitoring Committee:

- (i) To see whether District/Local Committees have been formed and are meeting regularly.
- (ii) To see if the authorized officers are effectively performing their duties the number of cases handled by them and decisions taken.
- (iii) To give suggestion/guidance to District/Local Level Committee.

- (iv) To take decision on the matters referred to it by district/local level committee.
- (vii) To collate data/information from district/local level committee and forward it to Secretary, Ministry of Information & Broadcasting.
- (viii) To recommend action and forward complaints against satellite channels (National Channels) to the Ministry of Information & Broadcasting through the Chief Secretary of the State in cases of violation of Government of India's orders on the Programme and Advertising Codes.
14. So far, Eighteen (18) States. viz, Arunachal Pradesh, Bihar, Chhattisgarh, Gujarat, Himachal Pradesh, Goa, Jammu and Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Mizoram, Rajasthan, Tripura, Uttarakhand and West Bengal have set up state level committees.
15. Five (5) Union Territories namely, Andaman & Nicobar Islands, Chandigarh, Daman Diu, Dadra & Nagar Haveli and Lakshadweep have also set up state level committees.
16. So far as district level committees are concerned, 285 districts across India have set up such committees so far.
17. The proposal to have an autonomous and independent regulatory authority for the broadcasting sector and setting it up through an act of parliament has been engaging the attention and effort of government since 1997. The bill for an independent regulatory authority was first introduced in 1997 but could not be carried through. Another attempt was made in the year 2001 with introduction of the Convergence Bill of 2001, which also lapsed. In the years 2006 and 2007, the Ministry formulated two different drafts of Broadcasting Service Regulation Bill for ensuring orderly growth of Broadcasting Services.
18. In a subsequent exercise a Committee headed by the then Secretary I&B submitted its report in 2008 in the form of Draft "Self-Regulation Guidelines for the Broadcasting Sector" proposing to replace the existing programme and advertising codes. The committee suggested a three tier structure for regulation of content. The proposal envisaged coexistence of self-regulation with statutory regulation. It was envisaged that the first tier of self-regulation would be at the level of the channel itself, whereas, the second tier would be at the level of a self-regulating mechanism set up by the relevant industry association. The third tier was considered at the level of a statutory regulator.
19. The Government has been in constant dialogue with broadcasting industry to take them on board in respect of the broad structure of the regulatory framework envisaged in the draft bill. However, there has been stiff opposition from the broadcasters and other stakeholders on the issue of regulation of content, which is best left to self-regulation. The Government has, therefore, given an assurance to the media in the press release dated 14-01-2009 that the matter regarding finalization of Content Code (Self-Regulation Guidelines for Broadcasting Sector) will be taken up only after the widest possible consultation with all the stakeholders and eliciting their points of view on the proposed changes.
20. Although the Ministry has initiated wide ranging consultations with stakeholders for arriving at a consensus on these issues, very little progress was made. In order to take up this issue in a conclusive manner, the Ministry constituted a Task Force in 2009 (copy of order at Annexure V), under the chairmanship of the then Secretary, Information and Broadcasting, and including Broadcasters to evolve a broad consensus on the issue, particularly on the mechanism envisaged for content regulation. The Task Force consisting of representatives of the Ministry and the Broadcasting Industry, held wide ranging consultations with different stakeholders, namely Cable Operators Federation of India (COFI), MSO Alliance, DTH Association, IPTV Forum, and Association of Radio Operators of India (AROI) as also with CII, ASSOCHAM and FICCI. It also held discussions with media experts, members of the civil society, Resident Welfare Associations, academia and consumer groups. Lastly, it elicited the views of statutory bodies like National Commission for Women (NCW) and National Commission of Protection of Child Rights (NCPCR). However, there emerged a spectrum of views and opinions during the consultation process. Meanwhile, self-regulation in various segments of the Broadcast Industry took roots.

### Self-Regulation in case of News Channels

- 21 News Broadcasters Association (NBA), as part of its self-regulation mechanism, has formulated a Code of Ethics and Broadcasting Standards covering a wide range of principles to self-regulate news broadcasting. They have set up a two - tier structure to deal with content related complaints. complaints are dealt with at tier I, by the individual broadcasters at their level whereas, at tier II, by News Broadcasting Standards Authority (NBSA), set up NBA in 2008.
- 22 The object of the News Broadcasting Standards Authority includes entertaining and deciding complaints against or in respect of news broadcasters in so far as these relate to the content of any broadcast. The Authority is headed by a chairperson who is a retired judge of the supreme court and consists of eight other members comprising 4 eminent editors employed with broadcasters and 4 persons having special knowledge and/or practical experience in the field of law, education, medicine, science, literature, public administration, consumer affairs, environment, human psychology and/or culture. The NBSA, is headed by Justice R.V.Raveendran, retired judge of Supreme Court. The other 8 members are:

#### Four Persons from Editor's Category

- i. Ms. Manika Raikwar Ahirwal
- ii. Mr. Hemant Sharma
- iii. Mr. Rajiv Khandekar
- iv. Mr. Siddharth Zarabi

#### Four Eminent Persons

- i. Mr. Nitin Desai, Economist and Former Under Secretary General of United Nations
  - ii. Prof. (Dr.) G Mohan Gopal, Member Law Commission
  - iii. Ms. Leela K. Ponappa, former Ambassador and Dy. National Security Adviser.
  - iv. Dr. S.Y. Quraishi, Former Election Commissioner of India
- 23 NBSA received and considered 1143 complaints during the period 2013-14, Out of which, decisions were taken in respect of 73 cases.

### Self-Regulation in Non-News (General Entertainment) Channels

24. Indian Broadcasting Foundation (IBF) has set up a

mechanism for self-regulation in case of non-news channels after consultation with the Ministry. As part of this, IBF has laid down Content Code & Certification Rules 2011 covering an entire gamut of content-related principles and criteria for television broadcast.

25. As part of this mechanism, a two-Tier based complaints redressal system has also been set up. At the Tier-I level, each Broadcaster shall set up a Standard and Practices (S&P) Department with a Content Auditor to deal with the complaints received for content aired on its channels.
26. At the Tier II, the Broadcast Content Complaints Council (BCCC) has been set up and made operational since 1.7.2011. The BCCC is a sixteen (16) Member body consisting of a Chairperson being retired Judge of the Supreme Court or High Court and 15 other Members from various spheres of expertise consisting of (4) eminent persons, (4) Broadcast Members and (5) Members from any national level Statutory Commissions and (2) Special Invitees to deal with complaints against Regional Channels.
27. The BCCC is presently headed by former Justice (Rtd) Mukul Mudgal. The details of 15 members of BCCC are as under:

The Four Eminent Persons on BCCC:

- i. Mr. Bhaskar Ghose, Theatre Personality & Former IAS officer
- ii. Ms. Shabana Azmi, Actor & Social Activist
- iii. Mr. Vir Sanghvi, Senior Journalist
- iv. Prof Anand Kumar, Sociologist, Jawaharlal Nehru University

Five members from the National Statutory Commissions:

- i. Dr. P.L. Punia, Chairperson, National Commission for Schedule Castes (NCSC)
- ii. Ms. Kushal Singh, Chairperson, National Commission for Protection of Child Rights (NCPCR)
- iii. Ms. Shamina Shafiq, Member, National Commission for Women (NCW).
- iv. Mr. Naseem Ahmad, Chairperson, National Commission for Minorities (NCM)
- v. Mr. S.K. Kharventhan, Member, National Commission for Backward Classes (NCBC)



# on Terrestrial and Satellite Broadcasting Media and Broadcasting: New Opportunities 7 January 2015, Pragati Maidan, New Delhi



*21st International Conference & Exhibition on Terrestrial and Satellite Broadcasting, in New Delhi*

Four broadcast members:

- i. Mr. Ashok Nambissan (Multi Screen Media)
- ii. Mr. Sujeet Jain (Viacom 18)
- iii. Mr. Deepak Jacob (STAR India)
- iv. Mr. A. Mohan (Zee Network)

Two Special invitees to deal with complaints against Regional Channels:

- i. Ms. Tara Murali, Eminent Conservationist and Architect
- ii. Ms. Arundhati Nag, Veteran Film and Theatre Personality.

28. The BCCC received 21449 complaints during the period 20th June, 2011 to 8<sup>th</sup> Sept., 2014. Out of which, decisions were taken in respect of 3646 specific complaints.

### **Self-regulation of advertisements on TV channels**

29. With regard to regulation of advertisements on TV channels, the Code adopted by the Advertising Standards Council of India (ASCI), which is a self-regulatory body, has been incorporated in the Advertising Code stipulated in Cable Television Networks (Regulation) Act 1995 and Rules framed thereunder. ASCI has set up Consumer Complaints Council (CCC) to consider complaints in regard to

advertisements. The CCC currently has 21 members; 9 are from within the industry and 12 are from the civil society like well-known doctors, lawyers, journalists, academicians, consumer activists etc.

### **Background Note on Television Rating Points Issue**

- Parliamentary Standing Committee on IT, in 2008 took note of the state of Television Rating system in India and emphasized greater transparency and coverage. The Ministry of I&B referred the matter to TRAI.
- At present, Television Audience Measurement (TAM) is the only operational TRP agency in the country.
- TRAI, on 18<sup>th</sup> August, 2008, recommended self-regulation through an industry-led body i.e. Broadcast Audience Research Council (BARC) with Government exercising oversight through its nominees in the Board of BARC.
- BARC set up on 9<sup>th</sup> July, 2011 as a Not-for-Profit Company under Section 25 of the Companies' Act.
- However, no alternate TRP mechanism established by BARC. Efforts to do the same begun in 2012.
- BARC Technical Committee set up in Nov 2012 consisting of 12 members. BARC Advisory High Table (BAHT) set up in Jan 2013 having 5 members.

Prasar Bharati has been taken on the Board of Directors of BARC in 2013. DAVP has also been inducted in the Technical Committee in 2013.

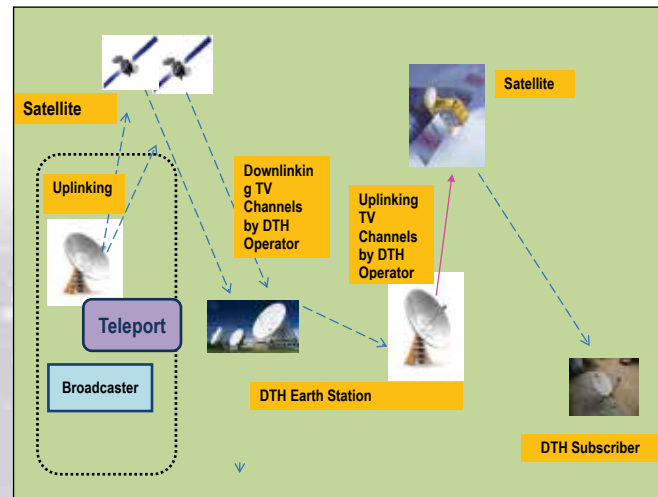
- BARC has shared the revised time-lines for various activities leading to publication of viewership data in 2014. Accordingly, they have informed that the release the first such viewership data may take place by February 2015.
- TRAI, on 11 Sep 2013, gave recommendations on 'Guidelines for Television Rating Agencies'. The same were considered by an Inter-Ministerial Committee in the Ministry of Information & Broadcasting and recommended for acceptance. Thereafter, the approval of the Cabinet was taken and Guidelines were issued on 16 January 2014.

## PRESENT STATUS

- Guidelines of 2014 challenged in Delhi High Court by M/s. Kantar Market Research Pvt. Ltd. The Court has stayed the implementation of the following provisions:
  - Para 1.7 (a): No single company/legal entity, either directly or through its associates or inter-connected undertaking, shall have substantial equity holding in rating agencies and broadcasters/advertisers/advertising agencies.
  - Para 1.7 (d): A promoter company/member of the board of directors of the rating agency cannot have stakes in any broadcasters/ advertisers/ advertising agency either directly or through its associates or inter-connected undertakings.
  - Para 16.1: These guidelines shall also be applicable to the existing rating agencies.
  - Para 16.2: No rating agency shall generate and publish ratings till such time that they comply with the provisions of these guidelines.
- In addition, the court allowed two weeks more time than the one month time allowed in the Guidelines for the existing TRP agency to register under the Guidelines with the Ministry of I&B.
- Accordingly, the TAM submitted an application for registration. At present, the same is with the MHA for security clearance.
- The BARC has also applied for registration as a TRP agency with MIB. The application is under process.

## DIRECT TO HOME (DTH) SERVICE

### DTH Transmission



Direct To Home (DTH) service is a comparatively recent entrant as compared to cable transmission. It has certain technical advantages over cable operations. DTH is an addressable system and covers the entire country. In DTH service a large number of television channels are digitally compressed, encrypted and beamed from very high power satellites. The programmes transmitted through DTH can be directly received at homes by installing small dish antennas at convenient locations in the buildings. DTH transmission service does not require any commercial intermediary, since an individual user is directly served by the DTH operator. DTH Service refers to distribution of multi-channel programmes in Ku Band by using a satellite system, for providing TV signals direct to subscribers' premises. DTH provides subscribers the advantage of geographical mobility meaning thereby that once a customer purchases DTH hardware, he/she can continue to use the same unit anywhere in India.

The Government on 15.3.2001 issued detailed guidelines including application Forms and Licensing Agreement for operating DTH services in India. The eligibility conditions in the guidelines, inter-alia, provide for total foreign equity holding, including FDI/NRI/OCB/FII, in the applicant company not to exceed 49%, and within the foreign equity, the FDI component not to exceed 20%. It also provides that applicant company must have Indian management control with the majority representatives on the board as well as Chief Executive of the company being resident Indians. All applications

for issue of license for operating DTH services are required to be examined in accordance with the eligibility criteria. The existing DTH license conditions for setting up and operating DTH service in India contain adequate safeguards with regard to the carriage of undesirable contents in DTH service.

The Doordarshan provides free to air channels on its DTH service (called Free Dish) for which the subscribers have to buy the dish and the set top box from the open market. Since the Doordarshan signals are unencrypted and free to air, no accurate assessment is available about the number of viewers. Apart from Doordarshan's DD Direct Plus, DTH service is being provided by six private players, namely, Dish TV (M/s Dish TV India Ltd.), Tata Sky (M/s. Tata Sky Ltd.), Sundirect DTH (M/s. Sun Direct TV Pvt. Ltd.), BIG TV

(M/s. Reliance BIG TV Ltd.), Airtel Digital TV(M/s. Bharti Telemedia Ltd.) and D2H(M/s. Bharat Business Channel Ltd.). DTH being a digital addressable system offers good picture quality, enhanced value added services, transparency in the system enabling its audit and monitoring thereby reducing litigations between the broadcaster and DTH operator resulting in better services to the consumers leading to structured growth of the sector. Thus DTH has given a stiff competition to the analogue cable TV sector which is also going digital eventually.

Since different DTH players have entered the market at different point of times, they have brought-in with them the contemporary advanced technology in the DTH market in India.

Sr.No.	DTH Operator	Date of permission	Transmission standard	Compression standard	Conditional Access Services (encryption)
1	Dish TV	16.9.2003	DVB-S	MPEG-2	Conax
2	Tata Sky	24.3.2006	DVB-S	MPEG-2	NDS
3	Sun Direct TV	28.8.2006	DVB-S	MPEG-4	Irdeto
4	Reliance BIG TV	24.5.2007	DVB-S	MPEG-4	Nagravision
5	Airtel Digital TV	10.9.2007	DVB-S2	MPEG-4	NDS
6	Videocon d2h	28.12.2007	DVB-S2	MPEG-4	Irdeto

In view of the rapidly expanding DTH subscriber base, TRAI, with a view to protecting the interest of DTH subscribers, had in 2007, issued the Direct to Home Broadcasting Services (Standards of Quality of Service and Redressal of Grievances) Regulation, 2007, which essentially covers regulatory provisions relating to protection of the interests of DTH subscribers. The TRAI, in its Telecommunication (Broadcasting and Cable) Services (Fourth) (Addressable Systems) Tariff Order, 2010 dated 21<sup>st</sup> July 2010, had mandated all DTH operators to offer all its pay channels on a-la-carte basis to its subscribers and in case DTH operator is fixing a minimum monthly subscription amount, the same cannot exceed ₹150. The said tariff order also provides for protection of consumers against increase in prices. TRAI's regulatory measures enables DTH consumers to exercise their choice for acquisition of STB (outright purchase basis, hire-purchase basis and rental basis) as well as choose and pay for channels which they want to watch in DTH sector.

### INTERNET PROTOCOL TELEVISION (IPTV) SERVICE

The Government on 08.09.2008 has put in place the policy on IPTV enabling another mode of distribution of permitted satellite TV channels till date through the Telecom and cable Networks. This is bound to give not only a new digital visual experience to the Indian viewer with various value added and interactive services to cater to the ever persisting demand of the subscriber for new and interactive services but is also providing increasing opportunities to create diverse business models not only for the broadcasters but also for the platform service providers. The policy on IPTV now offers greater clarity on the issues involved and both the telecom operators as well as the cable operators will be able to provide IPTV services and will be regulated as per their respective licensing conditions. The content will be regulated as per the Programme and Advertisement Codes as prescribed under the Cable Act which takes care of several apprehensions including those with respect to provisioning of obscene content. It defines the liability for violations of content codes and how they will be dealt

with and takes care of the concerns relating to national security. The policy also enables MSOs and Cable operators along with broadcasters to provide content to Telecom licensees providing IPTV services. The policy enables IPTV service provider to create its own content except for the news and current affairs.

The policy does not require a separate permission for providing IPTV services for the defined telecom and cable operators. However it requires a self declaration on the prescribed format to be made. The format for such a declaration has also been notified. Clause 5.6 of the downlinking guidelines has also been modified to enable broadcasters to provide content to IPTV service providers. The policy also enables the cable operators and multi-system operators having relevant rights from the broadcasters to provide aggregated content to telecom IPTV service providers. This provision also enables the franchisee model as adopted by MTNL/BSNL for provisioning of IPTV services. However since the policy does not recognize a franchisee as a separate entity, a franchisee for being able to receive and aggregate the broadcast signals will have to register himself as a cable operator.

The advantage of IPTV Services platform is that it allows to provide specialized services, catering to niche audiences. Animation and gaming industry is also likely to see a bigger market as a result of such services. One of the key determinants of the growth of the IPTV services however is the extent/reach of broadband penetration and quality of broadband connectivity. It is hoped that the diversity of services enabled by the IPTV platform will give a further boost to the subscriber demand for broadband connectivity.

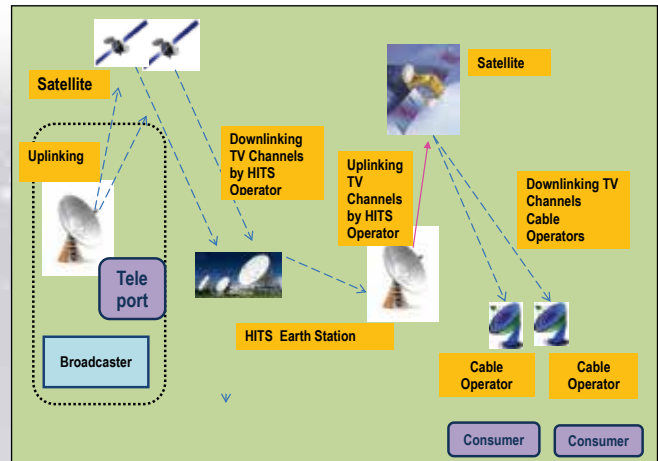
Globally IPTV has emerged as a serious competing pay TV platform for the Cable and DTH services. It is expected to generate additional revenue streams both for content providers and the IPTV service providers and simultaneously reducing the cost for the subscribers giving them a variety of content and services. It is expected that with clarity on the IPTV regulatory framework and growth of broadband connectivity India will emerge as a leading player in IPTV market. IPTV in India is currently being offered by MTNL, BSNL and Bharti Airtel. The technology is promising due to its superior quality and interactive service but the reach is limited to households having broadband connections. Once broadband penetration in rural India improves, IPTV would stand a better chance of success.

IPTV is expected to capture the Indian houses once the price difference between DTH connections and Internet services individually and IPTV as a service reduces to minimal and users are offered trial services. However IPTV will experience a slow take-off as compared to the

other services in the broadcasting space since IPTV has had limited success globally and it is likely to take some time before the service makes inroads in the market.

## HITS (HEAD-END IN THE SKY) SERVICE

### HITS Transmission



A new technology that is being looked at positively is Headend in the Sky (HITS) because of the acceleration it can bring to the spread of both digitalization and conditional access in India. The Government has laid down a policy framework in consultation with TRAI for introduction of Headend-In-The-Sky (HITS) mode of delivery of content to the cable operators.

Cabinet in its meeting on 12.11.2009 approved the proposal of Ministry of Information and Broadcasting to issue policy guidelines for Headend-in-the-Sky operators. The Government on 26.11.2009 issued policy guidelines. The policy guidelines provides for a framework within which the HITS Service providers has to provide services in the country. The policy does not mandate for either the cable operators or subscribers to necessarily obtain signals from a HITS platform/network, the subscribers and cable operators can continue with the existing system. Hence the cable operators have liberty to switch over to HITS provider network if so desired. Thus it has a basic difference from the areas notified for CAS (conditional access system) which is mandatory.

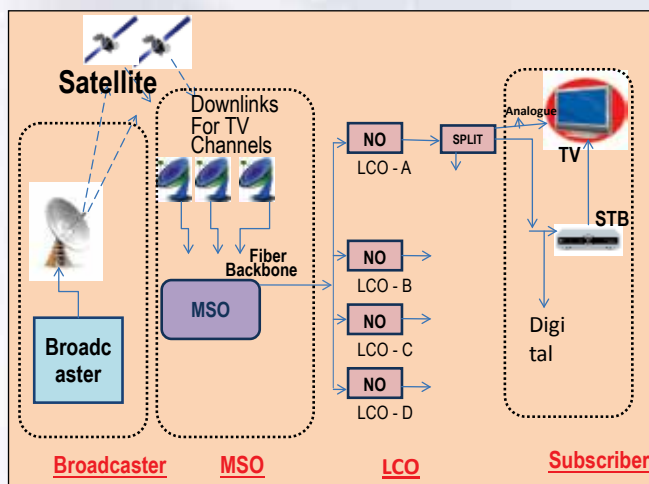
HITS serves the whole country providing its signals through satellite to many MSO/ cable operators who can further send the signals to the customers using their cable network. The essential difference between a HITS operator and a Multi System operator (MSO) is that the former transmits the bundle of channels to the cable operators using a satellite, whereas the latter does the same through cable. HITS is a digital delivery mode of

distribution of TV channel and it would speed up the process of digitalization of cable services located in Non-CAS areas of the country. HITS would not only help increase the penetration of cable market further into rural areas where it has been absent because of un-viability but will also help in further reduction of prices of Set Top Boxes and will also lead to further consolidation of the cable market.

HITS would enable a subscriber to enjoy a wide choice of digital channels, better picture quality and value added services at affordable price. HITS would provide greater channel capacity from the present limited capacity of channels placed in prime/non prime band. Though HITS policy has been a step in the right direction and is capable of bringing down the investments required at the level of the last mile operator thereby enabling further and deeper penetration of cable services into rural areas, because certain tariff and interconnection issues needed to be resolved it had not been able to take off. It is expected that with the TRAI now coming up with the tariff order for the digital addressable systems the industry will now be forthcoming with setting up of platforms for provisioning of HITS services. There is some constraint with regard to availability of transponder capacities but it is expected that with greater demand will also come the supply. The introduction of DAS will serve as a catalyst to the revival of the HITS services.

Presently M/s Nodia Software Technology Ltd is the only company which is holding HITS permission. Recently, the Ministry has already agreed to grant permission to another company, namely, M/s Grant Investrade Ltd to operate HITS.

### CABLE TV Services



Cable television came into existence in India in 1983 when Doordarshan started its services through cable in rural areas of Rajasthan. At the commercial level, in 1989 a few entrepreneurs set up small cable TV networks with local video channels showing movies & music videos after obtaining rights from film & music distributors. The cable TV industry saw rapid growth in the ensuing years with the number of subscribers increasing from just 410,00 in 1992 to about 77 million as per FICCI - KPMG Report 2013. Today India is the world's third largest TV market with 154 million TV households next only to China and USA.

### 1. Cable Television Networks (Regulation) Act, 1995

The operations of cable television networks in the country are regulated through the Cable Television Networks (Regulation) Act, 1995 and the Cable Television Network Rules, 1994. The Cable Television Networks (Regulation) Act 1995 was enacted by Parliament on 25<sup>th</sup> March 1995 to regulate the operation of cable television networks in the country and for matters connected therewith or incidental thereof.

The exponential growth of TV channels saw the cable TV mode of distribution facing capacity constraints to carry all the available TV channels. The capacity constraint in the cable TV network was due to use of analogue mode of transmission of the TV signals over the cable. With the technological advancements world over in cable TV distribution, a solution to the problem was seen in digitization of the cable network in the country.

### 2. Digitisation of Cable TV services

#### 2.1. First attempt in the year 2002: Introduction of Conditional Access System (CAS)

In the year 2002, an amendment to Cable Television Networks (Regulation) Act, 1995 was carried out, by inserting section 4A, which empowered the Government to make it obligatory for every cable operator to transmit or retransmit programme of any pay channel through an addressable system. A set top Box (STB) was required by cable users to receive pay channels which were to be fed through CAS. No STB was required to receive free-to-air channels only which could continue to be carried in analog.

Section 4A notification was issued on 14.1.2003 for introducing CAS in four metros of Delhi, Mumbai, Kolkata and Chennai. On 10.7.2003, area was reduced

in Delhi, Mumbai and Kolkata and date was extended. Based on feedback from MSOs and Cable Operators and as a result of court cases problems were encountered in the implementation of CAS. The matter was referred to TRAI which was notified as the Regulator for Broadcasting Services. Based on interim recommendations of TRAI in February, 2004 the operation of CAS in the four Metros was suspended on February 27, 2004 till further orders. This notification was challenged in Courts. As a result of Madras High Court directive, the scheme was implemented in Chennai. On 20.7.06 Delhi High Court directed that CAS be implemented in other 3 metros also by 31<sup>st</sup> December 2006. As directed, Notifications issued on 31<sup>st</sup> July, 2006 defining areas as per 10.7.03 Notification.

## 2.2 Reasons for failure

The 2003 scheme failed due to a number of reasons. It entailed an estimated 67 lakh TV households in the entire area of 4 metros to become CAS enabled within a time frame of 6 months without assessing the capability of the MSOs/Cable operators, the willingness of the broadcasters and the availability of STBs at an affordable price to the subscriber. The broadcasters were unwilling to enter into agreements with MSOs for providing signals for CAS region and a similar problem was seen between the MSOs and Cable operators. The broadcasters' unwillingness was because CAS would bring transparency about their viewership which was likely to affect their advertisement and subscription revenues adversely. Similarly LCOs were worried as transparency in subscriber base would mean increased payoffs to MSOs and the Government. There was no regulatory mechanism to settle the stakeholder disputes and to protect the interest of the subscribers. Further no effort was made on the part of any player to educate the consumer about the benefits and justification of switchover. As it was the MSOs who had invested in setting up digital head-ends and stocking STBs, they were most adversely affected due to frequent changes in notified area, forcing them to seek court intervention and complicating the matter further.

## 2.3 Modification of CAS scheme in 2006

TRAI issued Interconnection Regulations, Quality of Service (QoS) Regulations and Tariff Orders for CAS areas after due consultation with all stakeholders. QoS Regulations prescribed norms and procedures for subscriber connection, disconnection and transfer, grievance redressal, billing procedure, STB related issues and complaints thereof, positioning of channels and

taking channels off air. The Tariff Order stipulated tariff ceiling for basic service tier at ₹77 per month (excluding taxes), two mandatory schemes to be offered to subscriber for supply of STBs on rental basis along with any other schemes which the MSO may like to offer for outright purchase. Ceiling on maximum retail prices for pay channels in CAS areas was fixed at Rs 5 per channel (excluding taxes). The interconnection Regulations stipulated a standard interconnection agreement formats between Broadcasters and MSOs and between MSOs and LCOs. It was provided that service providers were at liberty to enter into mutually acceptable interconnection agreements which are different in a given timeframe failing which they shall be required to enter into interconnection agreements as per the standard format given. Revenue sharing between the service providers in respect of pay channels was provided as 45%, 30% and 25% for Broadcasters, MSOs and LCOs resp. While the carriage fee paid by the broadcasters was to be retained fully by the MSOs, the charges for basic tier services were to be retained fully by LCOs.

The revised 2006 scheme was thus designed and implemented in close coordination and consultation with TRAI. Specified time bound activities as provided for in the scheme carried out by Government, TRAI, Broadcasters, Multi-system operators & cable operators ensured the smooth implementation of CAS with effect from 31.12.2006.

## 2.4 Problems in the CAS scheme of 2006

The main problem with CAS of 2006 was the piracy of pay channels as popular pay channels were being made available in unencrypted form by the LCOs. The subscribers therefore did not feel the need to purchase the STB. It was very easy to start providing a pay channel in an encrypted manner and immediately switch over to unencrypted manner and therefore even the enforcement teams were unable to collect evidence for action against the cable operator. Though violation of Section 4A of Cable Act, were made cognizable and punishable under Section 16 of the Cable Act, however in the absence of evidence it became difficult to get the guilty punished through a judicial process.

## 2.5 Introduction of Digital Addressable System (DAS)

TRAI, in its recommendations on "Implementation of digital addressable cable systems in India" dated 5.8.2010 recommended that digitization with addressability be

implemented on priority. TRAI had recommended a slew of incentives for digitization and a timeframe for digitisation. TRAI had recommended that digitisation in four phases.

Ministry moved a proposal for the approval of the Cabinet to amend Cable Television Networks (Regulation) Act, 1995 to put in place a legal framework to implement DAS in the Cable TV by bringing amendment in the Cable Television Networks (Regulation) Act 1995. These amendments were brought into force initially by way of an Ordinance, namely, The Cable Television Networks (Regulation) Amendment Ordinance 2011 on 25.10.2011. The said ordinance has also been replaced by the Cable Television

Networks (Regulation) Amendment Bill 2011 which was introduced in the Lok Sabha in the Winter Session of Parliament on the 28<sup>th</sup> of November, 2011. The Bill was passed in the Lok Sabha on 13<sup>th</sup> December, 2011 and subsequently the Bill was passed in the Rajya Sabha on 19<sup>th</sup> December, 2011. The assent of the President was received on the 30<sup>th</sup> of December, 2011 and the Cable Television Networks (Regulation) Amendment Act, 2011 was published in the Gazette of India on the 31<sup>st</sup> of December 2011.

### 2.6 Notification for phased implementation of DAS

Ministry of Information and Broadcasting, in its Notification dated 11<sup>th</sup> November, 2011, laid down the following schedule for digitization of the Cable TV

#### Networks in India in four phases:

Phase I	Metro cities of Delhi, Mumbai, Kolkata & Chennai	Originally slated for 30 <sup>th</sup> June 2012. Modified to 31 <sup>st</sup> Oct 2012
Phase II	38 cities (with population more than one million)	31 <sup>st</sup> March 2013
Phase III	All other urban areas (Municipal Corporations/ Municipalities)	30 <sup>th</sup> Sept 2014
Phase IV	Rest of India	31 <sup>st</sup> Dec 2014

Cutoff date for Phase I was subsequently modified to 31<sup>st</sup> Oct 2012.

The amendments in the Act made in 2011 were for introducing digitalization with addressability in cable services and also for bringing certain regulatory reforms in cable TV sector and also for rectifying certain deficiencies noticed during the operation of the Act over a period of time. These, *inter alia*, include systemization of registration of cable operators, providing right of way to cable operators and permission by public authorities, compulsory transmission of certain channels, inspection of cable network services, prescription of interference standards by the Central Governments and empowering the Telecom Regulatory Authority to specify basic service tier and its tariff.

The Cable Television Networks (Amendment) Rules, 2012 were notified on 28.4.2012 for facilitating implementation of DAS. The Cable rules, *inter-alia*, provide for eligibility and terms and conditions of registration of LCO and MSO, procedure for applying for registration, procedure for ensuring consumer rights etc. Telecom Regulatory

Authority of India (TRAI) – the regulator for the broadcasting and cable services, also issued tariff order for digital cable TV systems, interconnect regulations, regulations relating to Quality of Services and Complaint Redressal System to facilitate the implementation of DAS.

### 3. Digitisation of Cable TV Network - A Forward Step

Digitisation enables efficient utilization of the spectrum bandwidth available on the cable and thereby drastically enhances the capacity to carry channels on cable. It brings in transparency as the signals of the cable operator are encrypted and can be received only through a set top box after due authorization from the service provider. Other key advantages of digitisation are as follows:

- (i) Consumers get empowered to exercise a-la-carte selection from amongst a much wider choice of channels according to their preferences and needs and budget.
- (ii) Improved quality of content and access to facilities and added services like Electronic Programme Guide,

Movie on Demand, Video on Demand, Personal Video Recorder etc.

- (iii) It enables the cable operator to provide Triple Play which is carriage of voice, video and data. It can result in increase of Average Revenue Per User (ARPU) to the cable operator
- (iv) The broadcasters would be able to carry their business transactions on auditable subscriber basis.
- (v) Transparency in subscriber base would drastically bring down the incidences of evasion of Central and State Taxes mainly Service and Entertainment Tax and thus increases revenue to the Government

#### **4. Legal Framework for operation of Cable TV Service**

Cable Television Networks (Regulation) Amendment Act 2011 lays down legal framework for operation of cable TV service in the country.

##### **Authorized Officer**

The Act mandates the following Authorized Officers within the local limits of jurisdiction for implementation:

- (i) District Magistrate or
- (ii) A Sub- Divisional Magistrate or
- (iii) Commissioner of Police

##### **Mandatory DAS services**

Section 4A of the Act makes it obligatory for every cable operator to transmit or re-transmit programmes of any channel in an encrypted form through Digital Addressable System (DAS) with effect from the dates notified by the Government.

##### **Registration of Local Cable Operators (LCOs) and Multi System Operators (MSOs)**

Section 4 of the Act makes it mandatory that any person who is operating or is desirous of operating a cable television network may apply for registration as a cable operator to the Registering Authority. For this, an application shall be made by the applicant in such form and be accompanied by such fee as may be prescribed.

The Registering Authority means-

- (i) In relation to a cable operator registered under rule 5 of the Cable Television Network Rules, 1994, the Head Post Master of a Head Post Office of the area within whose territorial jurisdiction the office of cable operator is situated.

- (ii) In relation to a Multi-System operator registered under rule 11C of the Cable Television Network Rules, 1994, the Central Government

##### **Eligibility Criterion for Local Cable Operators**

The following criteria shall be fulfilled by an applicant:

- (i) Where the applicant is a person, he shall be citizen of India and not less than 18 years of age;
- (ii) Where the applicant is an association of individuals or body of individuals, whether incorporated or not, the members of such association or body shall be citizen of India and not less than 18 years of age;
- (iii) Where the applicant is a company, such company shall be a company registered under the Companies Act, 1956 and shall be subject to such conditions relating to foreign direct investment as may be decided by the Government;
- (iv) The applicant shall not be an un-discharged insolvent;
- (v) The applicant shall not be a person of unsound mind as declared by a competent court;
- (vi) The applicant shall not be convicted of any criminal offence.

##### **Registration of Local Cable Operators (LCOs)**

As per section 4 of the Cable Act any person who is operating or is desirous of operating a cable television network may apply for registration as a cable operator to the registering authority.

The application may be made in form 1 and shall be renewable after every twelve months.

Each application for registration or renewal of registration shall be accompanied by fee of rupees five hundred only and the requisite documents mentioned in form 1 and form 2.

Any application for issue of duplicate certificate shall be accompanied by a fee of two hundred and fifty only and the documents mentioned in form 1.

- (i) On being satisfied that the applicant fulfils eligibility criteria specified under rule 2A and the requirements of rule 3, the registering authority shall, subject to the terms and conditions specified in rule 5A, issue certificate of registration or renewal of registration, as the case may be, in form 3
- (ii) Where an application is received for issue of duplicate certificate, the registering authority shall, having regard to the requirements of rules 2A and 3 issue a



duplicate registration certificate in form 3A

- (iii) Where the registering authority is satisfied that registration or renewal of registration cannot be granted, he shall inform the applicant of such refusal within forty five days of the date of receipt of application in form 4

#### **Terms and conditions for registration for Local Cable Operators**

A person who has been granted certificate under rule 5 shall comply with the following terms and conditions;

- (i) such person shall comply with all the provisions of the Act and the rules thereunder;
- (ii) such person shall comply with the regulations made, and the orders or directions or guidelines issued by the Authority;
- (iii) such person shall not carry programming service provided on the channel generated at the level of such cable operator which is in violation of the programme code specified in rule 6 and the Advertising code specified in rule 7

#### **Deemed registration for transmission in encrypted form in certain areas**

Where in respect of an area, a cable operator has already been registered and such registration is valid as on the date when such area was notified under sub-section (1) of section 4A, he shall be deemed to have been registered in respect of such area for the remaining period of its validity;

Provided that such cable operator-

- (i) transmits or re-transmits programmes of any channels in an encrypted form through a digital addressable system for the remaining period of the validity of registration in such areas; and complies with all the provisions of the Act and the rules made thereunder, and the regulations, orders, directions, guidelines made or issued by the Authority.

Provided further that where such cable operator fails to do so, the registration which is so deemed to have been valid, shall stand cancelled with effect from the date when such area is notified

#### **Eligibility Criterion for Multi-System Operators (MSOs)**

For the purpose of operation of cable television network services with digital addressable system in a notified area, a person who desires to provide such service shall make

an application for registration as multi-system operator to the registering authority in form 6.

Every application shall be accompanied by:

- (i) a processing fee of rupees one lakh
- (ii) declaration in form 2

The following criteria shall be fulfilled by an applicant who makes an application under rule 11A namely;

- (i) Where the applicant is a person, he shall be citizen of India and not less than 18 years of age;
- (ii) Where the applicant is an association of individuals or body of individuals, whether incorporated or not, the members of such association or body shall be citizen of India and not less than 18 years of age;
- (iii) Where the applicant is a company, such company shall be a company registered under the Companies Act, 1956 and shall be subject to such conditions relating to foreign direct investment as may be decided by the Government;
- (iv) The applicant shall not be an un-discharged insolvent;
- (v) The applicant shall not be a person of unsound mind as declared by a competent court;
- (vi) The applicant shall not be convicted of any criminal offence.

#### **Registration as Multi-System Operators**

- (i) On being satisfied that the applicant fulfills the eligibility criteria under rule 11B and the requirements under rule 11A, the registering authority shall, subject to the terms and conditions specified in rule 11D and the security clearance from the Central Government, issue a certificate of registration
- (ii) Where the registering authority is satisfied that registration cannot be granted, it shall inform the applicant giving reasons for refusal.

#### **Terms and conditions for registration as Multi-System Operators**

- (i) such person shall comply with all the provisions of the Act and the rules thereunder;
- (ii) such person shall comply with the regulations made, and the orders or directions or guidelines issued by the Authority;
- (iii) such person shall not carry programming service provided on the channel generated at the level of

such multi-system operator which is in violation of the programme code specified in rule 6 and the Advertising code specified in rule 7

### Provisional Registration to MSOs

Where an application has been made under rule 11A and the registering authority considers that a pending registration, it is necessary to grant provisional registration, it may, after preliminary scrutiny of such application, grant a provisional registration, provided that such provisional registration shall not confer any right to the applicant to claim regular registration, provided further that where regular registration is refused to be granted by the registering authority, the provisional registration so granted shall stand cancelled

### Deemed Registration of MSOs

No multi-system operator providing cable television network services in areas as on the date when such areas are notified under sub-section 1 of section 4A shall with from the date specified in that notification, continue to provide such services in such areas unless such operator is granted registration

Provided that a multi-system operator who has been permitted to operate in areas notified prior to the coming into force of the Cable Television Networks (Regulation) Amendment Act, 2011 (21 of 2011) shall be deemed to have been registered under the rule 11C in respect of such areas for the remaining period of the validity of such permission;

Provided further that such operator shall be required to furnish an undertaking to the registering authority at least thirty days prior to the notified date for operation of Digital Addressable System namely:-

- a) such operator shall transmit or re-transmit channels only in an encrypted form through a digital addressable system in the notified areas;
- b) such operator shall comply with the provisions of the Act and the rules made thereunder and the regulations, orders, directions or guidelines made or issued by the Authority; and
- c) such operator shall deposit the processing fee with the registering authority as prescribed in rule 11A.



*The Minister of State for Information & Broadcasting, Col. Rajyavardhan Rathore unveiling a plaque to inaugurate the AIR Chennai's broadcast of Vividh Bharati on FM channel*

Provided also that where such operator fails to do so, the permission which is deemed to have been valid, shall, with effect from the date when such area is notified, stand cancelled.

### 5. Carriage of Mandatory Channels

In 2007 amendment to Section 8 of the Act was made and, it provides for mandatory and compulsory carriage of Parliament channels in the manner to be notified by Central Government and Doordarshan channels notified by Prasar Bharati.

The Central Government vide notification dated 6.11.2007 published in the Gazette of India has provided for mandatory carriage of Lok Sabha & Rajya Sabha Channels by cable operators in their cable TV network services.

The Central Government vide notification dated 5.9.2013 published in the Gazette of India has provided for mandatory carriage of 24 Doordarshan Channels, including Lok Sabha, Rajya Sabha and Gyan vani Channels, by cable operators in DAS areas for cable TV network services.

### 6. Digitization: Phase I

Phase I of digitization was completed by 31<sup>st</sup> October,

2012. Out of the four metro cities planned to be digital, digitization has been near total in Delhi, Mumbai and Kolkata. Chennai is yet to undergo the digital transition due to several pending Court cases.

About 85 lakh cable STBs have been installed in Phase I cities. Maximum number of 34 lakh STBs were installed in Delhi, followed by 26 lakh in Mumbai, 22 lakh in Kolkata and 3.5 lakh in Chennai.

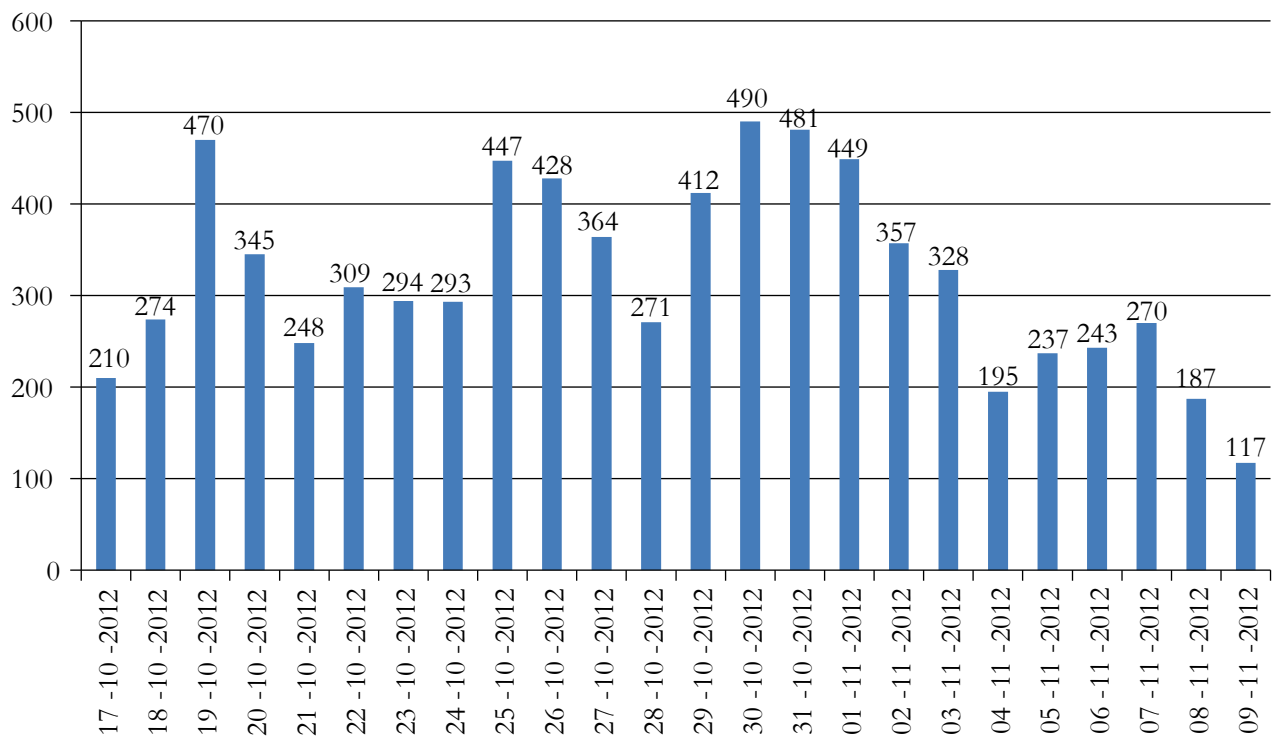
### 7. Digitization: Phase II

**Phase II** was concluded by 31<sup>st</sup> March, 2013 in 38 cities spanning across 14 States and one Union Territory.

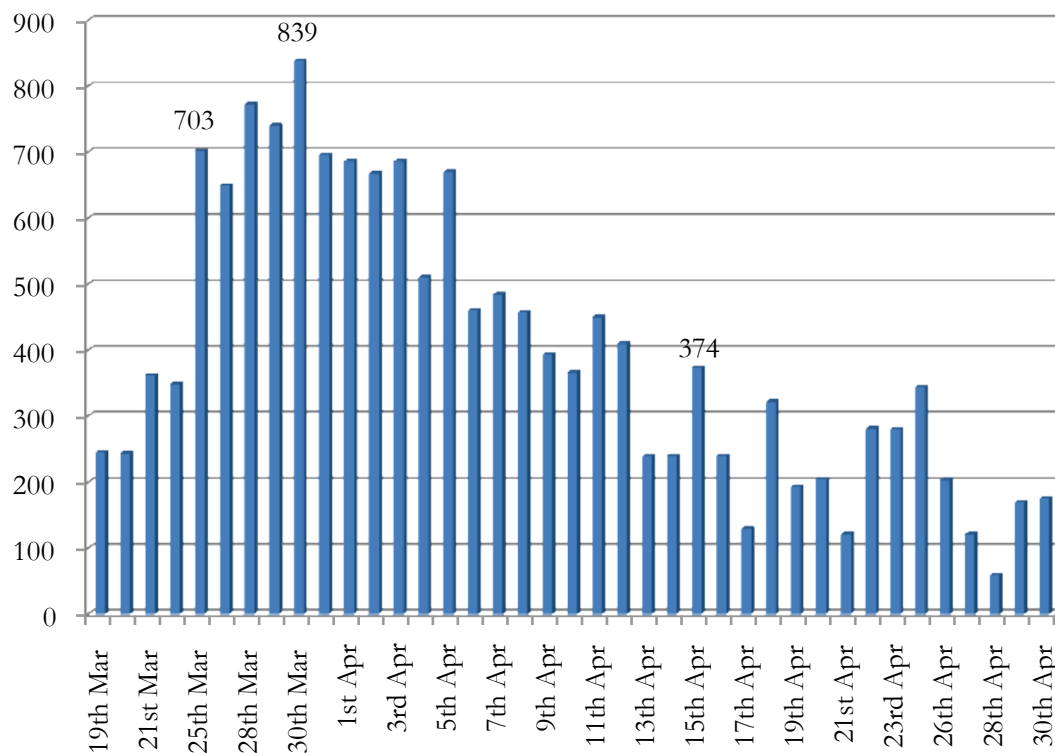
Out of 38 cities, the switch over is complete in 36 cities while in 2 cities the work is in progress.

### 8. EXPERIENCES FROM PHASE I & II

Cable TV digitization which is presently underway in India, is set to change the broadcasting landscape in the country. The digitization exercise being undertaken by the Ministry of Information and Broadcasting is, perhaps, one of the biggest transitions from analogue to digital anywhere in the world, given the sheer magnitude of TV homes involved. This is also perhaps the fastest digital



Phase I - Daily calls in Control Room



#### *Phase II - Daily calls in Control Room*

transition envisaged to happen in 3 years as many other countries have taken several years to complete it.

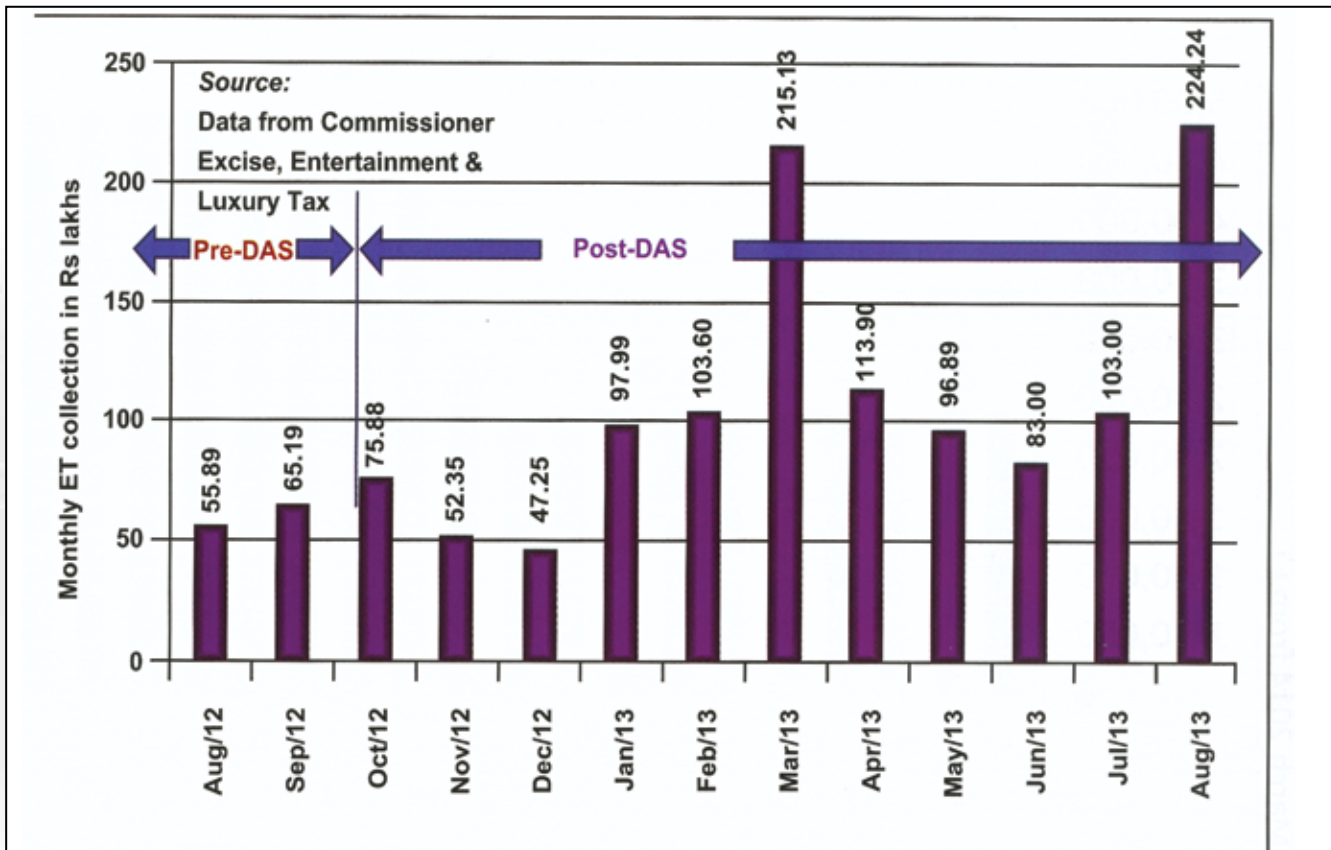
The experience of implementing digitization in Phase I and Phase II could best be described as incredible and overwhelming. Several lessons have been learnt in the process and various dynamics of the broadcasting industry, which were hitherto unknown, have come out prominently. These lessons need to be taken into account while planning for Phase III and Phase IV for better and effective implementation.

i) Meticulous planning is key to successful implementation. Every little detail was taken into account while planning for the digitization initiative. Reliable and credible data instilled confidence in the minds of stakeholders. The Ministry relied on the Census data of 2011. The data was arrived at after a lot of analysis and was based on solid logic. The Ministry stuck to its data base in spite of initial criticism from media and stakeholders. The logic for arriving at the data was also released in the public domain. This ultimately paid rich dividends as the

Industry and all other stakeholders accepted the data wholeheartedly after understanding the basis of calculation. Transparency and credibility of the data were at the core of the entire exercise.

- ii) Constant analysis and use of data in the planning process helped us to close gaps. A constant watch was kept on data coming from various sources, which was collated and verified with other reliable sources to check its veracity. The stakeholders, especially MSOs had no choice but to constantly provide data as required by the Ministry on monthly, weekly and later on daily basis data was not only collected but it was analysed and feedback was given to MSOs. This put a lot of pressure on them as they were aware that the Ministry was watching. Ministry even amended rule 10 in the Cable Television Networks (Regulation) Rules 1994 to make a provision for calling of data in a mandatory fashion from the stakeholders.
- iii) Comprehensive regular reviews about the requirement of Set Top Boxes, their availability and delivery schedule helped setting the pace of digitization.

## Delhi-Entertainment Tax Collection



Ministry constantly reviewed the installation progress of STBs vis-à-vis their seeding rate by MSOs.

- iv) Extensive field visits were taken to assess ground realities in terms of people's awareness about the need to install Set Top Boxes, pricing, availability of STBs and the functioning of the entire initiatives at the field level.
- v) An extensive awareness campaign was launched by the Ministry, which was perhaps one of the most effective campaigns as it was done with the complete cooperation of the broadcasters and all other stakeholders. Black-out Advertisements, Ads with celebrities, telecast of Ads during prime time and scrolls were some important features. In addition to that Radio jingles, newspaper advertisements, SMS campaign, hoardings at prominent public places, Cinema slides etc., created a buzz about the entire initiative.

Fortnightly meetings with the Task Force, Weekly meetings with MSOs, regular interaction with LCOs and Aggregators etc., were extremely useful. A special website was created. A Toll Free Number was also installed and

Control Room was set up in the Ministry to address queries of the general public and provide information in a transparent fashion.

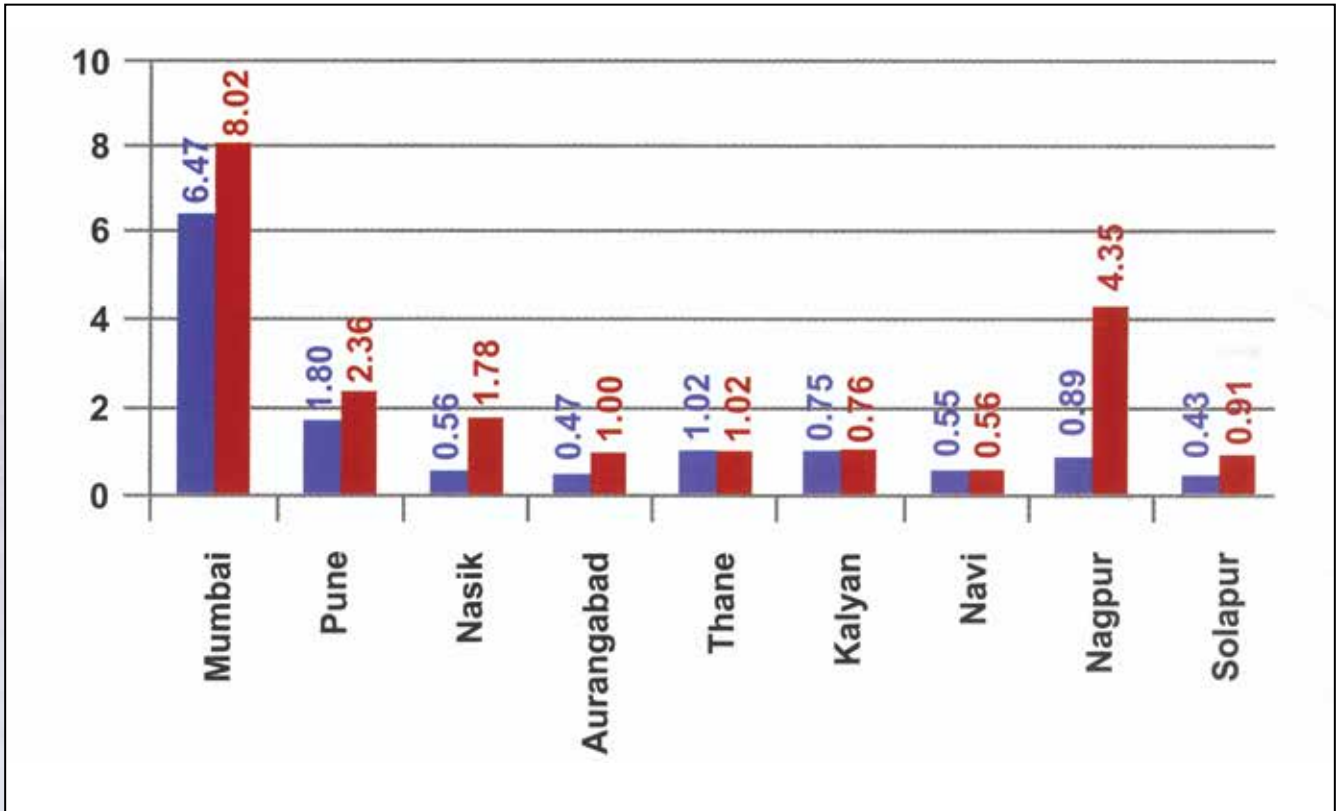
In short, Ministry acted as a facilitator in ensuring that the digitization target was achieved in a comprehensive manner. The exercise was massive and involved huge amount of data collection, interaction with stakeholders, constant liaison with State Governments, regulatory bodies like TRAI and consumer associations. A dedicated small team in the Ministry greatly helped to put all things together. Constant information to people through regular Press Releases cleared doubts and helped in the process.

### 9. ROADBLOCKS IN PHASE I & II

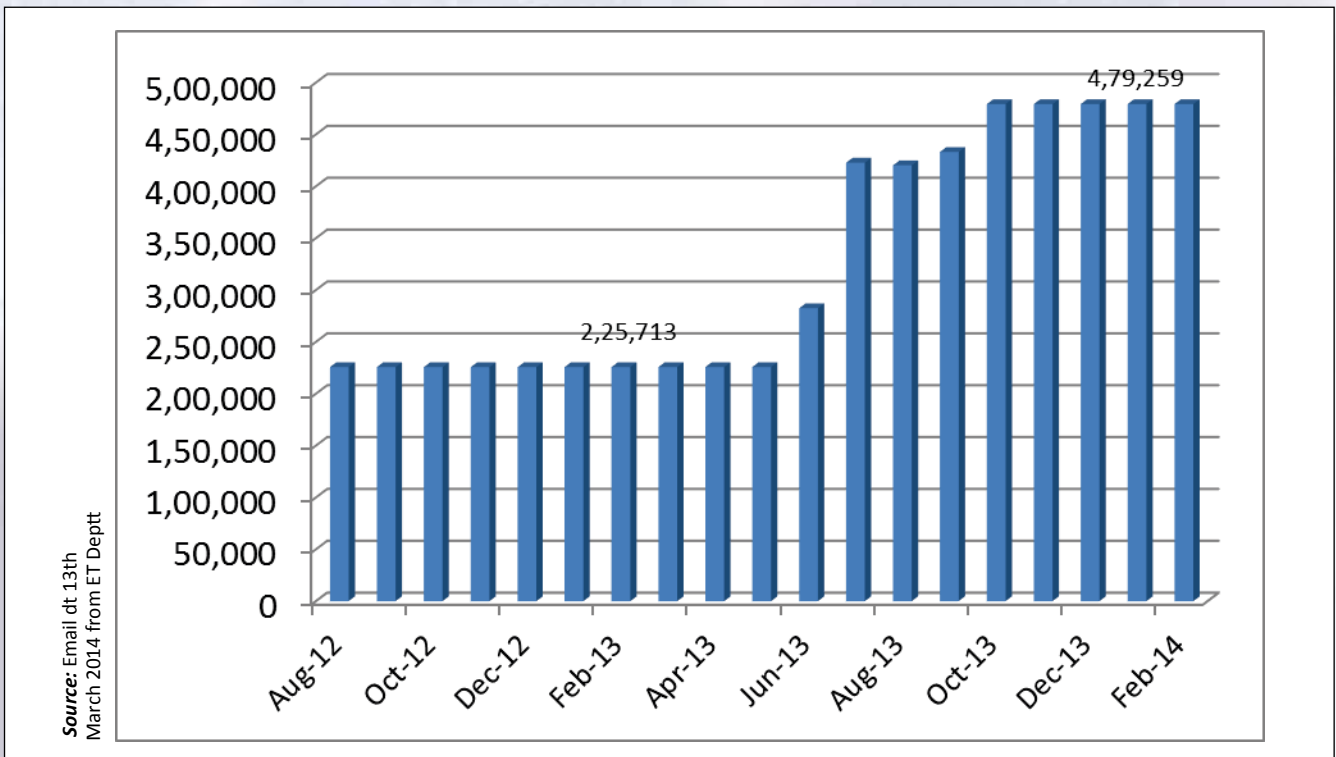
As we went along, we found that there were several difficult issues which created road-blocks for the exercise. Though these problems were surmounted, they had the potential to derail the entire process. Some of them are highlighted as below;

- i) Strong opposition to digitization from some cable operators' Associations threatened to derail the process. They not only went on a misinformation drive to create confusion in the minds of people

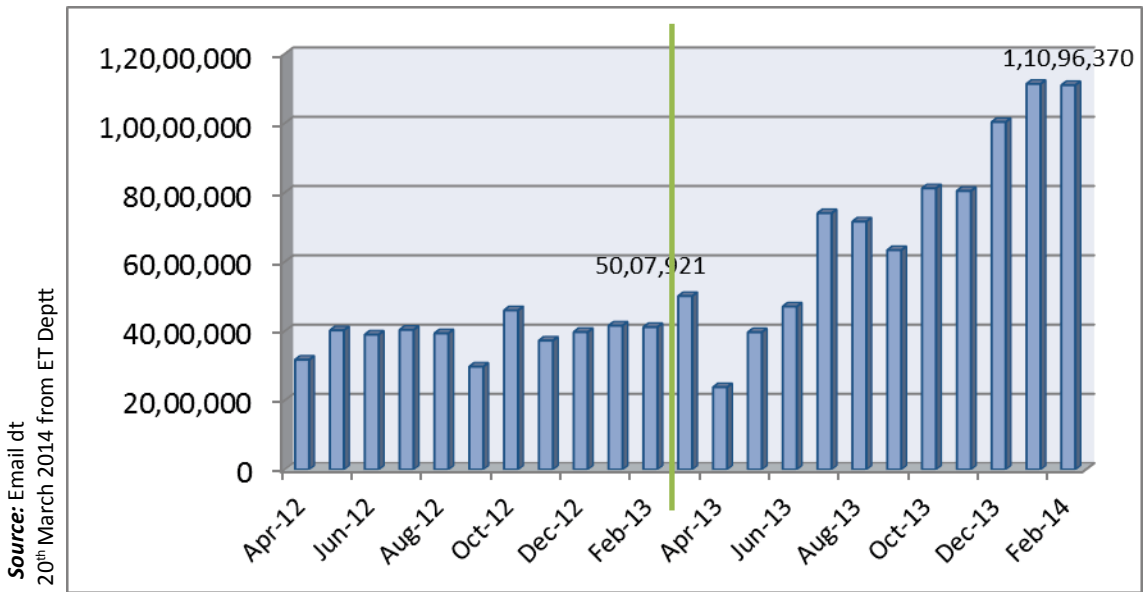
Maharashtra - Increase in Cable Connections



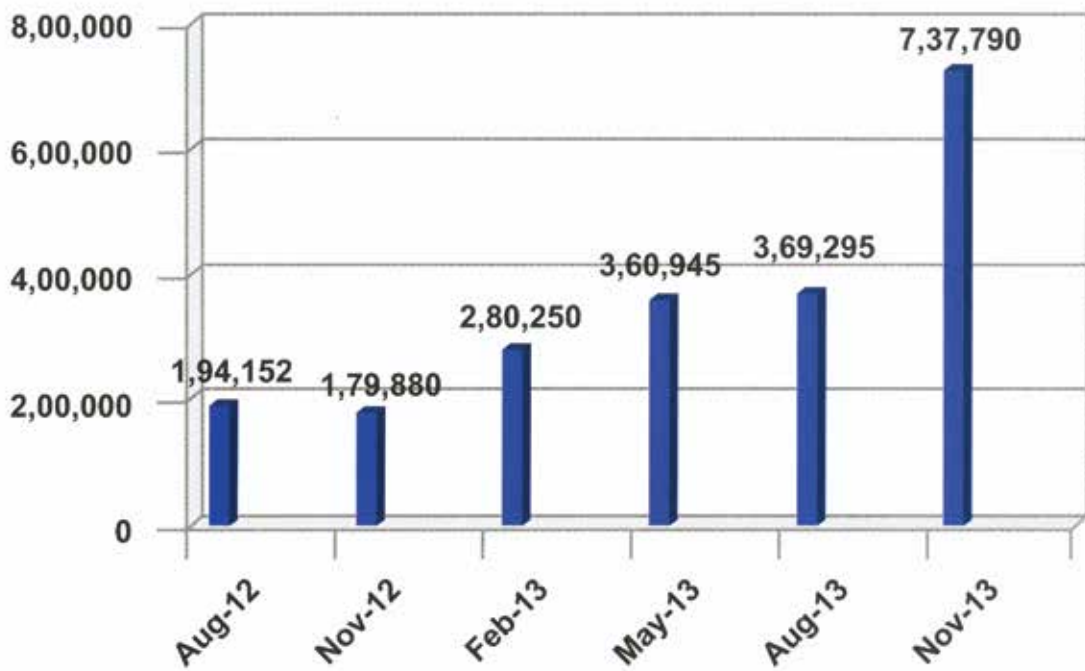
Pune - Cable Connections



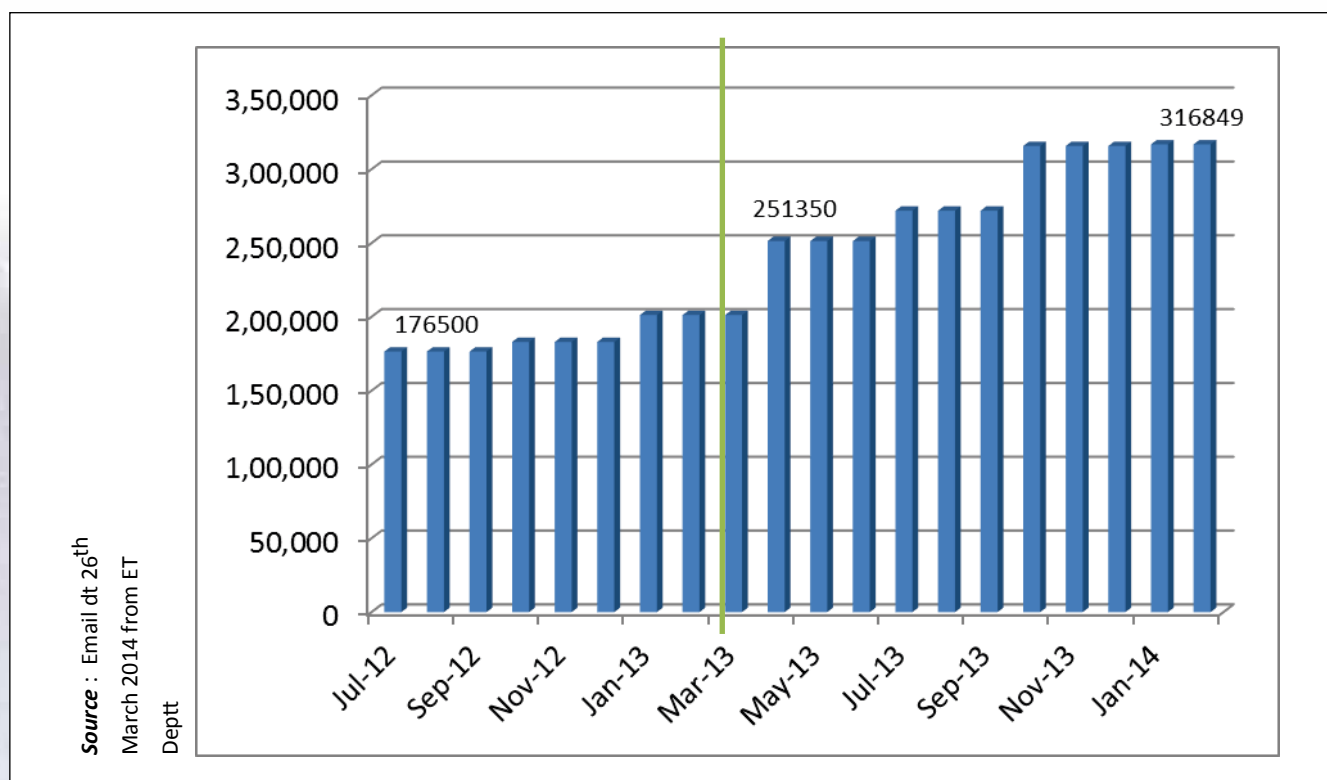
Kanpur - ET Collections (₹)



Ahmedabad - Cable Connections



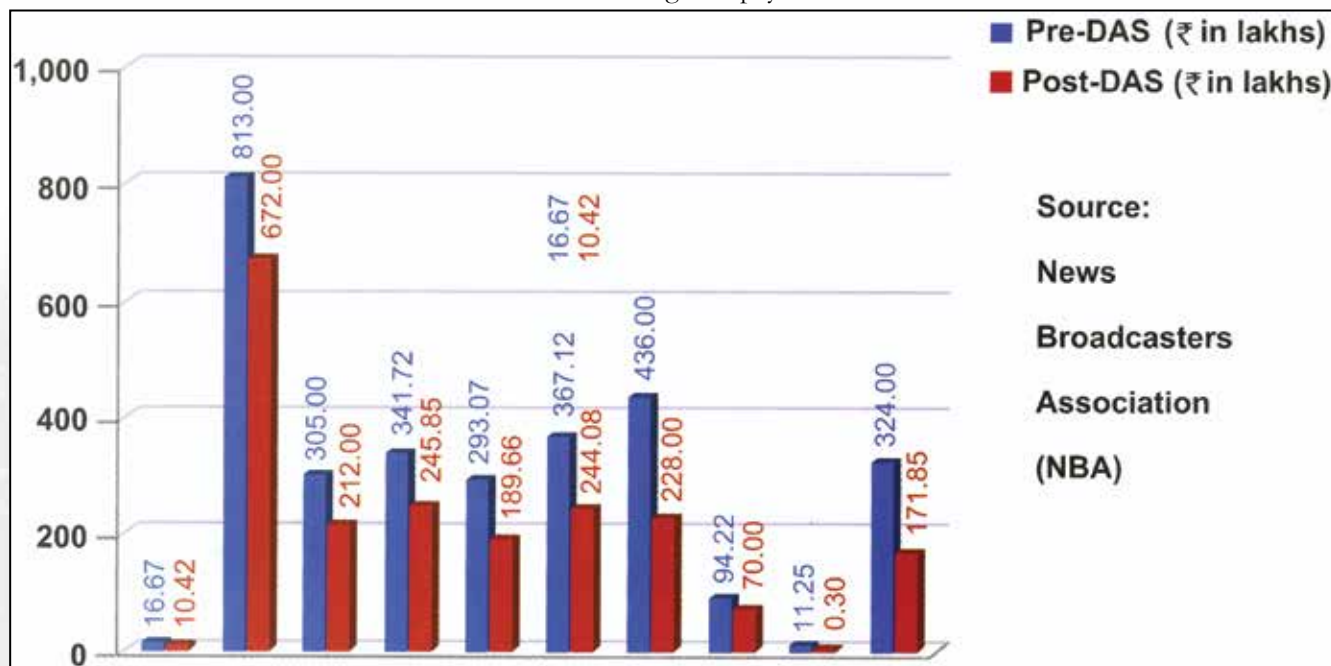
### Surat - Cable Connections



Items		Pre-DAS	Post-DAS	Change
<b>Carriage fee received per channel from Broadcasters</b>	<b>Delhi</b>	Rs 12.23 Lakh	Rs 3.79 Lakh	- 69 %
	<b>Mumbai</b>	Rs 6.51 Lakh	Rs 2.16 Lakh	- 67 %
	<b>Kolkata</b>	Rs 0.09 Lakh	Rs 0.21 Lakh	+ 118 %
<b>Subscription fee paid to Broadcaster</b>	<b>Delhi</b>	Rs 438.57 Lakh	Rs 597.06 Lakh	+ 36 %
	<b>Mumbai</b>	Rs 116.79 Lakh	Rs 183.13 Lakh	+ 57 %
	<b>Kolkata</b>	Rs 10.45 Lakh	Rs 75.41 Lakh	+ 622 %



## NBA - Carriage fee payment



Source:

News

Broadcasters

Association

(NBA)

but also indulged in public rallies, gherao and slogan shouting etc. This was, however, handled by constantly remaining focused and providing credible information to people through reliable mediums of communication. Meetings were also held with several associations of Cable operators and their apprehensions were removed. Ministry faced at least a dozen court cases in both phases of digitization. In some cases even stay orders were granted. A lot of work was involved as we had to prepare counter-affidavits, briefing of counsels and attending to hearings in the Courts. However, with focused attention, all stays granted by Hon'ble Courts were successfully vacated and writ petitions dismissed.

- ii) Non-acceptance of revenue sharing arrangements between cable operators and MSOs and MSOs and broadcasters was one of the biggest roadblocks. Agreements between various stakeholders were not signed in time which led to delays in announcement of packages and channel rates etc. Ministry had to intervene by organizing several rounds of dialogue between stakeholders.

Ministry monitored the situation on ground by constituting BECIL and Prasar Bharati Teams to visit every single MSO Head-end to check that they complied with the requirement of switching off the analogue signals and ensured the encryption of digital signals.

- iii) Delay in filling of Consumer Application Forms

(CAF): As per Regulations issued by TRAI, consumers are required to fill Consumer Applications Forms (CAF) to exercise their choice of channels. Though Phase I was completed on 31<sup>st</sup> Oct 2012, there was delay in the filling up of Consumer Application Forms (CAF) due to resistance from the Cable Operators. TRAI had to intervene by fixing a deadline for the consumers to submit the CAF to ensure that the work gets done. Even after the deadline of TRAI was over, there was not much progress in this regard. TRAI had to extend the dates on 2 occasions. Finally TRAI prosecuted 14 cable operators and one MSO. After such efforts only the CAF submission went up to almost 100% in Delhi and Mumbai by July end.

- iv) Support of State Governments is critical in digitization initiative. Every effort was taken to secure their support and cooperation.
- v) Set Top Boxes (STBs): Phase I saw installation of approximately 12 million STBs, most of which were imported. Phase II also saw installation of about 18 million STBs which were also mostly imported. Ministry has been supporting the local manufacturing of STBs right from the beginning of digitisation. For this purpose, a representative of Consumer Electronics and Appliances Manufacturers Association (CEAMA) was included as a member of the task force constituted for Phase I as well as for Phase II.

There are eight STB manufacturers in India as below:

- i. Bharat Business Channel Ltd
- ii. MyBox Technologies Pvt Ltd
- iii. Jabil Circuit India Pvt Ltd
- iv. NextBit Computing Pvt Ltd
- v. Indieon Technologies Pvt Ltd
- vi. Dixon Technologies India Pvt Ltd
- vii. Kortek Electronics (India) Ltd &
- viii. Logic Eastern India Pvt Ltd

CEAMA has informed that the Indian STB manufacturers have sufficient installed capacity to meet the demand. They can even scale up the capacity if there is demand. But the price of indigenously manufactured STBs is about Rs 100 more than the imported STBs. This issue has been discussed with representatives of CEAMA many a times. The reason for this difference in the pricing is because of the fact that the indigenous manufacturers have to pay VAT. Also MSOs get long term financing from the foreign manufacturers whereas indigenous manufacturers don't get any such facility in India.

Ministry had taken up this issue with the Ministry of Finance. In order to give a level playing field to the indigenous manufacturers the import duty has also been enhanced from 5% to 10%.

Ministry has also taken the initiative of taking up the issue with the Micro Small and Medium Enterprises (MSME) so that the indigenous manufacturing sector for STBs could get a boost.

An issue of sub-standard quality of imported STBs was reported in the media. Department of Electronics and Information Technology (DeitY) has now made it mandatory that every STB must carry a test certificate after getting testing from an authorized test house.

Keeping the achievements and challenges in view, the road-map for remaining Phases has been worked out in a comprehensive manner. While there is no denying the fact that there is still room for improvement and several new challenges would crop up as we go along, all efforts have been taken to ensure that the lessons learnt are incorporated in planning for the remaining phases.

## 10. Impact Assessment

Though it is too early to carry out any formal impact assessment of the cable TV digitisation but the preliminary data indicates that the following major benefits from

digitisation have started accruing:

**Choice from large number of channels including HD channels:** In analog regime, cable system had a carrying capacity of 75 to 80 channels only. All these channels were of Standard Definition (SD) quality but the same cable in digital can not only carry up to 600-700 channels but even High Definition (HD) channels can be carried. From the data received from the MSOs it is observed that in Delhi, Mumbai and Kolkata on an average 300 SD and 20 HD channels are being carried by each MSO. Subscribers have choice to choose from these large numbers of channels.

**Ad Free and high quality channels:** Channels in the digital system are encrypted and a consumer can watch only those channels for which they have subscribed. Since digital system has capacity to carry hundreds of channels, the Broadcasters are launching new high quality and even ad free channels which cable subscribers have starting subscribing on additional payment. This was not possible in analog regime.

**Quality of Picture and Sound:** In analog system picture and quality was not only poor but was also dependent on the band (VHF-1, VHF-2 or UHF) in which the channel was carried. In digital system quality is excellent being digital and is independent of the band of frequency on which the channel is carried by the MSO.

**Programme Guide:** In digital domain cable subscribers are getting the full access to programme guide and know what programme is currently being played and would be coming up at different times.

**Grievance Redressal Mechanism:** As per Regulations by TRAI, it is mandatory for every MSO and his cable operator to have a Grievance Redressal Mechanism wherein a toll free number, web based system for logging and tracking the status of complaints and notification of nodal officers has been mandated. No such system existed in analog regime. Complaints can thus be addressed effectively in the digital system. TRAI has also provided a timeline for redressing the grievances of consumers in a time-bound fashion.

**Increase in ET & ST collection due to transparency:** Cable TV digitisation has brought transparency. It is not possible for a MSO or cable operator to under-declare the cable subscriber base. The preliminary data from Delhi, Mumbai and Kolkata indicates that reported subscriber base has gone up to 10 times. Thus there would be quantum jump in the Entertainment Tax (ET) collection

by the State Governments and Service Tax (ST) collection by the central Government.

Reduction in Carriage fee: Since digital system has large capacity, MSOs are demanding channels from the Broadcasters to carry on their system and thus the amount of Carriage fee being charged by MSOs from Broadcasters have started coming down.

Data received from 6 news broadcasters and 4 national MSOs indicates that the amount of carriage fee being paid by broadcasters to MSOs has come by about 30%.

Increase in Subscription revenue: Due to transparency in subscriber base in the digital system, the subscription revenue being received by Broadcasters from MSOs/LCOs is showing increase.

Data received from national MSOs indicates that subscription charges being paid to broadcasters by MSOs have gone up about 40% from pre-DAS to post-DAS.

Stage set for Value added and Triple Play Services on Cable network: Due to digitisation of cable TV network, the stage is set for using this network for providing Value Added and triple Play Services to consumers by MSOs/LCOs and widen their business.

## 11. PHASE III & IV

11.1 Requirements: As per the Census 2011, total number of TV households in India is 117 million (11.7 crores)

● Total TV Households in India (as per Census 2011)	11.7 Crore
● Total STBs/DTH required by adding 20% provision for multiple TV in houses and TVs in offices/shops	14.0 Crore
● Achievement in Phase I & II	3.0 Crore
● Balance to be covered in Phase III & IV	11.0 Crore
○ DTH (@30%)	3.3.Crore
○ Cable	7.7 Crore

11.1.1 As can be seen from above, Phase I and Phase II together have led to about 20% of the Cable TV digitization i.e., out of a total of 14 crores STBs required, 3 crore STBs have already been installed. Assuming 3.3 crore (i.e. 30%) DTH connections, this leaves the balance of 7.7 crore STBs to be installed.

11.1.2 Out of 35 States & Union Territories (UTs),

100% digitisation has already been achieved in 2 UTs of Delhi & Chandigarh. From the remaining 33 States & UTs, 10 States of Tamil Nadu, Andhra Pradesh, Uttar Pradesh, Maharashtra, Kerala, Karnataka, West Bengal, Gujarat, Rajasthan & Madhya Pradesh account for about 77% of the total requirement. Therefore, the Ministry needs to focus more on these 10 States. The other 10 States & UTs of Manipur, Meghalaya, Nagaland, Mizoram, Arunachal Pradesh, Sikkim, Andaman & Nicobar, Daman & Diu, Dadar & Nagar Haveli and Lakshadweep have only 1% of the total requirement. Other 13 States & UTs account for 22% of the requirement.

11.2 Road-map for implementation of Phase III & IV: After the completion of Phase II in March 2013, a roadmap with timelines of various activities was prepared for implementation of Phase III & IV. Timelines were prepared for the following major activities as below;

- Nomination of nodal officers of the State Governments
- Awareness workshops for the nodal officers to sensitize them about their role
- Constitution of task force
- Launch of a massive awareness campaign
- Setting up of 12 regional units manned with staff for collection of data from the field and coordinate field level activities
- Time bound registration of MSOs

This roadmap was put up for approval of the then Hon'ble Minister of Informatin and Broadcasting on 5<sup>th</sup> August 2013. Simultaneously a proposal for constitution of the Task Force was submitted on 16<sup>th</sup> Aug 2013 for approval of the then Hon'ble Minister of Informatin and Broadcasting but it could not be approved.

During a presentation to the then Hon'ble MIB on 29<sup>th</sup> May 2014, the issue of implementation of digitisation and fixation of revised timelines was raised. The Hon'ble MIB mentioned that fresh dates would be fixed after the issue of indigenous manufacturing of STBs is resolved.

Efforts were taken to fulfill the long pending demand of domestic manufacturers of Set Top Boxes to get tax concession (C Form benefit) in order to compete with imported STBs. A letter was written by Hon'ble MIB to Hon'ble Finance Minister to resolve the issue of C-Form concession to domestic manufacturers.

This was followed by a meeting by Hon'ble MIB with senior officials from Ministry of Finance, Ministry

of Commerce, Ministry of Micro, Small and Medium Enterprises, Department of Electronics and Information Technology, Department of Telecom, Bureau of Indian Standards etc., and other industry stakeholders like indigenous STB manufacturers, DTH Association and MSO Associations etc.

As a result of continuous follow up, on 30<sup>th</sup> June 2014 Department of Telecom confirmed Set Top Box as part of “Telecommunications Network”. The proposal has also been approved by the Ministry of Finance and a letter has already been issued to all the State Governments, Commissioners of Taxes and other concerned that STB will get the facility of ‘Form C’. MSOs would have to pay central sales tax of 2% instead of VAT of 12.5 to 14% being paid at present.

This is a major step to support the indigenous manufacturing of Set Top Boxes in India. For remaining two phases about 11 crores STBs are required. This decision of the Government will now provide a level playing field to domestic manufacturers who can seize the opportunity for providing STBs for the last two phases of digitization with STBs made in India.

11.3 Reasons for extension of digitization deadlines for Phase III and IV: Since more than 1½ years time was lost after the completion of Phase II, it was not possible to stick to the cutoff dates of 30<sup>th</sup> Sept 2014 for Phase III and 31<sup>st</sup> Dec 2014 for Phase IV for the following reasons;

- i. Issue of MSO registrations - Provisional registrations to MSOs were issued in Phase I & II as MHA clearances take time. However, in more than 10 cases MSO registrations had to be cancelled as MHA denied security clearances after MSOs had already set up head-ends. MSOs have dragged the Ministry in various courts across the country. To avoid these problems, it has been decided that only permanent registrations would be issued after getting security clearance from MHA. Security clearance takes about six months. Moreover six months mandatory time is required to be given for operationalisation to MSOs as per Cable Television Networks (Regulation) Act 1995. Assuming that 90 days time is given to apply for MSO registration, total 1¼ years time is required for completion of the task of MSO registration and their operationalisation in Phase III areas.
- ii. Domestic manufacturers to produce STBs – Ministry of Finance has issued an Office Memorandum on 13<sup>th</sup> Aug 2014 to all State Governments, Commissioners

of Taxes and other concerned that the facility of ‘Form C’ may be extended to Set Top Boxes defined as goods for use in the “Telecommunications Network” under Section 8(3)(b) of Central Sale Tax Act, 1956. MSOs will have to pay tax at the rate of 2% instead of 12-14% being paid at present. This is a major step to support indigenous manufacturing of Set Top Boxes in India, as indigenous manufacturers can seize the opportunity to manufacture entire requirement of 11 crore Set Top Boxes in India.

STB manufacturers are asking for time to start production and closing financial deals.

- iii. Implementation of DAS in Phase IV areas – Phase IV covers very small towns and villages. Some of these areas are very remote and inaccessible. Based on experience of implementation of Phase I & II, more time needs to be given for implementation of DAS in areas falling in Phase IV.

Considering the issues above, Ministry has taken a decision with the approval of Hon’ble MIB to keep a realistic target for digitization for the remaining phases so that digital transition is effective and happens smoothly without any inconvenience to consumers and other stakeholders. Following cutoff dates have been notified on 11.9.2014 Phase III & IV:

Phases	Notified cutoff dates	Proposed cutoff dates
III	30 <sup>th</sup> Sept 2014	31 <sup>st</sup> Dec 2015
IV	31 <sup>st</sup> Dec 2014	31 <sup>st</sup> Dec 2016

1.4 Strategy for Implementation: In order to implement Phase III & IV in a professional manner, following multi-pronged strategy has been planned:

1. Constitution of a new Task Force exclusively for the final phase to provide policy directions and take stock of the progress made on a regular basis.

Task Force has been constituted for implementation of Phase III & IV. Four meetings of the Task Force already held. Hon’ble MIB addressed the members of the Task Force in the 1<sup>st</sup> meeting.

2. Launch of an intensive Communication Campaign to enhance the consumer awareness about the need for installation of Set Top Boxes.

- A Publicity Campaign Committee has been constituted.
- Print advertisement issued in all newspapers.
- Video Spot on benefits of digitization has been

developed and DDn and all regional channels are carrying this spot.

- AIR is giving radio jingles on digitization.

3. Registration of MSOs from all cities/areas covered in Phase III & IV.

A print advertisement is being issued in leading newspapers inviting applications from interested parties for operation in Phase III areas in a time bound manner. Over 300 fresh applications received.

4. Involvement of State Governments through Nodal Officers and capacity building of stakeholders especially Nodal Officers to carry out digitization. 15 State Governments have already nominated state level as well as District level nodal officers. Remaining state Governments have been reminded to nominate. Workshops at the national as well as regional level with nodal officers have been planned to sensitise them about their role in the digitisation exercise.

5. Setting up of Regional Units by the Ministry to take up digitization in a mission mode.

12 Regional units would be set up for coordination. Applications for recruitment of staff for Regional Units are being invited.

6. Meetings with MSO and LCOs: Sub groups of MSOs have been created and meeting schedules prepared for meeting with these Sub-groups. A sub group of LCOs is being made for which nominations have been called from State Govts. Regular meetings with national MSOs, independent MSOs and LCO Associations have been planned.

Ministry of Information & Broadcasting is now all set to meet the target of 31<sup>st</sup> Dec 2015 for Phase III and 31<sup>st</sup> Dec 2016 for Phase IV of cable TV digitisation.

### **THE SPORTS BROADCASTING SIGNALS (MANDATORY SHARING WITH PRASAR BHARTI) ACT, 2007**

The sports broadcasting signals (Mandatory Sharing with Prasar Bharati) Act, 2007 has been enacted with the aim and objective to provide access to national or international sporting events, held in India or abroad, to the largest number of listeners and viewers, on a free to air basis. This is done through mandatory sharing of sports broadcasting signals with Prasar Bharati. Section 3(1) of the Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharti) Act 2007 has provided for mandatory sharing of broadcasting signals of certain sporting events

in order to achieve the aims and objectives of this Act. The Government has notified the Sports Broadcasting Signals (Mandatory sharing with Prasar Bharati) Rules 2007 for smooth and proper implementation of the Act. Section 2(1)(s) of the Act, has empowered the Central Government to notify the sporting events of national importance for coverage as per the provisions of the Act. The Government had notifications giving the details of sporting events of national importance which inter-alia include cricket and events relating to tennis, hockey and Football.

### **POLICY GUIDELINES FOR TELEVISION RATING AGENCIES IN INDIA**

Television Rating Points (TRPs) have been a much debated issue in India since the present system of TRPs is riddled with several maladies such as small sample size which is not representative, lack of transparency, lack of reliability and credibility of data etc. Shortcomings in the present rating system have been highlighted by key stakeholders that include individuals, consumer groups, government, broadcasters, advertisers, and advertising Agencies etc. The Members of Standing Committee on Information Technology had also expressed concern over the shortcomings in the present TRP regime. In 2008, MIB had sought recommendations of TRAI on various issues relating to TRPs and the Policy Guidelines to be adopted for rating agencies. TRAI, in its recommendations dated 19th August 2008, had, inter-alia, recommended the approach of self-regulation through the establishing of an industry-led body i.e. the Broadcast Audience Research Council (BARC). The Ministry had constituted a Committee under the Chairmanship of Dr. Amit Mitra, the then Secretary General FICCI in 2010 to review the existing TRP system in India. The Amit Mitra Committee had also recommended that self-regulation of TRPs by the industry was the best way to go forward.

Since BARC could not operationalise the TRP generating mechanism, MIB sought recommendations of TRAI in August 2012 on comprehensive guidelines/accreditation mechanism for television rating agencies in India to ensure fair competition, better standards and quality of services by television rating agencies. TRAI recommendations on Guideline for Television Rating Agencies were received on 11.9.2013. While supporting self-regulation of television ratings through an industry-led body like BARC, TRAI recommended that television rating agencies shall be regulated through a framework in the form of guidelines to be notified by the Ministry of I&B.

It also recommended that all rating agencies, including the existing rating agency, shall require registration from the Ministry I&B in accordance with the terms and conditions prescribed under the said guidelines.

Based on the recommendations of TRAI, comprehensive policy guidelines for Television Rating Agencies in India was issued by the Ministry on 16.1.2014. The Guidelines for Television Rating Agencies in India are designed to address aberrations in the existing television rating system in India. These guidelines are aimed at making the Television ratings transparent, credible and accountable. The agencies operating in this field have to comply with directions relating to public disclosure, third party audit of their mechanisms and transparency in the methodologies adopted. This would help to make the rating agencies accountable to stakeholders like the government, broadcasters, advertisers, advertising agencies and above all the people of this country.

Kantar Market Media Research which holds 51% equity in TAM Media Research has challenged the Policy Guidelines on Television Rating Agencies issued by the Ministry before Hon'ble High Court of Delhi. It challenged clauses 1.7(a) and 1.7(d) relating to cross holding restrictions and clauses 16.1 and 16.2 of the guidelines.

*“ 16.1 These guidelines shall also be applicable to the existing rating agencies.*

*16.2 No rating agency shall generate and publish ratings till such time that they comply with the provisions of these guidelines. “*

High Court in its interim order has stayed these provisions till final disposal of the case. The matter is presently sub-judice. M/s TAM Media Research and Broadcast Audience Research Council (BARC) have since applied for registration to the Ministry, which are under examination.

### **COMMUNITY RADIO SERVICES (CRS)**

The broadcast media has a unique and powerful role to play both in enhancing governance and accountability and in giving voice to poor and marginalised communities. There is a growing realisation that people not only need access to information but also the ability to engage with the development process for improved access to services and rights under the law. The traditional media has perceived people as only receivers of information, hence for years a top down model has been followed for dissemination of information. This myth, however, is being broken by new and powerful emerging media tools like Community Radio (CR), which are promoting bottom up approach for better governance and enhanced accountability in service delivery.

Since CRS is permitted only to Non Profit organizations they are not driven by profit motives like commercial FM Radio Stations. CRS is also rooted in the local community which gives it a distinct advantage to focus on development goals for health, nutrition, education etc. Since the broadcast is in the local language, people are able to relate to it instantly. CRS could also be a repository of local folk songs and culture as the local community of the concerned CRS could relate to it instantly.

The unique position of CRS as an instrument of positive social change makes it an ideal tool for community empowerment. There is therefore, an opportunity to promote Community Radio Stations in India.

MIB has tapped the hidden potential of CR as an ideal tool for bringing positive social change and community empowerment. CR stations are essentially low power radio stations, meant to be set up and operated by local communities. A CR station is rooted in the local community, which gives it a distinct advantage to focus on development goals for health, nutrition, education etc.

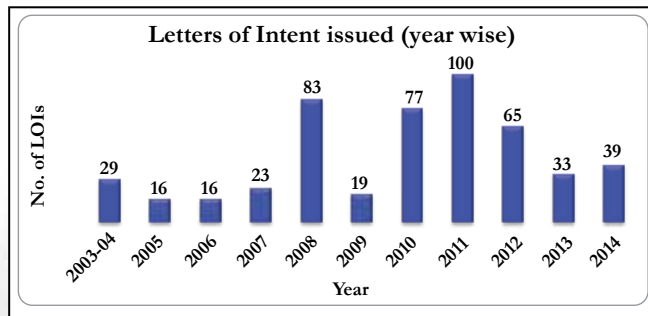
In the last four years a paradigm shift has been brought in the approach of the Ministry towards CR stations. The approach is now that of a facilitator rather than that of a mere licensor/regulator. This important shift has catalyzed the growth of CR in India leading to 179 CR stations operating in various parts of India. With about 250 more stations in the pipeline, the stage is set for a silent revolution.

Initiatives like simplification of the application methodology, improved transparency in processing of applications, quickening the pace of approvals, better coordination, enhanced awareness, technical support to communities, enhanced synergy between stakeholders and involvement of government ministries in CR broadcast have laid a solid foundation for a meaningful growth of CR in India.

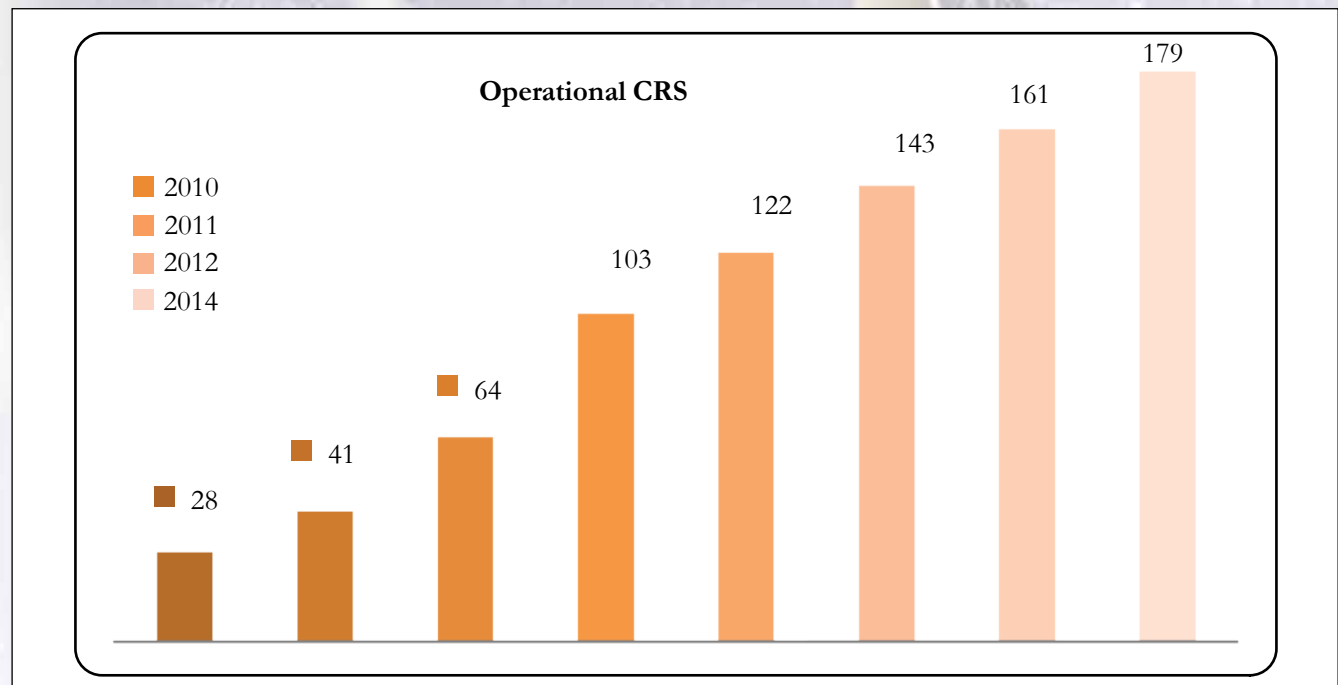
### **Status of CRS in India:**

The Government has received more than 1614 applications from educational institutions, NGOs, Agricultural Universities, Krishi Vigyan Kendras. So far, Letters of Intent (LOI) have been issued to 409 applicants. Out of 409 LOI Holders, 211 have signed Grant of Permission Agreements (GOPA).

The no. of LOIs issued during last years can be seen in the graph below:



So far, 179 Community Radio Stations have become operational in the country, out of which 65 are operated by NGOs, 102 by the Educational Institutions and 12 by SAU/KVKs. Graphical representation of operational CRS is given below.



was announced in June 2014. 30 applications have been received in second phase. 20 applicants have been issued with “In-Principle Approval” for financial assistance by the ministry.

**Peer Review Exercise:** The peer review process was undertaken by the Ministry to promote self-assessment and co-learning among the community radio stations. There were three toolkits designed by different stake holders viz. Commonwealth Educational Media Centre for Asia (CEMCA) in association with UNESCO Chair on Community Media, UNICEF in association with Ideosynch Media Combines and CEMCA with support

**Release of Blocked Frequencies:** Out of 500 LOI holders, 91 did not complete the licensing procedure within the prescribed time frame. Therefore, their LOIs were cancelled after giving them opportunity of being heard. These frequencies were released to be issued to eligible applicants.

#### NEW INITIATIVES:

**Financial Support to CRS:** Under the 12<sup>th</sup> Plan Scheme namely “Supporting Community Radio Movement in India” applications were invited from operational Community Radio Stations/LOI holders to provide financial support. Advertisements were given in newspapers in multiple languages for wider publicity of the scheme. More than 60 applications were received for financial assistance in the first phase. The second phase

from Ford Foundation. The pilot phase of Peer Review was launched in January, 2014, in which 30 Community Radio Stations participated voluntarily. It was successfully concluded. The end line experience sharing workshop was held in New Delhi from 13-15 May, 2014 and the detailed report has been published.

In the experience sharing workshop all 30 participants informed that they were able to identify strengths and challenges in their own CRS as well as the ones they visited and drew up plans for self-improvement in the short, mid and long term. Also, informal networks to learn from each other have begun to be set-up. For

instance exchange of documentation process, logging software, archiving retrieval systems and exchange of programme ideas have begun.

The second phase of Peer Review is under progress in which 38 Community Radio Stations are participating. The orientation workshop for participating Community Radios was conducted between 23-25 September, 2014 and the end line workshop has been scheduled from 18-20 December, 2014. The report will be published by January, 2015.

**Regional Community Radio Sammelans** The Ministry of Information & Broadcasting (MIB) introduced Regional Sammelans for Community Radio Stations in the country. This decision owes its genesis to a desire expressed by Community Radio Stations at the National Community Radio Sammelan so that regional CRS could better be represented. Regional Sammelans aim to provide a platform to the operational CRS to share their grass root stories, successes, issues and good practices.

The first three-day Regional Community Radio Sammelan was organised by the Ministry in collaboration with One World Foundation India at Puducherry from 28-30 September, 2014. Forty Community Radio Stations from southern states namely Tamil Nadu, Karnataka, Andhra Pradesh, Kerala, Telangana, Maharashtra, Odisha and Puducherry participated in it.

The second three-day Regional Community Radio Sammelan was held at Lucknow from 10-12 October, 2014, supported by the Ministry I&B and hosted by Community Radio Association (CRA). Out of 90 stations licenced in north India, 65 Community Radio Stations participated in the sammelan. Two representatives from each CRS were invited to participate in Regional Sammelan.

**Registration for attending Awareness Workshops:** An advertisement was published inviting not-for-Profit organizations, interested to set up CRS, to register themselves on [www.cronlinindia.net](http://www.cronlinindia.net) and submit details for attending CR awareness workshops. More than 800 applicants had registered for participation in awareness workshops.

**Awareness Workshops on Community Radio:** During the Financial Year 2014-15, eight (8) awareness workshops have been planned at Pune, Bhopal, Mussoorie, Lucknow, Kolkata, Guwahati, Bhuj and Wayanad. Workshops have already been conducted at Pune, Bhopal, Mussoorie and Lucknow.

**Support to Content Sharing Platform:** The need was felt to create a platform for sharing of content among various

Community Radio Broadcasters. Several Radio stations are broadcasting programmes in various languages and dialects on various themes. These could be effectively shared in similar regions for broadcast by stations. This would help in reducing costs for production and at the same time it will help CR stations to learn from each other. Ministry of Information & Broadcasting has decided to support One World Foundation India to maintain Content Sharing Platform [www.edaa.in](http://www.edaa.in)

**Advocacy with various Ministries:** One day workshop was organized in New Delhi, in which Joint Secretaries/Deputy Secretaries from about 20 Ministries/Departments were invited. Representatives from operational CR stations were also invited to demonstrate the benefits of community radio. Representatives from Ministries were impressed upon to use the potential of community radio stations to reach to the grass root organizations.

## SUCCESS STORY/ CASE STUDIES

### “Radio Ala 90.8” saved lives of fishermen during Hud hud Cyclone

“Radio Ala” 90.8 Mhz successfully broadcast “HudHud” Cyclone alerts and relevant information minute to minute to the coastal area fishing folk and others with the assistance of District Collector Mrs. Neetukumari Prasad, IAS and other Government Departments. On Oct 12<sup>th</sup> there was no electric power supply due to severe Cyclonic storms. In spite of no electricity, Radio Ala operated on a small generator and continued its uninterrupted broadcasting of cyclone alerts. Entire community was dependent on radio for up to date information and this information.

Radio Ala was continuously receiving updates on cyclone from Indian National Centre for Ocean Information Services (INCOIS). The lives of several hundreds of fishermen, from Godavari and Vishakhapatnam districts, who were venturing into deep sea on 12<sup>th</sup> October, 2014, were saved as they received timely alerts through Radio Ala.

Local media and INCOIS appreciated the services of Radio Ala during the period..

## FREQUENCY MODULATION

Keeping in line with the policy of liberalization and reforms, the Government during the IX<sup>th</sup> Plan period allowed expansion of FM services through private Broadcasters in order to supplement the services of All India Radio (AIR) and promote rapid expansion of FM broadcast network.



The thrust areas were:

- Providing wider choice of programs to listeners
- Improvement of program content
- To provide better quality reception on FM
- To encourage new talent and generate employment opportunities

### Private FM Phase-I

Private FM Phase-I Policy was approved by the Government in July, 1999. Licenses were issued for 10 years and 21 channels in 12 cities have successfully operated FM channels in FM Phase-I.

### Results of Private FM Phase-I scheme

The Phase-I policy was a limited success. Due to problems in co-location, Government intervened in July, 2002 and asked the licensees to co-locate with AIR/DD towers to reduce costs and time to operationalise channels. The licensees reported their operations as unviable and sought relief by way of migration to a revenue share regime.

### Private FM Phase-II

In July 2003, Government appointed a Radio Broadcast Policy Committee under the Chairmanship of Dr. Amit Mitra to provide recommendations on the second phase of Private FM Broadcast liberalization. The committee after delving through the lessons from phase-I and global

experiences made a series of recommendations. The FM Phase-II policy was notified in July, 2005 after considering the recommendations of Dr. Amit Mitra Committee and TRAI.

### Results of Private FM Phase-II scheme

The Phase-II was more successful and has resulted in huge growth in FM Radio industry. There are 243 private FM channels now in operation including 21 of Phase-I. Of the 21 operators under Phase-I scheme, 19 have migrated to Phase-II regime.

### Private FM Phase-III

Huge demand exists for FM radio in many cities which still remain uncovered by the private FM radio broadcasting, as only a limited number of cities with a population of three lakh and above besides state capitals were taken up for bidding during the first two phases. The vacant channels from Phase-II were not re-auctioned. Border areas, particularly in Jammu and Kashmir, North and Eastern States and Island territories are largely missing from the FM map due to limited commercial advertisement opportunity and other reasons to take FM broadcasting to smaller cities. Generation of additional revenue for the government

The cabinet in its meeting held on 07.07.2011 approved the 'Policy Guidelines on Expansion of FM radio broadcasting services through private agencies (Phase-III). These were notified by the Ministry on its website on 25.07.2011.

### Salient Features of FM Phase-III Policy

- Permission for the new FM radio channels shall be granted on the basis of Non-Refundable One-Time Entry Fees (NOTEF) i.e., successful bid amount arrived at through an ascending e-auction process, on the lines followed by DOT in the auction of 3G & Broadband Wireless Access (BWA) spectrum, *mutatis-mutandis*.



*The finals of RBI Quiz 2014 were recorded at DDK Mumbai in November, 2014. RBI Governor Shri Raghuram Rajan was the chief guest. The young team from Raipur won the final.*

- License period shall be 15 years.
- Annual License fee to be 4% of Gross Revenue (GR) or 2.5% of bid price for a city whichever higher.
- FDI and FII limit raised to 26%.
- Private Broadcasters allowed to own more than one channel but not more than 40% of the total channels in a city subject to a minimum of three different operators in the city. Further no private broadcaster shall own more than 15% of the total channels allotted in the country excluding the channels in Jammu and Kashmir, North East and Island territories.
- Networking permitted within a private FM broadcaster's own network across the country.
- Private FM broadcasters permitted carriage of news bulletins of AIR in an unaltered form.
- Private broadcasters can choose any agency other than BECIL for construction of CTI.
- Private FM Radio broadcasters in North East (NE) Region and Jammu & Kashmir (J&K) and Island territories to pay half the rate of annual license fee for an initial period of three years from the date from which the annual license fee becomes payable.
- Revised fee structure shall also be applicable to the existing operators in these States to enable them to effectively compete with the new operators
- Prasar Bharati infrastructure would be made available at half the lease rentals for similar category cities in these states
- Operators of Phase-II permitted automatic migration to Phase-III regime subject to their clearing all dues of Government/Prasar Bharati/BECIL and signing of fresh GOPA

#### Revenue accruals to Government

- During the financial year 2014-15, Government has earned around ₹63.58 crore upto 31.12.2014 as license fee from Private FM channels.
- The total revenue earned by the Government by way of one Time Entry Fee, Migration Fee and Annual License fee from Private FM Broadcasting is ₹2009 crore upto 31.12.2014.

#### Private FM stations of Phase-I & Phase-II Policy operationalized as on 30.11.2014

Recommendations of TRAI on the charging of migration fee and date of migration of the existing operators on their migration from Phase-II to FM Phase-III have been received. All the recommendations of TRAI received on 20.2.2014 have been accepted by the Government. TRAI vide their recommendations dated 20.2.2014 and subsequent clarification dated 5<sup>th</sup> September, 2014 had recommended that the methodology for determining the reserve price of fresh cities in Phase-III should be reconsidered as the current methodology might jeopardize the auction. The 2011 census data on population is to be applicable on the fresh FM Radio Phase-III cities. As per the recommendations of the AS&FA, Ministry of Information and Broadcasting's committee report dated 31.10.2014, the Ministry is agreeable to include 37 fresh cities on the basis of the 2011 census data as it will lead to achieving the objective of FM radio broadcast services in uncovered geographical areas. So the total number of fresh cities becomes 264. Hence, TRAI has been requested to furnish their recommendations on reserve price for 264 fresh cities as per the Phase-III policy under Section 11(1)(a) of TRAI Act. Further TRAI's recommendation regarding reduction of minimum channel spacing within a licensed service area to 400 KHz has been accepted in principle by the Inter-Ministerial Committee and it has been decided to declare this in the NIA document for Phase-III auction.

On the recommendations of Central Vigilance Commission (CVC), Ministry has appointed an Independent External Monitor (IEM) for greater transparency in the auction process. E-auction of FM radio channels under Phase-III shall be conducted in batches to be decided by MIB after consultation with selected e-auctioneer. Information Memorandum and NIA giving details of auction procedure and also cities to be taken up in each batch and their respective reserve prices have been issued on 21.1.2015 and 2.3.2015.

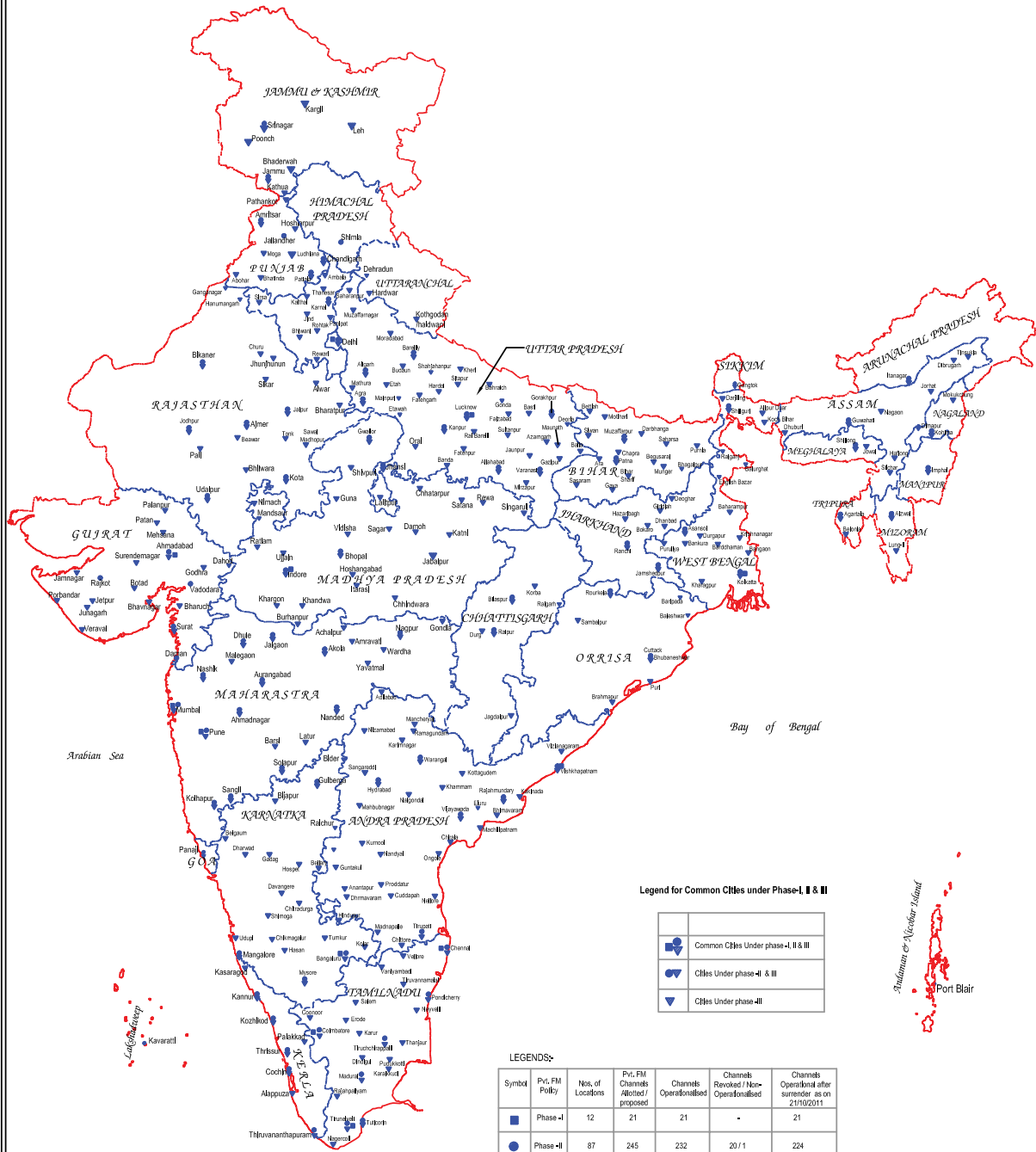


*Self Assessment in progress at Community Radio Station CMS, Lucknow*



*Regional Community Radio Sammelan at Puducherry*

# Operational & Proposed Pvt. FM Station of Phase - I, II & III



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Map No. BECIL/FM/E&P/STATION/001/A



**BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED**  
 HEAD OFFICE:- 14-B, RING ROAD,  
 I. P. ESTATE, NEW DELHI-110 002 (INDIA),  
 Tel:- 2337 8823, Fax No. 2337 9885

## PRASAR BHARATI

The Prasar Bharati (Broadcasting Corporation of India) is the public service broadcaster in the country with All India Radio (AIR) and Doordarshan as its two constituents. It came into existence on 23<sup>rd</sup> November, 1997, with a mandate to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting in the country.

### Objectives

- To uphold the unity and integrity of the country and the values enshrined in the Constitution.
- To promote national integration.
- To safeguard citizens rights to be informed on all matters of public interest by presenting a fair and balanced flow of information
- To pay special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health and family welfare and science and technology.
- To create awareness about women's issues and take special steps to protect the interests of children, aged

and other vulnerable sections of the society.

- To provide adequate coverage to diverse cultures, sports and games and youth affairs.
- To promote social justice, safeguarding the rights of working classes, minorities and tribal communities.
- To promote research and expand broadcasting facilities and development in broadcast technology.

The Corporation is governed by the Prasar Bharati Board, which comprises a Chairman, an Executive Member (also known as Chief Executive Officer), a Member (Finance), a Member (Personnel), six Part-time Members, representative of the Ministry of Information & Broadcasting and the Directors General of All India Radio and Doordarshan as ex-officio Members and two Representatives of the employees of the Corporation. Chairman of Prasar Bharati is a part-time Member with tenure of three years and holds office up-to the age of 70 years. The Executive Member is a whole time Member with a term of 5 years and holds office up to the age of 65 years. The Member (Finance) and Member (Personnel) are whole time Members with tenure of 6 years and they hold office up to the age of 62 years.



The composition of the Prasar Bharati Board (as on 16.12.2014) is as follows:

- |     |  |                           |
|-----|--|---------------------------|
| 1.  | Dr. A. SuryaPrakash  | Chairperson               |
| 2.  | Shri Jawhar Sircar   | Executive Member          |
| 3.  | *Vacant  | Member (Personnel)        |
| 4.  | *Vacant  | Member (Finance)          |
| 5.  | Shri J. S. Mathur, Additional Secretary  | Representative of M/o I&B |
| 6.  | Prof. Sameer Kumar Barua   | Part Time Member          |
| 7.  | Shri Muzaffar Ali  | Part Time Member          |
| 8.  | *Vacant  | Part-time Member          |
| 9.  | *Vacant  | Part-time Member          |
| 10. | *Vacant  | Part-time Member          |
| 11. | *Vacant  | Part-time Member          |
| 12. | *Vacant w.e.f. 28.7.2014 [Smt. Vijayalaxmi Chhabra (Current Duty Charge), Director General: Doordarshan] | Ex-officio Member         |

13. \*Vacant w.e.f. 01.11.2013 [Shri F. Sheheryar (Current Duty Charge), Director General: All India Radio] Ex-officio Member

At present, posts of two Elected Members from employees of Prasar Bharati are also vacant in the Prasar Bharati Board.

### Organizational Structure

General superintendence, direction and management of the affairs of the corporation vest in the Prasar Bharati Board. The Prasar Bharati Board meets from time to time and deliberates on important policy issues and gives directions to the executive to implement policies. The executive member functions as the Chief Executive Officer (CEO) of the Corporation subject to the control and supervision of the board and exercises such powers and discharges such functions of the board as it may delegate to him.

Two Director Generals head the Directorate General of All India Radio (AIR) and the Directorate General of Doordarshan. They function in close association with the Member (Finance) and Member (Personnel) and the CEO in carrying out the policy directive of the Board and manage day-to-day affairs of AIR and Doordarshan. Both in AIR and Doordarshan, there are broadly four different wings responsible for distinct activities viz. Programme, Engineering, Administrative & Finance and News.

### DOORDARSHAN

From an experimental service begun at Delhi in September 1959, Doordarshan over the years has grown tremendously to become one of the leading TV organizations of the world. Over the years, Doordarshan has not only expanded its network throughout length and breadth of the country but also kept pace with new technological developments in the field of TV broadcasting.

Doordarshan is presently operating 33 satellite channels and has a vast network of 67 Studios and 1416 transmitters of varying power providing TV coverage to about 92% population of the country. In addition, Doordarshan is providing free-to-air DTH service.

**“Mann Ki Baat”**

**A TALK FROM THE HEART BY THE PRIME MINISTER**

**At 11:00 AM on October 3<sup>rd</sup> 2014, Friday on All India Radio**

You can also listen to it on [www.newsonair.nic.in](http://www.newsonair.nic.in)  
Language version will be available at 8:00 PM on AIR the same day.

Ministry of Information and Broadcasting  
Government of India

## Satellite channels

Doordarshan is presently operating 33 Satellite channels. Details are as under

<b>All India Channels (5)</b>	DD National	DD News	DD Sports
	DD Bharati	DD Urdu	
<b>Regional Channels (16)</b>	DD Malyalam	DD Podhigai	DD Saptagiri
	DD Sahyadri	DD Yadagiri	DD Chandana
	DD Kashir	DD Punjabi	DD UP
	DD Rajasthan	DD MP	DD Girnar
	DD Bihar	DD Bangla	DD Odiya
	DD North East		
<b>State Networks (11)</b>	Himachal Pradesh	Haryana	Jharkhand
	Uttarakhand	Chhatisgarh	Arunachal Pradesh
	Meghalaya	Mizoram	Nagaland
	Tripura	Manipur	
<b>International Channel (1)</b>	DD India		

## Doordarshan Network

### Programme Production centers

For in-house programme production, there are 67 studio centres in the country. These include 17 major studio centres at state capitals, a Regional Production Centre at Guwahati and 49 other studio centres located at various

places in the country. State-wise list of studio centres is given at Annexure-I.

### Terrestrial Transmitters

For terrestrial transmission, 1416 transmitters of varying power, installed throughout length and breadth of the country, are in operation. Break up of these transmitters is as under:

Service	HPTs	LPTs	VLPTs	Transposers	Total
DD 1 transmitters	138	733	355	18	1244
DD News transmitters	73	78	17		168
Other transmitters (digital)	4				4

Statewise no. of transmitters is given at Annexure II. In terrestrial mode coverage of DD National is estimated to be available to about 92% population of the country and that of DD News to about 49% population. Area-wise coverage of DD National and DD News is estimated to be 81% and 26%, respectively.

### Free-to-air DTH “DD Direct +”

Doordarshan launched its free-to-air DTH service “DD Free Dish (Earlier DD Direct +)” in December, 2004 with

a bouquet of 33 TV channels. This service was started with the primary objective of providing TV coverage to the areas hitherto uncovered by terrestrial transmitters. Capacity of DTH Platform was subsequently augmented to 59 TV channels. DTH signals can be received anywhere in the country (except Andaman & Nicobar Islands) with the help of small sized dish receive units. For Andaman and Nicobar Islands, DTH service in C-band with a bouquet of 10 channels was started with effect from September, 2009.

### Channels on DD Free Dish (December, 2014)

S.No.	Pvt. Channels	S.No.	DD Channels	S.No.	Other Channels
1	Rishtey	1	DD- National	1	Lok sabha
2	Star Utsav	2	DD-News	2	Rajya sabha
3	Zee Anmol	3	DD-Sports		
4	Big Magic	4	DD-India		
5	B4U Music	5	DD-Bharati		
6	Shree News	6	DD-Urdu		
7	ABP News	7	DD-Chandana		
8	Cinema TV	8	DD-Podighai		
9	Focus News	9	DD-Saptagiri		
10	Aastha	10	DD-Malayalam		
11	Enterr10	11	DD-Yadagiri		
12	Sadhna National	12	DD-Sahyadri		
13	9xm	13	DD-Gujarati		
14	Dangal	14	DD-Kashir		
15	Dabangg	15	DD-Punjabi		
16	Aastha bhajan	16	DD-Rajasthan		
17	Masti	17	DD-North-East		
18	Sony Mix	18	DD-Oriya		
19	Charhdikala Time TV	19	DD-Bihar		
20	Maha Movie	20	DD-Uttar Pradesh		
21	B4U Movies	21	DD-Madhya Pradesh		
22	Aalami Samay	22	DD-Bangla		
23	Max-2				
24	India TV				
25	News Nation				
26	Ashirwad Classic				
27	Abc				
28	France 24				
29	NHK World				
30	DW				
31	Russia Today				

### Developmental activities during 2014-15

#### Digitalisation

Prasar Bharati Board in its 123<sup>rd</sup> meeting held on 18<sup>th</sup> September 2013 approved setting up of digital transmitters in clustering mode. As per the plan of clustering, 2 digital HPTs at each of 32 locations will be set up. In all, 64 digital HPTs, including 4 digital HPTs in HDTC format, will be set up at these 32 locations. Accordingly, Doordarshan has submitted a proposal to Prasar Bharati, for necessary revision in the approved 12<sup>th</sup> Plan and obtaining approval of the Ministry and CCEA. Prasar Bharati has also sought in-principle approval of Ministry for the proposed plan of clustering.

#### New 24 hrs Satellite Channels

One new 24hr Regional Satellite Channel launched from DDK Vijayawada.

#### DTH

Upgradation capacity of Doordarshan's DTH platform from the present 59 to 97 TV channels is under implementation. The project is expected to be completed during 2014-15. All the channels would be free and no monthly subscription would be payable by the viewers.

#### High Definition Television (HDTV)

HDTV refers to video having resolution 5 times higher than traditional television systems (Standard-Definition TV). During last year, HDTV Studios were installed



at Delhi and Mumbai and HDTV collaborative Post-production facilities set up at Delhi, Kolkata, Mumbai & Chennai. During 2014 -15, HDTV/SDTV simulcast play out system has been provided at DDK Delhi and 2 OB vans of 10 HD Camera at Delhi & Mumbai have been provided.

Following HDTV projects are presently under implementation:

- i) HDTV transmitters at Delhi, Mumbai, Kolkata and Chennai (Transmitters installed, testing under progress).
- ii) Multi-Camera mobile production facility at Delhi (Tenders have been invited)

**Modernization, Augmentation and Replacement**

At present, following major projects have been implemented/are under implementation for modernization and augmentation of Doordarshan network.

- i) Terrestrial transmitters
  - a) Replacement of following 10 old ageing 100 W LPTs with 500 Watt automode (1+1) LPTs.

Keonjhar	Bolangir	Yavatmal	Beed
Kakinada	Damoh	Dhule	Nasik
Jowai	Bhavnagar		

In addition, old ageing 100 W LPTs at Sheopur & Kankauli are to be replaced with 500 Watt automode (1+1) LPTs. The transmitters have been supplied and installation of these transmitters is expected to be completed by end of 2014 -15.

- b) Replacement of following 15 existing old analog High Power Transmitters

Dibrugarh	Jaisalmer	Jabalpur	Tura	Kolkata(DD News)
Raipur	Pune	Visakhapatnam	Agra	Fazilka
Bhuj	Mau	Ananthpur	Daltonganj	Bhawanipatna

All the transmitters have been supplied. Installation of three transmitters (Fazilka, Mau & Kolkata) is completed and testing is in progress. Installation for the remaining transmitters is at various stages of implementation.

Commissioning of these 15 HPTs is expected by the end of 2014-15.

- c) Setting up of four 10 KW HPT at Rajouri Green Ridge, Himbotingla Top & Patni Top in Jammu and Kashmir for expansion of terrestrial coverage of DD National and one HPT for DD News at Rajouri. At Rajouri, transmitters are to be installed in the existing AIR building. Action for procurement of transmitters at Rajouri is in final stages. Sites at other three locations finalized and taken over by AIR and further action is in progress.

**12<sup>th</sup> Plan of Doordarshan**

Doordarshan’s 12<sup>th</sup> Plan scheme “Broadcasting Infrastructure Network Development” has been approved at an outlay of ₹1893.14 crore. This includes ₹1215 crore for continuing schemes and an amount of ₹678.14 crore for new schemes. Main thrust areas in 12<sup>th</sup> Plan are - expansion of DTH; expansion of HDTV; digitalization of Doordarshan network; modernization of Doordarshan’s studio, Transmitter and Satellite broadcast equipment etc. Sub-scheme wise breakup (New Projects) of 12<sup>th</sup> Plan Schemes is:

- (i) Expansion of DTH: Upgradation of DTH platform for transmission of 250 TV channels
- (ii) High Definition TV: HDTV Studio at Kolkata & Chennai
- (iii) Digitalization of Doordarshan network
  - (a) Remaining 21 digital HPTs of 11th Plan & 23 digital HPTs of 12th Plan are proposed to be installed in clustering mode. (Proposal has been submitted to Prasar Bharati for obtaining Approval of the Ministry & CCEA).
  - (b) Digitalization of archives: Augmentation of facilities at Central Archives, Delhi & four Regional Archives.
- (iv) Modernization, Augmentation and placement of Studio and Transmitter equipment
  - (a) Modernization of CPC & Kendras
  - (b) Upgradation of facilities at News Headquarter Delhi
  - (v) Modernization, Augmentation and Replacement of Satellite Broadcast equipment Upgradation of 13 Earth stations, replacement of Earth station equipment at reduced scale; 2 Earth station buildings.
  - (vi) Infrastructure augmentation and Misc works

- (a) Strengthening of security related and other infrastructure.
- (b) Staff quarters at Chandigarh
- (vii) Strengthening of Border Coverage
  - (a) 8 HPTs in areas bordering Nepal: Projects dropped as per decision taken by Prasar Bharati in Mid Term review.
  - (b) Strengthening of Tower (300M) at Rameshwaram
- (viii) New media technologies/Alternate delivery platforms
  - Live streaming of DD channels & delivery through internet on consumer devices.
- (ix) OFC connectivity: Linking of selected DDKs through OFC network

### Training

About 400 engineering officers have been provided training in about 49 training courses from April 2014 to Nov. 2014 and about 360 engineering officers are likely to participate in 47 training courses during Dec 2014

to March 2015. About 136 engineering officers have been trained/likely to be trained during 2014-15 against various A/Ts by the equipment manufacturers for new equipment being inducted into network.

### International conferences/ ABU Workshops

Following International conferences/ ABU workshops were organized during 2014-15 (till date)

1. In-country workshop on DVB-T2(AIBD) from 04-08 August, 2014 at NABM, Delhi.
2. Seminar cum Exhibition on DVB-T2/T2 Lite receiving devices organized by DG: DD at IHC, New Delhi on 24.08.2014.
3. AIBD/NABM Sub- regional workshop on TV post production and Graphics-17-21 Nov. 2014.

### Important Coverage

A large number of events has been covered live by Doordarshan during 2014-15 (till 30.11.2014) by using OB/ EFP Vans. Some of the major events covered by Doordarshan are as follows:

S.No.	Event Details	Venue	Date
1	Live Telecast of Civil Investiture ceremony-II conferred by Hon'ble President	Rashtrapati Bhawan	26 <sup>th</sup> Apr'14
2	Live Telecast of swearing in ceremony of Chief Justice of India	Delhi	27 <sup>th</sup> Apr'14
3	Live Telecast of 61st National Film Awards conferred by Hon'ble President	Vigyan Bhawan Delhi	03 <sup>rd</sup> May14
4	Last Address of Sh. Manmohan Singh as Prime Minister	7 RCR, Delhi	16 <sup>th</sup> May'14
5	Arrangements for Live Coverage of General election 2014 and A.P. Vidhan Sabha Election	All over India	16 <sup>th</sup> May'14
6	Live Telecast of U-16 National Football championship	Kolkata	24 <sup>th</sup> May'14
7	Swearing-in Ceremony of Prime Minister	Rashtrapati Bhawan	26 <sup>th</sup> May 2014
8	Live Telecast of U-16 National Football championship (India v/s PVF FA VIETNAM)	Kolkata	21 <sup>st</sup> June'14
9	Bhagwan Jagannath Rath Yatra	Bhubaneswar	29 <sup>th</sup> June 14
10	Launch of PSLV from Sriharikota in presence of Hon'ble Prime Minister	Sriharikota	30 <sup>th</sup> june'14
11	Prime Minister Visit to J&K - inauguration of Udhampur - Katra Rail link	Katra	04 <sup>th</sup> July 14
12	Prime Minister Visit to J&K - inauguration of Uri-II Power station of NHPC	Srinagar	04 <sup>th</sup> July 14
13	Live Telecast of Hon'ble President -Convocation of central University	Thiruvanthapuram	18 <sup>th</sup> July 14
14	Common Wealth Game-2014- Grand Standing	CPC, Delhi	23 <sup>rd</sup> July to 03 <sup>rd</sup> Aug.,14

S.No.	Event Details	Venue	Date
15	Coverage of Hon'ble President of India on International Conference of National Institute of Jute & Allied Fibre	National Library, Kolkata	01 <sup>st</sup> Aug'14
16	Prime Minister's visit to Nepal	Kathmandu, Nepal	03 <sup>rd</sup> & 04 <sup>th</sup> Aug'14
17	Prime Minister's visit to Laddakh	Leh & Kargil	12 <sup>th</sup> Aug'14
18	Prime Minister's address to Nation	Red Fort, Delhi	15 <sup>th</sup> Aug' 14
19	Prime Minister visit to Mumbai	Mumbai	16 <sup>th</sup> Aug'14
20	Live Telecast of two International friendly matches between India & Pakistan under 23	Ashok Nagar, Karnataka	17 <sup>th</sup> & 20 <sup>th</sup> Aug'14
21	Live Telecast of Janamasthmi from Dwarka	Dwarka, Gujarat	18-19 <sup>th</sup> Aug'14
22	Live Telecast of Janamasthmi	Mathura	18-19 <sup>th</sup> Aug'14
23	Live Telecast - ABU Robocon-2014	Pune	24 <sup>th</sup> Aug'14
24	Live Telecast - Teacher Day	Vigyan Bhawan, Delhi	05 <sup>th</sup> Sep.'14
25	Live Telecast of Davis Cup World Group (Play Off) Tie India v/s Serbia	Cubbon Park, Bengaluru	12 <sup>th</sup> to 14 <sup>th</sup> Sept' 14
26	Prime Minister Meeting with Prime Minister of China in Ahmedabad	Ahmedabad & Gandhinagar	16 <sup>th</sup> to 17 <sup>th</sup> Sept'14
27	Grand Standing of Asian Games-2014	CPC, Delhi	19 <sup>th</sup> Sep to 04 <sup>th</sup> Sept'14
28	Prime Minister's visit to ISRO and Tumkur	Bengaluru	23 <sup>rd</sup> & 24 <sup>th</sup> Sept'14
29	Prime Minister Live Make in India	Vigyan Bhawan	25 <sup>th</sup> Sept'14
30	Live Telecast of the Centenary Commemoration of Komagata Maru	Vigyan Bhawan	29 <sup>th</sup> Sept' 14
31	Swachh Bharat Abhiyan	Balmiki Basti, Delhi	02 <sup>nd</sup> Oct'14
32	Live telecast of All India Football Federation (India and Palestine)	Kanchenjunga stadium, Siliguri	06 & 09 <sup>th</sup> Oct'14
33	Prime Minister Visit to Indore	Indore	09 <sup>th</sup> Oct'14
34	Live telecast of 2 <sup>nd</sup> B.R. Ambedkar National Games 2014	Delhi	10 <sup>th</sup> Oct'14
35	Live telecast of Saansad Adarsh Gram Yojna	Vigyan Bhavan	11 <sup>th</sup> Oct'14
36	Live telecast of interactive coverage of Shramev Jayate	Vigyan Bhavan	16 <sup>th</sup> Oct'14
37	Live coverage of 53 <sup>rd</sup> Raising Day of Indo-Tibetan Border police	Noida (UP)	24 <sup>th</sup> Oct'14
38	Live telecast of RUN FOR UNITY on occasion of Rashtriya Ekta Diwas	Vijay Chowk, Delhi	31 <sup>st</sup> Oct'14
39	Live telecast of 30 <sup>th</sup> Death Anniversary of Mrs. Indira Gandhi	1, Akbar Road, Delhi	31 <sup>st</sup> Oct'14
40	125th Birth Anniversary of Pt. Jawahar Lal Nehru	Teen Murti House	14 <sup>th</sup> Nov'14
41	Live telecast of International Film Festival (opening ceremony)	Panaji	20 <sup>th</sup> Nov'14
42	Live telecast of 8 <sup>th</sup> Manipur Polo International 2014.	Imphal	22 to 29 <sup>th</sup> Nov'14
43	Prime Minister's Visit to Nepal to attend SAARC Summit	Nepal	25 <sup>th</sup> to 28 <sup>th</sup> Nov'14
44	Live Telecast of International Film festival (closing ceremony)	Panaji	28 <sup>th</sup> Nov' to 1 <sup>st</sup> Dec'14

In addition, a large no. of events are proposed to be covered till 31.03.2015. Some of the major events proposed to be covered live by Doordarshan are as under:-

S. No.	Even Details	Venue	Date
1	Republic Day celebration	Raj Path, Delhi	26 <sup>th</sup> Jan., 2015
2	Beating the Retreat Ceremony	Vijay Chowk, Delhi	29 <sup>th</sup> Jan., 2015
3	NCC Day	Delhi	30 Jan., 2015
4	35 <sup>th</sup> National Games -- Kerala	Kerala	31 <sup>st</sup> Jan. to 14 <sup>th</sup> Feb.2015

### Organizational Structure

Doordarshan, as part of Prasar Bharati, is headed by a Director General; Engineering Wing of Doordarshan is headed by Engineer-in-Chief. The function of Engineering Wing at Directorate are—policy formulation, planning and development, infrastructure and technology development, budgetary planning and control, human resource development; overseeing operation and maintenance activities etc. Four Zonal Offices located at Delhi, Mumbai, Kolkata & Chennai look after project and maintenance activities in their respective zone. Another Zonal office setup at Guwahati is presently looking after maintenance activities in NE states. Each Zonal office is headed by Additional Director General (Engg). The various Doordarshan establishments are – Doordarshan Kendras (Studio Centres), High Power Transmitters (HPTs), Maintenance Centres, Low Power Transmitters (LPTs) & Very Low Power Transmitters (VLPTs). Maintenance centres look after clusters of LPTs and VLPTs.

### DD National

DD National Channel, a Public Service Broadcaster is the largest terrestrial network in the world. It covers about 92.0% population and 81.0% land area of the country. Being a Public Service Broadcaster the channel continues to make significant contribution to accelerate socio-economic changes, promote national integration, inculcate a sense of unity and fraternity and stimulate scientific temperament among the people. It contributes to dissemination of knowledge/education and information for public awareness about means of population control, family welfare, preservation of environment, ecological balance and measures for women and children welfare. It telecasts programmes for children, physically handicapped and underprivileged helps preservation of artistic and cultural heritage of the country and promotes sports.

The channel lends a healthy mix of entertainment,

information and education. The service is available in terrestrial mode from 05.30 a.m. till midnight. In the satellite mode it is available round the clock. The telecast time of different programmes of this composite public service channel is so devised that it caters to the needs of different viewers at different timings.

DD has invited proposals for the National channel and upcoming DD-Kisan Channel. This is in view (i) to cover hilly and tribal areas as well as through state or region specific broadcasting and (ii) cater to the large rural community through innovative and infotainment programmes. The step undertaken is to improve the quality and content of software.

Doordarshan procures content through various notified schemes such as Self-Finance-Commissioning (SFC), Revenue Sharing Mode (RSM) for producers/simulcast, Advertisement Funded Programme (AFP) as approved in the 123<sup>rd</sup> Board Meeting. The revenue sharing schemes (producers/simulcast) also allows Doordarshan to collaborate with some private channels for sourcing some high quality software in the simulcast mode on favorable terms, and from renowned producers in the day-to-day market conditions and competitive scenario.

With the implementation of new schemes, there is every possibility to make programmes more attractive for viewers and also from the revenue point of view.

Doordarshan/Directorate is in the process of setting up a National Resource Exchange Pool with the purpose of creating a common pool of good programmes to be kept on record and for telecast by RLSS Kendras.

Programmes on Swachh Bharat Mission and Swasth Bharat have been undertaken and telecast on DD-National/Regional Doordarshan Kendras.

### Live programmes

All major National events like Independence Day Celebration; President's and Prime Minister's addresses

to the nation, important parliament debates, and sports events were covered. Presentation of National Films Awards and 45<sup>th</sup> IFFI 2014 held at Panaji (Goa) were covered extensively on DD-National. Birth Anniversaries/ Death Anniversaries of important personalities were covered and telecast on DD-National. Doordarshan made elaborate arrangements with ISRO for live telecast of launch of GSAT-16 Communications Satellite from Kourou French Guyana.

Along with coverages, developmental programmes, socially relevant special programmes e.g. Healthy India, pulse polio campaign, anti cancer, leprosy, tuberculosis, dengue, swine flu and other health related issues, Special Campaign for primary education for all, AIDS, consumer education, road safety, free legal aid to weaker section of the society etc. have been the major planks of telecast on DD-National.

DD-National has been completely rebranded with (i) new programmes and (ii) iconic old serials made by reputed film makers. DD-National competes for eyeball with other general entertainments channels. Therefore, programmes are typically soaps and serials including reality shows. The objective is to put high quality content for maximum viewership and to enhance revenue generation to Doordarshan.

The education component is drawn from varied sources such as Indira Gandhi National Open University (IGNOU), University Grant Commission (UGC), Central Institute of Educational Technology (SIET)/NCERT, Vigyan Prasar.

### Programmes/serials

- ‘Manthan’ in collaboration with DW, Germany, is a new innovative series on Science.
- ‘Satyamev Jayate-II’ has been telecast this year which was appreciated by the viewers at large.
- From 17/11/2014 DD has stepped up efforts for cross channel promotions and publicity including the use of social media which has significantly enhanced the viewers’ profile of DD-National.
- There is fresh colour scheme with a new tagline DD-National “Desh Ka Apna Channel”. Customized templates/graphics have been designed to give the channel a distinct look and feel.
- Some of the popular evening serials telecast on DD-National are Saraswatichandra and Pavitra Bandhan... Do Dilon Ka, Happy Homes, Khwabon

Ke Darmiyan, Khamosh Sa Afsana, Zindagi Ek Bhanwar, Jab Jab Bahar Aye, Dard Ka Rishta, Bharat Ki Shaan, Janmo Ka Bandhan, and Prakriti.

- Extensive coverage of political broadcast in national & regional Service were given for General Election 2014.

### Narrow-casting

Doordarshan has taken the initiative of introducing narrow-casting to address specific local issues related to the people residing in the coverage areas. Narrow-casting by Doordarshan, which started in 2000 initially involved 12 LPTs and included programmes of local nature telecasting once/twice a week. Since 2004, Doordarshan has been producing the flagship project of the Ministry of Agriculture. The project has a three tier approach.

1. On the National Channel: The Agricultural programmes are telecast six days week (Monday to Saturday) between 6:30am to 7:00am.
2. On 18 Regional Channels: State specific Agriculture programmes are telecast five days a week (Monday to Friday), for a duration of 30 minutes in the respective Regional Language on state network, from 5.30pm to 6.00pm.
3. In “Narrowcasting Mode(36 Kendra’s): Area specific information, produced twice a week, is being telecast five days a week (Monday to Friday), in the evening through PGFs and Regional Kendra’s over 180 transmitters across the country, covering more than 140 districts across the country.

The date-wise schedule of programmes of each of the 55 production centres are uploaded on a specific portal ([www.dacnet.nic/csms](http://www.dacnet.nic/csms)), so that extension workers, planners and the farmers can receive advance information about the programmes that would be telecast each day.

### Films:

- Bioscope Serialized Hindi Feature Films were telecast every Tuesday & Wednesday in two parts at 11.00 pm. to 12.30am on DD-National. Friday Houseful Hindi Feature film and Saturday jubilee feature film in Hindi, every Friday & Saturday at 09.30 pm. on DD-National. Retrospective Hindi feature film telecast every Sunday at 12.00 noon and HBN Hindi feature film telecast every Sunday at 03.00 pm. to 05.30 pm.
- Best of Indian cinema featured films in regional languages are telecast every Monday at 11.00 pm. and every Sunday at 10.00 pm.

## DD News

DD News is a bilingual news channel airing 24 X 7 news and current affairs programmes. For the last eleven years since its launch on November 3, 2003 it has been committed to present news and current affairs in a fair, balanced and objective manner. The channel is also available to non-cable, non-satellite homes through terrestrial transmission in several parts of the country.

The channel's programming mix is a wide canvas dealing with politics, business, sports, international news, parliament proceedings, health, science and technology, art and culture, crime, calamities etc.

News inputs are received from across the country, including remote areas, through the latest satellite based technologies including DSNG Vans/OB Vans, and through internet/cellular mobile based technologies, such as backpacks and File Transfer Protocol (FTP). The Newsroom operations have been upgraded with a state of the art automation system and servers having visual edit features at the editors' desk. The visual storage capacity of the new servers has also been substantially enhanced. A high quality Digital Light Processing Projector has also been installed in one of the studios to enrich the look and feel of the programmes. Compact and light weight high resolution cameras have been provided in Delhi as well as Regional News Units (RNUs) for better and quality news gathering.

The year 2014 saw a continued vigorous restructuring of the format and content of the channel. Several new programmes introduced during the year are:

- (i) Hourly headlines in Hindi and English.
- (ii) Insight Asia: Weekly 30 minutes news and current affairs programme on news from Asian countries on every Friday.
- iii. "Vishesh": A special weekly 30 minutes programme on topical issues.
- (iv) Tejaswini: A special half hour programme delving into discussing the life, challenges and successes of inspirational women.
- (v) Wide Angle: A new half hour discussion-based programme on defence, diplomacy and strategic issues. The programme is telecast on Monday and Friday evening with repeat telecast on Tuesdays and Saturdays.
- (vi) New Bulletins: 30 minutes bulletin Desh Pradesh with inputs from Regional News Units, at 6:30 pm on all weekdays.

**New Look and Feel:** By introducing new colour scheme and graphic designs.

The following are the notable news coverages during the year:

- General Elections: Extensive coverage of General Elections 2014. Special programmes Janadesh and Janvani to give best of the coverage of the election campaigning, polling and counting of votes till the formation of the new government.
- Live coverage of Government formation and swearing in ceremony of Prime Minister Shri Narendra Modi and his Council of Ministers at Rashtrapati Bhawan.
- The success of Mars Orbiter Mission by telecasting live the entry of Mars orbiter into the Mars Orbit. The Prime Minister's speech was also telecast live.
- Creation of a new state Telangana and government formation in both the states of Andhra Pradesh and Telangana. Several discussions in primetime Bulletins and programmes to discuss the future challenges in the two states were also telecast.
- Continuous coverage of Jammu & Kashmir Floods and rescue and rehabilitation efforts.
- Impact of Cyclone Hudhud and rehabilitation efforts in Orissa and Andhra Pradesh.
- Devastating Landslide in Malin village of Pune along with the rescue operations.
- Launch of Swachh Bharat Mission through field coverages, airing success stories and holding discussions.
- Six episode series "Taki Behti Rahe Ganga" on journey of river Ganga from Gangotri to Gangasagar focusing on its social and cultural aspects and emphasizing on clean Ganga.
- Launch of Make in India Campaign and Global Investors Summit held at Indore were telecast live.
- Live telecast of Launch of Pradhan Mantri Jan DhanYojana and its success story in news and through discussion programmes.
- Teachers' Day Coverage: Prime Minister Shri Narendra Modi interacted with the school children on the Teacher's Day. DD News made special arrangements to cover the event and organized special discussions on the issue.
- Live coverage of Budget Session of Parliament-2014 alongwith question hour and Prime Minister's historic address to both the houses of Parliament was shown live on DD news .

- Special four episode series ‘Traffic, Ab Bas Karo’ in association with Ministry of Urban Affairs to highlight traffic problems and educate masses on traffic rules.
- Live coverage Prime Minister’s Visits Abroad which have a bearing on the country’s foreign relations.

### Highlights:

- Exclusive coverage of PM in Toji Temple in Japan.
- Exclusive coverage of PM speaking at UNGA.
- Special arrangement of 8 Camera set up coverage of PM in Madison Square Garden, New York.
- Only channel to have sent DSNGs to Nepal and Myanmar for LIVE coverages of PM in Nepal and Myanmar.
- Exclusive coverage of PM speaking in the Parliament’s of Nepal, Australia, Fiji.
- Exclusive coverage of Prime Minister in Allphones Arena, Sydney and Melbourne Cricket Ground, Melbourne.

Important World Events: The Ukrainian crisis over the Crimean peninsula, China-Vietnam standoff, Hong Kong elections and umbrella revolution, Scotland referendum, ebola outbreak, Malaysian airline jet crashing over Ukraine etc. in the news bulletins.

Business News Desk which covered a number of themes and events related to economic policy decisions of the government, developments in the corporate world, personal finance in the weekend programme ‘‘Money Mantra’’ international economy and stock markets in its daily news coverage and stock market analysis and Phone-in programme on Sunday in programme ‘‘Market this Week’’ and ‘‘Bazaar is Hafte’’.

Sports Desk which telecasts three sports bulletins, two in Hindi and one in English, every day. Covering national and international sport events.

Development Communication: ‘Jaanne ka Haque’ is telecast in Hindi for promoting awareness about ‘Right to Information Act, 2005’; ‘Mere Desh Ki Dharti’, is telecast in Hindi to highlight initiatives on rural development. ‘Ehsaas’, ‘Mehnat Rang Layegi’ on career and employment opportunities on various socio-economic issues, 30 minutes discussion-based programmes ‘Charcha Mein’ in Hindi and ‘Late edition’ in English and special hour long audience

based interactive programme ‘BadiCharcha’ in Hindi to analyze major issues of importance; ‘Aamne–Saamne’ featuring debate on topical issues; ‘GeNext’ focusing on youth; ‘Rang Tarang’ and ‘Cinema Is Hafte’ focusing on art, culture and entertainment and ‘Social Connection’ to highlight issues in new and social media.

### Regional News Coverage

DD News has 30 Regional News Units across the country which are located in Agartala, Ahmedabad, Aizwal, Bangalore, Bhopal, Bhubaneswar, Chennai, Chandigarh, Guwahati, Hisar, Hyderabad, Imphal, Itanagar, Jaipur, Jalandhar, Jammu, Kohima, Kolkata, Leh, Lucknow, Mumbai, Patna, Panaji, Ranchi, Raipur, Shillong, Shimla, Srinagar, Thiruvananthapuram and Vijaywada. These RNUs telecast over 110 bulletins daily in 22 languages/dialects.

The new RNU at Vijaywada was started during the current year following the bifurcation of the state of Andhra Pradesh.

DD News on New and Social Media: The News Channel apart from its news website, moderates all these functions round the clock. The website of DD News is [www.ddnews.gov.in](http://www.ddnews.gov.in) and [www.ddnews.com](http://www.ddnews.com). A new look website with video viewing facility was launched in September 2013. Website has the option of 24x7 LIVE streaming of DD News channel. The English Twitter handle of DD News @DDNewsLive was launched on January 19, 2013 and is being followed by more than 4.75 lakh people and the number is growing. There are video and pictures uploading sections for the viewers to disseminate the news and views to its followers in the form of video content. A new Twitter handle in Hindi language @DDNewsHindi in Hindi has also been launched. It was started in January 2014 and has over fifty thousand followers.

A dedicated YouTube Channel <http://www.youtube.com/ddnews> was launched on Feb 15, 2013. The YouTube channel has logged more than 45 lakh hits. DD News’ official YouTube channel has over 22 thousand subscribers. Some of the videos highest viewed videos on DD News YouTube include India’s successful Mars Orbiter Mission and PM’s interaction with children on the occasion of Teacher’s Day.

## DD Bharati

DD Bharati Channel was launched in January 2002 as a niche Channel for art and culture to preserve Indian culture and heritage with authenticity and to present it to the wider public. DD Bharati is the only Channel dedicated to Art and Culture in India.

DD Bharati has entered into partnerships with various National and International public institutions and NGOs to acquire premiere programmes available in their archives, after making very judicious selection keeping the profile and audience of the Channel in view.

DD Bharati has entered into MOU with many Institutions for acquiring programmes, documentaries and films on various aspects of Indian culture and social life.

Further this Channel is in the process of entering into MOUs with certain international public service broadcasters.

The Channel has introduced some new slots to ensure variety.

- A special daily slot “Aadha Aakash Apna” is created at 8:30 pm.
- “Sanskriti Bharati”, featuring cultural round-ups of different states.
- “Sahitya Bharati”, daily slot for contemporary trends in literature. Sub slot titled “Kitaabnama” is telecast every Sunday.
- “Classical Music”, a daily one hour slot.
- The Best of Indian Cinema every Saturday.

The Channel has telecast live programmes to the tune of 120 hrs of Music, Dance, Cultural events and other programmes so far like:

- Khajuraho Dance Festival, Khajuraho, Madhya Pradesh
- Konark Dance Festival, Konark, Odisha
- Tirumala Brahmotsavam of Lord Balaji
- Shillong Blues and Jazz Festival
- Dedication Ceremony of Doordarsha Kendra, Vijaywada
- Aranmula Uthattathi Boat Race (Onam Festival)
- Jananashmi Celebration 2014 From Mathura
- The Gandhi Peace Prize-2013
- The Annual Car Festival of Lord Jagannath 2014, Puri (Odisha)

The Channel has telecast 190 episodes of Korean serial “The Legendary Dr. Hur Jun” on sponsorship basis.

DD Bharati has so far telecast about 55 classic films in the special slot The Best of Indian Cinema and collaborated with film section of Doordarshan towards organizing events.

The Channel has recorded and telecast interviews with highly acclaimed personalities in the programme series of Gunijan and Trailblazers including music maestros Pandit Shivkumar Sharma, Pandit Hariprasad Chaurasia, other eminent film makers and prominent personalities like Shyam Benegal, Alyque Padamsee and Rajeev Sethi. Some of the new programmes that have been already aired Baithak, Sri Ram Darshan (Series), Reflections of North East – Poorvottar Pratibimb (Series) dedicated to North East states, From Maya to Matter.

DD Bharati has recently aired the first ever reality show on Classical Music NAAD-BHED in association with SPIC-MACAY. Also it has joined hands with INTACH to show the ‘Intach Heritage Quiz’

DD Bharati is looking forward to telecast more cultural programmes / events / interviews with attractive and impressive content for its esteemed viewers.

## DD Urdu

DD Urdu came into existence on 15<sup>th</sup> of August, 2006 which, became 24x7 channel with effect from 14<sup>th</sup> November, 2007. The transmission features a mix of repeat and non-repeat, acquired and in-house software, which encapsulates heritage, culture, literature, information, education and societal issues specific to the target audience apart from news, live events like Independence Day, Republic Day celebrations, messages of the President and Prime Minister, special programmes on the state leaders. Mandate/the theme that predominantly runs through the transmission relates to modernizing educational and social outlook of the target audience.

Besides, entertainment-oriented programme of specific interest to the Urdu speaking audiences like minority issues, Government schemes for minority, events in the neighbouring countries, face to face with celebrities etc. have been launched. A daily programme titled “Sargarmiyan” gives a roundup of all important happenings with visual footage in and around Delhi.

As a USP of the Channel 10 News Bulletins in Urdu



are being telecast daily with effect from 01.04.2013. In addition News headlines in Urdu are given scroll throughout the transmission.

### Main activities of DD Urdu in 2014-15

- Panel Discussion programme on Social Issues “Mubahisa” (Khwaja Ahmad Ki Yaad Mein) on 07/04/2014.
- Panel discussion Programme on Social Issues “Mubahisa” (Maulana Hasrat Mohani Ka Mission Aur Shayri Ki Jehet) on 05/05/2014.
- Programme on Centenary Celebration of K.A. Abbaas, the Legend (Part-I) “Yeh Hai India” on 02/07/2014.
- Special Programmes on Ei-ul- Azha “Mehfil Hamid-O-Naat”.
- “Ada-e-Khaleel Mubahisa” on 06/10/2014 and “Mehfil Hamd-o-Naat” on 08/10/2014.
- Programme on Diwali Festival “Jag Mag Deep Jale” (Musical Feature, Folk Songs & Dance) on 23/10/2014.
- Live Coverage of Narendra Modi on 31/10/2014.
- Programme on Jashn-e-Maulood-Kabah “Manqabati Mushaira” on 01/11/2014.
- Special Programmes on Moharram “Inkhibal-e-Karbala” on 02/11/2014 and “Zikr-e-Hussain” on 04/11/2014.
- Programme on Maulana Abul Kalam Azad “Yaad-e-Raftagan” on 11/11/2014.
- Programme on Pandit Nehru “Azad Hindustan Ka Darakhshan Sitara” on 14/11/2014.

### DD-India

Doordarshan opened its windows to the world by launching its international channel on 14<sup>th</sup> March, 1995. The Channel, initially known as DD-World was renamed DD-India on 2002. The programming offers international viewers an update on the Indian social, cultural, political and economic scene. DD-India was launched with a mission “to build bridges of communication with Indians living abroad and to showcase the real India, its culture, its values, its traditions, its modernity, its diversity, its unity, its agony and its ecstasy to the entire world through programmes of high quality, that will inform, educate and entertain

people in the highest traditions of public service broadcasting.”

DD-India carries News bulletins, Features on Topical Events, Entertainment Programmes, Feature Films, Music and Dance, Serials, Documentaries, News and Current Affairs, Events and Tourism.

Alongwith English, Hindi, Urdu, Gujarati, Tamil, Telugu, Malayalam, Sanskrit and Punjabi News bulletins are also telecast all over the countries. “DD-India” is also being uplinked on INSAT-4B. “DD-India” is now reaching 38 countries (list enclosed) which are within the footprint of INSAT-4B.

A strategy of distribution of the channel and to have footprint all over the world is under way in consultation with the Ministry.

DD-India is taking vigorous steps to enrich its programme content by refurbishing its fixed point chart. At present 8 hours programme loop is being telecast and the same is being repeated twice in 24 hours to suit the prime time zones of the world. DD-India is also available on Doordarshan’s satellite DTH service DD Direct plus.

### DD Sports

Sports Channel of Doordarshan was launched on 18<sup>th</sup> March 1999. The transmission of the channel was increased from 10 hours to 12 hours a day from April 25, 1999 and the transmission hours were extended to round the clock from June, 2000. Some salient features of DD sports are:

- DD Sports is the only Free to Air Sports Satellite Channel in India.
- For the promotion of Sports, Doordarshan has launched a scheme in 2005 “Cash Out Flow” for the coverage and telecast of sporting events on Doordarshan by charging the Sports Federations, association and organizers a minimum amount as cash flow.
- DD Sports acquires the important sports programmes from different rights holders from time to time for telecast.
- The Major Sporting Events like Olympic Games, Asian Games, National Games, Common wealth Games are shown on DD-Sports round the clock during the games period. The other important National Championship of different sports are also telecast on DD Sports.

The channel has brought to its audience commendable programmes/coverage of sports events in the year 2014-15

S.No.	Event	Month
1	Late Mansoor Ali Khan Patadudi Cricket Trophy held at Bab-E-Ali Bhopal (M.P).	April, 2014
2	Live Telecast of Asian Champions Trophy of India U-16 National Football (India U-16 V/s Frenz United Indonesia) held at Barasat Stadium Kolkata.	May, 2014
3	TATA National Ranking Archery Tournament (3 <sup>rd</sup> Stage) held at Golconda Fort, Hyderabad.	June, 2014
4	Telecast of "MMSC FMCSI National Racing Championship 2014 (4 Wheeler) on 12 <sup>th</sup> July, 2014 at 1900 to 1930hrs with repeat telecast on 13 <sup>th</sup> July, 2014 at 1100 to 1130hrs under sponsored category.	July, 2014
5	Live Telecast of National Badminton Championship at Khel Stadium Pride Ground Uttarkhand.	August, 2014
6	Telecast of "National Racing Championship-2014 (4 Wheeler) on 13 <sup>th</sup> & 14 <sup>th</sup> August, 2014 at 1900hrs to 1930hrs under sponsored category.	August, 2014
7	Two International Friendly matches between India and Pakistan (Under 23) football matches held at Bangalore Football Stadium, Ashok Nagar, Karnataka.	August, 2014
8	Davis Cup World Group (Play Off) Tie India Vs. Serbia held at KSLTA Tennis Stadium, Cubbon Park, Bangalore.	September, 2014
9	"MMSC FMCSI National Racing Championship (2 Wheelers).	20-21 September, 2014
10	Live Telecast of National Archery Tournaments at Red Fort, Delhi	November, 2014
11	Live Telecast of Indian Premier Corporate T20 Cricket League (IPCL Season 5) at Sardar Patel Cricket Stadium Navrangpura, Ahmadabad (Gujarat State)	November, 2014
12	"Airtel Delhi Half Marathon 2014" at 0630hrs to 1000hrs on 23 <sup>rd</sup> November, 2014 under sponsored category	November, 2014

Besides following programmes were telecast on DD Sports:

- (i) In house production of Programme "Sports Pulse" every fortnight.
- (ii) Programme and Live discussion on forth coming international events
- (iii) Studio Discussion and programme on ICC Champions Trophy Cricket held at England
- (iv) Programme and Studio discussion on Champions Hockey at Malaysia.
- (v) Glimpses of London Olympics 16<sup>th</sup> Episode

In view of the public services mandate of Prasar Bharati to promote sports, PB from time to time exempted the cash outflow principle in respect of the following events:-

- Armed Forces
- Para Military Forces
- Police Games
- Games of disabled
- Education and cultural institutions.
- Sports in rural areas-National or Regional level
- Promotion of Women Sports/events irrespective of discipline.
- Events held in remote areas like J&K, North East States, Himachal Pradesh, Ranchi, Chattisgarh, Andaman Nicobar and Lakshdeep.

### Regional Language Satellite Channels

#### DD Sahyadri

Sahyadri Channel started beaming Marathi programmes by the name DD-10 throughout India via satellite from 15<sup>th</sup> August 1994. Its transmission was extended to round the clock from 05<sup>th</sup> April, 2000. It is available on terrestrial support from 6.00am to 9.00am and from 3.00pm to 8.00 pm on all days except Sunday and on satellite mode it is available round the clock. In August, 2013 Doordarshan flagged off a high definition (HD) production studio at its Mumbai Kendra. With overall technical and production development more than 70 of programmes are in-house productions. Some important activities and programmes telecast during April, 2014-March, 2015 are:

- Prerna Puraskar 2014- May, 2014
- The 13th Doordarshan Sahyadri Navratna Awards 2014 –May, 2014

- 5th Godrej Expert - Sahyadri Cine Awards 2014 was telecast on 10th August, 2014.
- International ROBOCON 2014, telecast on August, 2014
- The 61st Aakashvani Sangeet Sammelan was held on 18th October, 2014.
- Swachha Bharat Abhiyan October, 2014
- The finals of RBI Quiz 2014 were recorded at DDK Mumbai in November, 2014.
- 6th Iceplex Ad Film Awards (IAFA) was telecast on 14th November, 2014.

### DD Girnar

The Satellite Regional Language channel DD-11 in Gujarati was started on 01.10.1993 by up linking from

Delhi and the same service started up-linking locally on 15.08.1994. 24 Hours Transmission on Regional Satellite Language Service started from 01.05.2000 and DD-Girnar became a Brand Identity from 02.10.2007. DD Girnar blends a healthy mix of entertainment, information and Education. The Tagline of the channel is "Aapni Sanskruti, Aapni Olakh".

The Satellite mode of transmission in Gujarati on DD-GIRNAR can be down linked and seen through cable not only in entire country but 34 other Asian countries like Sri Lanka, Iraq, Armenia, Myanmar, Azerbaijan, Parts of CIS, Oman, Vietnam, Turkey, Uzbekistan, Bangladesh, Syria, Krygystan, UAE, Malaysia, Sumatra, Turkmenistan, Bhutan, Yemen, KSA, Afghanistan, Thailand, Egypt, Bahrain, Nepal, Iran, Kuwait, Pakistan, Cyprus, China, Qatar, Tajikistan, Mongolia.

Important programmes telecast during April, 2014 to March, 2015

Date of Telecast	Programme
16-05-2014	Chutani Chakravayuha-2014-Live Telecast of General Loksabha Election Result-2014
21 <sup>st</sup> , 22 <sup>nd</sup> & 23 <sup>rd</sup> June-2014	Girnar Little Sursargam -2
28th June, 2014 & 29th June, 2014	Live/Deferred Live Telecast and TV Report of Jagannath Rathyatra, Ahmedabad.
16 <sup>th</sup> August, 2014-17 <sup>th</sup> August, 2014	Live telecast of Janmasthami - A "Curtain Raiser".
29-08-2014	Third Girnar Shiromani Puraskar -2014"
25 <sup>th</sup> September, 2014-3 <sup>rd</sup> October, 2014	Special programme "Maa Taro Garbo Jhakamjhol" on the occasion of navratri
06-10-2014	New Social Serial "Aa Mamanun Ghar Ketale" Introduced

### DD Podhigai

Regional language Tamil satellite channel - Podhigai started functioning on the Pongal day i.e., 15.1.2001 with round the clock transmission. Considering the genre of programmes telecast it is coined as 'infotainment channel'. Content wise information constitutes 47.0%, education-19.7%, and entertainment-33.3%. Language wise composition of programme- Tamil-91.0%, Telugu & Kannada -0.3% each, Malayalam-0.2%, Urdu, Hindi & English-0.1% each.

Some important programmes telecast during 2014-15.

Date of Telecast	Details of the programme
08.04.2014	Tamil New Year Special Pattimandram
09.05.2014 to 11.05.2014	12th Federation Cup National Junior Athletics Championship at Nehru Stadium, Chennai
25.07.2014	1000th year of the Coronation of King Rajendra Chola at Gangai Konda, Chozhapuram
29.08.2014	Vinayaka Chathurthi Celebrations
07.09.2014 & 08.09.2014	Annual Car Festival of our Lady of Health, Vailankanni
03.10.2014	Dussehra Festival, Kulasekaranpattinam, Tuticorin District
18.10.2014	Akashvani Sangeet Sammelan - 2014 concerts Tirunelveli / Tirupati / Chennai.
04.09.2014	Special Pattimandram in connection with the Birth Anniversary of E.V. Ramasamy Periyar, Vallam, Thanjavur
08.10.2014	Deepavali Special Hari Katha programme -Kannanum Kandhanum
05.12.2014	Karthigai Maha Deepam Festival, Thiruvannamalai
10.01.2015	168th Aradhana Festival of Saint Sri Thyagaraja, Thiruvaiyaru
16.01.2015	Uzhavar Festival, Harvest Festival of Tamil Nadu

### DD-Yadagiri

After division of Andhra Pradesh into two parts, i.e; Andhra Pradesh and Telangana. Doordarshan Saptagiri channel was bifurcated into DD-Yadagiri at Hyderabad and DD-Saptagiri channel at Vijayawada and they started functioning from 27.09.2014. DD-Yadagiri was given tag line of Sumadhuram-Sumanoharam. On the occasion of inauguration of new regional channel, following events were conducted on 27.09.2014

- Video message of Sri Prakash Javadekar, then Minister of Information and Broadcasting in connection with the launch of DD-Saptagiri and renaming of DD-Yadagiri was telecast on the occasion
- DD Studios, Earth Station, News Units etc. were inaugurated at DDK, Vijayawada by Sri K.Venkaiiah Naidu, Union Minister for Urban Development and Parliamentary affairs, and Sri N.Chandra babu Naidu, Hon'ble Chief Minister of Andhra Pradesh.

### Telecast of new programmes on DD-Yadagiri

- Aksharam antaryam: literary programme based on telangana region
- Youva prapancham: Interaction With College Students On Different Topics In Different Areas- Kakinada, Yanam, Bhimavaram, Vijayawada, Narasaraopet, Warangal, Kareemnagar, Hyderabad
- Swachh Bharath programme:-
  - Man Ki Baat by PM- Manasulo Maata Telugu Version on 02.10.14
  - TV Reports Of Swachh Bharat Held At Nalgonda, Karimnagar, Kadapa, Eluru, Kanchika Charla, Seetharampuram, Bhongir

### Important Programmes to be telecast from January to March-2015

- NREP programmes – Bharat Ek Khoj, Sankata Mochan Hanuman
- Production of documentary on DRDL
- Bio-Asian 2015 summit at Hyderabad

- Budget sessions of Telangana and Andhra Pradesh
- Republic Day celebrations of Telangana and Andhra Pradesh
- New Year programmes – Chindu Vindu special game show

### DD Saptagiri

Launched on 10<sup>th</sup> October, 1993 DD Saptagiri is the Telugu language satellite channel supported by Doordarshan studios in Hyderabad, Vijayawada and Warangal. It became a round the clock channel in 2000. It has started four new daily serials under self financed commissioned programme scheme: Vivaha Bandham', Vadhuvu', Priyamaina Satruvui' and Tulasi'during 2014-15.

#### Activities of DD-Saptagiri from April, 2014 to March, 2015

Date	Event covered
08-04-2014	Sri Ramananama Sankeerthanam on the occasion of Sri Rama Navami
17-05-2014	World Telecom Day
18-05-2014	Documentary on INCOIS Tsunami Warning Centre
13 <sup>th</sup> July, 2014	TV report on Bhagyanagaram Bonalu.
12 <sup>th</sup> July - 13 <sup>th</sup> July, 2014	The second edition of Best of Indian cinema film festival hosted by Doordarshan-Hyderabad.
02-08-2014	Live Telecast of convocation of NALSAR University of Law by Hon'ble President of India Sri Pranab Mukherjee.
17-08-2014	Programme on Andhra Cricket Association on completion of 60 years
02-09-2014	Tributes to famous film Director Sri Baapu
21-09-2014	A special quiz programme on heritage
25-09-2014	Special programme on Pandit Deendayal Upadhyay Anthyoday Diwas
02-10-2014	Special Aalapana programme on Gandhi Jayanthi
02-10-2014	Live telecast of Saddula Bathukamma from Tank Bund, Hyderabad
04-10-2014	Live Dussehra procession from Mysore palace

### DD Bangla

Launched on 20<sup>th</sup> August, 1992 DD Bangla became 24 hours channel from 1<sup>st</sup> January, 2000. Collaborative Non-Liner Post Production facility in HDTV format have been inaugurated by Shri Jawhar Sircar, CEO Prasar Bharati on 15<sup>th</sup> April, 2013 .

Important programmes of DD, Bangla telecast during April, 2014 to March, 2015.

- “Nababarsher Baithak – 1421” (Special programme on Bengali New Year) on 15.04.14.
- Live telecast of 153<sup>rd</sup> birth anniversary celebration of Rabindranath Tagore from Jorasanko Thakurbari, Kolkata on 08.05.14.
- A TV report on birth anniversary of Kazi Nazrul Islam at Kabitirtha Churulia on 29.05.14
- Programme on FIFA World Cup, 2014, Brazil–Football Maharan” on 10.06.14
- “Amare Tumi Ashesh Korechho”–a musical programme on the occasion of conferring of Nobel Prize to Rabindranath Tagore on 22.07.14
- “Unochollish-Er-Pareo”–a special programme on the 39<sup>th</sup> Foundation Day of Kolkata Doordarshan on 09.08.14
- Programme on the 5<sup>th</sup> International Convention of SPIC MACAY at Kolkata (Khayal by Ustad Rashid Khan) on 26.08.14
- Programme on Mahalaya – “Mahishasurmardini” on 23.09.14.
- Live musical programme on Aagomoni Gaan (Maha Panchami)
- Live telecast of Kali Puja from Dakshineswar Kali Temple on 23.10.14.
- Live telecast of the Inaugural Ceremony of 20<sup>th</sup>

Kolkata International Film Festival from Netaji Indoor Stadium on 10.11.14 at 4:00 pm and TV reports from 10.11.14 to 17.11.14

- 'Pous Utsav' – Live Telecast from Santiniketan on 23.12.14.
- Live telecast of Mid-night Mass from St. Paul's Cathedral Church, Kolkata on 24.12.14.
- New Years' Eve special programme on 31.12.14.
- A TV report of "Gangasagare Mela"–2015 on 14.01.15.
- Programme on Netaji Birth Anniversary on 23.01.15.
- Inauguration of Kolkata Book Fair - live telecast on 28.01.15.

### DD-Punjabi

Launched on 06.08.1998 DD-Punjabi became a 24 hours channel from 05-08-2000 and is available widely in India and also in other countries where the footprints of satellite INSAT 3A and satellite INSAT 4B are available. DD-Punjabi channel is also available on DTH (Direct to Home) platform on Satellite INSAT 4B. Language wise programme composition of DD Punjabi is as follows: Punjabi 96.1%, Hindi 3.5%, Urdu 0.3% & others 0.1%.

The 24 hours transmission of DD-Punjabi is divided into 5 parts under the titles Roz Savere, Sajri Saver, Day Time Transmission, Khirki (Afternoon Show) Regional Transmission (Terrestrial Support), Evening Transmission & Night Transmission.

Functions/Events held during April, 2014 - March, 2015

- Live telecast of special stage show "MELA Vaisakhi Da" on 14-04-2013.
- Live Telecast of "Maha Rabta" on 19-06-2014
- Live telecast of special stage show "Yaad Rahe Kurban" on 31-07-2014
- Live telecast of special programme "Sabrang" organized in the studios of DDK, Patiala on 07-08-2014
- Live telecast of the show "Sawan Utsav" from Gaity Theatre, Shimla on 12-08-2014 on DD-Punjabi and DD Shimla
- Live telecast of special programme "Mehfil" on 25-08-2014
- Live telecast of programme of "Tri Lingual Kavi Darbar and Hindi Day Celebrations" on 14-09-2014
- Telecasts of special show "Jashan Di Raat" on the

occasion of Foundation Day of Doordarshan on 15-09-2014

- Live telecast of special show entitled "Sunehri Sham" on the occasion of Senior Citizen Day on 13-10-2014
- Live telecast of special programme "Mera Wasda Rahe Punjab" on 03-11-2014
- New year's Programme

### DD Kashmir

The "DD Kashmir" channel was launched on 28.8.2000. This was later converted into a 24 hour channel from 15<sup>th</sup> August 2003. This is primarily a satellite channel having terrestrial support of 30 transmitters covering about 77% of the population in the Kashmir Region. The programmes of the DD Kashmir are up-linked from DDK: Srinagar. These are also available throughout the country and can be accessed to with the help of cable network. This channel also forms part of the bouquet in 'DD Direct Plus' service launched by Doordarshan and formally inaugurated by the Hon'ble Prime Minister on 16<sup>th</sup> December, 2004.

Due representation is being given to all languages/dialects as per the population ratio in the telecast of programmes on the "DD Kashmir". The languages include, Balti, Dogri, Gojri, Kashmiri, Ladakhi, Pahari, Punjabi, Sheena and Urdu. Special slots have been earmarked to highlight the traditional values, customs, cultural aspects, ethos and overall development of the State to encourage local talent. A series of programmes aimed to counter the false propaganda launched from across the border are also aired. Eight such programmes are being produced and telecast weekly on the themes and content identified by the Ministry of Home Affairs and Military Intelligence, Directorate of the Army etc. The programmes telecast by Kashmir Channel comprise both in-house productions and commissioned programmes.

### Working of the Channel

Programme administration of the channel is being looked after by Kashmir Cell of the Directorate. Policies/decisions of Ministry of Information and Broadcasting and Prasar Bharati Board are implemented by Kashmir Cell functioning under Director General.

### DD-Odia

DD Odia was started on 02.10.1993 which later on made

a 24-hour channel on 01.04.2001 (on the occasion of Utkal Divas, the Statehood Day of Odisha State). From 1<sup>st</sup> March'2014, DD-Odia channel is getting terrestrial support of 48 hrs 30 minutes transmission per week and the rest 119 hours 30 minutes duration of transmission is exclusively on Satellite mode.

Programme activities during April'2014 to March'2015:

Date of Telecast	Programme
01.04.2014	Swargadapi Gariyashi
May'2014	Telecast of Series "Geeta Govinda"
04.06.2014	Live Telecast of Sital Sasthi
13th June'2014	Snana Yatra & Rath Yatra'2014
29.06.2014	Sri Gundicha Yatra
on 07.07.2014	Live telecast of Bahuda Yatra
08.07.2014	Live telecast of Suna Besha
12.10.2014	Cyclonic storm "Hud Hud"
15.09.2014	Saptaranga'2014
24.09.2014 to 02.10.2014	Telecast Special Programmes on Durga Puja
13.11.2014	Rakta Golapa telecast on the eve of Childrens' Day
17.11.2014-19.11.2014	Telecast of "Geeti Chitra" on Ancient Literary Work

### DD Malayalam

DD Malayalam from its inception in 1985 has made its presence felt across the length and breadth of the country. The Kendra has programme production facilities at Thiruvananthapuram, Thrissur and Calicut and a network of terrestrial transmitters across the State.

New initiatives during 2014-15: New series of programmes include TV adaptations of Malayalam classics, plays, Mohiniyattom, Kathakali, classical music/dance, folk performances, career guidance, science programmes, Paithrukam, Gandhidarshan etc. to enrich the content available on DD Malayalam. The new initiatives also include the following:- Megha Ragam: The chat show, Q 20: An on line Quiz show, Chayakkoottu: A chat show with the who's who of Kerala's cultural mosaic, Samoohyapadam: public queries and redressal of their grievances

### Important Coverage's during 2014-15:

Vishu Special Programmes: Telecast on 15th April 2014  
 Trissur Pooram :Live telecast from Trissur on 7th May 2014  
 World Environment Day: special programme on 3<sup>rd</sup> June  
 35<sup>th</sup> National Games: telecast live on 26<sup>th</sup> June 2014  
 Champakulam Boat Race 2014: telecast live from 3.00 p.m on 12<sup>th</sup> July 2014  
 Vayalar Film & Television Award Night: telecast as deferred live from 18th July 2014  
 Rimy Tomy Show telecast on 5th August, 2014  
 Nehru Trophy Boat Race: telecast live from Alleppy on 10th August 2014  
 INTACH Heritage Quiz: telecast on 25<sup>th</sup> August 2014

‘Sree Narayana Guru Samadhi Day’: ‘Naree Vandanam’ telecast on 21<sup>st</sup> September

Malayalam Feature Film Festival : commenced on 06<sup>th</sup> October, 2014

Piravi Divas Programme : covered and telecast on 22<sup>nd</sup> October, 2014

Mannarasala Ayillyam festival:Telecast live from Mannarasala Temple on 11th November, 2014

### DD Chandana

DD Chandana is the Kannada language Satellite Channel launched on 15<sup>th</sup> August, 1994 supported by Doordarshan studios in Bangalore and Gulbarga, it became round the clock satellite channel in 2000 and its coverage expanded to more than 30 countries from 24<sup>th</sup> March, 2003. Language wise Kannada occupies 99.3% of total telecast.

### Important Coverage on DD Chandana from April, 2014-March, 2015

20.04.2014	48 <sup>th</sup> Annual Convocation of University of Agricultural Sciences
18 <sup>th</sup> June 2014	Live Telecast of Felicitation Function of Bharat Ratna Prof. C.N.R.Rao
8 <sup>th</sup> to 10 <sup>th</sup> August 2014	Times of India International Folk Festival at Jayamahal Palace hotel, Bangalore
26 <sup>th</sup> -28 <sup>th</sup> Sep. 2014	Bangalore Literature Festival at Crowne Plaza, Bangalore
4 <sup>th</sup> October 2014	Live Coverages of Mysore Dasara
21 <sup>st</sup> October 2014	Live Telecast of Police Commemoration Day from CAR Head Quarters
1 <sup>st</sup> November 2014	Live Telecast of Kannada Rajyotsava Celebrations, Bangalore
16.11.2014	Chandana Awards-2014 followed by Madhura Maduravi Manjula Gaana
14.12.2014	“Christa Namana” on the occasion of Christmas -2014
26.01.2015	Republic day celebration

### DD North-East

DD North-East was commissioned on 01-11-1990 and finally launched on 15<sup>th</sup> August, 1994. It became 24 hours channel from 27<sup>th</sup> December, 2000. Programme Production Centre (NE), DDK, Guwahati is the platform from where Doordarshan is offering uninterrupted programme service round the clock. Coverage area of DD North-East (DD-13) is extended to all the seven North-Eastern States and also Sikkim which has now come under the network of PPC (NE). Apart from PPC (NE), DDK, Guwahati’s in-house programmes, contribution of different DD Kendras of the region constitute the telecast of DD North-East. This channel is also available on various DTH platforms such as DD Direct Plus, Videocon DTH, Tata Sky DTH etc.



**Major Programmes produced and telecast during April, 2014 to March, 2015:**

Telecast Date	Programmes
14.04.2014	Mukoli Bihu(Live)
31.05.2014	Chakradhar Chaman-Kavi Chayan
16.06.2014 -20.06.2014	Serial Abhiyatri
23.06.2014	Ambubachi Mela at Kamkhya Temple
25.07.2014	62 <sup>nd</sup> All India Railway Table Tennis Championship 2014
08.09.2014	Moi Ahisu- Special Programme on Dr. Bhupen Hazarika
15.09.2014	Special Programme on DD foundation Day
30.09.2014	Durgotshav
03.10.2014	Durga Puja Special Programme
11.11.2014 -13.11.2014	Guts & Glory - Documentary on Sainik School - Golpara
December, 2014	Horn bill festival
Janurary 2015	Maghvihu
Janurary 2015	Sonam Lhochar (Sikkim)
February 2015	Rock festival – The Rytham of North East
March 2015	Chaitedasain – Sikkim (Musical feature/Studio based programme)

**DD: Rajasthan**

DD: Rajasthan, a 24 X 7 Hindi Regional Channel came into existence on 1<sup>st</sup> August, 2013 and formally started telecasting programmes from 15<sup>th</sup> August, 2013. This 24 hour channel telecast programmes of different genres, keeping in view tastes and needs of audience of the state.

Revenue earned by the channel during 2014-15 is Rs.8.9 crores (upto November, 2014)

Important Programmes telecast from DD Rajasthan (April, 2014 to March, 2015):

- Satrangi-Chetichand Mahotsav-2014 -26.04.2014
- TV report on 802<sup>nd</sup> Ajmer Urs- 12.05.2014
- Marudhara-06.06.2014
- Bajm-e-Adab-07.06.2014
- Meri Awaj Suno(Programme on women empowerment)-16.06.2014
- Special programme on Eid-ul-Fitr – 29.07.2014
- Mehfil(Programme on Ghazal Singer Ahmed Hussain & Mohammed Hussain)- 09.08.2014
- Zindagi Zindabad(Women & HIV)- 13.08.2014
- TV report on Gogaji Mela-04.09.2014
- Srijan(TV report on 1<sup>st</sup> Ajmer Sahitya Samaroah)-15.09.2014
- Programme on Gandhi jayanti-02.10.2014
- Short film-Dipotsav-23.10.2014

## DD Bihar

DD: Patna came into existence on 13<sup>th</sup> October, 1990. Subsequently it was upgraded in March, 1996 and Digital Earth Station was commissioned in December, 2003. Keeping pace with the development and needs of the people DDK, Patna was converted into 24 X 7 Hindi Regional Channel on 1<sup>st</sup> May, 2013.

This 24 hour channel covers genres like folk music, Light music, play, talk show, quiz and some archival programmes, Documentary, Tele Film/Feature Film, Serial/Skits etc.

Major activities of DD, Bihar for the period 2014-15

- Nritya Natika “Piya Pardesiya” was telecast on 02.04.2014.
- On the eve of Bihar Diwas, edited part of Mussaira was telecast on 03.04.2014.
- Telefilm “Mrigrishna” was telecast on 21.04.2014
- Vaishali Mahotsav, 2014 was telecast on 22.04.2014
- Janadesh 2014 was telecast live on 07.05.2014 & 16.05.2014
- Patna sahib Mahotsav was telecast on 05.06.2014
- Documentary “Nile Gagan ke Tale” was telecast on 01.07.2014.
- Special programme on Id was telecast on 28.07.2014.

- Documentary on “Mithila Painting” was telecast on 31.07.2014.
- Special programme Ravi-Viyog Nirtya Natika was telecast on 06.08.2014.
- Independence Day, function organized at Gandhi Maidan telecast live on 15.08.2014.
- Rajiv Gandhi Khel Ratna Award was telecast live from Rastrapati Bhawan on 29.08.2014.
- Durga Puja was telecast live on 02.10.2014.
- Chatth Parv from Deo Surya Mandir, Aurangabad and Gaya Ghat, Patna was telecast live on 29.10.2014 and 30.10.2014.
- On the eve of Children’s Day, Live Band was telecast on 14.11.2014.
- Special programme on Doordarshan Sthapna Diwas telecast in the month of December, 2014.

## DD Uttar Pradesh

DD Uttar Pradesh, a 24 X 7 Hindi Regional Channel came into existence on 16<sup>th</sup> August’2013. Previously it was only available on Terrestrial Network. This 24 hour channel covers genres like folk music, Light music, play, talk show, quiz and some archival programmes. Hindi the prime Language of the region occupying 82%, followed by Urdu (4%) and rest by other languages (14%).

Major activities of DD, Uttar Pradesh for the period 2014-15

Telecast date	Programmes
22.04.14	Programme in barter system with NBT(Nav Bharat Times)
16.05.14	Election Analysis programme ‘Maha Faisla Maha Coverage’
14.07.14	A classical music concert ‘Dhrupad Dham Samaroh’ organized at Vrindavan Mathura.
08.08.14	Doordarshan’s first 3D fully animated 10 episode programme ‘Vigyan Se Dhyan Tak’ based on Yoga & Meditation
02.10.14	Cleanliness drive campaign launched on Mahatama Gandhi

## DD Madhya Pradesh

DDK, Bhopal launched 24 hrs telecast service through satellite and was renamed DD: Madhya Pradesh on 25<sup>th</sup> June 2013. PGF: Gwalior and PGF: Indore produce programmes for telecast on DD: Madhya Pradesh. Kendra offers programmes in variety of formats like live phone-in, serials, telefilms, variety shows, concerts, poetic symposiums, quiz & features. Besides Hindi; the programmes in local dialects like Malwi, Bundeli, Bagheli and Nimari are also included in the bouquet.

### Some important programmes telecast during 2014-15:

Telecast Date	Programmes
04.04.2014	Naya Daur
14.05.2014	Special Programme on Buddha Purnima
05.06.2014	Special Programme on international environment day
26.06.2014	Aao Batein Kare(Nasa nirodhak Divas)
03.07.2014	Shramev Jayate- Programme on welfare of labour
1.10.2014,15.10.2014 & 22.10.2014	Help line (Live phone-in programme)

#### Doordarshan Commercial Service

Doordarshan Commercial Service is an independent wing to co-ordinate all the commercial activities being performed at the Headquarter, Doordarshan Kendras, Marketing Divisions and DCD towards sale of airtime as well as collection of revenue from agencies/clients/producers. DCS is responsible for framing of Commercial policies and updating of rate card as per inputs received from Marketing Divisions and regional Kendras, with the approval of Prasar Bharati Board.

This wing allows registration and accreditation status to various advertising agencies and interact with them for selling of air time. Rules and policies in this regard are framed and reviewed from time to time in the changing market scenario.

During the year 2013-14 Doordarshan earned gross revenue of Rs. 1295.86 crore. In the financial year 2014-15 (upto October-14) it has earned a gross revenue of Rs. 594.27 crores. This figure is unaudited. Doordarshan has set a target of Rs. 1430.48 crores as gross revenue for 2014-15.

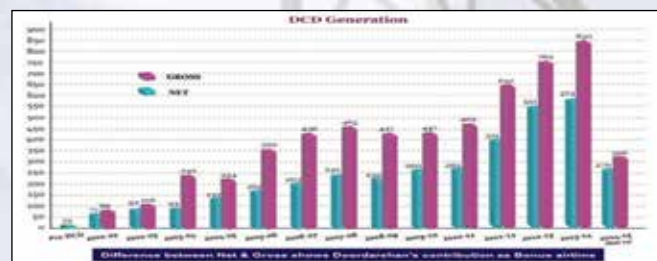
#### Development Communication Division (DCD)

Development Communication Division (DCD) established in March, 2001, functions as a single window marketing division and a production house for Government Ministries and Public Sector Undertakings. It offers turn-key solutions covering all aspects of media planning, software production, scheduling and impact evaluation. DCD produced programmes on various subjects viz health, investors protection, tribal affairs, Audit Education, Rural Development, Petroleum Conservation, Consumer Affairs, Environment and Forests etc. and some more in the collaborative venture on HIV/AIDS with NACO and BBC World Service Trust. Development Communication Division provides

a single window facility for:

- marketing of Doordarshan airtime and production capability
- consultancy and customized media planning
- production of programmes in countrywide stations in regional languages; and
- feedback and research surveys to the clients

Until 2001, small amounts received from Govt. Deptts. were used to commission private producers on behalf of the clients. Development Communication Division revived in-house production of all such campaigns using available manpower and resources. All productions and primary telecast are fully paid by the clients and Doordarshan, as a Public Service Broadcaster, contributes in terms of bonus airtime.



DCD retained the telecast of world's biggest health campaign 'Swasth Bharat' (Healthy India) in collaboration with the union Ministry for Health and Family Welfare till 30<sup>th</sup> September, 2014 at a huge investment of ₹97 crore. The programme was being telecast from 30 Kendras of Doordarshan. Doordarshan has produced 3152 No. of health programmes during the year 2014-15 upto 30.09.2014. DCD has also launched the production & telecast of "Swachh Bharat Abhiyan" from DD-National & 12 Regional Kendras. Besides, DCD is telecasting spots on Flagship campaigns of Govt. of India as well as on minority welfare and activities for benefit of disabled

persons. During the year 2014-15 (upto 30.11.2014), gross revenue earned is Rs. 326.5 crore and expect to earn revenue of Rs. 600 crore for the whole fiscal year 2014-15.

### DD Archives

From 1959 to 2003, DD Archives was more or less a storehouse and archiving was only a process of not erasing recordings which were deemed to be important by individuals. Doordarshan Archives reinvented itself in 2003 with a new approach and prepared itself to meet the challenges of Audio Visual Digital World. In next 5 years DD Archives will evolve as one of the best broadcasting archives of the world. Till date it has created a total of around 20, 139 hours of digitization.

### Archives on Air

From 1<sup>st</sup> April 2014 to 31<sup>st</sup> October 2014, programme of 83 hrs 30 mts has been contributed toward DD-National Channel and earned a revenue of Rs.20, 96, 856/- from sale of archival footage & customized DVDs.

### Projects awaiting release

A. Shabd Shatabdi Project:

Doordarshan Archives completed the work of Shabd Shatabdi Project consisting of two volumes. This will also be accompanied by an e- book which will contain Audio-visual content on some contemporary poets.

B. DVD – light music – compositions of Pt. Mohinder Sarin.

C. Dhrupad - Dhamar – in three volumes on some noted musicians

### Major Initiatives

- Synchronizing AIR & DD Archives to a common platform of Prasar Bharati archives.
- To set up zonal archives with proper infrastructure

to enable quick access of material preserved in any of the zones for repurposing and making fresh programmes.

- South archives – Chennai
- West archives – Mumbai
- East archives – kolkata
- North east archives – Guwahati
- Central archives – Delhi

### New Vision and Strategies

- An Expression of Interest (EOI) has been issued for identifying companies to digitize the legacy programmes available in AIR & Doordarshan at a fast pace
- Prasar Bharati is in the process of issuing request for proposal (RFP) on “Identification, Repurposing Packaging and Marketing” in order to optimize and monetize the archival content available in AIR & Doordarshan
- Prasar Bharati is in the process of issuing the tender for identifying the entity to design and maintain the web portal for dissemination of AIR & Doordarshan content.

### NREP Project

The National Resource Exchange Project (NREP) was created by Doordarshan Directorate in April 2014. It is functioning for Doordarshan Archives. The mandate of the project was to transfer popular and marketable programmes in digital format for exchange / telecast by Regional Kendras after suitably dubbing them in Regional languages. This project is meant to supply a steady quantity of interesting programmes to the Regional Kendras. From the date of its functioning (June 2014) till date, the following digital transfers have been accomplished.

Total hours of Programmes	2758 hrs
Total nos. of programmes	171 programmes (Episodes-4387)
Total nos. of working station	06 working station
Languages	Hindi, English, Malayalam, Tamil, Oriya, Kashmiri, Gujarati, Bangla, Bhojpuri, Urdu
Kendras (tapes sent for telecast)	Ahmedabad, Chennai, Patna, Guwahati, Thiruvanthapuram, Bhopal, Bhubneshwar, Kolkata, Mumbai, Lucknow, Srinagar Others DD-Bharati, DD Kashir, DD Urdu, NREP Cell Directorate

Work Shop by Experts from Duetsche Welle (DW), Germany DD-Archives held a conference/workshop from 25th October to 31st October about archiving, Digitization, Preservation, IPR issues related to content of DD & AIR.

### Central Commissioning Unit

CCU procured software on a variety of subjects for telecast on Doordarshan Channels. Some projects commissioned during 2014-15 are as follows:-

1. 46 episode series titled “Hamara Gaon Connection” by Mr. Neelesh Misra, telecast on DD National from 9<sup>th</sup> June, 2014.
2. 26 episode series titled “Ek Tha Rusty III” by M/s Shubhadarshini Singh, M/s Crown Communications; New Delhi was telecast on DD National from 10<sup>th</sup> July, 2014.
3. 16 episode series titled “The Command Force – Fights Back” by Ms. Preeti Bhatia of M/s AUM Media & Entertainment, Mumbai was telecast on DD National from 4<sup>th</sup> August, 2014.
4. 26 episode series titled “Magic ½ hour” by Mr. M.D. Menon of M/s M.D. Menon Consulting Pvt. Ltd., New Delhi is currently being telecast on DD National from 21<sup>st</sup> October, 2014.
5. 26 episode series titled “Prakriti” by Mr. Parikshat Sahni of M/s Balraj Sahni Productions; Mumbai is currently telecast on DD National from 22<sup>nd</sup> November, 2014.
6. 03 episode of DSC Jaipur Literature Festival 2012 telecast on DD National from 24<sup>th</sup> November, 2014.

Following series have been acquired under Short Term Acquisition Scheme:

1. 25 episodes of the series titled “Yatra” by Ms. Deepti Bhatnagar, M/s Deepti Bhatnagar Productions Pvt. Ltd., Mumbai.
2. 13 episodes of the series titled “Sufiyon Ka Aangan” by Ms. Sadia Dehlvi, New Delhi.
3. 21 episodes of the series titled “FTII Films” by FTII Pune.

Implementation of the Judgements/Orders of CAT from April 2014-December 2014

S.No.	File No./Case No.	Name & Place of Court	Parties involved	Issue in Brief
1.	C-18012/2/2014-Vig. OA No. 713/2014	Sh. H.C. Vijayakeerthi CAT Bangalore	Party: Sh. H.C. Vijayakeerthi Respondents Union of India	Payment of subsistence allowance
2.	C-18012/3/2014-Vig. OA No. 714/2014	Party: Sh. H.C. Vijayakeerthi CAT Bangalore	Party: Sh. H.C. Vijayakeerthi Respondents Union of India	Re-instatement in service
3.	O.A. No. 16/2014	Sh. Kalidasbhai, CAT, Ahmedabad	UOI & Anr.	Full retirement benefits

4. One episode of the series titled “Flickering Angels” by Sh. Gaurang Jalan, M/s Gaurang Films, Kolkata.
5. 3 episodes of the series titled “Mahsnana, Black River Business and Legend of Jhusia Damal by Sh. Sudheer Gupta, M/s Sarjana Films, New Delhi.
6. Two episodes of the series titled “Mahakumbh” by Ms. Swati Mohan, M/s Team Frame, Lucknow.

### PR Section

1. PR Section of the Directorate is a small composite unit which undertakes Media and Publicity activities. All form of communication, advertising, direct mailers, press release are undertaken for publicizing the activities and programmes of Doordarshan.
2. Publicity efforts have been stepped up giving a boost to the programmes being telecast as well as upcoming programmes. The Media and Publicity Division has been upgraded with Addll. Director General heading the Division, Dy. Director General and Dy. Director who will observe the working of the Division. Manager (MPD) has been hired to work out effective PR & Publicity Plans.
3. The Division provides data to NDTV for execution of Electronic Programmes Guide (EPG) on different platforms. This Division updates the Doordarshan Website on daily basis to keep the viewers updated on programmes information.
4. Publicity of programmes like, ‘Earth Matters’, ‘Hamara Gaon Connections’, ‘Bharat Ki Shan’, ‘Main Kuchh Bhi Kar Sakti Hoon’, ‘Ek tha Rusty’, Best of Indian Cinema (Award winning films in different languages), ‘Hunnarbaz’, ‘Kitaabnaama’, Film Festivals in collaboration with Doordarshan was undertaken through newspapers, hoardings advertisement and media interaction. Frequent press conferences are done to launch different programmes. Illuminative bill boards are installed on the boundary walls of DD premises.

### Administration

### Progressive use of Hindi in DG: Doordarshan

To ensure the compliance of the Official Language policy and instructions relating to the progressive use of Hindi, there is a separate Hindi Section in the Doordarshan Directorate. This section review the position relating to the progressive use of Hindi in the Directorate and its subordinate offices and make all efforts to promote the progressive use of Hindi.

The main activities of the section during the year 2014-15:-

1. All documents under Section 3(3) of the Official Language Act, 1963 were issued in bi-lingual form and all letters received in Hindi were replied to in Hindi. Hence the compliance of both of the statutory requirements were ensured during the year.
2. To review the position of the compliance of the Official Language policy in the Directorate, two meetings of the official Language Implementation Committee were held. One meeting of the committee is scheduled to be organized in December, 2014 and the other meeting in March, 2015.
3. Hindi workshops were organised from time to time

to create awareness among the officers/employees regarding Official Language Hindi and to motivate them to do their work in Hindi.

4. Hindi Fortnight was organized from 01<sup>st</sup> to 15<sup>th</sup> September, 2014 and various competitions were held during this period.

### Audience Research

The Audience Research Unit of Doordarshan with its 19 field units located with Doordarshan Kendras all over the country, is involved in Research studies on various aspects of broadcasting since 1976. During the year January, 2014 to March, 2015 Audience Research Units contribution is as follows

- Analysis and reporting of TAM TVR on weekly basis.
- Preparation of annual report of Prasar Bharati for 2013-14 and Ministry of I&B for the year 2014-15.
- Violation of cable TV Regulation Act, 1995 by MSOs & LCOs with regard to non-compliance of Mandatory Carriage of DD Channels on their network.



*An interview with General V K Singh MoS- North Eastern Region*

Doordarshan Kendras (Studio centres)	
State/UT	Location
Andhra Pradesh	Vijayawada, Tirupati
Arunachal Pradesh	Itanagar
Assam	Dibrugarh, Guwahati, Guwahati (PPC), Silchar
Bihar	Patna, Muzaffarpur
Chhatisgarh	Jagdarpur, Raipur
Goa	Panaji
Gujarat	Ahmedabad, Rajkot
Haryana	Hissar
Himachal Pradesh	Shimla
Jammu & Kashmir	Srinagar, Jammu, Leh, Rajouri
Jharkhand	Ranchi, Daltonganj
Karnataka	Bangaluru, Gulbarga
Kerala	Kozhikode, Thiruvananthapuram, Trichur
Madhya Pradesh	Bhopal, Indore, Gwalior
Maharashtra	Mumbai, Nagpur, Pune
Manipur	Imphal
Meghalaya	Shillong, Tura
Mizoram	Aizawl
Nagaland	Kohima
Odisha	Bhubaneswar, Bhawanipatna, Sambalpur
Punjab	Jalandhar, Patiala
Rajasthan	Jaipur
Sikkim	Gangtok
Tamil Nadu	Chennai, Coimbatore, Madurai
Telangana	Hyderabad, Warangal
Tripura	Agartala
Uttar Pradesh	Allahabad, Bareilly, Lucknow, Gorakhpur, Mau, Varanasi, Mathura
Uttarakhand	Dehradun
West Bengal	Kolkata, Shantiniketan, Jalpaiguri
Andaman and Nicobar Islands	Port Blair
Chandigarh	Chandigarh
Delhi	Delhi, Delhi (CPC)
Puducherry	Puducherry

## Doordarshan Transmitters

Sl.No	State /UT	No. of transmitters												
		Primary Channel (DD 1)					News Channel (DD News )				DD I transmitters relaying Regional programmes during entire duration of their transmission			
		HPTs	LPTs	VLPTs	Trp	Total	HPTS	LPTs	VLPTs	Total	HPTS	LPTs	VLPTs	Total
1	Andhra Pradesh	7	38		1	46	3	6		9			9	9
2	Arunachal Pradesh	1	3	39	1	44	1			1				0
3	Assam	4	20	1	1	26	2	1		3				0
4	Bihar	4	32	2		38	2	2		4				0
5	Chhattisgarh	4	15	8		27	1			1				0
6	Goa	1				1	1			1				0
7	Gujarat	7	51			58	4	3		7			3	3
8	Haryana	2	13			15	1	7		8				0
9	Himachal Pradesh	3	7	39	2	51	2	1		3				0
10	Jammu & Kashmir	10	7	69	1	87	5	3		8	4	8	18	30
11	Jharkhand	3	17	2		22	2	2	1	5				0
12	Karnataka	8	47			55	4	2		6			7	7
13	Kerala	4	20			24	3	2		5			4	4
14	Madhya Pradesh	8	60	6		74	4			4				0
16	Maharashtra	8	78			86	5	10		15			20	20
17	Manipur	2	1	4		7	1			1				0
15	Meghalaya	2	3	2	1	8	2			2				0
18	Mizoram	2	1	2	1	6	1	1		2				0
19	Nagaland	2	2	6	2	12	1	1		2				0
20	Odisha	5	62		1	68	2	7	2	11			16	16
21	Punjab	4	4		1	9	3	1		4				0
22	Rajasthan	7	65	17	2	91	4	4		8				0
23	Sikkim	1		6		7	1			1				0
24	Tamil Nadu	6	44		1	51	2	9		11	1		7	8
25	Telangana	3	36			39	1			1			1	1
26	Tripura	1	5	1	1	8	1	1		2				0
27	Uttar Pradesh	11	53	3		67	7	9	1	17				0
28	Uttarakhand	1	15	33	2	51	1	2		3				0
29	West Bengal	8	19			27	4	2		6	1		1	2
30	A.&N. Islands	1	1	19		21	1	1	6	8				0
31	Chandigarh		1			1				0				0
32	Dadra & Nagar Haveli		1			1				0				0
33	Daman & Diu		2			2				0				0
34	Delhi	1				1	1			1				0
35	Lakshadweep Islands		1	1		2			7	7			7	7
36	Puducherry	1	1	1		3		1		1			1	1
	<b>Total</b>	<b>132</b>	<b>725</b>	<b>261</b>	<b>18</b>	<b>1136</b>	<b>73</b>	<b>78</b>	<b>17</b>	<b>168</b>	<b>6</b>	<b>8</b>	<b>94</b>	<b>108</b>

Note: In addition to above transmitters, four digital transmitters (HPTs) at four metros are in operation. Total No. of transmitters 1416



## Digital Transmitters under Implementation in Doordashan Network

Sl. No.	State/ UT	Ph I (19 DTTs) *
1	Assam	Guwahati
2	Bihar	Patna
3	Chhattisgarh	Raipur
4	Gujarat	Ahmedabad
5	Jammu & Kashmir	Srinagar
6	Jharkhand	Ranchi
7	Karnataka	Bengaluru
8	Kerala	Thiruvananthapuram
9	Madhya Pradesh	Bhopal
10		Indore
11	Maharashtra	Mumbai
12		Aurangabad
13	Odisha	Cuttack
14	Punjab	Jalandhar
15	Tamil Nadu	Chennai
16	Telangana	Hyderabad
17	Uttar Pradesh	Lucknow
18	West Bengal	Kolkata
19	Delhi	Delhi

## ALL INDIA RADIO

### Facts at a Glance

<b>1. Broadcasting Centres:</b>	<b>414</b>	
a) <b>Full-fledged Stations with Studios:</b>	<b>218</b>	
i) Local Radio Stations:	86	
ii) Stations with Studios other than LRS	127	
iii) Community Radio Stations:	5	
b) <b>Relay Centres</b>	<b>196</b>	
<i>(Including 169 Nos. of 100 W FM Relay Centres)</i>		
<b>Total Stations:</b>	<b>414</b>	
c) AIR Stations having FM Transmitter (s):	373	
d) Vividh Bharati Centres:	37	
e) Transmitting Centres for External services:	11	
f) Recording Studio:	1 (Bhubaneswar)	
<b>2. Number of Transmitters:</b>	<b>589</b>	
a) Medium Wave	145	
b) Short Wave	48	
c) FM	396	
<b>Total Transmitters:</b>	<b>589</b>	
<b>3. Broadcast Coverage</b>		
	<i>By Area (%)</i>	<i>By Population (%)</i>
By Primary Grade Signal (MW + FM)	92.00%	99.20%
By FM Signal Only	31.54%	44.00%
By MW Signal only	90.63%	98.41%
<b>4. Captive Earth Stations</b>	<b>32</b>	
<b>5. Studios</b>	<b>221</b>	
<b>6. RNU</b>	<b>44</b>	
<b>7. AIR's DTH Channels</b>	<b>21</b>	

## ENGINEERING

### Growth of Network & Coverage

All India Radio is one of the largest broadcasting networks in the world. At the time of independence there were six Radio Stations and 18 Transmitters (6 MW & 12 SW) which covered 11% population and 2.5% area of the country.

By 30<sup>th</sup> November, 2014 AIR network has grown to 414 stations and 589 transmitters (145 MW, 48 SW & 396 FM)

which provide coverage to 99.20% of the population spread over 92.00% area of the country.

### Activities during the year:

1. Effective from 01.4.2014 to till date), the number of stations has increased from 412 to 414 and number of transmitters from 583 to 589.

### New Stations/Tr. commissioned during the year:

Banda (Uttar Pradesh)- 10 kW FM Tr., Rairangpur (Odisha) - 1 kW FM Tr. & transmission studio with voice over recording & field production facilities

### Transmitter commissioned at existing station:

Thrissure (Kerela) 1 kW FM Tr., Bhadravati (Karnataka) 1 kW FM Tr., Tuticorin (Tamilnadu) 1 kW FM Tr., Cuddapah (Andhra Pradesh) 1 kW FM Tr.

### Stations/Transmitters technically ready:

Following stations are technically ready for commissioning: Sangli(Maharashtra)– 1kWFMTr., Parbhani(Maharashtra) - 1 kW FM Tr., Ratnagiri(Maharashtra) - 1 kW FM Tr., Jeypore(Odisha) – 1 kW FM Tr., Kota (Rajasthan) – 1 kW FM Tr., Jaipur (Rajasthan)- 10 kW FM Tr. (Replacement of 1 kW MW Tr. of Primary Channel), Mumbai (Maharashtra)- Interim Set-up with 5 kW FM Tr. for VB service (20 kW FM Tr. is under procurement for permanent set-up), Chennai (Tamil Nadu) – Interim Set-up with 10 kW FM Tr. for VB service (20 kW FM Tr. is under procurement for permanent set-up), Delhi - Interim Set-up with 10 kW FM Tr. for VB service (20 kW FM Tr. is under procurement for permanent set-up), Kolkata (West Bengal) - Interim Set-up with 10 kW FM Tr. for VB service (20 kW FM Tr. is under procurement for permanent set-up)

All the above transmitters have been installed at existing set-ups.

### Digitalization Scheme

#### Projects completed & under implementation during the year:

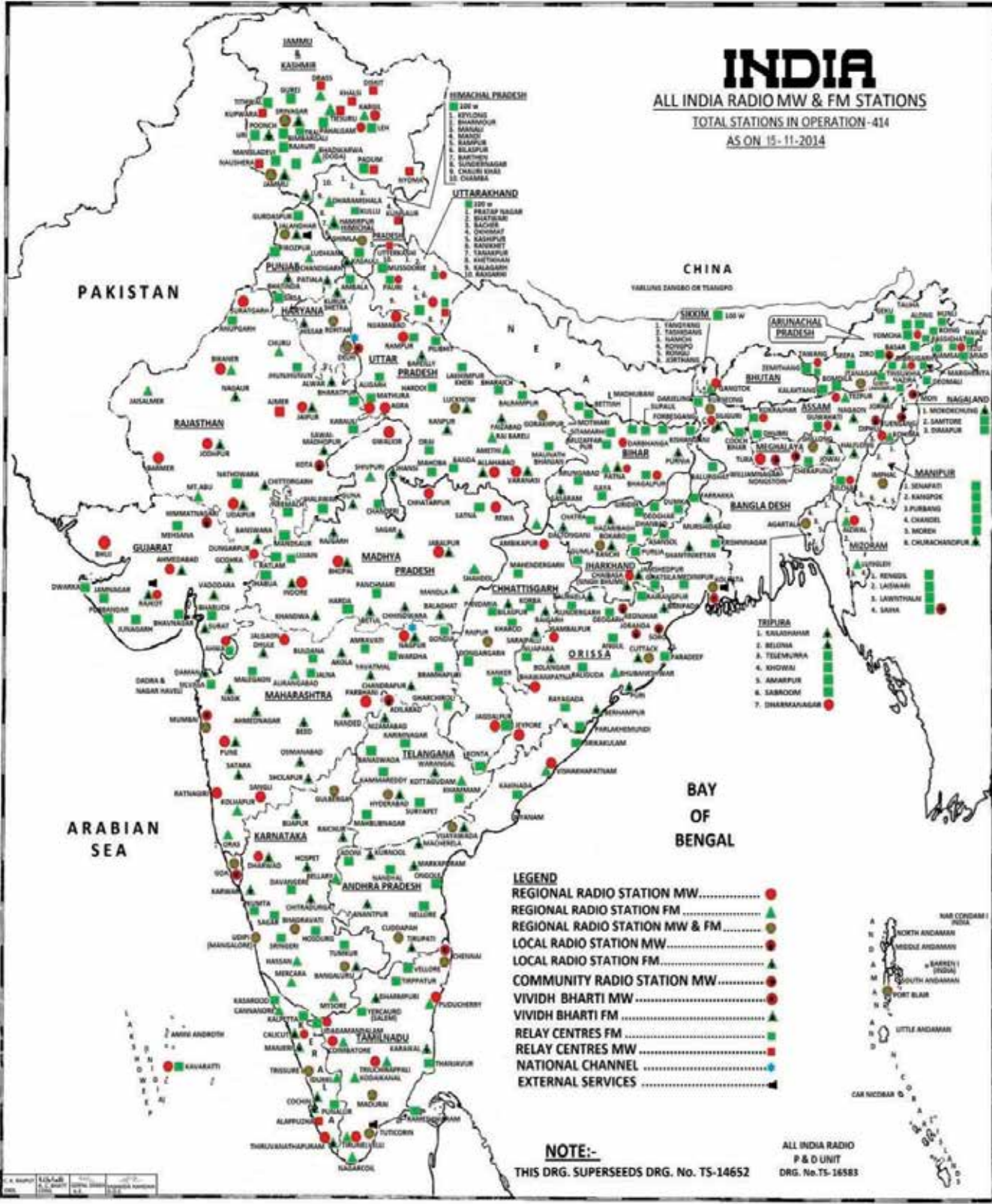
- (i) Upgradation of existing MW Transmitters at three places in Arunachal Pradesh:
  - 20 kW DRM MW transmitter at Tawang has been installed and is under regular service.
  - DRM transmitters have been procured for Passighat (100 kW) & Itanagar (200 kW) and are under installation.

# INDIA

## ALL INDIA RADIO MW & FM STATIONS

TOTAL STATIONS IN OPERATION - 414

AS ON 15-11-2014



- LEGEND**
- REGIONAL RADIO STATION MW.....●
  - REGIONAL RADIO STATION FM.....▲
  - REGIONAL RADIO STATION MW & FM.....▲
  - LOCAL RADIO STATION MW.....●
  - LOCAL RADIO STATION FM.....▲
  - COMMUNITY RADIO STATION MW.....■
  - VIVIDH BHARTI MW.....◆
  - VIVIDH BHARTI FM.....◆
  - RELAY CENTRES FM.....■
  - RELAY CENTRES MW.....■
  - NATIONAL CHANNEL.....■
  - EXTERNAL SERVICES.....■

**NOTE:-**  
THIS DRG. SUPERSEDS DRG. No. TS-14652

ALL INDIA RADIO  
P & D UNIT  
DRG. No.TS-16583

(ii) Replacement of 31 Nos. of old MW Transmitters by new DRM MW Transmitters at Existing Stations:

- 20 kW (5 Nos.) have been installed & are under regular service.
- Transmitters have been procured for 25 places i.e. 100 kW (10 Nos.), 200 kW (09 Nos.) & 300 kW (6 Nos.) & are under installation.
- Purchase of 50 kW transmitters for Mumbai has been deferred.

(iii) Replacement of 5 Nos. of SW Transmitters by DRM SW Transmitters

- One 500 kW DRM SW Tr. at Bengaluru has been installed and is taking regular service.
- 02 Nos. of 100 kW DRM SW Transmitters have been procured and received for Delhi.
- Procurement of 2 Nos. of 250 kW DRM SW Transmitters for Aligarh is under review.

(iv) 100 Watt FM Transmitters at 100 locations for extending FM coverage in uncovered rural and semi urban areas (at existing AIR/LPT sites of DD)

- Transmitters installed at all places.

(v) Replacement of old FM Transmitters at remote & border areas at 34 locations (27 nos 06 kW & 07 Nos. 10 kW) with same power & 6 nos. of 1 kW MW Transmitter by 10 kW FM Transmitter

- All 13 Nos. of 10 kW transmitters have been received & departmental work started.
- 27 Nos. of 6 kW FM transmitters are expected to be received shortly.

(vi) New 1 kW/5 kW FM Tr. at 24 places

- 1 kW FM transmitter (12 Nos.) & 5 kW (12 Nos.) have been received and are under installation.

(vii) Digitalization of 98 Studios

- Automation software, server, storage with back-up have been provided at 48 stations.
- For remaining 50 stations, tender action is being initiated.

(viii) Digitalization of Archival facility

- Setting up of Archival facility at Delhi, Chennai, Mumbai, Kolkata & Hyderabad has been

completed which includes digitalization & restoration of work stations with database server & storage.

(ix) Augmentation of existing RNUs (44 Nos.) and Creation of New RNUs (7 Nos.)

- Augmentation work completed at all the places.
- Out of 7 new RNUs to be created, work completed at 2 places (Jodhpur & Rajkot). At remaining 5 places (Poonch, Vishakhapatnam, Sambalpur, Darbhanga & Passighat)- hardware has been provided & software procurement is under process.

x) Digital Studio Tr. links (127 Nos.)

- Procurement is under process. L C opened on June 17, 2014. Inspection call awaited.

xi) New Captive Earth Stations (5 Nos.)

- Supply, Installation, Testing & Commissioning (SITC) proposal for 5 New Captive Earth Stations at Dehradun, Silchar, Tiruchirapalli, Madurai & Dharwad is under process.

#### Special Package for J&K (Phase-III)

- The scheme includes setting up of 4 Nos. of 10 kW FM Transmitters.
- Three transmitters are being installed at three new locations. Sites have been acquired for these locations at Green Ridge (Uri Sector), Himbotingla (Ladakh Region), Patni Top (in place of Natha Top) (Jammu Region) and civil works have been taken up.
- The 4th transmitter is to be installed at existing TV site at Naushera.
- For procurement of 10 kW FM Transmitter & associated equipments-purchase order has been placed.
- In addition to above, 4 numbers of 100 Watt FM Transmitters at Kargil, Dras, Tiesuru & Padam have already been commissioned for providing FM coverage to these areas.

#### North-East Special Package (Phase-II)

Special Package for expansion & improvement of AIR services in North East and Island Territories is under implementation. The Package includes:

#### i. 1 KW FM stations – 19 Nos

1. Arunachal Pradesh : Roing(diverted from Anini), Bomdila, Changlang, Daporjio, Khonsa
2. Assam : Karimganj, Lumding, Goalpara
3. Manipur : Ukhrul, Tamenglong
4. Meghalaya : Cherrapunjee
5. Mizoram : Tuipang, Chemphal, Kolasib
6. Nagaland : Wokha, Zunheboto, Phek
7. Tripura : Udaipur, Nutan Bazar

New sites were required for setting up the 19 numbers of new FM stations. There has been delay in offer of sites and demand notes by the respective State Governments.

- 17 sites out of 19 acquired sites/building etc. at Tamenglong & Roing (diverted from Anini) are yet to be acquired.
- Transmitters installed at 12 places i.e. at Goalpara, Udaipur, Nutan Bazar, Kolasib, Tuipang, Lumding, Champhai, Changlong, Khonsa, Cherapunjee, Daporjio & Wokha. Work for remaining 05 places is in progress.
- One site at Tamenglong (Manipur) identified. Demand note in this regard has been received which is under process.
- Suitable site at Anini (Arunachal Pradesh) was not found and now the site has been diverted to Roing for which demand note is being obtained from the DC, Roing.

#### ii. FM Transmitters at Silchar (5 kW) & Gangtok (10 kW):

- 10 kW FM transmitter at Gangtok has been commissioned.
- 5 kW FM transmitter at Silchar is under commissioning.

#### iii. 100 W FM relay transmitters at 100 places: Transmitter installed at 95 places and under installation at 3 places. Two transmitters diverted.

#### iv. Chinsurah: 1000 kW MW Tr. (Replacement of existing 1000 kW MW Tr.) – Transmitter installed and commissioned.

#### v. Kavaratti: 10 kW MW Tr. (Replacement of 1 kW MW Tr.) – Transmitter installed and is under commissioning.

#### vi. Digital Satellite New Gathering Systems (3 Nos) – Equipment procured and deployed.

#### vii. Strengthening of Zonal Office at Guwahati-

- Construction of Permanent Office accommodation at Guwahati completed.
- Staff Quarters for NE Zone (38 nos.)- construction completed. Joint inspection held & compliance report of pending points awaited.

#### New Initiatives under 12<sup>th</sup> Plan:

#### 1. New FM Transmitters with Limited production facility : 11 Places

##### (i) 10 kW FM Transmitter - 9

[Kakinada (A.P.), Muzaffarpur (Bihar) at TV site, Ratlam (M.P.), Rewa (M.P.) at AIR site, Krishnanagar (W.B.) at TV site, Ludhiana (Punjab) Bundi (Raj.) at TV site, Etawah (U.P.), Meerut (U.P.)]

[At Ludhiana, an interim setup of 5 kW FM Transmitter at BSNL premises has already been commissioned]

##### (ii) 5 kW FM Transmitter - 2

[Alappuzha (Kerala), Amethi (U.P.)]

[At Amethi, an interim setup of 5 kW FM Transmitter at DD Site has already been commissioned]

#### 2. Additional Channel with FM Transmitter

##### (i) 20 kW FM Transmitter - 4

[Delhi, Kolkata, Mumbai, Chennai]

##### (ii) 10 kW FM Transmitters - 3

[Kanpur (U.P.), Vijaywada (A.P.) Panaji (Goa)]

#### 3. Setting up of 100 W FM transmitters at existing LPT/HPT DD sites (100 locations)(the scheme is on hold).

#### 4. Replacement/upgradation of old FM transmitter by FM Transmitters at 77 places.

#### 5. Replacement of old MW transmitters by FM transmitters at 6 places.

- Kinnaur (H.P.) - Replacement of 1 kW MW Tr. by 1 kW FM Tr.
- Joranda (Odisha) - Replacement of 1 kW MW Tr. by 1 kW FM Tr.
- Soro (Odisha) - Replacement of 1 kW MW Tr. by

1 kW FM Tr.

- Almora (Uttarakhand) - Replacement of 1 kW MW Tr. by 1 kW FM Tr.
- Oottacamund (Tamil Nadu) - Replacement of 1 kW MW Tr. by 10 kW FM Tr.
- Mathura (Uttar Pradesh) - Replacement of 1 kW MW Tr. by 10 kW FM Tr.

#### **6. FM Broadcasting setup with DD along Indo-Nepal Border: 8 Places (scheme is on hold)**

- 08 Nos. of 10 kW FM transmitters are proposed to be installed at Pithoragarh (Uttarakhand), Tanakpur (Uttarakhand), Bankatwa (Uttar Pradesh), Nishangarh (Uttar Pradesh), Siddharth Nagar (Uttar Pradesh), Raxaul (Bihar), Forbesganj (Bihar) & Jayanagar (Bihar).
- These transmitters are to be co-located with DD transmitters.
- In addition to this, production facility is proposed at Lakhimpur Kheri and uplink facility at Gorakhpur & Kurseong at existing locations.

Acquisition of sites for the above locations has been initiated.

#### **7. Studios.**

- (i) Digitalization of 29 Studios
- (ii) Refurbishing of studios
- (iii) Creation of Achival facility at Guwahati

#### **8. Connectivity:**

- (i) Replacement of 2-pole to 4-pole Feeds & Dishes - 24
- (ii) Replacement of Single Channel Per Carrier (SCPC) by Multi Channel Per Carrier (MCPC) - 32

#### **9. Strengthening of Training facilities**

- (i) Digital broadcast equipment for Delhi & Bhubaneswar

#### **10. Strengthening of Research & Development**

- (i) Development of software Defined Radio and interactive Radio Services
- (ii) Design of cheaper Digital Receivers

#### **11. Broadcasting on alternate platforms**

- (i) Live streaming of primary services within the available amount

#### **12. Consolidation of Infrastructure**

- (i) Community centre for Metro Staff Quarters at Delhi & Mumbai
- (ii) Reconstruction of Studio-cum-office building at Rohtak
- (iii) Strengthening of Security fencing etc.

#### **13. E-Governance: Only limited application of ERP System.**

#### **7. Activities of IT Division**

a. Major happenings and achievements during the year (1<sup>st</sup> April 2014 to Dec 2014) are as follows:

1. Phase-I of the Human Resource Information System (HRIS) software is developed to handle the post related database and its data entry. The development of phase-I of the software is complete and data entry work is being taken up by the concerned authority. Phase-II of the software handles the Personnel details (PMIS) part of each employee. Various forms required to be developed in phase-II are also being completed. Data entry for PMIS will be done by respective stations through user management module, once the users are created and their roles defined. The development work for phase-III is under process under which User Management Module is being developed and work for integrating with PMIS module will also be completed. Meanwhile a "Basic Data entry" module is also being developed to capture the basic data of all the employees of Prasar Bharati. The data entry for this module is to start soon. After this, development of phase-IV would be taken up. In Phase-IV various application modules like transfer posting, leave module, training module, grievance management, performance appraisal etc. will be developed
2. Development of Prasarnet, an intranet portal for Prasar Bharati covering AIR and Doordarshan for comprehensive information exchange and document sharing between various offices has been taken up.
3. Live streaming of two popular channels of AIR namely Vividh Bharati and FM Rainbow has been started on trial basis.
4. File tracking System (FTS) has been implemented in AIR and DD Directorates, and Broadcasting House, Delhi.

## 8. National Academy of Broadcasting & Multimedia (Tech.)

The **National Academy of Broadcasting & Multimedia (Tech.)** is a premier training academy in the field of Radio and Television broadcasting. The academy primarily imparts training to officers and staff of All India Radio & Doordarshan in various areas of broadcasting. Regional Academies have also been set up at Bhubaneswar, Shillong and Mumbai to augment the training facilities.

The academy at Delhi was established in 1948 and has since grown into a centre of excellence for technical training in electronic media. A well-organized library, a fully equipped computer centre, conference hall & computer networking lab with advanced multi-media equipments and broadcast related jigs are part of the Academy.

The Academy conducts training courses not only for departmental candidates but also international training programs on emerging broadcast technologies in collaboration with Asia-Pacific Institute for Broadcasting Development (AIBD) Malaysia and Asia-Pacific Broadcasting Union (ABU). It is also conducting one week training course for the Lecturers/HODs of various polytechnics under Institute of Research Development and Training, Directorate of Technical Education & summer training for Engineering Students. Workshops at different field offices are also held regularly. Departmental competitive examinations for promotions in the subordinate Engineering cadres are also conducted by the academy.

The regional academy also conducts training courses as per their approved training calendar for the engineering and programme personnel of All India Radio & Doordarshan.

Details of training Courses and No. of persons trained: (For the period from 01-04-2014 to 31-03-2015)

Name of Training Institute	Courses conducted	Courses to be conducted (Dec-2014 to March-2015)	Staff trained	Staff expected to be trained (Dec.-2014 to March-2015)
National Academy of Broadcasting and Multimedia, Delhi	42	30	1088	400
Regional Academy of Broadcasting and Multimedia, Bhubaneswar	05	12	370	240
Regional Academy of Broadcasting and Multimedia, Shillong	02	05	28	75
Regional Academy of Broadcasting and Multimedia, Malad, Mumbai	-	-	03	45

### International participation

- Audio, Video & RF Measurement: Concept & Practice in TV B'casting Course for AE/SEA/EA (DD) was conducted from 21-25 April 2014 at STI (I) Delhi. Two participants from Mauritius also attended the course.
- A Modern Soldering Technique Course for EA/Senior Technician/Technician (AIR/DD) was conducted from 19<sup>th</sup>-23<sup>rd</sup> May 2014. Two participants from Mauritius also attended the course.
- TV Studio Lighting & Camera Control Technique Course was conducted from 12<sup>th</sup>-16<sup>th</sup> May, 2014 at STI (I) Delhi. Two participants from Mauritius also attended the course.
- Five candidates from Bhutan also attended the "Course on Skill Development" conducted from 26<sup>th</sup>

May to 6<sup>th</sup> June 2014 at STI (T) Delhi.

- Advanced TV Post Production Technique Course for AE/SEA/EA/PEX/PA(DD) was conducted from 07<sup>th</sup>-18<sup>th</sup> July 2014 at NAMB(T) Delhi. Five participants from Afghanistan also attended the course.

### AIBD COURSES

- An In-country workshop on DVB-T2 (AIBD) was conducted from 4<sup>th</sup>-8<sup>th</sup> August, 2014 at NAMB (T). Total 36 participants attended the workshop.
- AIBD/NABM Sub regional workshop on TV Post Production & Graphics was conducted from 17-21 Nov. 2014. Seven participants from foreign country also attended the workshop.

### Special Courses

- 'Technological Appreciation & Managerial Skills Development Course' for the cadre of DDG/DE/DDE's (AIR/DD) conducted from 16-06-2014 to 20-06-2014 at UAA Nainital.
- Workshop on Computer fundamentals, applications and MS Office for Sr.Tech/Tech./UDC/LDC(AIR/DD) conducted from 09-06-2014 to 13-06-2014 at Srinagar. The course was planned specially for Jammu/Srinagar staff.
- A modern trends in radio & TV transmission Course for HOD/Lecturers of MP Polytechnics was conducted from 21-25 July 2014. Thirteen participants attended the course.
- A satellite communication course for DE/DDE/ADE(AIR/DD) was organized for 21 participants from 10<sup>th</sup>-12<sup>th</sup> September 2014 at MCF Hassan.
- Management Development Programme for senior officials of Engineering & Programme was conducted from 10<sup>th</sup>-14<sup>th</sup> November 2014 at MDI Gurgaon.
- Two Multi Track Recording System for Engineering/Prog(AIR) conducted in the month of November 2014 at AIR Chennai.

### Seminars

- A Workshop on DVB-T2 receiving system was organized on 24<sup>th</sup> July, 2014 at Indian Habitat Centre, Delhi. Receiver manufacturers demonstrated the DVB-T 2 receiving devices.

### Summer Trainings

- Four summer trainings on broadcast technology

courses for 310 engineering students were conducted from 16<sup>th</sup> June onwards for six weeks.

- Summer trainings for engineering degree students and vocational training for diploma/engineering students were conducted by RSTI (T) Bhubaneswar and 331 students attended the courses.

### Exam related trainings

- A pre-exam training for helper and Technical Exam for Helpers (SC/ST Candidates) was conducted from 28<sup>th</sup> July to 1<sup>st</sup> August 2014 at NAMB(T).
- A pre-exam training for Senior Technician to EA Exam for Senior Technician (SC/ST candidates) was conducted from 25<sup>th</sup> August to 09<sup>th</sup> September 2014 at NABM(T).

### 9. Activities of 'AIR Resources'

AIR Resources was established in May, 2001 to generate revenue through the sharing of Prasar Bharati resources/ infrastructure. Prasar Bharati has a vast reserve of infrastructure in the form of land, building, tower, transmitters, studios, DTH platform, satellite up-link/down-link facilities and training facilities. Prasar Bharati also has vast reserve of expertise in the planning, system-design, installation, testing/commissioning and operation and maintenance of a broadcasting setup.

Prasar Bharati has shared infrastructure such as land, building and tower on rental basis with private FM broadcasters under the Phase-I and Phase-II schemes of the Ministry of I&B at 85 cities where 243 FM channels have been allocated to private FM broadcasters.

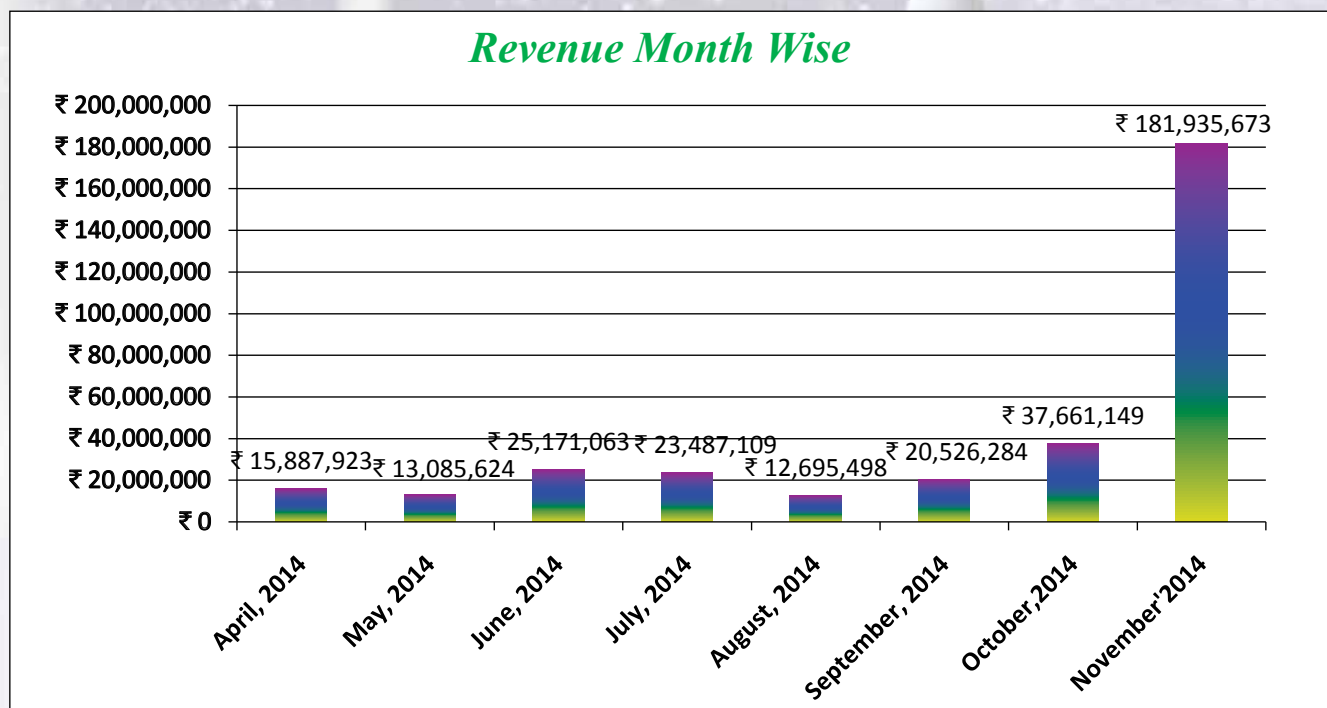
Prasar Bharati has also shared towers, buildings and land on rental basis with 83 mobile service providers at 49 cities for mounting their GSM/CDMA/WLL antenna on FM/TV/STL towers and BTS equipment for their mobile service operations.

AIR Resources is also generating revenue by providing training to engineering/diploma students (AIR and Doordarshan stations) on weekly/monthly fee basis.

The revenue generated during the current financial year till November 2014 is ₹33,04,50,323 and the revenue likely to be earned from December 2014 to March 2015 is ₹ 14,33,33,170 as per previous year revenue earning for the same period from November 2013 to March 2014. The graphical representation of the revenue earned during the current financial year from April 2014 onwards, month wise is given below:



Sr. No.	Period	Amount in Rs.
01	April'2014	₹1,58,87,923/-
02	May'2014	₹1,30,85,624/-
03	June'2014	₹2,51,71,063/-
04	July'2014	₹2,34,87,109/-
05	August'2014	₹1,26,95,498/-
06	September'2014	₹2,05,26,284/-
07	October'2014	₹3,76,61,149/-
08	November'2014	₹18,19,35,673/-
	<b>TOTAL</b>	<b>₹33,04,50,323/-</b>



#### 10. Research Department, AIR & Doordarshan

Research Departments of All India Radio and Doordarshan being premier national research and development organizations involved in research and development activities in the field of sound and TV broadcasting. These are engaged in research and development activities in the field of radio & television broadcasting since their inception to incorporate latest state-of-the-art technologies in the network. The primary objective of the departments is to assist the broadcasting network in the country by way of developing systems/sub-systems which are not readily available and also by playing key role in inducting new services and new technologies to maintain Indian broadcasting at par with international standards. The

following are the main achievements of research and development for the current year.

#### Activities during the period April 2014 to December 2014

1. Advance Remote Monitoring and Control (Telemetry System for Broadcast Transmitters): The technique is under implementation.
2. Development of Propagation Measurement & Reception Survey System for Digital Radio Broadcasting: Procurement of receiving antenna, GPS navigator system, DRM receiver, UPS, etc. is under process.
3. Modernization and Up gradation of Acoustic Laboratory: Partitioning, false ceiling and renovation

of technical area have been completed. Standing Wave Tube & Premier Microphone with Pre-amplifiers are being procured.

4. Multimedia Broadcasting in Satellite and Terrestrial Mode: Mobile transmitter already procured is to be utilized for research study work. Allied equipment and measuring instruments have already been procured. Satellite receive equipment is being procured.
5. Up-gradation of Technical Monitoring facilities at International Monitoring Station, Todapur, New Delhi: Spectrum Analyzer/FS meter, oscilloscope, synthesized receivers, RF single generator, A/C plant and monitoring amplifier, etc. have been procured. Active receiving antenna, DRM receiver: Specifications have been framed and is being procured. Work of false ceiling, Aluminium framing & partitioning, civil/electrical work in labs and technical area are under process.

#### **Activities planned during the period 1st Jan. 2015 to 31st March 2015:**

#### **International Monitoring and Receiving Centre(IMRC) Todapur**

The Activities of International Monitoring and Receiving Centre(IMRC) Todapur will continue for Broadcast signal monitoring of MW, SW and DTH signal carrying internal and external services of AIR with following objectives:

- (i) Frequency Checking of MF & HF Transmitters of AIR to record breakdown, modulation, distortion, cross talk, excessive frequency deviation including check of correct scheduling of programme and their technical quality.
- (ii) Special watch on HF schedule of All India Radio for co-channel and adjacent channel interference (+ 5 kHz).
- (iii) Keep watch on MW channels of All India Radio to assess undue interference emanating from foreign broadcasting stations during the night.
- (iv) Clear Channel watches and Identification of Interference of Shortwave Channels of AIR as and when required for programme finalization on Republic day, Sports, National events, VVIP broadcasts and other important events.
- (v) Regular Monitoring of DTH Channels & FM Channels on hourly basis for quality, interference and frequency deviation.
- (vi) Technical monitoring of the transmissions of

countries beamed towards India on a reciprocal basis and reporting thereof.

#### **Prototype section**

- Prototype unit will continue to support the other lab of R&D in respect of project related repair and maintenance of equipments such as existing module of Transmitter Controller Units and Remote Switching Units.
- Developmental work of 100 SMS based remote monitoring units for VLPTs will continue.

#### **Activities to be carried out under XII Plan**

- Radio Propagation measurements & Monitoring System
- Software Defined Radio and Interactive Radio Service
- Up gradation of acoustic measurement facilities
- Reduction of noise in sound recording studios
- Development of Disaster warning system
- Evaluation & measurement of digital studio & transmission
- Antenna Measurement & Infrastructure
- Development of Cheaper Digital receiver
- Study of illumination in studio/transmitter building using Solar Energy.

#### **Programme Activities**

- Bilingual Radio Bridge in connection with the election campaign for 9 phases of Lok Sabha elections 2014 and assembly elections in Andhra Pradesh, Odisha, Sikkim and Arunachal Pradesh on 4.4.2014.
- Interview with the Director of the Directorate of National Film Festivals of India in connection with 61<sup>st</sup> National Film Awards Function on 01.05.2014.
- Dialogue with the Julka, Secretary, Ministry of Information & Broadcasting regarding 61<sup>st</sup> National Award Function held at Vigyan Bhawan, New Delhi on 02.05.2014.
- Live broadcast of the 61<sup>st</sup> National Film Awards Function from Vigyan Bhawan, New Delhi 03.05.2014.
- Radio report on 61<sup>st</sup> National Film Awards Function held at New Delhi on 03.05.2014.

- Special live programme entitled “People’s Verdict 2014” in connection with the counting of votes and declaration of results of Lok Sabha Elections 2014 on 16.05.2014.
  - Radio Bridge - Live bilingual discussion on Lok Sabha Elections 2014 on 16.05.2014.
  - A special live bilingual discussion in Hindi and English on the formation of new council of ministers on 26.05.2014.
  - Live broadcast of the swearing-in ceremony of the newly elected Prime Minister and the new council of ministers from Rashtrapati Bhavan, New Delhi on 26.05.2014.
  - Live bilingual discussion in Hindi and English on the issues before the new government on 26.05.2014.
  - Live broadcast of the function organized on World Environment Day by the Ministry of Environment and Forest from Ashoka Hotel on 05.06.2014.
  - Curtain raiser on 2<sup>nd</sup> International convention of SPIC MACAY held at IIT, Madras on 07.06.2014.
  - Live broadcast of the President’s address to the joint session of Parliament from Central Hall of Parliament on 09.06.2014.
  - Radio report on 2<sup>nd</sup> International convention of SPIC MACAY held at IIT, Madras on 15.06.2014.
  - Broadcast of the recording of the Prime Minister’s address to the joint session of the Parliament of Bhutan on 16.06.2014.
  - Radio report on ‘Ganga Manthan–National Dialogue’ held at Vigyan Bhawan, New Delhi on 06.07.2014.
  - Live broadcast of the presentation of the Rail Budget in the Lok Sabha by the Union Railway Minister from Parliament House on 08.07.2014.
  - Live broadcast of the Presentation of the General Budget (2014–2015) by the Union Finance Minister from Parliament House and live bilingual phone-in-programme on General Budget on 10.07.2014.
  - A programme of tributes to renowned theatre, film and dance personality Ms. Zohra Sehgal on 11.07.2014.
  - Live broadcast of the presentation of Gandhi Peace Prize 2013 to Shri Chandi Prasad Bhatt by the President of India from Darbar Hall, Rashtrapati Bhavan, New Delhi on 15.07.2014.
  - Broadcast of the recording of Prime Minister Shri Narendra Modi’s address to the 6<sup>th</sup> BRICS Summit in Brazil on 16.07.2014.
  - Radio report on the Inaugural Session of the International Association for Media and Communication Research (IAMCR) conference held at Hyderabad on 16.07.2014.
  - Live broadcast of the 86<sup>th</sup> ICAR Foundation Day and Award Ceremony from National Agricultural Science Centre Complex, New Delhi on 29.07.2014.
  - Special programme featuring live broadcast of the Prime Minister’s address to the Constituent Assembly of Nepal on 03.08.2014.
  - Radio report based on Prime Minister Shri Narendra Modi’s visit to Ladakh and Kargil on 12.08.2014.
  - Live broadcast of Best Parliamentarian Adourment function from G.M.C.Balyogi Conference Hall of Parliament on 12.08.2014.
- Following programmes were broadcast in connection with the celebration of Independence Day-2014:
- President Shri Pranab Mukherjee’s address to the nation on the eve of Independence Day on 14.08.2014
  - Live broadcast of the flag hoisting ceremony and address to the nation by the Prime Minister from the ramparts of Red Fort on 15.08.2014.
  - Live broadcast of Srikrishna Janamastami from Mathura on 18.08.2014
  - Programme of tributes to eminent Kannada writer U.R. Anantamurthy on 22.08.2014.
  - Radio report on the inaugural ceremony of the Film Festival of North-East, organized by Directorate of Film Festivals, Ministry of Information and Broadcasting, New Delhi on 23.08.2014.
  - Consolidated radio report on the International Robocon 2014 jointly organized by Doordarshan and M.I.T. Academy of Engineering, Pune on 24.08.2014
  - Radio report on the Closing Ceremony of the Film Festival of North East organized by Directorate

- of Film Festivals, Ministry of Information & Broadcasting, New Delhi on 25.08.2014.
- Live broadcast of the launching of the National Mission on Financial Inclusion by the Hon'ble Prime Minister from Vigyan Bhawan, New Delhi on 28.08.2014.
  - Excerpts from the Addresses delivered at various programmes and functions by the Hon'ble Prime Minister Shri Narendra Modi during his visit to Japan on 01.09.2014.
  - Excerpts from the addresses delivered at various programmes and functions by the Hon'ble Prime Minister Shri Narendra Modi during his visit to Japan on 02.09.2014.
  - Live broadcast of the 5<sup>th</sup> Dr. Ambedkar Memorial Lecture delivered by Hon'ble President of India Shri Pranab Mukherjee from Plenary Hall of Vigyan Bhawan, New Delhi on 04.09.2014.
  - Live broadcast of the Interactive Session of Prime Minister Shri Narendra Modi with Students on the occasion of Teacher's Day from Manekshaw Centre, New Delhi on 05.09.2014.
  - Live broadcast of the Presentation Ceremony of National Awards to Teachers by Prime Minister Shri Narendra Modi from Vigyan Bhawan, New Delhi on 05.09.2014.
  - Live broadcast of the function on International Literacy Day from Vigyan Bhawan, New Delhi on 08.09.2014.
  - A Radio Report on the Presentation Ceremony of Bharatendu Harish Chandra Awards held in Delhi on 09.09.2014.
  - Broadcast of "Jeevan Rekha" programme based on the interviews of flood victims and those rescued by the Army and Air Force, Produced by Radio Kashmir Jammu on 11.09.2014, 12.09.2014 and 18.09.2014.
  - Live broadcast of message by Hon'ble Home Minister, Shri Rajnath Singh on the eve of Hindi Diwas on 13.09.2014.
  - Live broadcast of Hindi Diwas function organized at President House on 14.09.2014.
  - Broadcast of Radio Report on the Three-Day Visit of the Hon'ble President of the People's Republic of China to India on 19.09.2014.
  - Radio Report on the Inaugural function of the Big Picture Summit 2014 organized by Confederation of Indian Industries held at New Delhi on 19.09.2014.
  - A Radio Report on 'Rashtriya Krishi Sammelan 2014' organized at Pusa Campus, New Delhi on 22.09.2014.
  - Radio report on successful launch of Mangalyan on 24.09.2014.
  - The recording of Hon'ble Prime Minister Shri Narendra Modi's Address on the historic successful insertion of Mars Orbiter Mission 'Mangalyaan' into the orbit of the Planet Mars on 24.09.2014.
  - Live broadcast of the Launch of 'Make in India' Campaign from Vigyan Bhawan, New Delhi on 25.09.2014.
  - Recording of the Prime Minister Shri Narendra Modi's address to the United Nations General Assembly at New York delivered at 27.09.2014, broadcast on 28.09.2014.
  - Excerpts of the address delivered by the Hon'ble Prime Minister Shri Narendra Modi's at Madison Square Garden, New York on 29.09.2014.
  - A special programme was organized on the occasion of "Mahishasur Mardini" on 2.10.2014.
  - Live broadcast "Sarv Dharam Prarthna Sabha" from Rajghat on occasion of Gandhi Jayanti on 02.10.2014.
  - Live broadcast of "Sarv Dharm Prarthna Sabha" and Devotional Music programme organized by "Gandhi Smriti Avam Darshan Samiti" on the occasion of Gandhi Jayanti on 02.10.2014.
  - Radio report of various programmes organized in Delhi on the birth anniversary of Mahatma Gandhi and Lal Bahadur Shastri on 02.10.2014.
  - A special programme "Shashtri Ji Ki Yadein" was organized on the birth anniversary of Lal Bahadur Shashtri on 02.10.2014.
  - Live broadcast of inauguration of "Swachh Bharat Mission" from India Gate on 02.10.2014.

- 'Man Ki Baat' - broadcast of Hon'ble Prime Minister's Address to the people of India on 03.10.2014.
- Live broadcast of the Inaugration of the Global Investor's Summit by the Prime Minister Sh. Narendra Modi at Indore on 09.10.2014.
- Radio Report on Global Investors Summit held at Indore on 10.10.2014.
- Special programme in connection with the counting of votes and declaration of results of Assembly Elections in the States of Maharashtra and Haryana on 19.10.2014.
- Special bilingual live Radio Bridge programme in connection with the counting of votes and results in the states of Maharashtra and Haryana on 19.10.2014.
- Live broadcast of the launch of "Saansad Adarsh Gram Yojna" from Vigyan Bhawan, New Delhi on 11.10.2014.
- Broadcast of interview of Nobel Peace Prize Awardee Sh. Kailash Satyarthi on 11.10.2014.
- Interview of Gauri Kumar, Secretary, Ministry of Labour & Employment, on the launch of Pt. Deen Dayal Upadhyay Shramev Jayate Karyakram on 15.10.2014.
- Live broadcast of the launch of 'Pt. Deen Dayal Upadhyay Shramev Jayate Karyakram' from Plenary Hall, Vigyan Bhawan, New Delhi on 16.10.2014.
- A special Radio broadcast for people of India "Man Ki Baat" addressed by Prime Minister Shri Narendra Modi on 02.11.2014.
- Live broadcast of the Swearing-in Ceremony of the expansion of new Members of the Union Cabinet from Rashtrapati Bhavan, New Delhi on 09.11.2014.
- Live broadcast of celebration of Public Service Broadcast day organized in campus of
- Broadcasting House situated at Parliament Street New Delhi on 12.11.2014.
- Radio report based on programme organized by BES in Constitution Club on the occasion of "Public Service Broadcast Day" on 13.11.2014.
- Radio report on the occasion of the birth anniversary of Pt. Jawaharlal Nehru organized by Nehru Smarak Nidhi on 14.11.2014.
- Radio report on "Bal Swachhta Mission" on Children's Day organized by HRD Ministry on 14.11.2014.
- Radio report based on inauguration of "International Trade Fair" at Pragati maidan on 14.11.2014.
- The Conference of the Capital Station Directors, Heads of CBS Centres and Commercial and Revenue Divisions of All India Radio was held in the Conference Room of the National Library, Kolkata on 14<sup>th</sup> and 15<sup>th</sup> November, 2014, in the august presence of Shri Jawhar Sircar, Chief Executive Officer, Prasar Bharati, Shri F. Sheheryar, Director General, All India Radio and Shri Animesh Chakraborty, Engineer-in-Chief, All India Radio.
- Live broadcast of the presentation of Indira Gandhi Rajbhasha Puraskar by the Hon'ble President of India from Vigyan Bhawan, New Delhi on 15.11.2014
- Radio report based on inauguration of "International Trade Fair" at Pragati maidan on 15.11.2014.
- Live broadcast of the Address by the Hon'ble Prime Minister Shri Narendra Modi to the Indian Diaspora at Allphones Arena, Sydney, Australia incorporating dialogue between Vijay Kranti, Senior Journalist and Bhim Prakash Sharma from Studio on 17.11.2014.
- Excerpts of the Addresses delivered earlier by the Hon'ble Prime Minister Shri Narendra Modi on 19.11.2014 on various occasions during his visit to Fiji on 19.11.2014.
- Curtain Raiser on 45<sup>th</sup> International Film Festival of India at Panaji, Goa on 19.11.2014.
- Radio Report on the Launching of Kisan Vikas Patra by the Finance Minister Shri Arun Jaitley on 19.11.2014.
- A talk with Shri.M. Nagraj, Chief Director, National Safai Karamchari Finance and Development Corporation on the topic "Sachhta Se Sampannta Ki ore" by Bhim Prakash Sharma on 19.11.2014.
- Live broadcast of the Inaugural Ceremony of the 45<sup>th</sup>

International Film Festival of India at Panaji, Goa 20.11.2014.

- The recording of the Address delivered earlier on 26.11.2014 by the Hon'ble Prime Minister Shri Narendra Modi at the 18<sup>th</sup> SAARC Summit held at Kathmandu, Nepal on 26.11.2014.
- Programme on in the memory of renoun Kathak Dancer Sitara Devi on 26.11.2014.
- Radio Report on the 34<sup>th</sup> India International Trade Fair – 2014 on 28.11.2014
- Radio Reports on the 45<sup>th</sup> International Film Festival of India held at Panaji, Goa from 21.11.2014 to 30.11.2014.
- Hourly updates of the 45<sup>th</sup> International Film Festival of India at Panaji, Goa from 21.11.2014 to 2014 to 30.11.2014.
- Curtain Raiser on International Conference on Role of ICT for Persons with Disabilities organised by UNESCO at Vigyan Bhawan, New Delhi on 23.11.2014.
- Radio Report on the Inaugural Ceremony of the three-day International Conference on Role of ICTs for Persons with Disabilities organized by UNESCO in Vigyan Bhawan, New Delhi on 24.11.2014.
- Radio Report on the Closing Ceremony of the Seminar on the Role of ICTs for Persons with Disabilities organised by UNESCO in Vigyan Bhawan, New Delhi on 26.11.2014.
- Radio Report on the 34<sup>th</sup> India International Trade Fair – 2014 on 28.11.2014.
- Live Broadcast of Hon'ble Prime Minister's Address at the Conference of Directors General of Police and Inspectors General of Police held at Guwahati on 30.11.2014.
- Live Broadcast of the Golden Jubilee celebration of Border Security Force from BSF Camp, Chhawla, Delhi on 01.12.2014.

#### **Proposed events:**

- Live broadcast of the Floral Tributes to the Martyrs from Parliament House on 13<sup>th</sup> December, 2014

- Curtain Raiser on 13<sup>th</sup> Pravasi Bharatiya Divas 2015 to be held at Vigyan Bhawan, New Delhi on
- Live broadcast of the inaugural session of the 13<sup>th</sup> Pravasi Bharatiya Divas 2015 from Vigyan Bhawan, New Delhi.
- Live broadcast of the Valedictory Session of the Pravasi Bharatiya Divas 2015 from Vigyan Bhawan, New Delhi and Radio Report on 13<sup>th</sup> Pravasi Bharatiya Divas 2014 broadcast on 09.01.2015.
- Live broadcast of the function to be organised on the occasion of National Voter's Day at Vigyan Bhawan, New Delhi on 25.01.2014.

#### **Programmes in connection with the celebration of Republic Day-2015: -**

1. Address to the Nation by the Hon'ble President Shri Pranab Mukherjee on the eve of the Republic Day on 25.01.2015. Regional language versions will also be broadcast by concerned AIR Stations.
  2. Broadcast of the recording of National Symposium of Poets on 25.01.2015.
  3. Live broadcast of Republic Day Parade from Raj Path in New Delhi on 26.01.2015.
  4. Radio report on Beating Retreat Ceremony on 29.1.2015.
  5. Coverage to be provided to the other Republic Day-2015 Celebrations/events.
- Live broadcast of Prime Minister's NCC Rally from Parade Ground, Delhi Cantonment on 28.01.2015.
  - Radio report on the various programmes organized on the occasion of death anniversary of Mahatma Gandhi on 30.01.2014.
  - Radio report on various functions organised in connection with World Radio Day on 13.02.2015.
  - Live broadcast of presentation of Interim General Budget 2015-2016 in the Lok Sabha by the Union Finance Minister.
  - Radio report of various events held in New Delhi on the occasion of National Science Day on 28.02.2015.
  - Broadcast of message of the Director General of Central Industrial Security Force (CISF) on the eve

of the Foundation Day of Central Industrial Security Force on 09.03.2015.

- Coverage of various important national/International events as and when information is received.

### *Elections*

- Work related to State Legislative Assembly Elections in Maharashtra and Haryana as per the guidelines of the Election Commission of India.
- Programmes supporting Systematic Voter's Education and Electoral Participation (SVEEP) campaign of the Election Commission of India were broadcast from all AIR stations for Lok Sabha Election-2014 as also for Legislative Assembly Elections held in September, October 2014 in Maharashtra and Haryana and in November, December 2014 in Jharkhand and Jammu & Kashmir.
- Political party Broadcasts were duly organised for the State Legislative Assembly Elections for all the aforesaid states, where Legislative Assembly Elections were held, as per the guidelines of the Election Commission of India.
- Special composite live programmes and live phone-in programmes were broadcast in connection with the counting of votes and declaration of results of Assembly Elections in all the aforesaid states, where Legislative Assembly Elections were held.

### **Dr. Rajendra Prasad Memorial Lecture-2014**

In the year 2014, Dr. Rajendra Prasad Memorial Lecture a famous laureate and Honourable Member of Parliament Dr. Murli Manohar Joshi was called to deliver the lecture. This lecture was delivered on 21st November, 2014, at National Media Centre, Delhi. The Topic of the lecture was "Vigyan Aur Sanskriti". In an one hour fifteen minutes lecture of Dr. Joshi linked culture with science and technology in a very intelligent manner. This lecture was broadcast on 3rd December, 2014 at 9:30 P.M. on its National hook-up.

### **Sardar Patel Memorial Lecture -2014**

This year "Sardar Patel Memorial Lecture" was delivered by Eminent Journalist & Member of Parliament Sh. Chandan Mitra, on the topic "Marxism, Socialism, and Integral Humanism" in front of invited audience. This

lecture was organized on 30th October, 2014 at National Media Centre , Delhi. Recordings of this lecture was broadcast on 31st October ,2014 at 9:30P.M. on the occasion of the birth anniversary of Sardar Patel.

### **Sarv –Bhasha Kavi Sammelan -2014**

Sarv Bhasha Kavi Sammelan -2015 was organize at Bhubaneswar (Odisha). In this Kavi Sammelan all India Languages in 8th Schedule of Indian Constitution , except English was Covered . In this along with the language of main poem , Hindi Version was also recited .

### **Sanskar Geet**

All India Radio has embarked on a special project with the lofty objective of conserving our folk legacy and heritage. India is unique for its ethno-linguistic diversity. It is a daunting task to capture her cultural mosaic in all its variegated hues. It is best reflected in the abundant and rich folklore of its numerous regions, communities and cultures. The scintillating lyrics and tunes have a distinct flavour but are under threat of extinction. AIR, as the nation's public service broadcaster has decided to step in and record the folklore and ceremonial songs, in their pristine purity.

AIR's project envisages recording (i) songs associated with different rituals (sanskars)-stages/milestones in the life span of a person(ii) a variety of lok geet such as Ritu geet, Parv geet, Sharm geet, Nadi geet, Vriksh geet, Sthal geet, and Andolan geet and (iii) lok gaathayein(legends). This will be one of the many major achievements of AIR in preserving the cultural heritage of India for the posterity.

In this regard a workshop was organized at Shillong on 17th Nov, 2014. In this workshop the programme officers of Sikkim, North East States, Jammu & Kashmir, Haryana, Andaman & Nicobar and Lakshadweep were participated. The Impact of this workshop was very encouraging , all most all the Newspaper Covered this event looking to the importance of this project . The next workshop was conducted on 16th Dec,2014 at Dharamshala, in which programme officers of Himachal Pradesh , Punjab, Uttar Pradesh and Uttaranchal, in which all Programme heads of these stations were participate and extended their views on the project .

## 1. Farm & Home Broadcast:

AIR has expanded its Agriculture Broadcasts with the launch of an exclusive project on mass media support to agriculture extension entitled 'Kisanvani' from Feb. 2004, in collaboration with the Department of Agriculture & Cooperation, Ministry Of Agriculture, to keep local farmers informed about the daily market rates weather reports and day to day information in their respective areas at micro level. Presently Kisanvani is being broadcast and relayed from identified 96 A.I.R stations across the country. Broadcast on a narrow casting mode, the programme is mostly interactive in content involving field based recordings of farmers and studio dial outs and dial-ins with experts and farming community which are quite popular with the target audience. The successful country wide execution of the Kisanvani Programme has resulted in the accrual of annual revenue of Rupees Thirty Eight Crores to the department during FY: 2013-2014.

### Campaign On Safe And Judicious Use Of Pesticides

Programmes creating awareness amongst the general public and the farming community in particular, have been broadcast about the safe and judicious use of pesticides and the ways and means of minimizing pesticide residues in fruits and vegetables before consumption.

Comprehensive guidelines have been issued to the stations in this regard detailing the do's and don'ts for the farmers while purchasing, storing, handling and spraying pesticides. do's and don'ts for the consumers and citizens for minimizing pesticide residues in food items, fruits and vegetables were also highlighted by stations in their programmes.

### Environment

World Environment Day was observed by stations on 5<sup>th</sup> June 2014 by mounting special programmes to create awareness about preservation of environment. Issues of social forestry, preventing land degradation and desertification, ozone whole depletion, climate change, water harvesting and noise pollution were also addressed suitably in the programming schedules.

Station have been mounting sustained publicity to the cleanliness drive 'Swachh Bharat Abhiyan' launched by the Prime Minister, focusing on the significance of

both rural and urban sanitation in ensuring a cleaner environment for all.

World Toilets Day was also observed by all AIR stations on 19<sup>th</sup> November, 2014 and the message issued by the United Nations Secretary General Sh. Ban Ki Moon was covered in the programmes which were broadcast to high light the socio-environmental perils of open defecation and the need for toilet access for all, especially women.

### Radio Kisan Diwas (15.02.2015)

Progressive Farmers, who benefited from the information disseminated through the Kisanvani programme on AIR share their experiences with other fellow farmers in their regional language/dialect. All India Radio observes 15<sup>th</sup> February as Radio Kisan Diwas over all its stations by mounting special programmes on the occasion. Stations broadcasting Kisanvani programme will be hosting programmes in February 2015 also, by inviting senior district administration authorities, senior state agriculture department officials, university experts and selected progressive farmers.

## 2. Health & Family Welfare Programmes

### Women's programmes

Special programmes focusing on the status and importance of the girl child are being broadcast throughout the year to create social awareness to welcome the girl child's birth. These programmes also aim at creating social awareness about the rights and privileges of women through propagation of legal literacy. Different traditional folk forms are used to communicate with the rural audience.

On the basis of reference received from PM Office/ Different Ministries regarding problems confronting women, programme heads of all AIR Stations were advised to incorporate the following subjects in the women's programme.

- (i) World Toilet day was observed on 19<sup>th</sup> November, 2014 with the theme "equality, dignity and link between Gender Based violence and sanitation".
- (ii) To create mass awareness about publicity to the legal provisions relating to sexual crimes and punishment for violation of such provisions, stations were advised



to mount suitable programmes in different formats.

- (iii) Stations were advised to broadcast programmes in different formats to create awareness in public about the problem of Transgender Community, their human Rights issues and ability to realize those Rights.
- (iv) Programme Broadcast on creating Awareness against Indecent Portrayal of women in media.
- (v) Programme Broadcast to sensitize the masses about the legal provisions and remedies available for women under existing laws/ Regulations on indecent Portrayal of Women.
- (vi) Women's safety including Anti – rape bill.
- (vii) IEC Campaign against malnutrition has been launched and wide publicity is being given to create awareness against malnutrition.

International women's week was observed from 1<sup>st</sup> to 7<sup>th</sup> March, 2014 and International Women's Day was observed on 8<sup>th</sup> March, 2014 with special programmes on women related issues in different formats. The theme of the International women's week was "Quality for women is progress for all".

### Health Programmes

Health programmes are regular broadcasts of All India Radio. The subject covered in regular broadcast of health programmes are; Raise in marriage age, delay the first child, space between two children, terminal methods, maternal care, child survival, promotion of inter-spouse communication/male responsibility, neutralizing male preference syndrome, medical terminal of pregnancy, promotion of institutional legal provisions, management of reproductive tract infections (RTIs) and sexually transmitted infections (STIs), Pre-natal Diagnostic Techniques (Regulations and Prevention of Misuse) Act-1994, AIDS, drug abuse, breast feeding, labor, girl child, disability, T.B, leprosy and reproductive child health.

The main emphasis was given to the following programmes in addition to the above said programmes:

- (i) Swachh Bharat Abhiyan to create awareness about cleanliness.
- (ii) World Toilet day was observed on 19<sup>th</sup> November, 2014.
- (iii) Awareness amongst the general public about Ebola

virus disease in a manner that no panic is created.

- (iv) Awareness about Health Hazards of Consumption of Junk Food.
- (v) HIV AIDS – Prevention & Control Bill 2014.

### Children Programmes

Children's day got celebrated on November 14<sup>th</sup> as Baal Diwas with special children activities, stage shows and invited audience programmes on the theme of Bal Swachhta Mission 2014.

### Music

#### Hindustani Music

The following eminent artists were engaged from April, 2014 to March 2015 in the National Programme of Music and Ravivasariya Akhil Bharatiya Sangeet Sabha:

Munjuri Kelkar (Vocal), Swapan Kumar Ghosh (Sitar), Minakshi Mukherjee (Vocal), Amir Khan (Sarangi), Sabbir Ali (Tabla), Mukul Kulkarni (Vocal), Balkrishna Iyer (Tabla), Pt. Baldev Raj Verma (Vocal), Rakesh Chaurasiya (Flute), Nishant Mallik (Dhrupad/Dhamar), Sanchaita Chaudhary (Vocal), Pt. Anup Das Gupta (Guitar), Shruti Adhikari (Santoor), Nand Kumar Kuradi (Vocal), Devashish Chakarvorty (Guitar), Anuradha Kuber (Vocal), Vinayak Chittar (Sitar), Keshav Ginde (Flute), Sandeepan Smajpati (Vocal), Sonia Roy (Vocal), Abdul Sallam Naushad (Clarinet), Uday Bhawalkar (Dhrupad/Dhamar), Shubenduru Rao (Sitar), Pt. Vishwamohan Bhatt (Guitar), Purnima Kulkarani (Vocal), Pt. Rajan Mishra-Pt. Sajan Mishra (Vocal Duet), Pt. Ritwik Sanyal (Dhrupad/Dhamar), Pt. Ronu Majumdar (Flute), Ustad Iqbal Ahmed Khan (Vocal), Parbhat Kumar (Sarod) and Vipul Kumar Rai (Santoor).

AIR organized Akashvani Sangeet Sammelan in 2014. Following promising artists performed in the Sammelan:

Pt. Krishna Ram Chaudhary (Shehnai), Pt. Ravi Shankar Uppadhaya (Pakhawaj), Vidushi Suranjan Bose (Lt. Cl. Vocal), Nayan Ghosh (Sitar), Harish Tiwari (Vocal), Pt. Kartik Kumar (Sur Bahar), Abhay Rustum Sopori (Santoor), Faiyaz Wasiffudin Dagur (Dhrupad/Dhamar), Alka Deo Marulkar (Vocal), Hara Shankar Bhattacharya (Sitar), Vid. Rita Ganguly (Lt. Cl. Vocal), Mujahid Hussain

Khan (Vocal), Pt. Rupak Kulkarni (Flute), Pt. Madhup Mudgal (Vocal), Somanth Mardur (Vocal), Pt. Ramesh Prem (Vichitra Veena), Pt. Manu Kumar Seen (Sitar), Pt. Samresh Chaudhary (Vocal), Madhu Bhatt Tailang (Dhrupad/Dhamar), Suresh Bapat (Vocal), Pt. Rajender Parsana (Flute), Pt. Parkash Sangeet (Vocal), Nishat Khan (Sitar), Vid. Shanti Hiranand (Lt. Cl. Vocal) and Pradeep Kumar Barot (Sarod).

At par with Akashvani Sangeet Sammelan, AIR also introduced regional folk and light music festival. The purpose of Akashvani Sangeet Sammelan and regional folk and light music is to project, promote and propagate the rich cultural heritage of our country.

AIR music competition is a regular feature of AIR to reach and hunt new talent among youth. For the year 2014, this competition was held at Delhi and Chennai for Hindustani and Carnatic Music respectively.

### **Carnatic Music**

The financial year i.e. April 2014 to March 2015, commenced with the Trinity and Other Vaggeyakara Music Festival which was held at Kozhikode on 24<sup>th</sup> and 25<sup>th</sup> May, 2014. In this festival both young and prominent artists featured to enrich the occasion. Tyagaraja Compositions were rendered by Smt. B Aruna & Smt. B Padma, Nilakanta Sivan Compositions were rendered by Sri Mukhathala V Shiva Ji, Shyama Shastri Compositions were rendered by Dr.G Baby Sriram, Muthuswamy Dikshitar Compositions by Shri Prasanna Venkataraman. These programmes were broadcast in the National Programme of Music from June to July, 2014.

On the eve of Rama Navami, a special concert featuring Compositions on Lord Rama rendered by Chertalay Shri RN Ranganatha Sarma was broadcast.

Another notable event that closely followed was the prize distribution function of AIR Music Competitions 2013 (Karnatic Music) with Concert performance by the prize winners before invited audience in the month of April 2014 at Thiruvananthapuram and Mysore.

The National Folk & Light Music Festival for the year 2014 was held at Karimnagar (Hyderabad), Bengaluru, Puducherry and Tiruchirapalli in Southern India for South

Indian connoisseurs featuring Oggu Katha (Telugu) by Sri Bolli Lakshmi Narasayya & Party (Hyderabad), Light Music (Telugu) by Smt.Snehalatha Murali (Hyderabad), Gigi Songs (Kannada) by Sri Basavaraj Hadagali & Party (Dharwad), Light Vocal (Malayalam) by Dr.S. Aswathy (Thiruvananthapuram), Devotional Vocal by Shri S.L.Venugopal (Bhadravathi), Burra Katha by Shri Sheik Babuji & Party (Vijayawada), Light Vocal (Kannada) by Smt. D.Pushpalata Chandahas (Bangalore), Devotional Vocal by Shri S.Gnanaprakasam (Tiruchirapalli), Folk Songs by Dr.C. Nammazhvar (Puducherry), Devotional Vocal- Duet by Smt. R. Vijaylakshmi & Smt. R. Chitra (Mambalam Sisters) Chennai, Kolattam by K.K. Ramachari & Party (Madurai), Thiyyattu Pattu by T.N. Krishnan Nambiar (Thrissur).

Another Major event in this year was Akashvani Sangeet Sammelan concerts. This year Akashvani Sangeet Sammelan Concerts were held at 24 venues on 18<sup>th</sup> October, 2014 out of which Karnatic Music was featured at 12 places across the country presenting eminent and promising artists. To mention a few, Vid. T.V. Shankarnarayanan (Vocal), Sriram Parsuram (Violin), Abhishek Raghuram (Vocal), R.Thiagarajan (Flute), T. R. Ramana (Nagaswaram), Trichur C.Narendran (Mridangam) and others.from Karnatic Music have participated in these concerts. The recordings of these concerts were broadcast from 01.11.2014 to 11.12.2014.

The Thyagaraja Aradhana Music festival concerts will be relayed live from Thiruvaiyaru on 10<sup>th</sup> January, 2015 on the National Hook-up and also on 21<sup>st</sup> January, 2015 in the morning there will be a live coverage of Pancharatna Gosthi Ganam to mark the 168<sup>th</sup> Aradhana Celebrations of Saint Composer Thyagaraja.

### **‘National Artiste’ award**

The scheme of conferring the honour of ‘National Artiste’ to top grade music artistes of All India Radio was introduced for the first time in the year 2004.

Distinguished musicians associated with All India Radio, who had rendered yeomen service to the cause of Indian Music were selected for this honour with the criteria of having attained the age of 70 years and were top grade artistes for 30 years.

### List of artistes awarded with 'National Artiste' honour in the year 2004:

Sl. No.	Name	Category	Parent Station
1.	Pt. Bhimsen Joshi	Vocal	Pune
2.	Vidushi Kishori Amonkar	Vocal	Mumbai
3.	Pandit Jasraj	Vocal	Mumbai
4.	Ustad Sabri Khan	Sarang	New Delhi
5.	Vidushi Sharan Rani	Sarod	New Delhi
6.	Ustad Bismillah Khan	Shehnai	Varanasi
7.	Pt. Kishan Maharaj	Tabla	Varanasi
8.	Vidushi Gangu Bai Hangal	Vocal	Dharwad
9.	Pt. Ravi Shankar	Sitar	Mumbai
10.	Vidushi Lata Mangeshkar	Lt. Music	Mumbai
11.	Pt. Manna Dey	Lt. Music	Mumbai
12.	Dr. Bhupen Hazarika	-do-	Guwahati
13.	Dr. M. Balamurali Krishna	Vocal	Chennai
14.	Dr. M.S. Subbulakshmi	Vocal	Chennai
15.	D.K. Pattammal	Vocal	Chennai
16.	Pt. T. Muktha	Vocal	Chennai
17.	Prof. T.N. Krishnan	Violin	Chennai
18.	Dr. T.K. Murthy	Mridangam	Chennai
19.	Pt. M.S. Gopalakrishnan	Violin	Chennai
20.	Pt. Palghat R. Raghu	Mridangam	Chennai
21.	Pt. M.S. Vishwanathan	M. Composer	Chennai
22.	Dr. N. Ramani	Flute	Chennai
23.	Pt. Nedunuri Krishnamurthy	Vocal	Visakhapatnam

### Revival of 'National Artiste' award in 2013-14

For some time the honour remained as a onetime affair and in 2012 Prasar Bharati decided to revive this honour, after a gap of nearly 8 years. After much deliberation, in its 115<sup>th</sup>-116<sup>th</sup> Board Meetings held in 2013, adopting wider criteria for selection by factoring in the achievements of artistes in terms of either Padma Vibhushan, or Padma Bhushan or Academy Ratna by Sangeet Natak Academy besides the original criteria of 2004, Prasar Bharati has decided to confer this award on 52 artistes.

### Sports

#### Multi-disciplinary Events

1. 20<sup>th</sup> Commonwealth Games-2014, Glasgow, Scotland:

All India Radio provided extensive and exclusive coverage to 20<sup>th</sup> Commonwealth Games- 2014, Glasgow (Scotland)

with 'a Curtain Raiser' programme on 23.07.2014, live commentary of Opening Ceremony on 24.07.2014, Daily highlights Capsules from 24.07.2014 to 04.08.2014, "Post Card from Glasgow" programme from 24.07.2014 to 03.08.2014 all India specific Men's and Women's Badminton matches including Semi-Finals and Finals Matches from 24.07.2014 to 03.08.2014 and Closing Ceremony on 04.08.2014. Live updates were broadcast on FM Rainbow along with Breaking News on FM Rainbow and FM Gold channels.

#### 2. 17<sup>th</sup> Asian Games-2014, Incheon, South Korea :

All India Radio provided extensive and exclusive coverage to 17<sup>th</sup> Asian Games- 2014, held in Incheon, South Korea with a 'Curtain Raiser' programme on 19.09.2014, live commentary of Closing Ceremony on 04.10.2014, Daily highlights Capsules from 20.09.2014 to 03.10.2014, all India specific Men's and Women's Hockey matches including Semi-Finals and Finals Matches till 03.10.2014, Indian Men's and Indian women's final matches of and the Final match of Badminton event. Live updates were broadcast on FM Rainbow along with Breaking News on FM Rainbow and FM Gold channels.

#### (2) Cricket

1. Live coverage of ICC World T-20 Cricket Tournament held in Bangladesh from 21.03.2014 to 06.04.2014.
2. India- Bangladesh ODI Series in Bangladesh from 17.06.2014 to 19.06.2014.
3. India-England Test, ODI & T-20 Series played in England from 09<sup>th</sup> July 2014 to 07<sup>th</sup> September 2014.

#### (3) Hockey

1. Live coverage of the India-specific, semi-finals and final match of the FIH Men's Hockey World Cup 2014 held in the Netherlands from 31.05.2014 to 16.06.2014. AIR deputed a team for the coverage to the Netherlands.
2. Live coverage of the final match of 51<sup>st</sup> Nehru Senior Hockey Tournament played at New Delhi on 25.11.2014.
3. Live coverage of the final match of 119<sup>th</sup> Beighton Cup Hockey Tournament played at Kolkata on 04.12.2014.

#### (4) Basket Ball

1. Radio Report on Basketball Matches between

Border Security Force (BSF) and Border Guard Bangladesh (BGB) played at New Delhi on 20.08.2014.

#### (5) Badminton

1. Live coverage of the India open BWF World Super Series – 2014 held at Delhi on 06.04.2014.
2. Live coverage of Thomas and Uber Cup- 2014 in New Delhi on 24 & 25.05.2014.

#### (6) Athletics

1. Radio report on 09.06.2014 on the National Athletics Championship – 2014 held at Lucknow.

#### (7) Football

1. Live coverage of 33 identified matches including the Final of the FIFA World Cup-2014 played in Brazil from 12<sup>th</sup> June to 13<sup>th</sup> July, 2014.
2. Live coverage of 1<sup>st</sup> Semi Final, 2<sup>nd</sup> Semi Final and Final Match of 68<sup>th</sup> Santosh Trophy Football tournament played on 07.03.2014 and 09.03.2013 respectively at Siliguri.
3. Live coverage of Under- Seventeen Boys Final Match of Subroto Cup Football Tournament played at Delhi on 20.10.2014.

#### (8) Tennis

1. Preview Programme and Daily Reports on the Wimbledon Tennis Championship, 2014 from 23.06.2014 to 07.07.2014.
2. Live coverage of Davis Cup Tennis World Group Play-off Tie between India and Serbia played at Bengaluru on 15.09.2014.

#### Proposed events to be covered in 2015

All India Radio proposes, subject to acquisition of broadcast permission/rights, to provide live coverage to various National and International sporting events on its National Hook-up during the period from 1<sup>st</sup> April, 2014 to 31<sup>st</sup> March, 2015. The details of some such events are as follows:

1. National Games-2014 to be held in Kerala from 15<sup>th</sup> January, 2015 (Tentative dates).
2. 17 identified matches of the ICC, ODI World Cup to be held in February March, 2015 in Australia and New Zealand.
3. India vs Australia Cricket Test Series to be played

in Australia during December 2014 – January 2015.

4. India- Australia- England Cricket ODI Series to be played in Australia during January 2015- February 2015.

## NEWS SERVICES DIVISION

The News Services Division (NSD) of All India radio has been expanding its presence across various domains with the aim of reaching diverse cross section of people. Efforts were made to use mobile technology to disseminate news to the public in their own language by launching Free AIR News SMS service. In the last six months the News Services Division of all India Radio has substantially increased its presence on the social media and has crossed major milestones in reaching out audience far and wide. It extensively covered Cyclone Hud- Hud in Andhra Pradesh, Odisha and the devastating floods in Jammu and Kashmir to provide disaster mitigation, relief and response information in regional languages in coordination with the disaster management, local and central authorities. Extensive coverage of the foreign visits of Prime Minister and state assembly elections in Haryana and Maharashtra on different verticals were the major highlights of the activities done by the NSD in past six months.

The News Services Division, NSD of All India Radio broadcasts around 651 bulletins daily in about 91 languages/ Dialects in Home, Regional, External and DTH Services. The total duration of these bulletins are 55 hours 04 minutes. About 346 news headlines are put up per hour on FM mode from various AIR stations. News Service Division broadcast 179 news bulletins from headquarter Delhi every day which comes to 21 hours 42 minutes.

All India Radio's 45 Regional News Units (RNUs) play a vital role to cater to the information needs of the people. RNUs make bulletins and programmes in around 77 regional languages/ dialects to make news region specific and people friendly. Each state has atleast one RNU and bigger states have up to four RNUs for effective coverage of events in the state. In addition to these RNUs, there are six non-RNU correspondents. The RNUs originate news bulletins and programmes in regional languages and local dialects. The RNUs put out 472 bulletins every day for a total duration of about 33 hours in 77 languages/ dialects in the Regional, External & DTH services. RNUs also mount 1405 news- based programmes in a month for

a total duration of nearly 211 hours besides broadcasting special programmes when State Assemblies are in session.

At present, News on Phone- NOP service is available from 13 RNUs- Mumbai, Chennai Guwahati, Imphal, Hyderabad, Bangalore, Thiruvananthapuram, Patna, Ahmedabad, Jaipur, Lucknow, Raipur and Shimla.

FM Headlines serve immediate needs of information savvy people during their daily busy schedule in cities and towns. At present 290 headline bulletins in 15 languages are being put up from RNUs. RNUs have about 90 full-time correspondents/ editors working across the country. In addition, services of 531 Part Time correspondents (PTCs) are being utilized to get news stories from districts and remote areas. They are provided guidance and professional support by the regular correspondents and editors in the RNUs. With a view to strengthen the professional skills of PTCs for better quantitative and qualitative output, NSD organizes orientation workshops for them from time to time.

Extensive planning was made by NSD and RNUs for comprehensive coverage of General Elections and Assembly elections of Andhra Pradesh, Arunachal Pradesh, Sikkim, Odisha, Maharashtra, Haryana, Jammu Kashmir, Jharkhand. Similar exercise is being conducted for the forthcoming assembly election in Delhi.

Target oriented Coverage of flagship programmes is done through the bulletins and news based programmes of GNR, HNR, Indian languages and RNU's.

## FREE SMS NEWS SERVICE

The News Service Division, NSD, of the All India Radio (AIR) introduced Free AIR News SMS service in 9 regional Languages in September and October, 2014. On 19<sup>th</sup> September, 2014 the service was launched in 5 regional languages namely Hindi, Sanskrit, Marathi, Dogri and Nepali. The SMS service was further extended on 29<sup>th</sup> October, 2014 to four more languages, Gujarati, Assamese, Tamil and Malayalam. The SMS service was initiated in September, 2013 in English. With this, the Free AIR News SMS service is now available in total 10 languages. In this service, NSD sends the main items of news every day free of cost by SMS in the selected languages to all people who register for this service.

The response of people to the service has been very encouraging. The number of people registered for the SMS service has crossed 5 lakhs. Over two lakh people have joined in for the SMS service in the last two months

showing over 66 percent growth. Of these newly joining people, nearly 80 per cent have opted for regional languages including Hindi and 20 per cent for English. With this the total number of subscribers of the service has increased to 5 lakhs.

SMS service in 6 more regional languages namely Urdu, Kashmiri, Punjabi, Bengali, Odiya and Arunachali has started on pilot basis. Soon this service will be dedicated to the nation in the third phase. To avail the service users can register at NSD's website <http://newsonair.nic.in/smservice> or through SMS. The News Services Division is also building a database of subscribers of its SMS service for providing customized messages.

### **WORLD RADIO DAY**

World Radio Day is celebrated every year on 13th February. On the occasion, News Services Division, All India Radio is planning to host a function for legendary personalities in the field of broadcasting.

### **REPORTING UNIT**

The reporting unit of the News Services Division of All India Radio covered diverse news events and happenings to present a comprehensive view of developments and flagship programmes.

- Prime Minister's foreign visits, particularly his participation in the UN General Assembly, BRICS Summit, ASEAN Summit, G-20 Summit, East Asia Summit, India-ASEAN Summit were covered in an exhaustive manner. PM's summits with Heads of the government of Japan, China, USA, Brazil, Myanmar, Australia, Fiji, Nepal and Bhutan were given due coverage.
- The government's response in dealing with price rise, internal security, alleged irregularities in the allocation of coal blocks and the matter of black money were highlighted.
- News about Natural calamities like flash floods in Jammu & Kashmir and Hud-Hud cyclone in Andhra Pradesh and Odisha was covered with sound inputs.
- The unit also prepared stories with voice casts and capsules on Days of National and International importance.

Besides, NSD has four foreign correspondents stationed at Dhaka, Kathmandu, Colombo and Dubai.

### **TALKS AND CURRENT AFFAIRS UNIT**

During the period April 2014 to November 26, 2014, Talks and Current Affairs Unit arranged several

programmes on all major events, including special discussions, depending on the news value. These were in addition to the routine programmes. Also discussions were arranged on President's visit to Norway, Finland and Bhutan. Prime Minister's first foreign visit to Bhutan was covered well. Special programmes were arranged on Prime Minister's visit to Myanmar, Australia, Fiji, G-20 Meet, Prime Minister's speech at the UN General Assembly, and SAARC Summit.

General elections 2014 was covered well by mounting bilingual discussions and Radio Bridge. General Budget and Rail Budget were also covered by mounting special discussions.

Special programmes were also mounted on Budget and Winter sessions of Parliament.

Live bilingual discussions were mounted on Assembly elections in Haryana and Maharashtra. News Services Division has also planned to broadcast special programmes on Assembly elections in Jammu, Kashmir and Jharkhand.

On economic issues, special features and live discussions were mounted on general elections 2014 and counting of votes in both English and Hindi. Various programme on Swachh Bharat Mission of the Prime Minister, Prime Minister's Man Ki Baat on All India Radio, Welfare schemes for girl child prevention of female foeticide, Rural development, flood management, safety and security of women were broadcast. In addition various programmes were mounted on government's efforts to contain price rise and relief package to farmers. Interview with several Union Ministers and Secretaries were also broadcast in the 'Countrywide' programme. Economic policies of the government were highlighted in several programmes.

Programmes on Right to Information Act, social issues like Protection of Women from domestic violence, Sarva Shiksha Abhiyan, Right to Education, Mid-day meal scheme, welfare measures for protection and promotion of girl child etc., were given prominence. Programmes were also mounted on need for cleanliness, drinking water and sanitation

Issues before parliament during Budget and Monsoon Sessions of Parliament were broadcast both in Hindi and English.

It is also proposed to broadcast special discussions and programmes on the forthcoming State Assembly elections in 2015. Issues before parliament will be broadcast on the eve of the Budget Session of Parliament in February, 2015. Similarly, special programme on general budget and rail budget will also be mounted.

## ELECTION CELL

In the year of 2014, the Election Cell contributed in the broadcast of news of elections and live election results of the Assembly Elections. During the period, the Cell received inputs from Regional News Units (RNU) and gathered information from various sources i.e. Election Commission of India. The states were Andhra Pradesh, Arunachal Pradesh, Sikkim, Odisha, Maharashtra and Haryana. A similar process is continuing for ongoing assembly elections of Jharkhand and Jammu & Kashmir and preparations are on for forthcoming assembly election in NCT of Delhi.

## MONITORING UNIT

Monitoring Unit is one of the important unit of NSD, AIR, which supplies foreign news items for inclusion in News Pool of both English (GNR) and Hindi (HNR).

Reporters deployed in the units monitor various foreign broadcasting organisation viz. BBC, CNA, Radio Pak, CRI etc. and prepare news items accordingly. Both the units, on an average, supply at least 25 to 30 stories daily. Reporters of both the Units are deployed for the verbatim reporting of the Consultative Committee meetings of MPs attached to the Ministry of Information & Broadcasting also.

## IT UNIT

NSD website [www.newsonair.nic.com](http://www.newsonair.nic.com) is a multilingual news website. Besides accessing latest State, National, International, Business and sports News, visitors to the site can listen to the audios of 178 news bulletins/ news-based programs in 29 regional languages including English and Hindi. Scripts of 110 news bulletins in 27 languages are also available on the website. The popularity of the website also increased 20 percent with the average number of daily hits increased from 10 Lakhs to over 12 Lakhs.

NSD AIR has made its presence on various Social Media significant. The popularity of AIR's Facebook page All India Radio News increased by over 143 per cent with the no. of likes increasing from 7 lakh in May, 2014 to over 17 lakhs in November, 2014. The page generates 2000 to 4000 likes every day.

Twitter handle [@airnewsalerts](https://twitter.com/airnewsalerts) is also gaining momentum at a moderate rate. There has been over 72 per cent increase in no. of followers from 2,15,000 in May 2014 to over 3,70,000 followers in November, 2014.

To further strengthen its listenership and reach, NSD joined another online audio platform SoundCloud in

May, 2014. SoundCloud is an audio platform which is used in over 200 countries and has a global reach of 317 million per month. Within short span of time it has become popular and has nearly 5.4 lakh plays so far with an average of around 20,000 plays and 800 downloads per week.

Twitter conferences are being organized to get questions and suggestion on various discussion topics and replies are given to the queries in the programme. Hashtags # are created for different topics to get the response from followers.

The response to the first twitter conference on Pradhan Mantri Jan Dhan Yojana was overwhelming. Queries on Pradhan Mantri Jan Dhan Yojana were invited at #PMJDYQueries. 1277 tweets were received and had impact on over 5 crore people with total reach of over 13lakh. Details enclosed as Annexure-III

## Mann Ki Baat Programme

Prime Minister has recently chosen AIR as medium to address people through "Mann Ki Baat" programme. The News Services Division (NSD) of All India Radio (AIR) made extensive arrangements for carrying the message of the Prime Minister, Shri Narendra Modi to the nation in "Mann Ki Baat" programme part-1 on 3<sup>rd</sup> October and part-2 on 2<sup>nd</sup> November over All India Radio through various platforms.

- The contents of the PM's speech were carried prominently in major bulletins and hourly bulletins in Hindi, English, Urdu and 13 other Indian Languages originating from New Delhi.
- Regional news bulletins also carried the Prime Minister's message in the regional bulletins and the regional version of the speech later in evening.
- Several news-based current affairs programmes were broadcast at NSD: HQ and from many of its Regional News Units (RNUs).
- SMSes, based on the content of PM's speech were sent in 10 languages (English, Hindi, Marathi, Gujarati, Tamil, Malayam, Dogri, Nepali, Sanskrit, Assamese) to more than 4.5 lakh people who have registered for the service.
- A special static home page was created on [www.newsonair.nic.in](http://www.newsonair.nic.in) with a link to take people directly to live webcast page of "Mann Ki Baat". A special window was created for the webcast of the speech. The text of the address were uploaded on the website.

- NSD made a special webpage for the PM's speech which was **live webcasted** live with the support of NIC. Recorded audio and text of the speech were posted on the website.
- PM's speech was tweeted live both in English and Hindi simultaneously.
- Analysis of Twitter hashtag #PMonAIR, created by NSD attracted a total reach of about 12 lakh and a total impact of about 2 crore on November 2<sup>nd</sup> while in the first Radio episode on October 3 NSD's reach within 3 hours after programme was 42 lakh while the impact was 1.4 Crore.
- As compared to the October 3<sup>rd</sup>, 2014 report, the impact has grown from 1.4 crores to nearly 2 crores, which shows that the engagement was better this time. However, the number of contributors and reach have shown somewhat downward trend because, this time, live broadcast of PM's speech was available on more platforms compared with the first speech.
- Many posts on PM's address were posted on the *All India Radio News* Facebook page of NSD which has over 1.6 million likes in part-2 episode while in part-1 the posts attracted nearly 1 million people. The reach of different posts on PM's address varied from 50,000 to 1.25 lakhs.
- Prime Minister's speech was posted on SoundCloud @allindiaradionews. The link of the programme was provided on both Twitter and Facebook. The number of unique plays in Sound-Cloud was more than 2,000 in first four hours during both the episodes. Over 25,000 people have played the programme so far.

### AKASHWANI AWARDS

NSD: AIR, presents Akashwani Annual Awards every year for the following categories:

- K. L. Sharma Best Correspondent Award
- Bold and Courageous Reporting Award
- Best News Editor of the year
- Best Regional News Unit Award
- Best Part Time Correspondent Award (Six, zone-wise i.e. North, East, West, South, Central & North- East)

### BUDGET

The sanctioned budget grant for 2014-15 under non plan head was ₹27.46 crores and under IEBR head (PP&SS)

was ₹25.55 crores. And the total utilised expenditure till 30.11.2014 under non plan head was ₹16.67 crores and under IEBR head was ₹7.24 crores. The SBG (2014-15) for RNUs is ₹18.49 crores.

News Services Division is having sanctioned strength of 516 posts. Out of which 278 posts are lying vacant in various cadres of NSD. The sanctioned strength of RNUs is 134 of which 90 are in position. The multiple activities of NSD, AIR are however being managed by engaging contractual staff/Casual assignee etc as per policy/guidelines issued by Prasar Bharati Sectt.

### RTI

During the period (till 27.11.2014) 55 RTI applications were received of which one is pending. And 10 applications of 1<sup>st</sup> Appeal were received and none of them is pending. All the RTI replies were sent within the prescribed time limit as per RTI Act 2005. No case has been referred to CIC till date.

### WOMEN GRIEVANCE CELL

A women's grievance cell is working in NSD to address problems of women staff members. This cell is working efficiently and constantly monitoring activities. ADG (News) Mrs. Veena Jain is the Chairman of the committee?

### Rajbhasha

The Rajbhasha unit of News Services Division (NSD) is regularly implementing the official language policy. Third issue of in-house magazine Akashwani Samachar Bharti was published for which officials of NSD contributed their articles. The magazine was released by DG (News) Shri. Mohan Chandak. The prize distribution ceremony of Hindi Pakhwada was conducted under the chairmanship of DG News.

Quarterly meetings on implementation of official language policy, quarterly reports and workshops are regular features.

### Commercial Wing of AIR

The onus for generating revenue for All India Radio lies on its commercial set-up. In spite of the fast changing scenario in the field of Radio Broadcasting during the last few years, Commercial Wing of All India Radio through its Central Sales Unit at Mumbai, 15 main Commercial Broadcasting Service Centers located in different parts of the country and 10 Marketing Divisions at Mumbai, Delhi, Chennai, Bengaluru, Hyderabad, Kolkata, Kochi, Thiruvananthapuram, Guwahati & Jalandhar has been able to augment the overall commercial revenue of the



organization year- after-year along with maintaining its basic identity as a Public Service Broadcaster.

A prescribed Code of Conduct governs the programmes as well as commercials broadcast on All India Radio. While strictly adhering to the Broadcast and Commercial Codes and facing budgetary & staff constraints at almost all the AIR Stations including CBS Centers, Vividh Bharati Stations and FM Channels, Commercial Wing has been able to procure business from major corporate clients/advertisers as well as Government Departments and PSUs.

Enumerated below is a position of revenue earned in last six years.

2009-10	₹303.18 crore
2010-11	₹372.96 crore
2011-12	₹359.65 crore
2012-13	₹376.68 crore
2013-14	₹510.95 crore
2014-15 (Upto Oct, 14)	₹230.39 crore

Notwithstanding occurrence of natural calamities like floods in Srinagar and Hudhud cyclone in coastal Andhra and Odisha and other challenges & constraints, we have earned Rs. 230.39 crores during the period April 2014 to October 2014.

Some of the major initiatives undertaken towards revenue enhancement between April to December 2014 have been

- (i) Launching of an All India toll free No. 15102 on 15<sup>th</sup> August, 2014 as a “One stop shop” for all Commercial activities, making advertising more simple by reaching at the door step of the clients. On an average we receive approximately 1 Lakh calls per month. Notwithstanding shortage of manpower and other deficiencies a six figure revenue has already been earned. The facility is aimed at providing advertisement facilities to small traders in hinterland and also to dispel the fear of radio advertisement being a complex and complicated activity.
- (ii) On 15<sup>th</sup> August, 2014, AIR have also started relaying its prime commercial service - the Vividh Bharti Service from its 65 out of 86 local radio stations, from 10.00 am to 5.00pm. Such a stupendous coverage makes it a veritable national service having huge potential for enhanced revenues.

Some of the initiatives which AIR is attempting to accomplish between January to March, 2015 are:

- (i) Launching of the Online advertisement Booking facility for booking of commercial utilizing services of online portals.
- (ii) The market potential is shifting from metropolitan cities to other urban and rural areas. To tap the market potential at local level a new strategy is being adopted for the local radio stations. To boost the morale especially at local radio stations a new incentive based scheme on pilot basis has been launched and AIR is very hopeful of achieving very good results out of this.
- (iii) Further revision and rationalization of rate card is being attempted, primarily, in view of expansion in reach of various services of All India Radio like VBS, etc..

### MARKETING DIVISION

The overall revenue generation of Prasar Bharati has been growing remarkably ever since Marketing Divisions came into being way back in late 90's. To step up in-house marketing and the need for a more strategic way of earning revenue paved the way for opening up of Marketing Divisions by Prasar Bharati in major cities. The first Marketing Division was established in Mumbai and at present Marketing Divisions are also functional at New Delhi, Chennai, Bangalore, Hyderabad, Kolkata, Guwahati, Kochi, Thiruvananthapuram & Jalandhar. The Divisions located in Delhi, Mumbai, Kolkata and Chennai are designated as zonal hubs.

Marketing Divisions of Prasar Bharati function as key flashpoints between the entire media market and the programming link to ensure that the best market practices are also taken forward on Radio and Doordarshan in a progressive manner. The planned, strategic and aggressive marketing methodology of these Divisions is contributing immensely to the overall revenue generation of Prasar Bharati. A single window facility for all the channels of All India Radio and Doordarshan, Marketing Divisions cater to all the needs of advertising. Reaching out to clients, preparing media plans according to their budget and requirements, executing their publicity campaigns and producing spots/jingles and sponsored programmes wherever the need be, are some of the important functions of Divisions. With AIR's vast network and a reach beyond comprehension, Marketing Divisions, Prasar Bharati help the clients reach every nook and corner of the country and that too sitting at one place. Marketing Divisions also act as facilitation centers for various Agencies/clients, which in turn, has made them have a feel of Prasar Bharati running along the competitive pace.

Some of our major clients include Ministry of Agriculture, Ministry of Consumer Affairs, Ministry of Drinking Water and Sanitation, Ministry of Minority Affairs, Ministry of Rural Development, Ministry of Health & Family Welfare, National Aids Control Organization, Ministry of Human Resource Development, National Disaster Management Authority, Ministry of Home Affairs, DOPT, PCRA, RBI & Private clients such as Coca cola, Perfetti, Airtel, Vodafone, Pepsico, Glaxo SmithKline Health Care, Maruti Suzuki, Gillette India, Oriental Chemical Works, Jindal Steel and Power Ltd., Aircel, Kapila Krishi Udyog, Dish TV, Horlicks and OLX.IN.

The past year has been phenomenal as far as earning revenue is concerned. Every effort was made by Marketing Divisions to avail the opportunity of banking on the election mood of the clients and with the continuous and concrete efforts of these divisions, All India Radio has been able to earn overall revenue of ₹510.76 in the Year 2013-14 and for the current financial year the overall revenue of AIR is ₹225.56 Crore till the end of October 2014.

The period from January to March every year is always the time when the activities gear up as far as procuring business from various Ministries and departments is concerned. At present we are awaiting approvals from the Ministry of Overseas Indian Affairs, NACO, Ministry of School Education and Literacy, Ministry of Rural Development & Ministry of Women and child and Ministry of Drinking Water and Sanitation and National Population Register etc. With the kind of projects in the pipeline we hope to get good revenue and achieve our targets.

### **TRANSCRIPTION & PROGRAMME EXCHANGE SERVICE**

#### **Central Archives of All India Radio**

The Transcription Service was started on 3<sup>rd</sup> April, 1954 and entrusted with the main function of preparing transcription of speeches of all dignitaries with a special reference to the Prime Ministers and Presidents of India. This unit was also performing the duty of the processing of vinyl disc labelled "AIR-TS records" for preservation of recordings for future broadcast. The designation of service was changed to "Transcription & Programme Exchange Service" from 1<sup>st</sup> April, 1959 and the office was placed under the independent charge of a "Director". As the processed records eventually proved to be uneconomical, the processing work had to be closed down in June 1967

and new modes of preservation like analogue magnetic tapes etc. came into use. Informal archiving had been there in the country, but as an organised activity, the job was assigned to this unit later.

#### **Unit structure**

This office has the following functional units-

- (i) Central Archives
- (ii) Programme Exchange Unit (Internal & Foreign)
- (iii) Transcription of Presidents'/ Prime Ministers' speeches
- (iv) Refurbishing Unit
- (v) Commercial Release & Marketing
- (vi) Digital Sound Archives

#### **RELEASE FROM AIR ARCHIVES: "AKASHVANI SANGEET" AND MARKETING**

All India Radio got the opportunity to record, broadcast and preserve the renditions of all the major musicians over a period of time. Today it has a rich repertoire of Indian Classical Music both in Hindustani and Carnatic. Since April 2003, AIR Archives has started releasing selection from its precious music collections under the banner "Akashvani Sangeet". So far 85 music albums have been released from Central Archives.

Sales counters were opened in fifty AIR stations and many of the Doordarshan Kendras. In addition to this, released albums are also available with retail music shops in Delhi.

#### **Current Activity**

- (i) After completion of screening, selection, audio quality improvement & finalization, CD of Seven Kaands of Ramcharitmanas, Gurbani, and Christian Carols are ready for Release.
- (ii) Simultaneously screening, selection, audio quality improvement and finalization of a CD comprising Hamd, Naat and Manqabat is going on.

#### **CD Releases in pipeline**

Screening, selection, audio quality improvement and finalization of all other formalities for these Audio CDs are under process:-

- (i) Ustad Mushtaq Ali Khan-Sitar (Hindustani Classical)- 2CDs
- (ii) Pt. Gopal Mishra-Sarangi (Hindustani Classical)- 2CDs

(iii) Pt. Kishan Maharaj – Tabla (Hindustani Classical)-2CDs

(iv) Sh. M.S. Gopalakrishnan – Violin (Carnatic Classical)-2CDs

(v) Sh. U. Srinivas – Mandolin (Carnatic Classical)-2CDs

Besides the above stated maestros, the Central Archive intends to release the following archival recordings also:

- |  |       |
|--|-------|
| (i) Thumri/Dadra                           | 2 CDs |
| (ii) Bhajan/Devotional                     | 2 CDs |
| (iii) Music of Bharat Ratna recipients     | 2 CDs |
| (iv) National Leaders' speeches (excerpts) | 2 CDs |
| (v) Classical Instrumental                 | 2 CDs |
| (vi) Regional and folk Music               | 2 CDs |

### NEW MARKETING STRATEGIES

Though AIR has released the authentic and original music under the banner of “Akashvani Sangeet” which is inimitable in style, its availability in the market is not noticeable due to lack of proper online and other modes of publicity. Keeping in view enhancement and the brand exposure at national and international arena, work on these proposals is in process.

### Showcasing the Rare Content of Air & DD on Google

There is a proposal from Google Cultural Institute (a non-commercial arm of Google) for showcasing the rare content of AIR & DD on Google platform. The proposal is under active consideration as it will boost presence of AIR Archive on global level. Google India Representative has sent an outline of presentation for monetization of AIR content through You Tube along with usage of Google Cultural Institute awareness.

Series of meetings with Google India representatives is proposed for exploring various aspects of the said proposal.

### MARKETING PROPOSAL FOR E-PORTAL

There is a proposal for marketing of CDs released by AIR Archive for which agreement with online marketing e-portal, like Flipkart, Amazon, Snapdeal, e-bay etc could be struct during the next year. The letter of interest from AIR Archive is being sent to online marketing e-portals to ask for their terms & conditions.

This proposal will be given high priority in coming years as it may give benefit with maximum global marketing exposure, advertisement & information with proper delivery & prompt payment.

### SOUND ARCHIVES

The Sound Archives of All India Radio can be called the National Audio Archives of the nation as it is the treasure house of precious recordings of music and spoken words in different categories. It is the largest library of indian music recordings.

The library preserves a separate collection of Mahatma Gandhi's speeches including the first and the last prayer speeches of Mahatma Gandhi recorded on 11<sup>th</sup> May, 1947 at Sodepur Ashram, Calcutta and 29<sup>th</sup> January, 1948 at Birla House, Delhi respectively. The only broadcast by Gandhiji from AIR Delhi on 12<sup>th</sup> November 1947 is also preserved. The library contains recordings of all the Presidents and Prime Ministers of India.

Voice recordings of eminent personalities like Rabindra Nath Tagore, Subhas Chandra Bose, Dr. B.R. Ambedkar, Sardar Patel, Sarojini Naidu have also been preserved. Apart from this, award-winning radio dramas, features, documentaries and memorial lectures are available in the library.

### DIGITAL SOUND ARCHIVES

Transcription & Programme Exchange service has taken up a mega project of digitizing all the analogue content. Major steps have been taken in this direction. Under the Chairmanship of CEO, Prasar Bharati, a special committee of experts in the field of archiving, both technical and content management has been formed. This Committee is guiding the Digital Sound Archives in adopting best practices. AIR participated in a big way in the 6-day Annual Conference of IASA (International Association of Sound Archives). International experts visited the Archives. They have appreciated the facilities and given valuable inputs for modernising.

### ARCHIVES DIGITAL LIBRARY

A special project was launched to digitize all Archival recordings in 2001 and the project was completed in 2005. By doing so, Akashvani has become one of the major digital libraries in the broadcasting network with modern tape numbering system in tune with the internationally accepted norms.

Programme transferred into digital medium is 19,407 hours. Some of the important archival recordings digitised are as follows:-

Prime Ministers speeches	:	3700 hours
President's speeches	:	1470 hours
Mahatma Gandhi	:	280 hours
Sardar Patel	:	35 hours
Gurudev Tagore and recordings on Tagore	:	175 hours
Radio Autobiography		958 hours
Hindustani Classical	:	3603 hours
Carnatic Classical	:	2002 hours
Other music items	:	2560 hours
Folk Music	:	600 hours
Other spoken word Items	:	4358 hours
Light Music	:	1100 hours

In the Second phase of digitization, which began in 2008, approximately 500 hours of recording have been digitized. There are approximately 5000 hours of programmes in analog tapes that are to be transferred to the digitized format in the second phase of digitization.

### RADIO AUTOBIOGRAPHY

In the category of Radio Autobiography, recordings of eminent personalities from various walks of life are preserved. The Central Archive of All India Radio is a rich repository of priceless recording of Radio Autobiographies of renowned musicians, public figures, litterateurs etc. Among such eminent persons recorded are Sh. JRD Tata, Ustad Ali Akbar Khan, Shri Hariyansh Rai Bachchan and Dr. Verghese Kurien. With the input from different AIR stations the people of eminence are identified, and after getting approval from the Director General, these Radio Autobiographies are recorded. Recently, we have recorded eminent personalities like Satyendra Sharat, Pt. Buddhadev Dasgupta, etc.

To enrich the collection further, the Central Archive would like to record the following luminaries from different walks of life like:-

- (i) Pt. Birju Maharaj- Exponent of Kathak Dancing Style
- (ii) Dr. Sonal Mansingh- Exponent of Odissi dancing style

(iii) Pr. Rajan and Pt. Sajan Mishra- Hindustani Classical Vocalists

(iv) Dr. Kedar Nath Singh- Hindi Poet

(v) Smt. Chitra Mudgal- Hindi Litterateur

(vi) Sh. Kailash Vajpeyi- Hindi Poet

(vii) Prof. Krishna Kumar- Academic

(viii) Dr. A.P. J. Abdul Kalam-Former president

(ix) Raja & Radha Reddy- Exponent of Kuchipudi dancing style

(x) Prof. Yashpal- Scientist

### PROGRAMME EXCHANGE LIBRARY

The main purpose of this unit is to exchange good quality programmes among the stations as per their requirements. In PEU library around 8000 tapes containing the recordings of music and spoken word programmes are preserved for this purpose.

Besides containing both music and spoken word items in different Indian languages, PEU library is also preserving language lessons in Bangla, English, Gujarati, Kannada, Malayalam, Marathi, Oriya, Sanskrit, Tamil and Telugu.

PEU has a separate reference library of folk and tribal music in all principal languages and dialects of our country.

Transcription & Programme Exchange Service has been allotted a fixed chunk between 1100 hrs and 1200 hrs for transmitting programmes to all AIR stations through RN Channel. These include programmes from Sound Archives, Programme Exchange Library, Radio Serials, Lessons on Languages and on Community Singing Songs, which are received from Community Singing Song cell of Directorate General of All India Radio and outstanding programmes requisitioned by various stations and also contributed by stations.

Programme Exchange Library circulates radio serials to identified radio stations. These radio serials are produced under software development projects of PP&D unit of DG, AIR. Moreover monthly chain play produced by the central drama unit of DG, AIR are also circulated to identified radio stations after being fed through regular RN channel chunk.

### TRANSCRIPTION UNIT

The main function of this unit is to transcribe the recording of speeches delivered by President and Prime

Minister and preserve them in the form of volumes in chronological order.

It is obligatory on the part of AIR stations to record all the speeches delivered in public functions by the President and Prime Minister. Tapes containing recording of speeches along with transcripts are received by T&PES from concerned AIR stations. The bound volumes of all transcription are prepared and kept in the Archives. All the speeches of President and Prime Minister are preserved in the CD form with detailed data entry.

### REFURBISHING UNIT

In order to refurbish the vintage music recordings in Archives, this unit was started some years back with the assistance of United Nations Development Programme. Hundreds of hours of recording of music and voice of Mahatma Gandhi, Pandit Nehru etc. were refurbished here. At present this unit takes care of the enhancing the audio quality of the recording being released by AIR and Doordarshan Archives.

### HIGHLIGHTS DURING APRIL 2014- TO DECEMBER 2014.

#### 1. In compliance of PMO presentation

- (i) After completion of screening, selection, refurbishing, audio quality improvement & finalization of 31 cuts of Mahatma Gandhi, a CD titled IMMORTAL VOICE was prepared and sent for physical distribution to all Educational Institutes throughout India.
- (ii) 31 cuts of Mahatma Gandhi, a CD titled IMMORTAL VOICE has been an uploaded onto All India Radio's You Tube channel.
- (iii) For Swachh Bharat Abhiyan:- audio cuts of Mahatma Gandhi on cleanliness were distributed to various ministries, DG Doordarshan, DG News, and uploaded onto AIR YouTube channel for public.
- (iv) After completion of screening, selection, refurbishing, audio quality improvement & finalization of 20 audio cuts on different subjects selected from the speeches of former Prime Minister Shri Atal Bihari Vajpayee, a CD has been prepared and distributed in many government departments including MIB. It is in process for uploading onto AIR YouTube channel for

public. Besides this, a Radio feature based on Shri Atal Bihari Vajpayee has been produced to be broadcast on national hook-up.

- (v) The screening, selection, refurbishing, audio quality improvement & finalization of speeches of Netaji Subhas Chandra Bose, Sardar Vallabhbhai Patel, Maulana Azad, Dr. B.R. Ambedkar, Dr. Rajendra Prasad and Pt. Jawaharlal Nehru is in progress for upload and distribution during December 2014- January 2015.
2. In compliance of Request from Ministry of External Affairs
    - (i) After refurbishing and quality improvement, the audio of Martin Luther King was provided to MEA which was presented to President Barak Obama by the Indian Prime Minister Sh. Narendra Modi during his recent US visit.
    - (ii) Working on refurbishing and quality improvement of the audio of Ms. Marian Anderson, a personal favorite singer of US President Obama This is likely to be presented to him during his visit during the forthcoming Republic Day celebrations.
    - (iii) 21 audio cassettes containing Hindustani Classical Music were supplied to Shri. Fazal Elahi Khan of Pakistan (Islamabad) on the request of Indian High Commission in Islamabad.
  3. Completed the refurbishing and quality improvement of the archival recordings related to 1971 war (liberation of Bangladesh) in MP3 format. Two CDs are being prepared for presentation to the President of Bangladesh by the President of India during his ensuing visit to India.
  4. In compliance of Request from Publications Division, Ministry of I&B  
Request from Publications Division, Ministry of I&B, asking for transcribed material from AIR Archive for publishing Books based on Sardar Vallabhbhai Patel & Shri Atal Bihari Vajpayee was complied with top priority.
  5. A workshop conducted by Deutsche Welle consultancy  
On Archive modernization on topic Archive Analysis - Fact Finding during October 25<sup>th</sup>-October 31<sup>st</sup> 2014.
  6. 200 LP's were gifted to AIR Archive by Ms Kapila

Vatsyayan. Up till now approximately 100 LPs were converted into digital mode and gifted back to her.

7. Request from Prof. Mahadeorao Shiwankar Ex-MP, through Min. of I&B, for physical distribution of Audio CD of speech of Hon'ble Prime Minister Shri Narendra Modi to the Constituent Assembly of Nepal on 3<sup>rd</sup> August 2014. Work on it is in progress.
8. A New fully equipped state of art Transcription Unit is ready for inauguration and operational use.
9. Formation of Archival Material Appraisal Committee in every AIR station is in progress.
10. Process of streamlining of workflows / processes for creation of work flow for analogue and digiborn content is in process.
11. New Archival gallery showcasing writers, artists, events, instruments etc.has been completed.
12. Upgrading storage facilities by providing 24 hrs. A/C

and safeguarding the Archival material in 18 degree Celsius temperature.

13. Creating guidelines to selectn of Archival content for preservation and dissemination along with the process of metadata generation.
14. AIR Archive is giving due importance to Global Strategic considerations for concepts for Dissemination along with System Integration and Interfacing
15. Quality Management regarding legacy archive facilities along with the digitization chain including maintenance, storage technology and disaster management is being streamlined and given due importance.
16. For Disaster Management, disaster storage back up copy, which will be fire and water proof is being prepared at Bhopal and Bangluru.

Title	Status	Remarks
The archival material with AIR including voice recordings of nation leaders like Mahatma Gandhi, may be digitized and made available to educational institutions, especially school, as part of greater outreach to the students.	After completion of screening, selection, refurbishing, audio quality improvement & finalization of 31 cuts of Mahatma Gandhi, a CD titled IMMORTAL VOICE was prepared and sent for physical distribution to all Educational Institute throughout India.	in compliance of PMO presentation
Excerpts of archival material that consist of sound bites/ video clippings of leaders like Mahatma Gandhi on specific issues (for example sanitation) used by government departments in their campaigns across conventional and social media.	For Swach Bharat Abhiyan:- audio cuts of Mahatma Gandhi on cleanliness were distributed to various ministries, DG Doordarshan, DG News, and uploaded on AIR You Tube channel. For common public.	in compliance of PMO presentation

### PLANNING / PROSPECTS / ACTIVITIES

- Expansion of Transcription unit.
- Forming Archival Material Appraisal Committee in every AIR station.
- Creation of work flow for analogue and digiborn content.
- New Archival gallery showcasing writers, artists, events, instruments etc.
- Upgrading storage facilities by providing 24 hrs.A/C and safeguarding the Archival material in 18 degree celsius temperature.
- Creating guidelines for selection of Archival content for preservation and dissemination.
- AIR Archives had put up a counter at IHC,Delhi where the achievements of Archive were displayed,which was widely appreciated by the visiting public.

- The delegates from AIR, Archives successfully participated in International Conference on digital Libraries: Vision 2020: Looking back 10 years and forging new frontiers.

Global Strategic Considerations

Workflows/ Processes

Further Development of Metadata Standards

Quality Management

### EXTERNAL SERVICES DIVISION:

The cardinal role played by International/External Broadcasting as an instrument of Foreign Policy and Public Diplomacy needs no elaboration. Nations attach great importance to international broadcasting as a means of projecting their image and point of view abroad.

Due to its colonial link with England, broadcasting came almost simultaneously in England and India. Similarly, shortly after BBC started its first foreign language broadcast in Arabic in 1938, All India Radio entered the domain of external broadcast on 1<sup>st</sup> October, 1939 purely as a tool for propaganda for the Allies during the World War II with a service in Pushto language to counter the German Radio Blitzkrieg in the region and supplement the efforts by the BBC in this part of the world. At the dawn of Independence, ESD donned a new avatar as the voice of an emerging nation, an old civilization, a tool for diplomacy and also effective propaganda machinery at the time of different crises.

Since then the External Services Division of AIR has been a vital link between India and rest of the world, specially with those countries where the interest of India are intertwined because of Indian population, staying in those countries. Indians, who left their home decades ago in search of better life today live in every part of the globe and are still interested to know what “the Country of their birth” holds for them. Naturally, External Services Broadcast has been projecting the Indian point of view on matters of national and international importance through its various programmes.

**External Services Division** of All India Radio ranks high among the external radio networks of the world both in reach and range covering about 100 countries in 27 languages. AIR, through its external broadcast, aims to keep the overseas listeners in touch with the ethos of India. The languages in which AIR reaches its foreign audience are English, French, Russian, Swahili, Arabic, Persian, Tibetan, Chinese, Thai, Burmese, and Bhasha

Indonesia. While the services in Hindi, Bangla, Tamil, Telugu, Malayalam, Kannada and Gujarati are directed at overseas Indians, those in Urdu, Punjabi, Sindhi, Saraiki, Sinhala and Nepali are meant for listeners in the Indian sub-continent and immediate neighbourhood. External Services Division follows a composite pattern that generally comprise of News Bulletins, Commentaries, Currents Events and Review of the Indian Press. Besides Newsreel, Magazine Programmes on sports and literature, talks and discussions on social economic, political historical, scientific and cultural subjects, features on developmental activities, important events and institutions, classical, folk and modern music of India's diverse regions form a major part of total programme output.

The dominant theme of all programmes in External Services Division is to present the reality of India as a strong secular, democratic, republic which is vibrant, forward looking and engaged in the task of rapid economic, industrial and technological progress. The fact of India's large technical manpower and its achievements and ecological balance are put across in easy and simple parlance.

Similarly, India's faith in non-violence, its commitment to universal human rights and international peace and its contribution to creation of a new world economic order are frequently discussed. External Services Division continues to supply recordings of music, spoken word and composite programmes to about 25 foreign broadcasting organizations under the existing Cultural Exchange Programmes.

External Services Division's transmission directed to SAARC countries, West Asia, Gulf and South East Asian countries continue to carry the 9.00 p.m. National News bulletin in English originally meant for Home Services. This apart, External Services Division continues to beam all across the globe commentaries on contemporary and relevant issues and press reviews in all its transmissions.

### NEW INITIATIVES AND MODERNISATION EFFORTS

#### REVAMPING

1. Revamping and strengthening of ESD services particularly Nepali, Tibetan, Baluchi, Dari, Pushto, Sindhi and other services targeted to Af-Pak region have been initiated. In this context, Nepal centric programmes for countering anti-India propaganda have been initiated. In addition to

this, programmes on perception management and countering anti-India propaganda are also broadcast regularly by different ESD services and particularly in services targeted to the Sub-continent.

2. Steps have been initiated to strengthen the Talks Unit of the ESD to enable it to produce more area specific news and current affairs based programmes.
3. A multi-media website with Live Internet Radio and Radio on Demand components at par with other international broadcasters has been launched for ESD which would go a long way to make ESD services available across the globe and particularly to the areas where the service was not reaching hither before.
4. Steps have also been initiated to start Live Internet radio for all the 27 ESD services which will enhance its access globally.
5. A massive digitization work for all recordings of archival value has been initiated wherein about 20,000 tapes, 10,000 discs etc in different Indian and Foreign languages shall be digitized in a time bound manner.
6. ESD has also initiated steps towards computerizing all the foreign language units to slowly move towards a paperless system.

### REVIVING COOPERATION AND COORDINATION WITH MEA

To foster a greater understanding of India abroad through the medium of Radio, particularly in view of India's ever growing stature, initiatives have been taken to revive the coordination and cooperation with the MEA (XP Division in view of the commonality of purposes of XP Division of MEA and ESD, AIR) recently.

As a continuation of this effort, a meeting between JS (XP) Division of MEA and Director General of All India Radio was held on 12<sup>th</sup> May 2014. Following decisions were taken:

- (i) MEA will carry programme schedule of important programmes broadcast by GOS/different units of ESD in bi-monthly magazine "India Perspective".
- (ii) MEA will facilitate ESD, AIR to circulate its bi-monthly Journal "India Calling" o its missions abroad.
- (iii) ESD, AIR will partner XP Division which periodically organizes lecture series by eminent speakers/diplomats and foreign policy experts on different topics covering issues related to foreign policy and foreign relation.

- (iv) As a long term measure, All India Radio and MEA shall initiate/review the present bouquet of services of ESD including facilitating and funding a study to understand current reach and impact of AIR in different parts of the World.
- (v) MEA will facilitate recruiting of experienced foreign language experts and professionals through Indian missions abroad to help ESD to overcome its crisis of foreign language knowing manpower.

### SOME OF THE IMPORTANT PREOGRAMMES BROADCAST FROM ESD W.E.F. 01/04/2014 TO 31/12/2014 ARE AS UNDER.

1. Gems of India: "Digital Green" - an interview with Rikin Gandhi (A USA - returned young technocrat who uses communication technology to empower farmers Interviewer: Dominic Thomas
2. Gems of India : "The ships of hope" - an interview with Sanjoy Hazarika, Head of centre for Northeast studies and policy research,(on Boat clinics, that provide basic health care to marginalized communities living in Assam's riverine islands) Interviewer: Kaushik Roy
3. Ambassador's Diary : Interview with Shri Salman Haidar, former Foreign Secretary Interviewer: Kaushik Roy
4. Gems of India : "Women on Wheels" – an interview with Meenu Vadera, Secretary and founder of Azaad Foundation, that trains urban, poor marginalized women to become professional drivers to earn livelihood Interviewer: Kaushik Roy
5. Horizon: Recording of the Sahitya Akademi Samvatsar Lecture 2014 By Doyen of Malayalam poetry Prof. O.N.V. Kurup, Jnanpeeth and Padma Vibhushan Awardee, entitled "Poetry That Defies Definitions: its Relevance in Modern Times"
6. Pot Pourri : Report of World Poetry Festival 2014 (Based on recordings of poetry festival organized by Sahitya Akademi )Produced & Presented by Sanjiv Baruah
7. Horizon : Interview with Ms. Temsula Ao, Sahitya Akademi Awardee from Nagaland (Poetess, Short story writer & ethnographer) Interviewer : Sanjiv Baruah
8. Welcome to Studio No. 1 : Music of Indian Ocean – Conversation & performance by Rahul Ram, Nikhil Rao & Amit Kilam



9. Gems of India: Interview with Dr. Ashok Khosla, Founder Chairman, Development Alternatives (involved in sustainable development of environment friendly commercially viable technologies, Eco solutions) Interviewer: Kaushik Roy.
10. For the Youth : Interview with Avinash Deo Singh, MP from Trinidad and Tobago Interviewer: Sanjiv Baruah
11. Welcome to Studio 1: Excerpts of conversation between Raghu Rai, Photographer and Jatin Das, Painter Recorded earlier at our studio before invited audience
12. Science Scan: “India’s space capability” Talk by Pallava Bagla, science writer
13. Indian Heritage: Interview with Dr. Partha Pillai, Pravasi Samman Awardee from USA Interviewer: Dominic Thomas
14. Focus: Dialogue on BRICS Summit 2014 & its outcome Participants: Seshadri Chari, Member BJP Foreign Affairs Cell
15. Ambassador’s Diary : Interview with Sh. Aftab Seth, Former Ambassador Rajiv Sharma, Consulting Editor First Post Interviewer: Kaushik Roy
16. Indian Heritage : World’s unique toilet museum – Feature OB/Script/Presentation: Sugandha Nagar(on museum established by Sulabh International at Mahavir
17. Science Scan: Vikram Sarabhai – The doyen of Indian science (On Sarabhai’s birth anniversary) Talk by Biman Basu, Science writer Enclave, Delhi)
18. On the eve of Independence Day of India, Address to the Nation by Hon’ble President of India Shri Pranab Mukherjee.
19. A Radio Report on the Flag Hoisting Ceremony including the Prime Minister of India Shri Narendra Modi’s Address from the ramparts of Red Fort, New Delhi.
20. Health Plus : “Ebola virus” – symptoms and treatment Interview with Dr. Ashutosh Biswas, Associate Professor AIIMS Interviewer: Surya G.Yadav
21. Indian Heritage: Integrated Education – the Gandhian way” An interview with Dr. Rajendra Khimani, Registrar, Gujarat Vidyapeeth, Ahmedabad Interviewer: Dominic Thomas
22. Welcome to Studio 1: Interview with Ms. Malini Awasthi, well known folk singer Interviewer: Madhavi Menon
23. Gems of India: “Power over Power to empower people” Interview with Shri Yogeshwar Kumar a veteran in the field of rural electrification, who sets up micro power plant and trains local communities to maintain and run them. Interviewer: Kaushik Roy
24. Gems of India : “Social Soldier” An interview with Adventurist Naveen Gulia, ExArmy man paralysed below waist working for the under privileged and street children. Interviewer: Kaushik Roy
25. Diplomat’s Diary : Interview with Ambassador Navrekha Sharma, Former Ambassador to Indonesia and the Philippines. Interviewer: Kaushik Roy
26. Special Programme: Interview with Shri Kailash Satyarthi, Nobel Peace Prize 2014 co winner. Interviewer: A.J. Mazumdar & Kaushik Roy
27. India & the World: “Impact of climate change globally” Talk by Dr. R.K. Pachauri, DG, TERI and Nobel Laureate
28. Curtain raiser to 45<sup>th</sup> International film festival of India Interview with Gautam Kaul, Member film preview committee of the festival, film historian & critic Interviewer: Kaushik Roy
29. Jewels of Tinsel World (Series on Dadasaheb Phalke Awardees)
30. Gems of India : “We for change” - An interview with Vimlendu Jha, Founder, Swachha - we for change foundation working on environmental and social development issues. Interviewer: Kaushik Roy
31. Focus: Crucible of faith – (Dialogue on decennials 45 day exposition of the body of St. Francis Xavier held at Bom Jesus Basilica at Goa From 22nd November 2014) Participants: Denzil Rodrigues & Grace David from Vidya Jyoti Theological College, Delhi
32. Special Programme: On the eve of 18<sup>th</sup> SAARC Summit An interview with Shri Sheel Kant Sharma, Former Secretary General SAARC Interviewer: Kaushik Roy
33. A Radio Report on the International conference on Road Safety organised by Indian Road Congress on 29<sup>th</sup> -30<sup>th</sup> November 2014 at Vigyan Bhawan, New Delhi. (An AIR Delhi Contribution)

34 Following Important broadcast were carried out by Hindi Section during 2014-15

#### Interviews

1. Vishwanath Tripathi—Senior Litterateur
2. Mridula Garg - Senior Litterateur
3. Ravindra Kaliya – Senior Litterateur
4. Divik Ramesh – Senior Litterateur
5. Prakash Manu - Senior Litterateur
6. Ashok Bachpai – Senior Litterateur and Sanskrit Worker
7. Bhanu Bharti – Senior Director and Artist
8. Robin Das – Artist and Professor National School of Drama
9. Shevanti Sanyal – Senior Classical Singer
10. Madhup Mudgal - Senior Classical Singer
11. Madhu Kishwar – Social Worker

Beside this, the following eminent writer's Radio story were broadcast.

Bhagwati Charan Verma, Fakir Mohan Senapati, Vrindavan Lal Verma, Mahadevi Verma, Jai Shanker Prasad, Suryakant Tripathi Nirala and Sadat Hasan Manto.

#### Other Important Broadcast

- Radio Report of 26th January Republic Day function organized at Rajpath and 15th August, Independence Day celebrations at Lal Quila.
- Message to the nation delivered on eve of Republic Day and Independence Day.
- Radio report of 61st Nation Film Award ceremony.
- Inaugural and closing ceremony of Bhartiya Pravasi Divas .
- Special report based on PM's visit to America and Australia .
- Special feature on Mahila Divas, Vishva Paryavaran Divas, Vaishakhi and Deepawli.

#### 35. Some of the important programmes broadcast in Urdu Service, ESD :

- a) Address to the Nation by the President of India Shri Pranab Mukherjee on the eve of Independence Day 2014.
- b) Live Relay of hoisting ceremony from the ramparts of Red Fort and Prime Minister Shri

Narendra Modi's speech.

- c) Special SMS based listeners' request music programme was started from 15<sup>th</sup> August 2014. Similarly whatsapp/social media based messages programme has also been aired.
- d) Broadcast of Prime Minister's special programme "Mann Ki Baat".
- e) Broadcast of Prime Minister Shri Narendra Modi's speech delivered in UNO and US Visit. (Recorded Broadcast)
- f) Discussion : "Sir Syed Ke Payam Ki Ahmiyat Aaj Ki Duniya Mein".Partts: Shri Arif Mohd Khan, Prof. Musheer-Ul-Hasan and Prof. Syed Ibran Habeeb.
- g) Feature on Sahir Ludhianvi: by Shri Mustajabuddin Malik.
- h) Yaadein aur baatein us daure zarren ki: S.M.Sajjad Rizvi, Mrs. Maryam Kazmi, Azra Naqvi.
- i) Feature on Maulana Abul Kalam Azad "Meer-E-Carvan-E-Azadi": by Dr.Irshad Parwez.
- j) Feature on Faiz Ahmad Faiz "Jehd-E-Musalsal Ka Shair": by Dr.Iqbal-Ur-Rehman.
- k) Roobaroo: Interview with Prof. Khalid Mehmood: by Danish Iqbal.

#### SOME OF THE IMPORTANT PROGRAMMES PROPOSED FOR THE PERIOD 01/01/2015 TO 31/03/2015

1. Jewels of Tinsel World (Series on Dadasaheb Phalke Awardees)
2. Wisdom of India series – Upanishads. "Eight fold path of Lord Budha".
3. Post card from India – for 2015. (Based on major events of the week)
4. Centres of Excellence: on India's premier institutes (Feature)
5. Pravasi Bharatiya Divas – 2015
6. Gems of India – Diplomat's Diary.
7. Broadcast of President Shri Pranab Mukherjee's message on the eve of Republic Day 2015.
8. Radio Report on Republic Day Celebrations held in Rajpath, New Delhi.

Following Important broadcast were proposed during January-2015 to March -2015

1. Special radio report will be broadcast on 13th Pravasi Divas Samaroh organized in Gandhi Nagar.
2. During Pravasi Divas Function the interviews of participant and award winners will be recorded and will be broadcast during next three month.
3. Address to the Nation by the President of India Shri Pranab Mukherjee on the eve of Republic Day 2015 will be broadcast.
4. Special Radio report will be broadcast on Republic Day Celebrations on 26th January, 2015 from Rajpath, New Delhi.
5. Special programmes will be broadcast on forthcoming festivals and birth centenaries during next three months, beside above programmes,

#### **SOME IMPORTANT PROGRAMMES (FROM 1/4/2014 TO 31/3/2015) IN URDU :**

- a) Address to the Nation by the President of India Shri Pranab Mukherjee on the eve of Republic Day 2015.
- b). Live Relay of Republic Day Celebrations 2015 from Rajpath, New Delhi.
- c). Special SMS based listeners' request music programme "Suraj Ke Saath Saath" and "Shaam Suhani". Similarly whatsapp/social media based messages programme.
- d). Broadcast of Prime Minister's special programme "Mann Ki Baat".
- e) Special programme on coverage of Pravasi Bharatiya Divas being held at Gandhi Nagar, Ahmedabad.
- f) Special women mushaira in Urdu.

#### **STATUS OF IMPLEMENTATION OF COURT JUDGEMENTS/ORDERS OF CAT**

As far as ESD is concerned, during the year, two directions have been delivered by the Hon'ble Principal Bench of CAT. The same have been forwarded to the Directorate for necessary directions.

#### **IMPLEMENTATION OF POLICY REGARDING PERSONS WITH DISABILITIES**

All policy decisions and extant norms relating to the persons with Disabilities are being followed by the External Services Division.

#### **International Relations Unit**

International Relations Unit of the Directorate General,

All India Radio is the nodal division which coordinates various activities relating to foreign countries & organizations concerning programme matters of AIR. The Unit also coordinates (i) Participation of AIR officials in the various international conferences, events, training-workshops etc. (ii) Participation of AIR's programme entries in international radio competitions (iii) Implementation of the Cultural Exchange Programmes Agreements (CEPs) & MoUs signed with other foreign countries and media organizations and (iv) hosting of In-country training workshops and international conferences by AIR in India etc.

#### **Activities & Achievements during the period 01.04.2014- till date**

1. IR Unit, with the support of Asia-Pacific Broadcasting Union, successfully organized an In-country Workshop on Documentary Productions on Climate Change in the Himalayas from 23<sup>rd</sup> to 25<sup>th</sup> April, 2014 in New Delhi. The workshop was jointly conducted by Mr. Savyasaachi Jain, Course Director and Ms. Natalia Ilieva, ABU Coordinator. The workshop was attended by 20 programme officials from different zones of India.
2. The IR Unit successfully coordinated participation of a six-member folk Music band in the grand finale of 2<sup>nd</sup> ABU Radio Song Festival 2014 held at Colombo, Sri Lanka on 23<sup>rd</sup> May, 2014. AIR's song entry-'Tamlal Loibi Napom' sung by Ms. Mangka Mayanglambam, a 17 years amateur singer of Imphal, Manipur, was selected among the 12 finalists of the Festival and she was invited for live performance at the gala finale function there.
3. The Unit also coordinated preliminary judging of the radio entries received by the ABU from different countries for the ABU Prizes 2014. Shri Laxmi Shankar Bajpai, DDG(P), AIR Delhi screened the ABU entries in the Category of 'Community Service Announcement' while Mrs. Shirley Jaicob, Programme Executive judged the entries in the category of 'On-Air Personality' at preliminary level. Shri R. C. Gopal, Dy. Director of Programmes (Commercial), DG:AIR, served as the final Jury in the final screening of the ABU Prizes 2014 (Radio & TV) at Kuala Lumpur, Malaysia.
4. The Unit also coordinated participation of AIR programme entries in the AIBD Awards 2014 and ABU Prizes 2014.
5. Under the Cultural Exchange Programme Agreements (CEP) signed with different countries, music programmes were sent by AIR to many foreign countries through its External Services Division. AIR

also broadcasted Bulgarian music programmes on two occasions of Bulgaria's National importance.

- Delegations from many foreign countries/ broadcasting organizations visited Prasar Bharati/ AIR with objective of developing an understanding for cooperation between Prasar Bharati and their respective Radio & TV organizations. Prasar Bharati also signed MoUs with Mauritius Broadcasting

Corporation (MBC) and The Voice of Vietnam (VOV) during the year aiming at mutual cooperation in the field of radio & TV.

- Shri Jawhar Sircar, CEO, Prasar Bharati was elected to the post of Vice-President of Asia-Pacific Broadcasting Union (ABU) during its 51<sup>st</sup> General Assembly held in Macau in October, 2014.

**The Unit coordinated the foreign deputations of the following officials of Programme Wing during the period:**

S. No.	Name & Designation	Purpose	Period/ Place
1.	1. Shri Rajeev Kumar Shukla, DDG (Pol.), DG: AIR 2. Shri Sivakumar Viswambharan Nair, Programme Executive, DG: AIR	ABU Media Summit on Climate Change, ICTs and Disaster Risk Reduction	3 <sup>rd</sup> to 6 <sup>th</sup> June 2014, Jakarta, Indonesia
2.	1. Dr. Rajyashree Banerjee, Programme Executive, AIR, Gorakhpur 2. Smt. Kumkum Joshi, Programme Executive, DG: Doordarshan, New Delhi	World Summit on Media for Children	8 <sup>th</sup> - 10 <sup>th</sup> Sept., 2014, Kuala Lumpur, Malaysia Kuala
3.	1. Shri F. Sheheryar, Director General All India Radio. 2. Mrs. Shirley Jacob, Prog. Executive, Prasar Bharati Sectt.	SAARC Conference of Media Forum	4 <sup>th</sup> -5 <sup>th</sup> Nov 2014. Kathmandu, Nepal
4.	Shri R. C. Gopal, Dy. Director of Programmes (Commercial), DG: AIR	Final Jury Member for ABU Prizes 2014 (Radio & TV)	29 <sup>th</sup> Sept. to 2 <sup>nd</sup> Oct., 2014 Kuala Lumpur, Malaysia.

### Staff Training Institute (Programme)

Staff Training Institute (Programme) being the training wing of Prasar Bharati situated at Kingsway Camp, Delhi, is responsible for training of in-service Programme and Administrative personnel working at various stations/offices of All India Radio & Doordarshan. It was declared as a subordinate office of DG, AIR, New Delhi on 01.01.1990. Subsequently other six Regional Training Institutes namely, STI(P). Bhubaneswar & RTI(P)s at Ahmedabad, Hyderabad, Lucknow, Shillong & Thiruvananthapuram came into existence in different zones covering the entire region of the country with a module to impart training to the staff of AIR & Doordarshan. The Regional Training Institutes are controlled by Staff Training Institute (Programme), Delhi for coordination of various training programmes.

### Sphere of Activities

#### 1. In-house Training Courses for AIR & DD staff

Training Institutes of Prasar Bharati aim towards creating an effective workforce by developing competence, expanding horizon and sharpening the inherent prowess

by planning and executing courses which are appropriate, useful & relevant. The courses are designed with a vision to foster and facilitate the attribute of the staff and also to increase awareness and equip them to meet the challenges of changing times vis-a-vis media. These workshops are meant for Programme & Administrative staff of AIR & Doordarshan. Combined courses for Programme, Engineering & Administrative Wings are also organised in order to achieve the goal of close coordination and cooperation amongst the technical and programme staff. Comprehensive training Programmes are based on varied subjects which include Programme courses like, Leadership Skills, series of systematic training programmes i.e. "Radio Agri-Vision" for agriculture and rural broadcasters at all training institutes, Media and Gender Sensitization, Digitisation, Automation of Libraries, Managing Archives, Innovation in Broadcasting, Marketing Strategy and Communication, Commentary on sports & non-sports events, Election Broadcast, New Media, Planning & Production of Children Programme, Refresher Course for newly promoted Deputy Directors, Orientation Workshop on TV Production & Technique,

Election Broadcast, Event Management, synergy in Marketing etc.

The administrative courses are also conducted for the Administrative staff as well as for the staff posted in programme and Engineering wings of AIR & Doordarshan and include subjects like, RTI and Record Management, Disciplinary Procedures and Departmental Inquiries, Financial Administration, Reservation in Services, Establishment Rules, Purchase Management, Handling Court /CAT Cases & Social Media for stenographers etc. covering all the work requirements for due discharge of their duties

### **COURSES DURING THE YEAR 2014 - 2015**

There were 77 in-house workshops & training courses planned in the Annual Training Calendar for the period from April 2014 – December 2014. Around 30 more training courses are likely to be conducted from Jan - 2015 to March 2015 along with Induction Courses for newly Recruited Transmission Executives & Programme Executives for these courses Annual Training Calendar - 2015 (Jan-2015 to Dec-2015) is on the anvil.

### **OUTSIDE PAID COURSES**

#### **1. VANI (Voice Articulation and Nurturing Initiative) Certificate Course**

All India Radio is the first electronic media in the country where Announcers/Presenters/Comperes and News Readers have set the style in presentation. Based on this unique expertise, Staff Training Institute (Programme), Delhi has specifically designed courses for the performers in broadcast media. VANI Certificate Course is one such course which is helpful in honing the skills of Presenters, etc.

The five day VANI (Voice Articulation and Nurturing Initiative) Certificate Course is conducted by AIR Stations. Candidates for this course are selected after auditions at each station and then trained. Total no. of courses conducted during April 2014-Dec 2014 was 65 in which 1458 participants were trained earning net revenue of Rs. 51,29,022 (Fifty One Lac Twenty Nine Thousand and twenty two).

#### **2. Mass Communication ( Practical Training)**

Internship (Practical Training) is imparted to students of mass media of recognized institutes/universities on payment at Capital/Regional Stations. Total no. of 47 students were trained during April 2014 -December 2014, earning a net revenue of ₹1,69,152 (One Lac Sixty Nine Thousand one Hundred and fifty two) .

### **Revenue Earned**

Staff Training Institute (Programme) Delhi, during April 2014 to December 2014 earned a net revenue of ₹60,29,430 (Sixty Lac twenty nine thousand and four hundred and thirty) from all the sources.

### **ANNUAL TRAINING CALENDAR FOR THE YEAR 2014**

There are 84 in-house Workshops and training courses scheduled for the period April 2014 to December 2014 in the training calendar of all the training institutes. The proposed workshop are meant for Programme and Administrative Staff of AIR & Doordarshan. In some of the Administrative courses officers from the Engineering Wing of AIR & Doordarshan are also proposed to be included. Some of the popular courses from the last training calendar have been scheduled again on demand also with introduction of new courses, allowing the benefit to percolate to a larger group.

The highlight of Programme Courses are Leadership Skills, Basic Legal Knowledge for Programme Officers, Media and Gender Sensitization, Copyright & Intellectual Property Rights, Digital Convergence, Holistic Health, Go Green. For the Administrative courses, RTI & Record Management Disciplinary Proceedings & Departmental Inquiries, Administrative Vigilance, Reservation in Services, Pension & Retirement Benefits, Establishment rules, Purchase Management & Financial Administration are being taken again with a new course on Ethics in Governance. Refresher course for recently promoted Deputy Directors was also conducted during the current Calendar year. STI (P) Delhi & Bhubaneswar are also gearing up for Induction Training for newly recruited TREX'es & PEX'es.

### **Audience Research Unit**

With the changing mass communication scenario, Audience Research has occupied the centre stage. World over, almost all the big media organizations have been doing in-house audience research in one form or the other or 'Market Research' in marketing parlance as no media organization can afford to put their scarce resource at stake without knowing the potential audience(consumers) and market for their media content. Besides, they are also subscribing to syndicated research done by the various media and market research organizations. The secret behind the success of private TV and Radio channels lies in their capability to feel the pulse of audience through continuous audience research and to design and

modify the programme content including presentation accordingly.

All India Radio has been the pioneer in this field. It has a wide network of Audience Research Units across the country operational since 1946. It provides programme feedback to programme producers to plan, design, and modify the programmes according to the needs, tastes, and aspiration of the target audience. Apart from this, programme ratings/listenership data are provided to sponsors, advertisers, and marketers to fulfill their commercial objectives. Audience Research Unit also functions as data bank and reference section for the organization.

During the year 2014-15, following audience research activities/studies were carried out:

1. Radio Audience Survey on Vividh Bharti Channel at 54 stations.
2. Radio Audience Survey on FM Rainbow and Gold Channel at 26 stations in progress.
3. Radio Audience Survey on Local Radio Stations at 30 stations planned to be conducted in January-2015.
4. Telephonic Quick Feedback Survey on “Swachh Bharat Abhiyan” 2014.
5. Telephonic Quick Feedback Survey on “Mann Ki Baat” 2014 for 1<sup>st</sup> and 2<sup>nd</sup> round of broadcast completed.
6. Quick Telephonic Feedback Survey conducted on “Hud-Hud Cyclone” in October-2014 in coastal districts of Andhra Pradesh and Odisha.

## ADMINISTRATION

### 1. Reservation for SCs/STs/OBCs

Prasar Bharati has taken all requisite measures for implementation of reservation policy in respect of SCs/STs/OBCs categories. All relevant policy directions and instructions issued by Nodal Ministries/Departments for extending benefits to SCs/STs/OBCs in Government Services were circulated to all the offices and field units of AIR for compliance. All the Capital Stations have been instructed to nominate Liaison Officer for SC/ST. Most of the Capital Stations have nominated Liaison Officer.

DG: AIR has issued a circular dated 08.11.2013 advising that all the ad-hoc promotions should be made as per vacancy calculated on the basis of reservation rosters. In cases of transfer/posting also reservation policy may be implemented as per DOP&T's instructions.

Instructions have been issued to closely monitor implementation of statutory instructions for safeguarding the interest of the concerned staff members.

STI (P) has been requested vide O.M. No. 1/30/2013-SC/ST Cell/261 dated 08.11.2013 to arrange a one day Work Shop on “RESERVATION POLICY AND ROSTERS” in order to enhance awareness among internal Staff Members at DG: AIR.

STI (P) has been also requested to direct RSTIs to arrange similar training Work Shop for the administrative Staff of AIR field formations.

## 2. PUBLIC GRIEVANCE AND REDRESSAL MECHANISM

Grievance Redressal and Access Mechanism has been set up at the Station Level, Zonal Headquarters & the Central Headquarter level in accordance with the guidelines of Department of Administrative Reforms & Public Grievances. Information and Facilitation Counters have been set up at all offices of AIR. Regular status reports on disposal of Grievances are being submitted to Ministry of I&B for the period from 01.04.2014 to till date during which 219 grievances were received and 251 were brought forward from the last year. Thus the total grievances were 470. Out of these 376 were disposed of & remaining 314 are under process.

## 3. Implementation of Right to Information Act 2005

All AIR Stations have broadcast a number of programmes in different formats to inform the people regarding various provisions of the Right To Information Act, 2005 in order to empower people and contribute to transparency and accountability in governance. Programme Heads of all AIR Stations have been asked to highlight the salient feature of this Act in the programme. This Act has also been covered under Flagship Programme since September, 2008. AIR will continue with the publicity of this Act in future also.

In AIR 60 CPIOs and 6 Appellate Authorities in Directorate and 295 CPIOs and 20 Appellate Authorities at field level have been designated for implementation of RTI Act. In the year 2014-15 (from 01.04.2014 to 05.12.2014), 769 RTI applications were received and were replied within the stipulated time. 144 appeals were received by the Appellate Authority during the period (from 01.04.2014 to 05.12.2014) and all were disposed of.

#### 4. Sanctioned strength & new posts sanctioned

The Wing-wise sanctioned strength of officers and staff in AIR is given below:-

Wing	All India Radio
Programme	6,896
Engineering	5,974
AIR HQ	725
Administration (AIR Stations)	10,833
News Wing	209
CCW	1,492
<b>Total</b>	<b>26, 129</b>

#### 5. Women Empowerment

AIR has a vast network consisting of 320 stations/offices spread all over the country. There are about 15538 personnel working in three stream viz. Programme, Engineering & Admn. in AIR. In All India Radio, the percentage of the women in group 'A', 'B' & 'C' is above 24.6%.

There is a female officer working as Director (A) in Admn. Wing in DGAIR besides many lady officers in SAG, JAG, STS, JTS, levels of Programme and Engineering streams in AIR.

All AIR Stations/Offices have been instructed to set up Internal Complaints Committee to look in-to the grievances/ complaints of sexual harassment. The Internal Complaints Committee *has* been set up at all AIR Stations/ Office accordingly.

#### 6. Welfare activities for Women employees:-

The following points are mentioned in this regard:

- A number of the offices of AIR are located in the buildings owned by Prasar Bharati. There is adequate arrangement for their sitting, drinking water etc. The work place is adequately illuminated. Proper toilets are available to the staff, with a provision for separate toilet for women employees, where ever necessary.
- At many places AIR has its own staff quarters. These are allotted to the staff as per All India Radio (Allotment of Residential Quarters) Rules.
- In accordance with the instructions of the Department of Personnel and Training, appointment on compassionate grounds is offered to close relatives of AIR employees who die while in service and include female members of the family of the

deceased.

- AIR Staff like Technicians, Sr. Technicians, Engineering Assistants, Sr. Engineering Assistants etc. are shift duty staff. For them shift duty is incidental to their service. To the extent possible arrangements are made for dropping of employees including women employees during late night shift duty at odd hours.
- The staff (men and women alike) is paid the pay scales approved by the Government. AIR employees including female employees are granted leave in accordance with the government rules on the subject.
- AIR employees including female employees are entitled to terminal benefits at par with the government employees.
- At places where Central Government Health Scheme is working, AIR employees are entitled to obtain its services. At other places, AIR employees are given the benefit of Central Services (Medical Attendance) Rules. Under these Rules even Private Medical Practitioners are appointed as Authorized Medical Attendants for the employees and their families. Wherever requested separate Authorized Medical Attendants are appointed for women.
- AIR has its system of encouraging and providing incentives to its employees by way of grant of Akashvani Annual Awards for Programmes as well as for Technical excellence and a number of women are awarded prizes under this scheme.

Accepting the recommendations of the Committee on Empowerment of Women, a new category of Awards i.e. Best Women's Programme has been introduced under Akashvani Annual Awards from 2009. A majority of producers of the Women Programmes are women. So ultimately the women may be benefitted through this new category of awards.

#### 7. Reservation for Persons with Disabilities

The Constitution of India ensures equality, freedom, justice and dignity of all individuals and implicitly mandates an inclusive society for all including persons with disabilities. The Government of India enacted "The Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995", in an effort to ensure equal opportunities for persons with



disabilities and their full participation in nation building.

2. The PWD Act has come into force in 1996. However it was much before in November, 1997 that the reservation for persons with disabilities was introduced in case of direct recruitment to Group 'C' and 'D' posts. It was extended to the cases of promotion to Group 'C' and 'D' post in 1989. With the enactment of the Act, reservation for persons with disabilities was made applicable in identified Group A and B posts also in case of direct recruitment.
3. The Department of Personnel & Training, Government of India has issued consolidated instructions on the subject in December, 2005. As per the instructions, reservation for persons with disability is now available in all group of posts in case of direct recruitment. In case of promotion it is available when promotions are made from Group 'D' to Group 'C' and within Group 'C' identified posts.
4. Prasar Bharati has taken all requisite measures for implementation of reservation for PWDs, all relevant

policy decisions and instructions issued by DOP&T from time to time are being followed.

5. All India Radio broadcasts programme on Persons with Disabilities through the AIR Stations spread across the country. In these programmes, apart from the Schemes of Welfare of Persons with Disabilities being implemented by the Central and State Governments; the programmes relating to their health, social and cultural concerns are also included. The content of programmes are so designed that it not only helps them to get benefits of welfare schemes of the Government, but also encourages them to live with dignity. The programmes are crucial from the point of view of social awareness and also useful in changing the callous attitude of society towards Persons with Disabilities.
6. Although there is no specific Budget Head in Directorate for benefit of Persons with Disabilities, but activities like construction of ramp, special toilets preferably on ground floor are carried out from 'Minor Works' budget Head of CCW, AIR.



## 7. Implementation of the Judgement/orders of CAT

S.No.	Section/Station/Offices	No. of order received from CAT for the year 2013-14(01.01.2013 to 31.03.2014)	No. of the Judgement/ order implemented during 01.01.2013 to 31.03.2014
1.	DG:AIR	28	10

### BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED (BECIL)

#### Brief History of Becil

Broadcast Engineering Consultants India Limited (BECIL) an ISO 9001:2008 certified, Mini Ratna, public sector enterprise of Government of India under Ministry of Information & Broadcasting was established on 24th March, 1995 for providing consultancy services of international standards for broadcasting in transmission and production technology including turnkey solutions in the specialized fields of Terrestrial & Satellite Broadcasting, Cable and various IT related fields, including acoustics & audio-video systems.

BECIL also undertakes operation and maintenance of broadcast stations of all types and descriptions. BECIL has a pool of in-house expertise and vast reservoir of experts drawn from various fields in broadcasting. It has been constantly improving its skills to keep itself abreast with the latest technology. In addition to the projects operation and maintenance of broadcast systems, BECIL also provides training and undertakes placement of technical manpower and experts to various departments in India for development as well as operation of broadcasting set up of all types.

BECIL client list includes Government, Semi Government, Overseas and Private organizations. It has many firsts to its credit like establishment of first teleport in India, first to establish infrastructure, first to set-up multi channel FM transmission in India combining up to 7 FM channels at Bengaluru, first to design and establish HDTV studio set-up for Presidential Secretariat and Lok Sabha TV, to name a few.

#### Mission

To play a pivotal role in modernization and growth of radio and television broadcasting through terrestrial, cable and satellite transmission in India and abroad, and achieve excellence.

#### Objective

1. To enhance the present share in the market by

providing specialized and customized solutions to a wider range of clients.

2. To provide technical input and consultancy to Ministry of Information & Broadcasting in policy, regulatory & formulation of various papers pertaining to Broadcasting.
3. To explore the opportunities in overseas market.
4. To conduct market survey for product development.
5. To establish satellite uplink & downlink systems for TV channels & Distance Education Centers.
6. To establish and maintain the operation of broadcasting centers.
7. To train & provide broadcast professionals
8. To design, develop and manufacture specialized broadcast equipments.

#### Summary of major projects completed/ongoing projects Highlights (Current year)

- Establishment of 24 x 7 Rajya Sabha TV Channel
- Augmentation of Electronic Media Monitoring Centre (EMMC)
- SITC of Broadcast Equipment at Bundelkhand University, Jhansi
- Maintenance of Multimedia Studio for Rashtrapati Bhavan
- SITC of Broadcast Equipments at EMMRC-Calicut & EMMRC- Dibrugarh
- Establishment of HDTV Studio set up at National Institute of Open Schooling, NOIDA.
- SITC of TV studio set up at Maharishi Dayanand University, Rohtak
- SITC of DTT Doordarshan Antenna at 4 metro cities and 15 sites of Doordarshan
- Supply, Testing and handing over of Broadcast equipment at IGNCA
- Audit & certification of Digital Addressable Systems (DAS)
- Social Media Communication Hub

- Variable anechoic chamber for Indian Institute of Science, Bangalore
- SITC of multichannel TV channel logger system with operation and maintenance at Information Department of Karnataka
- Setting up of Board room with audio and video facilities and allied technical facilities at GATE Department, IISc, Bangalore
- Setting up of TV studio technical facilities and Auditorium technical and allied facilities at Tamil Virtual Academy, Anna University Chennai
- 5.1 surround sound project for Doordarshan
- Setting up of the TV studio and Internet Radio Studio setup for the Dr. Baba Saheb Ambedkar Open University, Ahmedabad (MoU)

### Major Projects Executed

- Supply, Testing & Commissioning as well as training for operation & maintenance of fully solid state DRM operational 1000 KW MW Transmitters for AIR Rajkot and AIR Chinsurah for external services.
- Supply, Installation, Testing & Commissioning of 8 Cameras Robotic Setup in Rajya Sabha for RSTV.
- Supply, Installation, Testing & Commissioning of Broadcasting equipment and setting of TV Channel for Bangladesh Television, Dhaka.
- Supply of VMAS I & II to M/s. Antrix Corporation and Defence Electronics Research Laboratory.
- Supply of C-band Satellite Uplink Project at Maldives National Broadcasting Corporation.
- Supply of 12 Nos. of 5 KW FM Transmitters 31 Nos. of 6 bay & 13 Nos. of 4 bay VHF FM antenna system and spares to All India Radio (Prasar Bharti).
- Supply of Broadcasting Equipment to Lok Sabha Television.
- Acoustic treatment of Crawford Hall, University of Mysore.
- E-class rooms at Indian Institute of Management, Indore.
- Up-gradation of TV Studio at Jamia Milia Islamia.
- SITC of TV studio setup for Consortium of Educational Consultants (CEC), Electornic Media Monitoring Research Centre (EMMRC)-Hyderabad, Patiala, Indore, Jodhpur, Roorkee, Mysore and Chennai.

- Supply, erection, testing and commissioning of 3 sets of log Periodic Antenna for cabinet secretariat.

### BECIL – MANAGEMENT & ORGANISATION

The Board of Directors comprises of one Chairman & Managing Director, one Whole-Time Director (Operations & Marketing), two Directors nominated by the Government of India and one part-time Non-Official Director. Below Board level, there are General Managers, Deputy General Managers, Assistant General Managers, Managers, Deputy Managers, Assistant Managers & Junior Managers. The project Work is further assigned to Consultants and Project Managers hired by the Company on contract basis.

At present the Board consists of following members:

Chairman & Managing Director : Shri K. Subramanian

Whole-Time Director : Shri George Kuruvilla

Government Nominee Director : Shri Raju Sharan, CCA, Min I&B

Part Time Non Official Director : Shri R.R. Prasad, former. E-in-C Doordarshan

### Areas & MODES of Operation

- Areas of Operation
  - Broadcast Engineering
  - Providing Technical inputs to Ministry of Information & Broadcasting
- Modes of Operations
  - Consultancy
  - Turnkey Solutions
  - System Integration
  - Deposit Work

### Business Activity

- Areas of Specialization
  - FM Broadcasting
  - Establishment of TV Channels
  - Installation of Teleports
  - Direct to Home (DTH) system
  - Cable Head-End systems
  - Distance Education Systems through Satellite
  - Community Radio Stations
  - Acoustics, Stage lighting, sound reinforcement system

## Financial Highlights

The Financial Performance of the Company for the financial year 2013-14, along with the comparative figures for 2012-13, are indicated below:

(₹ in Lakh)

	Particulars	Year	Year
		2013-14	2012-13
<b>A</b>	<b>Result of Operations</b>		
	Income from operations	7270.73	4333.37
	Value of Deposit work	4874.96	5839.94
	<b>Total business during the year</b>	<b>12145.69</b>	<b>10173.31</b>
	Expenditure (including Deposit work)	11543.33	10210.35
	<b>Operating Profit/(Loss)</b>	<b>602.36</b>	<b>(37.04)</b>
	Finance Cost	410.31	340.46
	Depreciation & Amortization	132.16	146.47
	Allowance for Doubtful Receivables & Advances	0	567.30
	Prior Period Adjustments & Extra Ordinary Items	8.39	33.40
	<b>Profit/(Loss) before Tax Expense</b>	<b>51.50</b>	<b>(1124.67)</b>
	Deferred Tax	39.66	(336.76)
	<b>Profit/(Loss) after Tax Expense</b>	<b>11.84</b>	<b>(787.91)</b>
	Proposed Dividend	0	0
	Tax on Dividend	0	0
	Transfer to Corporate Social Responsibility	1.50	0
	Transfer to General Reserve	5.00	0
	<b>Earnings/(Loss) Per Share (Rs.)</b>	<b>9</b>	<b>(577.22)</b>
<b>B</b>	<b>Sources of Fund</b>		
	Issued, Subscribed and Paid up Capital Reserve & Surplus	136.50	136.50
	Reserve & Surplus	2163.79	2151.96
	Non – Current Liabilities	646.16	147.16
	Current Liabilities	9322.49	8114.04
	<b>Total</b>	<b>12268.94</b>	<b>10549.66</b>
	<b>Uses of Funds</b>		
	Fixed Assets	1457.33	1469.26
	Current Asset	6187.82	6315.79
	Deferred Tax Assets (Net)	337.63	377.29
	Other Non-Current Assets	4286.16	2387.32
	<b>Total</b>	<b>12268.94</b>	<b>10549.66</b>
<b>C</b>	<b>Other Information</b>		
	<b>Authorized Capital</b>	<b>250.00</b>	<b>250.00</b>
	Capital Employed	2300.29	2288.46
	Net worth	1962.66	1911.16

### Share Capital

BECIL was incorporated with authorized Capital of Rs. 250 Lakhs. The paid up equity has increased from Rs 25 Lakhs for the year 1995-96 to 136.5 Lakhs. At present Central Government of India is holding 100% Equity Share Capital. BECIL does not get any budgetary support from Government.

### Performance:

BECIL took the financial results recorded in its 18<sup>th</sup> Annual Report as a challenge and put all its resources to continue its growth momentum and accordingly recorded remarkable results with a positive profitability in financial year 2013-14. Due to consistent control over the expenditure in the year under review, BECIL has booked a net profit of Rs.11.84 Lacs as compared to net loss of Rs. 787.91 Lacs in the previous year.

BECIL recorded a total turnover (including Deposit Work) of Rs. 12,145.69 Lacs in the current financial year as compared to Rs. 10,173.31 Lacs in the previous year which resulted in 19% growth in its turnover.

The Company has confirmed order-in-hand (as on 31.03.2014) of Rs.32,681 Lacs (approx.) and the Company is committed to execute these projects timely, efficiently and effectively and to continue its momentum of growth.

### Management Initiative and Business Activities During the Year

During the year under review BECIL has carried out the following major projects:-

#### Establishment of 24 x 7 Rajya Sabha TV Channel (GGR Road)

BECIL has signed an agreement with Rajya Sabha Secretariat for setting up of 24 x 7 Rajya Sabha TV Channel. Keeping in view the vastness of project, the work has been planned to be completed in parts depending upon the requirement of client. In continuation of the work carried out in FY 2012-13, the facilities established during the year under review consists of:

- i. Civil, Acoustic, HVAC & Electrical work for setting up of Broadcast facilities for RSTV Channel at 12-A GRG Road
- ii. SITC of 5 Camera HDTV Studio Setup at 12-A GRG Road
- iii. SITC of Server, Automation, Storage & NRCS work at Talkatora Stadium.

- iv. SITC of Portable Mobile (GSM/CDMA) News Gathering System
- v. Set Design Erection for RSTV Channel set up at 12-A GRG Road
- vi. Design & Fabrication Lighting Grid Structure for RSTV Channel set up at 12-A GRG Road
- vii. SITC of Cool Lights and Light Panel for RSTV Channel set up at 12-A GRG Road
- viii. Providing Manpower on contractual basis

### Augmentation of Electronic Media Monitoring Centre (EMMC)

BECIL has been engaged as Turnkey partner for Augmentation of Logging and Media Monitoring facilities for Electronic Media Monitoring Centre at Sochna Bhawan, Delhi. The project includes enhancing the monitoring capacity of EMMC from 300 to 1500 satellite TV channels and to set up a centralized FM monitoring facility. The new setup is being established at 10<sup>th</sup> and 11<sup>th</sup> Floor of Sochna Bhawan, New Delhi and includes technical infrastructure, equipment with futuristic technologies and highly skilled manpower to cater to the vast workflow of EMMC.

The works under execution during the year under review consist of:

- i. Civil & Interior/plumbing /electrical works/HVAC & IT networking works for setting up of EMMC at 10<sup>th</sup> Floor of Sochna Bhawan, New Delhi
- ii. SITC of RF downlink System for 300 TV Channels
- iii. SITC of logging and Media Monitoring set up for 600 TV Channels and 400 Radio Channels
- iv. Engagement of Contractual manpower required by EMMC for its various activities including monitoring.

### SITC of Broadcast Equipment at Bundelkhand University, Jhansi

BECIL has entered into an agreement with Bundelkhand University for Supply, Installation, Testing and Commissioning of Broadcast Facilities in Bundelkhand University as under

- i. Provision of Attendance System with Biometric Combo Card/Smart Card.
- ii. Provision of Surveillance System.

- iii. Provision of Wi-Fi Networking.
- iv. Well Equipped Studio for Mass Communication.
- v. Setting up of Digital Virtual Classrooms, Multimedia Lab.
- vi. Setting up of Public Address System for Auditorium.

The work carried out by BECIL during the Year under review has been given as under

- i. Provision of Attendance System with Biometric Combo Card/Smart Card.
- ii. Provision of Surveillance System.
- iii. Provision of Wi-Fi Networking.
- iv. Setting up of Digital Virtual Classrooms, Multimedia Lab.

#### **Maintenance of Electronic Media Monitoring Centre set up at Ring Road, I.P. Estate, New Delhi.**

Annual Maintenance of Electronic Media monitoring centre set up established by BECIL has also been carried out and includes following :

- i. AMC of 40 KVA & 60KVA UPS System
- ii. Semi comprehensive AMC of 320 KVA DG set
- iii. AMC for AV Logger, Central Storage, Server & associate peripherals
- iv. Procurement of Desktop, AV logger and miscellaneous items as per requirement of system.

#### **Annual Maintenance Contract for maintenance of Lok Sabha TV Channel set up**

BECIL has carried out comprehensive AMC for Teleport System with an uptime of 99.99% and comprehensive AMC of Automation System for Lok Sabha TV Channel.

#### **Maintenance of Multimedia Studio for Rashtrapati Bhavan**

BECIL has been acting as an outsourcing agency for hiring of manpower for operations of multimedia studio set up at Rashtrapati Bhavan.

#### **SITC of Broadcast Equipments at EMMRC-Calicut& EMMCR- Dibrugarh**

During the year under review, BECIL has successfully installed and commissioned the broadcast equipment at various facilities of EMMRC all across India like Calicut and Dibrugarh etc. The UGC set up Media Centre in

various universities and institutions in the country with the objectives to produce in-house quality educational programmes for electronic media. The Centres are engaged in production of Video & Multimedia based programmes.

BECIL has executed the project on SITC (Supply, Installation, Testing and commissioning) basis for which the agreement was executed between BECIL and EMMRC. Training was also imparted to the staff of EMMRC for operation and maintenance of the equipment that was installed by BECIL up to the satisfaction of the client.

#### **Establishment of HDTV Studio set up at National Institute of Open Schooling, NOIDA.**

BECIL has completed establishment of state- of -art facilities for Three Camera HDTV studio set up at Noida Branch of National Institute of Open Schooling. BECIL has also provided technical manpower on contractual basis to NIOS as per their requirement. Proper training has been imparted to Staff for functioning of set up.

#### **SITC of TV studio set up at Maharishi Dayanand University, Rohtak**

BECIL has completed setting up of Three Camera setup at Maharishi Dayanad University, Rohtak on SITC (Supply, Installation, Testing and Commissioning) basis. In addition to this, Civil, Electrical and Acoustic work had also been carried out so as to make the structure ready for accommodation of studio set up. Proper training has been imparted to Staff for functioning of set up.

#### **SITC of DTT Doordarshan Antenna at 4 metro cities and 15 sites of Doordarshan**

BECIL has entered into agreement with Doordarshan for Supply, Installation, Testing & Commissioning of DTT Antenna at 4 metro cities of Doordarshan i.e. Delhi, Kolkata, Chennai, Mumbai and also 15 sites of Doordarshan. The project work for 4 metro cities of Doordarshan i.e. Delhi, Kolkata, Chennai, Mumbai and 5 other sites i.e. Lucknow, Indore, Bhopal, Ranchi and Cuttack has been completed. All the necessary action for the completion of DTT antenna project at remaining sites has been undertaken. With the up-gradation of the existing system Doordarshan will deliver good picture quality to the viewers.

#### **Supply, Testing and handing over of Broadcast equipment at IGNCA**

BECIL has successfully completed the project work for supply, testing and handing over of broadcast equipment

like ENG Camera, Tripod, Audio Mixers, Hitachi projector etc. at IGNCA.

### **Projects in the area of security & surveillance**

BECIL has been actively involved in providing Internal Security related end to end solutions on turnkey basis to various law enforcing agencies in the country. In this regard it has successfully integrated and implemented VSAT Monitoring and Analysis System based on C Band and Ku Band antenna system, Surveillance and Access Control Management System based on TCP/IP network protocol connectivity over the corporate intranet/internet/LAN/WAN. Additionally BECIL has developed competencies in the areas of Signal Intelligence, Communication Intelligence and Electronic Intelligence including Interception, Monitoring and Analysis. It has cooperation with some of the best Original Equipment Manufacturers in the areas of Signal Intelligence and Electronic Warfare Systems. You Company has been able to establish itself as a reputed system integrator and a single point solution provider for all kinds of internal security related and access control requirements. It has undertaken projects in this field for various clients and executed them successfully during the current year as well as to be executed in the financial year 2013-14.

### **Audit & certification of Digital Addressable Systems (DAS)**

BECIL conducts the audit & certification of Digital Addressable Systems (DAS) under Schedule – IV of Telecommunication (Broadcasting and Cable Services) Interconnection (Fifth Amendment) Regulations 2009 No. 4 of 2009, dated March 17, 2009 and schedule I of Telecommunication (Broadcasting and Cable Services) Interconnection (Digital Addressable Cable Television Systems) Regulations, No. 9 of 2012, dated April 30, 2012 issued by TRAI. The Company also provides technical inputs to Ministry of Information & Broadcasting (MIB) & Telecom regulatory Authority of India (TRAI) on various matters regarding DAS referred to it. In addition MIB and TRAI actively take the assistance of BECIL in carrying out the compliance check of Digital Addressable System of MSOs as per provisions of Cable TV ACT.

BECIL is also carrying out the implementation of Mission Digitalization project for Phase III & IV for Ministry of Information & Broadcasting. The project involves development of MIS software for monitoring the overall progress of project, establishment of Call Center for

addressing the queries of stakeholders regarding Mission Digitalization and setting up of regional centers across the country for project execution and co-ordination between various stakeholders of the CATV industry.

### **Social Media Communication Hub**

Ministry of Information & Broadcasting's New Media Wing entrusted with BECIL the responsibility of setting up of Social Media Communication Hub at National Media Centre. BECIL as a turnkey solution provider for this project proposed the state-of-the-art technology setup for Social Media Communication Hub.

The main motive of the Social Media Communication Hub is publication of content on different social media sites and platforms, social media tracking, response management and early warning system for social media platforms.

### **Variable anechoic chamber**

For carrying out research activity in the field of speech signal processing using multi dimensional microphone arrays, Indian Institute of Science, Bangalore had a requirement of design and implementation of variable anechoic chamber wherein the acoustic characteristics of the chamber like RT60 can be varied by having necessary arrangement in the acoustic treatment of the room. BECIL took up this challenging project and successfully implemented an ingenious design wherein it is possible to vary from RT60 from 0.4 seconds to 2.4 seconds. It is reliably understood that, this is the only such 3rd chamber or so in the world with this characteristics.

### **Setting up of a TV Studio with supply & installation of audio and video equipment on turnkey basis**

Indian Institute of Science Education and Research, Pune, a scientific institution where teaching and education are totally integrated with state-of-the-art research facilities, have called tender for Setting up of a TV Studio with supply & installation of audio and video equipment on turnkey basis. This project was secured by BECIL. Entire facility has handedover to IISER, Pune within stipulated time.

### **SITC of multichannel TV channel logger system with operation and maintenance at Information department of Karnataka**

Information Department of Government of Karnataka called tender to establish multi-channel satellite TV content logger facility as part of exercising its

responsibilities towards maintaining public order on the content broadcast by the selected private TV channels of the State. The project is for establishing a real time TV monitoring system to enable private TV broadcaster's signals to be captured, archived, manually tag the selected media clip with appropriate legend for search, retrieval and transfer at a later stage for posterity. This facility shall allow search of the time/event stamped TV clips to ascertain compliance with the broadcast regulations, codes of practice, check the reports received from law enforcing agencies and complaints from the general public. BECIL has secured the project and made entire facility working on time.

In addition to this, BECIL has also provided manpower services for operation and maintenance of TV channel logger system at Information Department of Karnataka.

#### **Setting up of Board room with Audio and video facilities and allied technical facilities at GATE Department, IISc, Bangalore**

The Graduate Aptitude Test in Engineering (GATE) administers and conducts all-India examination in eight zones across the country through its committee comprising of faculty from Indian Institute of Science, Bangalore and seven faculties Indian Institutes of Technology on behalf of the National Coordinating Board-GATE, Department of Education, Ministry of Human Resource Development (MHRD), Government of India.

BECIL has completed the audio, video facilities which also include audio conferencing system, acoustics works and some allied works such as electrical works and furnishings.

#### **Setting up of TV studio technical facilities and Auditorium technical and allied facilities**

BECIL had participated in the tender for Setting up of TV studio technical facilities and Auditorium technical and allied facilities called by Tamil virtual academy, Anna University Chennai and won the tender. The entrusted work in addition to the extra items has been completed within the time line.

#### **Surround sound project**

A significant project was carried out by BECIL for Doordarshan by providing 5.1 surround sound monitoring facility on turnkey basis inclusive of training in all the four metropolitan cities of the country. The necessary equipment was supplied, installed

and operation demonstrated at four DDK locations. Engineers of BECIL have also provided 3 days training at these locations. The Project successfully completed in July 2013.

#### **Setting up of the TV studio and Internet radio studio setup for the Dr. Baba Saheb Ambedkar Open University, Ahmedabad**

BECIL was chosen by Dr. Baba Saheb Ambedkar Open University, Ahmedabad for Setting up of HD TV studio and Internet radio station on turnkey basis. The project involves complete acoustic treatments, HVAC works, electrical works, studio lights, fire alarms, TV studio and internet radio station and equipments work for its planned studio hall. After signing MoU the work is being taken up as per schedule.

#### **FUTURE BUSINESS ACTIVITY**

Following are the expected future business prospects of BECIL:

#### **Establishment of 24 x 7 Rajya Sabha TV Channel (Talkatora Road)**

BECIL has signed an agreement with Rajya Sabha Secretariat for setting up of 24 x 7 Rajya Sabha TV Channel. Keeping in view of vastness of project, the work has been planned to be completed in parts depending upon the requirement of client. The planning for upcoming financial year consists of setting up of state-of-art facilities at Talkatora Stadium that includes:

- i. Civil, Acoustic, HVAC & Electrical work for setting up of Broadcast Facilities for RSTV Channel at Talkatora Stadium.
- ii. SITC of Multi Camera HDTV Production/ Transmission Studio Setup at Talkatora Stadium.
- iii. Supply of Fly away Field Production units for multicam production.
- iv. Set Design Erection for RSTV Channel set up at Talkatora Stadium.
- v. Design & Fabrication Lighting Grid Structure and Lights for RSTV Channel set up at Talkatora Stadium.
- vi. Setting up of exclusive teleport for RSTV and obtaining necessary clearances/licenses/permissions for operationalization.
- vii. Hiring of Manpower on contractual basis.

### **Augmentation of Electronic Media Monitoring Centre (EMMC)**

BECIL has been engaged as Turnkey partner for Augmentation of Logging and Media Monitoring facilities for Electronic Media Monitoring Centre at Sochna Bhawan, Delhi. The project includes enhancing the monitoring capacity of EMMC from 300 to 1500 satellite TV channels and to set up a centralized FM monitoring facility. The new setup is being established at 10<sup>th</sup> and 11<sup>th</sup> Floor of Sochna Bhawan, New Delhi. The project work shall be carried out in phases with Phase I completed in FY 2013-14 and Phase II in FY 2014-15 underway and includes the following :

- i. Civil & Interior/plumbing /electrical works/ HVAC & IT networking works for setting up of EMMC at 11<sup>th</sup> Floor of Sochna Bhawan New Delhi
- ii. SITC of RF downlink System for another 300 TV Channels
- iii. SITC of logging and Media Monitoring set up for another 300 TV Channels and 200 Radio Channels

Engagement of Contractual manpower required by EMMC for its various activities including monitoring.

### **SITC of Broadcast Equipment at Bundelkhand University, Jhansi**

BECIL has entered into an agreement with Bundelkhand University for Supply, Installation, Testing and Commissioning of Broadcast Facilities in Bundelkhand University. In addition to the work completed in FY 2013-14, the work carried out by BECIL during FY 2014-15 has been given as under:

- i. Provision of Attendance System with Biometric Combo Card/Smart Card.
- ii. Provision of Surveillance System
- iii. Provision of Wi-Fi Networking
- iv. Setting up of Digital Virtual Classrooms, Multimedia Lab

### **SITC of DTT Doordarshan Antenna at 4 metro cities and 15 sites of Doordarshan**

BECIL has entered into agreement with Doordarshan for Supply, Installation, Testing & Commissioning of DTT Antenna at 4 metro cities of Doordarshan i.e.

Delhi, Kolkata, Chennai, Mumbai and also 15 sites of Doordarshan. The project work for 4 metro cities of Doordarshan i.e. Delhi, Kolkata, Chennai, Mumbai and 5 other sites i.e. Lucknow, Indore, Bhopal, Ranchi and Cuttack have already been completed. The project work for remaining sites has been undertaken up and is expected to be completed by FY 2014-15.

### **City –wide Security Management System**

BECIL has also been working on Projects for providing turnkey solutions or consultancy services for Surveillance and Access control systems like Dial 100 Emergency service for the state of Punjab and likewise City Emergency Services in India. Similarly, company has also planning for providing services for projects like GPS monitoring of State government buses with facilities of CCTV recording & surveillance.

### **Mission Digitalization**

During the financial year 2014-15 the Mission Digitalization Project may be implemented all over the country as per Govt. schedule. The certification after compliance check and audit of the current clients as well as new clients may also be completed. Mission Digitalization may be a fruitful business opportunity for BECIL.

### **Other projects**

- Renovation of Convention centre at Kongu Engineering College, Erode of IIM,
- Renovation of the CCTV setup for the Legislative assembly and Legislative council, Vidhana Soudha, Bangalore.
- Providing acoustic treatment, professional sound reinforcement and allied facilities for the auditorium, Ahalia eye foundation, Palakkad.
- Up-gradation of main Studio of SAPNET, Hyderabad.
- Establishment of secondary studio for SAPNET, Hyderabad.
- TV coverage and distribution of the proceedings of the Karnataka Legislatures.

### **MOU WITH MINISTRY OF INFORMATION & BROADCASTING**

BECIL has signed Memorandum of Understanding (MoU) with Ministry of Information & Broadcasting for the Financial Year 2013-14. During the financial year 2012-13, BECIL has been rated “Fair”.



## RESEARCH & DEVELOPMENT

Following are the brief detail of R&D and other related activities carried out by BECIL during the year under review:

- i. BECIL has successfully indigenized RF power amplifier and low pass filter modules of transmitter for CRS.
- ii. BECIL has successfully developed and deployed 1 KW VHF broadcast antenna for 107.8 MHz.
- iii. BECIL has successfully developed and deployed a pilot project on web based encryption monitoring system for digital addressable cable TV system [DAS] for the city of Bangalore. This system can remotely monitor and log the encryption of the cable TV signals which is essential for the success of DAS implementation across the country. The system was demonstrated to the Secretary, Ministry of Information & Broadcasting and also to the participants during DAS meeting of all stakeholders. A detail SFC note has been prepared and submitted to Ministry to consider it for deployment in other cities.
- iv. BECIL has successfully developed proto model for quadratic residue diffuser for acoustic treatment of large auditoriums. BECIL has also explored the mass production of this panel using plastic injection moulding technology.

## CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY DEVELOPMENT

With due regard to the social values, BECIL has consistently contributed to the Corporate Social Responsibility (CSR) activities by undertaking the following activities during the year 2013-14:

- i. BECIL has conducted vocational and specialized training under CSR.
- ii. BECIL has also carried out maintenance activity for Community Radio, established in previous year under CSR.

BECIL has reserved Rs. 1.50 lacs for execution of CSR in the F.Y. 2014-15.

## APPOINTMENT OF CANDIDATES BELONGING TO SC/ST/OBC/MINORITY

The Company follows Government's guidelines/instructions on reservation policies. Accordingly, the guidelines/instructions of the Government on reservation matters in respect of SCs/STs/ OBCs and

for appointment of Minority have been/are taken care of while making recruitments and promotions in the Company. Relevant Rosters are maintained as per guidelines for proper projection of reservation quota fixed for these categories. Periodical check-up/inspections are carried out by the HR Officer and reports/suggestions are given by them to the Competent Authority for consideration. Periodical reports/returns are also sent to the Ministry of Information & Broadcasting, Department of Public Enterprises and other Government Departments periodically on action taken for the implementation of reservation policies.

## RTI INFORMATION

In order to promote transparency and accountability, appropriate action is taken to reply to queries from any source whenever received, on time. In compliance to the provisions of the Right to Information Act, 2005, Central Public Information Officers (CPIO) have been appointed and utmost care is being taken for timely compliance and dissemination of information.

During the Financial year 2013-14, the company had received 44 applications under RTI Act, 2005 and all had been responded within the statutory time limit. As on 3<sup>rd</sup> March, 2014, no applications were pending for reply under RTI Act, 2005.

## PROGRESSIVE USE OF HINDI

Required action/updated status of compliance by BECIL on the recommendations made in the various parts of the Report on Official Language were furnished to the Ministry of Information & Broadcasting. Hindi Fortnight was observed from 14th September, 2013 to 28th September, 2013 in BECIL.

During the fortnight, competition of Rajbhasha Niti Gyan, Hindi Essay Writing and Hindi debate were organized. Necessary help material like Dictionaries & Technical glossaries were made available to all the officers/ employees to motivate them to do their official work in Hindi.

## VIGILANCE ACTIVITIES

Vigilance Section in BECIL has been regularly issuing norms and guidelines as per direction by the Central Vigilance Commission, Department of Public Enterprises and Ministry of Information & Broadcasting regarding

measures to strengthen all aspects of preventive vigilance for compliance in BECIL.

Periodical returns are being submitted regularly to Central Vigilance Commission, Central Bureau of Investigation and Ministry of Information & Broadcasting and inquiries are properly and promptly attended besides, surprise checks/inspections are carried out from time to time and constant vigil is kept.

## GENERAL

BECIL's Budget is its own internal projection of receipts and expenditure related to Consultancy and Turnkey jobs secured through competitive tender system in the open market. The company does not get any Budgetary Support from the Govt. and generates its own resources.

The company has not been entrusted with any Central/ Centrally sponsored Schemes relating to women, North-East (including Sikkim), employment generation, rural component, Tribal Sub plan, Special Component Plan, Voluntary Sector, Information & Publicity, Minority Welfare etc.

## ELECTRONIC MEDIA MONITORING CENTRE (EMMC)

The invasion of reality shows into the Indian television Industry and race of breaking news among the news channels pose a continuous danger to the cultural and social fabric of the nation besides being a concern for security and diplomatic aspects of the country. The social progress and national advancements might be thwarted if the technological onslaught is allowed to affect the culture and values of the country.

## WORLD'S LARGEST ELECTRONIC MEDIA MONITORING FACILITY

*The new setup of EMMC at Soochna Bhavan is equipped with the facility for accessing, monitoring and recording of 600 TV channels. By the end of 12th Plan period, the content acquisition capacity would be augmented to 1500 TV channels. With the present capacity of 600 TV channels, it is world's largest media monitoring facility in terms of number of channels.*

*A state of the art facility for content acquisition using 15 sets of C-band Downlink Dish Antenna comprising of three sets of 20 feet dish antenna and 12 sets of 16 feet dish antenna has been installed on the roof-top of the building. All the Satellites carrying India-relevant Channels have been tuned. Three major satellites have been put on back-up antenna in order to have a redundancy.*

*The Dish Farm is equipped with complete electronics; adequate monitoring points have been kept to ensure preventive maintenance and fast turnaround on trouble shooting. broadcast signal is amplified, split and distributed to all the content acquisition demodulators and IRDs. the Free-to-Air and pay channels are tuned to their respective frequencies and then the outputs are converted to IP and taken to the IP switch.*

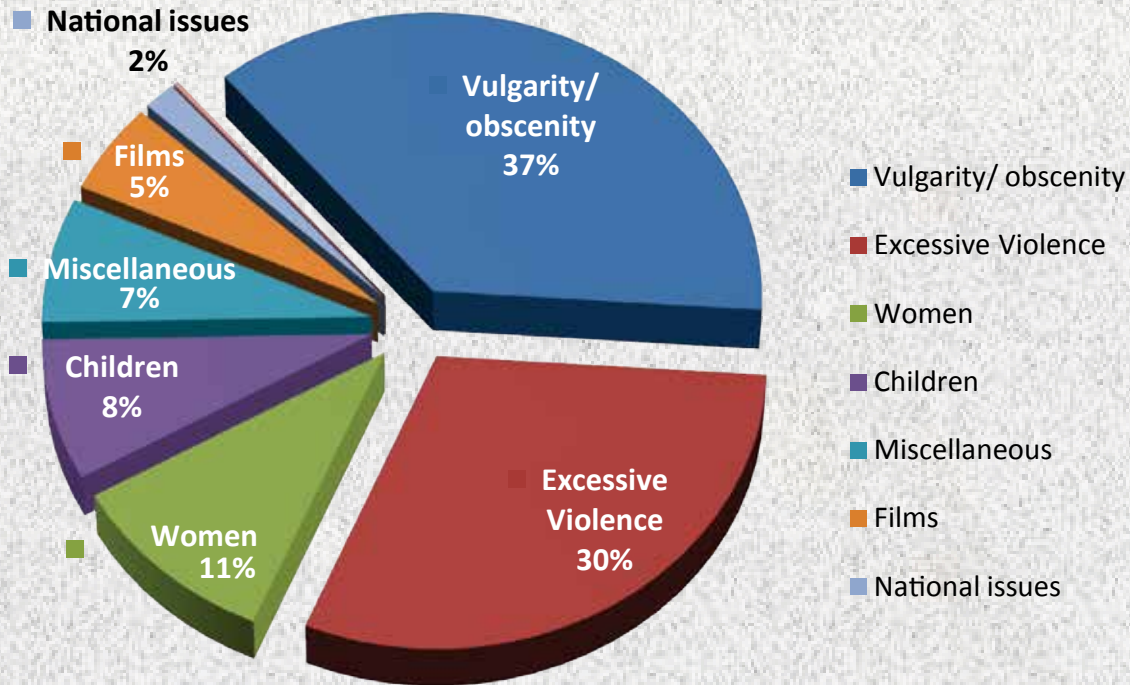
*The VC Card and CAM Module/Professional IRDs are tuned to receive the broadcast content. The system so installed is extremely dense and remotely configurable. The 600 channel system is arranged in 18 Racks with a capability to expand. Alarms are received in case of loss of inputs or if signals are going out of set thresholds so that Proactive Monitoring is effectively achieved. As the entire system is based on C-band Dish Antenna, the chance of loss of signal due to rain or cloudy weather is overcome and the signal uptime is very high. There are adequate monitoring ports and equipments like SDI monitors, IP based multi-viewers to check the audio/video quality of the acquired content.*

In this regard, the Ministry of Information and Broadcasting, Government of India has taken some initiatives through its Electronic Media Monitoring Centre (EMMC) to exercise control and monitor the potent tool of culture propagation by onslaught of television channels in the country. EMMC carries out monitoring of television channels for violations against Programme and Advertising Codes prescribed under the Cable Television Networks Regulation Act, 1995 and guards from any undesirable content being telecast on small screens.

EMMC is entrusted with the monitoring work of contents of: - (a) All TV channels up-linked and down-linked within the geographical territory of India to check for violations; and (b) Any other such work relating to monitoring of content being telecast on TV channels assigned by the Government from time to time. EMMC monitors and carries out a scrutiny of violations by electronic media in accordance with Codes framed under the Cable Television Networks Regulation Act, 1995. EMMC puts out reports on violations along with the recorded clips to the Scrutiny Committee, which examines and goes into the purported violations and forwards its findings to the Inter-Ministerial Committee and other bodies for further action.

Because of the ever increasing number of channels, there is a race among channels to attract as many eyeballs as possible, and this trend has resulted in most of the channels treading on a very thin line and often barging into grey area. The somewhat callous attitude of TV channels towards the regulatory guidelines is

### Category wise violations observed during April-November 2014



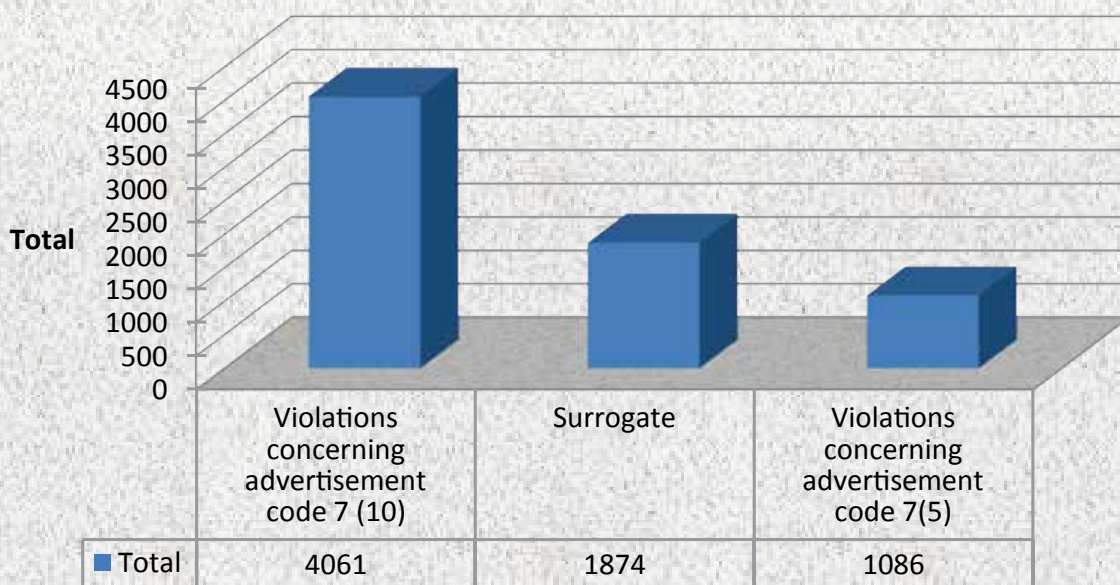
becoming a matter of concern, particularly when the average Indian families nowadays, often find themselves sitting in front of the TV for a longer time than ever before. The change in trend of TV viewing is also due to the fact that television industry has grown immensely over the past few years. Television shows have evolved over the years as more and more TV shows resort to unwarranted content to capture their audience. It has been observed that some of the TV shows impact negatively upon our younger viewers and it is becoming a problem. Television influences the lives of young children in a big way. Children are exposed to all sorts of violence and anomalous culture at home. Public Interest obligation is missed by mass media when they air programmes.

Advertisement sector is a key part of Indian television industry. With the rise in influence of TV media on people, it has become a catalyst of consumerism. The scope of creativity is enormous in the field of advertising than in any other stream. People like advertisements because they provide information and create awareness about new products in the market. Our decisions whether to buy a product or not, are

often completely influenced by the promotional activities of the companies concerned. Therefore, due to the unfair trade practices, deceptive advertisements and widespread adverse impact that advertisements of unhealthy products like tobacco, liquor can cause, Government of India has always endeavoured to curb or at least restrict rampant advertisements of such products by appropriate legislations, orders and directives. As a reaction to the directive of Government to ban advertisements of products that are adverse to health, the major companies of liquor and tobacco have taken the route of “Surrogate Advertisements”. The problem occurs when surrogate advertising is bombarded with the only intention that the customers do not forget their liquor & tobacco brands, for which advertisements are banned.

The advent of “Era of Reality Shows” in the Indian TV industry has generated a fairly good TRP for many a TV channels. Now a days, when every second TV channel is coming with its own version of the “reality programmes based on borrowed ideas and values”, it is very much imperative for the Government to ensure that the ‘Freedom of Expression’ should not be misused to

## Violations in Advertisements during April-November 2014



play with the young minds of our country. Such shows have a greater impact on children than other regular TV programmes as they interpret real life situations. Reality shows are made essentially for adults; but without proper knowledge and understanding, children can be misled by it. Some reality shows have children as participants where they undergo tremendous pressure. Also, children who are left to watch these shows on television can often be baffled at the display and can take them as behaviour expected out of everyone, especially themselves and their peers.

A common violation observed in TV broadcast is related to “Miraculous solutions to all problems offered by the self-proclaimed *Babas* and *Gurus* in the guise of spiritual programmes.” A large number of misleading advertisements make unsubstantiated claims about the impact of certain products. Ministry of I&B has cautioned that advertisements should not dwell on a product’s seemingly miraculous properties that cannot be proven. Hours of content on astrology and *Vaastu* as well as discourses by gurus and healers are shown in a way that may push the viewers to think they are watching a programme rather than an advertisement. This is a complete violation of the Advertising Code, particularly rule 7(5), contained in the Cable Television Networks Rules framed under the Cable Television Networks Regulation Act, 1995.

It is, however, neither possible nor desirable for the Government to monitor and regulate the volume and diversity of content provided, which is increasingly getting localized. Any kind of direct Government control is seen as a violation of their fundamental rights as enshrined in the Constitution. Nevertheless, in view of the concerns expressed by various sections of society regarding the need, role, scope and impact of electronic media, the need to regulate the programme content and advertisement was felt. Violations of contents were reported in all categories of channels and content therein. On an analysis of the complaints relating to entertainment channels, it has been observed that they generally relate to depiction of women and children in a demeaning manner. The complaints concerning children relate to their participation in reality shows some of which have been found to be obscene and vulgar, offensive language used in certain cartoon shows etc. Some tele-serials and reality shows have shown women through their depiction about her figure or form or body part in such a way as to have the effect of being indecent, derogatory and corrupt and injure the public morality. Many a times complaints have also been received against programmes alleged to be depicting a particular caste in a bad light which have offended certain communities. Such contents aired by TV deeply impact societal values, behavioural patterns and customs.

Trend of Violations in Films and Promos								
Category/Month	April	May	June	July	Aug	Sep	Oct	Nov
Gross Violations	4	3	2	2	2	0	0	3
Special References	13	11	4	6	3	7	3	10
Films without CBFC Certification	124	124	134	120	122	104	112	114
Promos without CBFC Certification	702	725	799	610	657	561	549	630

**IMPACT OF VIOLATIONS REPORTED BY EMMC:** This Office submits numerous violations picked up from various channels and reports to the Ministry for subsequent action. In the recent past, a ban was imposed on the channel named Comedy Central TV for telecasting programmes with objectionable content. Some of the major accomplishments of EMMC during April-Nov 2014 are enumerated below:

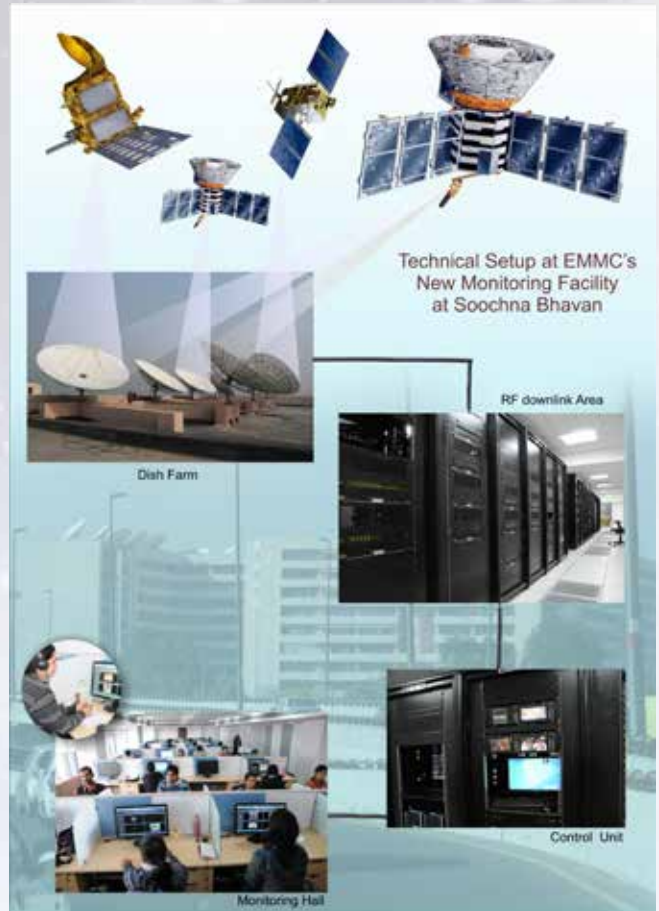
- **Inclusion of EMMC in the Crisis Management Plan of the Union Government:** SMS alerts of EMMC were linked to the Control Room of the Ministry of Home Affairs for which a dedicated RAX line is set up in the office. HoD, EMMC was designated as Nodal Officer for the Crisis Management Measures to upgrade the efficacy of Government's Control and Response System.
- **Monitoring of Election Management Related News:** EMMC was entrusted with the task of monitoring the electronic media coverage of election management related news during General Elections. Based on the happenings and the manner of telecast by the channels, a two hourly report was prepared and sent to the Election Commission of India. ECI has expressed sincere appreciation of the help rendered by EMMC in its endeavour to conduct free and fair electioneering. EMMC was again assigned the job of monitoring contents during the assembly elections in the states of Jammu & Kashmir and Jharkhand.
- **Special reports on natural calamities such as cyclones and floods:** EMMC also provides special reports on latest updates during natural calamities like Cyclone, Flood etc. Two hourly reports on catastrophic flood situations in Jammu & Kashmir, Koshi flood crisis, cyclones viz. Hudhud and Nilofar that hit the States of Andhra Pradesh, Odisha and Gujarat recently, were prepared and sent to MHA and other channels to chalk out an appropriate plan for

relief and rescue work in the affected areas.

- **Daily Content Analysis Report:** EMMC has also provided Comparative analyses of the wide coverage given by various news channels on the special broadcast programme of PM's radio broadcast- 'Man ki Baat', PM's visit to Nepal, Japan, Bhutan, Japan, Brazil, BRICS summit, US, PM's address in the UN General Assembly, visit to Myanmar, Australia, Fiji and the Indian states of J&K and the North-East. EMMC has also prepared comparative news coverage to the new welfare programmes and initiative of Government like – 'Swachh Bharat Abhiyan', 'Saansad Adarsh Gram Yojna', 'Jan-dhan Yojana', 'Deen Dayal Upadhyay Gram Jyoti Yojana' and 'Global Investors Summit'.

**12<sup>th</sup> Plan Targets:** EMMC has recently increased its monitoring capacity from 300 to 600 TV channels. The new setup of EMMC at Sochna Bhawan is equipped with the facility for accessing, monitoring and recording of 600 satellite TV channels. By the end of 12th Plan period, the capacity would further be augmented to 1500 TV channels. Recorded and live content of satellite TV channels are monitored round the clock by Monitors through work stations. The content clips are stored for a period of 90 days and are erased automatically thereafter. The new office of EMMC is equipped with state of the art facilities. Under the 12th Plan scheme, EMMC is also establishing content monitoring facility for FM Radio and Community Radio Stations.

**Social-Cultural activities:** The 'Swachh Bharat Abhiyan' that kicked off on the day of Gandhi Jayanti this year is well continuing in the EMMC premises. All officials of EMMC participate in the cleanliness drive on a regular basis. Cultural programmes on the occasions of Communal Harmony, Diwali festival were also organized during the period April-Nov 2014. The programme included poem recitation, song, skit etc, performed by staff.





*Minister of I&B Shri Arun Jaitley presenting Centenary Award to Shri Rajnikanth at 45th IFFI 2014 at Panaji, Goa. Also present, Shri Amitabh Bachchan, Chief Guest.*



# 6 Activities Under Films Sector

## FILMS DIVISION

For over 66 years, Films Division (FD) has been the master chronicler of the nation's history as it happened audio visually. It has documented events and milestones as they unfolded and shared them with the nation to motivate and mobilize citizens across the board to come forth and actively participate in nation building activities. It has fostered documentary culture and provided a fillip to the documentary movement that is so essential in the fields of information and communication and has outed as a great catalyst for national integration. The aims and objectives of the Division, focused on national perspectives, are to educate and motivate people in the implementation of national programmes and to project the image of the land and the heritage of the country to Indian and foreign audiences.

Films Division produces documentaries, short films, animation films and news magazines. The Division caters to nearly 5000 cinema theatres all over the country and also to the non-theatrical circuits like units of the Directorate of Field Publicity, Doordarshan, Educational Institutions, film societies and voluntary organizations. The documentaries and newsreels of State Governments are also featured in the Division's release on the theatrical circuit. This Division also sells prints, stock shots, DVDs/VCDs and distribution rights of documentaries and feature films in India and abroad. Apart from production of films, Films Division also gives on hire, its recording theatre, editing rooms & other cine equipment to film makers.

### Various Wings of Films Division:

This Organization is broadly divided into four wings:-

- (1) Production, (2) Distribution, (3) International Documentary, Short and Animation Film Festival and (4) Administration.

### (1) Production Wing:

The production wing is responsible for production of films such as (1) documentary films (2) short feature films (3) animation films (4) videos. In addition to the headquarters at Mumbai, three production centres of the Division are located in Bengaluru, Kolkata and New Delhi.

The documentaries vary in theme and topic touching all the aspects of society. Normally, the Division reserves certain quota of its production schedule for allotment to independent film makers from all over the country with a view to encourage individual talent and promote documentary movement. In addition to its normal production programme, the Division provides assistance to all the Ministries and Departments of Government including public sector organizations in producing documentary films.

The Newsreel Wing of Films Division encompasses a network spread over main cities and towns including State and Union Territory capital engaged in covering of major Events, VVIP visits, etc. to the different parts of the country and abroad and other events like Natural calamities etc.

The Cartoon Film Unit of Films Division has become high-tech with computer aided techniques replacing traditional cell animation and has incorporated the latest in 3D animation and VFX.

### (2) Distribution Wing:

The Distribution Wing of the Films Division control 10 Distribution Branch Offices in Bengaluru, Chennai, Hyderabad, Kolkata, Lucknow, Madurai, Mumbai, Nagpur, Thiruvananthapuram and Vijayawada. These branches are responsible for the supply of approved film to all the cinema theatres (required under the Central Cinematograph Act, 1952), execution of Agreement, issue of Films Division Certificate as well as collection of 1% rent from the exhibitors. Branch Offices also participate in all the Public Information Campaigns and





*Hon'ble President Shri Pranab Mukherjee presenting Dadasaheb Phalke Award for the year 2013 to Shri Gulzar at the 61<sup>st</sup> National Film Awards Function at Vigyan Bhawan, New Delhi*

market DVDs. The Distribution Wing also distributes prints/video of selected films of Films Division to the Indian Missions abroad through the External Publicity Division of the Ministry of External Affairs. It also commercially exploits films on royalty basis as well as through sale of Stock Shots, Film Strips, Video Clippings and DVDs.

The Publicity Section of Distribution Wing arranges participation of Films Division films in National and International Film Festivals.

The Film Library Section of Films Division is a treasure trove of valuable archival material of India's contemporary history and its rich heritage and artistic traditions. It is in great demand by the film makers throughout the world. It contributes vital footage by rendering services besides generating revenue through the sale of stock footage. The total collection in the Film Library is about 1.9 lakh items of 8640 titles. These include original picture negatives, dupe/inter negatives, sound negatives, master/inter positives, saturated prints, pre dub sound negatives, 16mm and 35mm prints, library prints, answer prints, etc. The films are categorised based on their archival value as most precious, precious and normal films. 7907 films have been digitalised till date. The FD library has a user-friendly computerised information system. 3200 films have been uploaded in the Archive Research Centre. These Films are also available on FD's website and YouTube.

### **(3) International Documentary, Short & Animation Film Festival:**

Films Division has been entrusted the task of organizing the biennial "Mumbai International Film Festival for Documentary, Short & Animation Films" (MIFF), a world recognized premier documentary, short and animation film festival, under the Plan Scheme. This event provides a unique opportunity for film makers, producers, distributors, exhibitors and film critics to meet and exchange ideas and concepts.

Festivals of MIFF award winning films were organised by FD in collaboration with State Governments and organizations as under:-

20-22 May 2014, Imphal	* MIFF in Manipur
18-20 June 2014, Naharlagun	* MIFF in Arunachal Pradesh
03-04 August 2014, Lenin Balavadi	* MIFF in Thiruvananthapuram
05-07 September 2014, Agartala	* MIFF in Tripura
12-14 September 2014, Kolkata	* MIFF in West Bengal
15-20 September 2014, Aizawl	* MIFF in Mizoram & A Workshop on Filmmaking
29 September - 01 October, 2014	* MIFF in Wardha, Nagpur
17-19 October, 2014	* MIFF in Silchar, Assam

#### 4) Administration Wing:

The Administration Wing consists of Finance, Personnel, Stores, Accounts, Raw stock, Factory Management and General Administration.

The Details of the Staff Strength / Staff in position in respect of Films Division as on 30.11.2014 is as under:-

Sr.No.	Category	Sanctioned Strength	Staff in Position	No. of posts vacant
A	B	C	D	E
1	Group 'A'	44	18	26
2	Group 'B'	260	195	65
3	Group 'C'	509	409	100
	<b>Total :</b>	<b>813</b>	<b>622</b>	<b>191</b>

#### HIGHLIGHTS OF THE YEAR

- During 1st April, 2014 to 31st October, 2014 this Division has produced 35 documentary films.
- Films Division has released 7786 prints of 39 approved films in Cinema Houses throughout the country.
- Films Division has entered 47 films in 16 National/International Film Festivals.
- 3 News Magazines on 14th India Russia Summit-Moscow 2013, PM's visit to China 2013 and G-20 Summit Russia-2013 were completed during 1.04.2014 to 31.10.2014.
- 8 films completed for Non-Theatrical release as outside production and 15 films as in house production. 9 Films were completed for theatrical release as in house production.
- One officer of Films Division placed on deputation abroad during 1.4.2014 to 31.10.2014 to cover Hon'ble Prime Minister's visit to Thimpu, Bhutan.
- 7 documentary films have been produced in Hindi during 1.4.2014 to 31.10.2014.
- Films Division has screened 185 films on different subjects in 24 special screenings organized by various organizations. A special festival was held in association with Punjab university at Chandigarh and at Wardha.
- The Phase-I of National Museum of Indian Cinema (NMIC) has been completed.



*Minister of State for I&B Col. Rajyavardhan Rathore Presenting the Lifetime Achievement Award to Chinese Film Maker Mr. Wong Kar Wai at the closing ceremony of 45<sup>th</sup> IFFI 2014 at Goa*

### THE FD ZONE:

The FD ZONE is a collaborative effort of Films Division with independent film makers to organize regular curated screenings of documentaries, short films and animation films and avant-garde and meaningful cinema. For every screening, an independent film maker curates on a voluntary basis a mixture of films of Films Division and independent film makers. The Director, cinematographer or editor, sound recordist and other main members of the crew of the independent films screened in the event are invited for interaction with the audience. The screenings are free and open to all.

THE FD ZONE is being developed as a pan-Indian network of film clubs for organizations and individuals collaborating in various cities and towns of the country for the promotion of documentary, short, animation and avant-garde films. FD ZONE at Mumbai has been active since 14th July, 2012. Weekly screenings are held from 4.00 p.m to 6.00 p.m. on each Saturday. The screenings are documented and parts of the interactions are uploaded on Youtube and Facebook.

Apart from Mumbai, "THE FD ZONE" Chapters are

operational at Thrissur (Kerala), Chennai, Coimbatore, Kolkata, Delhi, Chandigarh and Wardha.

### New Initiatives:

#### 1. Dynamic Web Portal & E-commerce:

The web portal has been made more interactive and user-friendly by –

- Updating the information available of current events, screenings, books, DVD and film releases on the website to maintain a constant mode of interaction with visitors on Films Division website.
- Inaugurating an e-commerce portal that would make the films produced by Films Division available to purchase in High Definition. The films will be available in DVD and VOD format.
- Making publicly accessible the archives of Films Division through uploading of videos in low resolution on the YouTube channel of Films Division.
- Uploading of the Films Division catalogue which contains information of all the video material produced and housed at Films Division.

- FD archives are made accessible to all by uploading the videos in low resolution on the YouTube channel of Films Division.
- There are 256 videos uploaded on the Films Division YouTube channel, several of them are still awaiting copyright issues acknowledgement. The channel has received an estimated 5,13,971 views as of 12th September 2014. We have a total of 3481 subscribers and a total of 749 comments and 2082 shares.

## 2. Archival Research Centre (ARC):

ARC, a multi station research facility by Films Division was opened on 26-10-2013. The aim of this facility is to share the enormous wealth of visual history and visual documentation that Films Division has accumulated since its inception. The ARC makes the entire archive of Films Division available to the fifteen research stations presently routed to it. The archive will be available to these fifteen stations for viewing and research purposes.

### DATA CENTRE:

The Data Centre works as the backbone for the entire organisation. It will harbour the following -

- A digital copy of each of Films Division's titles in their best formats
- All the rushes available from our earlier films and present films.
- All the working and available .xml files of our titles.
- The security data of the ARC and the Data Centre (CCTV footage, biometric data, etc)
- All the research data being transferred from the ARC.

The Data Centre works as a central storage for all the workstations in Films Division, these would include edit suites, colour correction units, DVD authoring setup, logging and transcoding units, LTO Library, would be a part of it which will archive the total media assets for long.

## 3. National Museum of Indian Cinema:

The concept of National Museum of Indian Cinema (NMIC) is a great idea which is being pursued for the first time in the history of Indian Cinema. In the last 100 years of Indian Cinema, lot of historical material suitable for the film museum has been destroyed, damaged or not taken care of properly due to lack of restoration and

preservation facilities of this kind. The Film Museum will not only provide a store house of information to the laymen but will also help film makers, film students, enthusiasts and critics to know the development of cinema as a medium of artistic expression not only in the country but in all parts of the world, as there is no Film Museum within the country.

The first phase of the project included

- Renovation of Gulshan Mahal,
- Setting up of a Demo Studio and
- Building an Underground Parking.

The construction work of the Museum has been awarded to the National Building Constructions Corporation. The work of setting up of galleries for display of artefacts has been awarded to the National Council of Science Museum. Phase-I of the Museum includes renovation of Gulshan Mahal and the Demo Studio and the construction of an underground Parking facility amidst suitable surroundings with an apt layout. The work of Phase-I of the Museum has been completed and is ready for inauguration. Work on second phase of the Museum is in progress and is likely to be completed in 2015.

### The objectives of NMIC are as follows :-

- To encapsulate the socio-cultural history of India as revealed through the evolution of its cinema.
- To develop as a research centre focusing on the effect of cinema on society.
- To exhibit the work of the noted film makers: directors, producers, institutions and others for the benefit of film enthusiasts and other visitors.
- To arrange seminars, workshops for film makers and film students.
- To generate and sustain interest in films and film movements amongst current and future generations.

### REPRESENTATION OF SC, ST & OBC IN THE SERVICE

Government orders/instructions regarding representation of SC, ST & OBC candidates in the service are followed and for the purpose Reservation Rosters are maintained in accordance with prescribed rules by the Films Division.



*Chief Guest Shri Amitabh Bachchan lighting the lamp at 45th IFFI - 2014 in Panaji, Goa with Governor of Goa, Smt. Mridula Sinha, Minister of I & B Shri Arun Jaitley and other dignitaries*

The details of representation of SC, ST, OBC & women employees in the service as on 30.11.2014 are as under:-

Group of Post	Total Employee in position	SC Emp.	% of SC Emp.	ST Emp.	% of ST Emp.	OBC Emp.	% of OBC Emp.	Women Emp.
Group A	18	5	27.77	--	--	5	27.77	3
Group B	195	45	23.07	14	7.17	23	11.79	31
Group C	409	123	30.07	26	6.35	86	21.62	71
<b>Total</b>	<b>622</b>	<b>173</b>	<b>--</b>	<b>40</b>	<b>--</b>	<b>114</b>	<b>--</b>	<b>105</b>

The details of the backlog vacancies for SC/ST/OBC in Films Division as on 30.11.2014 are as under:

Sr.No.	Category	Sanctioned Strength	Staff in position	Number of Posts vacant	Backlog in SC	Backlog in ST	Backlog in OBC
1	Group A	44	18	27	0	2	1
2	Group B	260	195	55	5	1	11
3	Group C	509	409	102	3	1	12
	<b>Total :</b>	<b>813</b>	<b>622</b>	<b>184</b>	<b>8</b>	<b>4</b>	<b>24</b>

### Persons with Disabilities:

The Ministry has identified following categories in Films Division to be filled from amongst the physically handicapped persons:

Group C	Group D (now upgraded as Group 'C')
Assistant Layout Artist	Peon
Artist Grade I	Packer
Artist Grade II	
Asstt. Editor Grade I	
Asstt. Editor Grade II	
Asstt. Recordist	
Assistant	
Lower Division Clerk	

The posts identified for filling up from amongst physically handicapped are to be filled under direct recruitment. The Government had earlier imposed temporary ban on direct recruitment. Therefore the posts which were vacant and to be filled under direct recruitment were considered for abolition by Films Division and Ministry. Therefore, no action could be taken to fill up the vacancies under direct recruitment and so no backlog of posts to be filled under physically handicapped quota is created. The requisite information is furnished as under:

Group	Number of Employees				
	Total	In Identified Posts	VH	HH	OH
1	2	3	4	5	6
Group A	18	-	-	-	-
Group B	195	60	-	-	2
Group C	409	131	-	-	4
<b>Total :</b>	<b>622</b>	<b>191</b>	<b>-</b>	<b>-</b>	<b>6</b>

### CITIZEN'S CHARTER

Films Division has already prepared Citizens Charter under the title "Information Brochure of Films Division" and the same is available in the Website <http://www.filmsdivision.org>. This Division has nominated a Nodal Officer who are directly involved in the proper implementation of the Charter. The contents of Citizen's Charter are being updated by including new aspects therein.

### PUBLIC GRIEVANCES REDRESSAL MECHANISM

In accordance with the instructions/guidelines issued by the Government, mechanism for redressing public grievances has been established. The Director General has been nominated as Public Grievances Officer for Films Division. Track of the disposal of public grievances

is maintained. Register for public and staff grievances are maintained and requisite report of the disposal of Public Grievances is sent to the Ministry regularly.

### IMPLEMENTATION OF RIGHT TO INFORMATION ACT, 2005

In accordance with the provisions of the Right to Information Act, 2005 and instructions/guidelines issued by the Government from time to time, Films Division has nominated/appointed the Deputy Director General (I/C) as Appellate Authority and Director as Central Public Information Officer. The Public Information Officer at Head Office is assisted by 14 Asstt. Public Information Officers out of which 13 are at the field offices i.e. 10 Distribution Branch Offices and 3 Regional Production Centres. One Asstt. Public Information Officer is posted

at Head Office to assist Public Information Officer. The Asstt. Public Information Officers coordinate with the Public Information Officer in dealing with the cases/ applications received under the provisions of the Right to Information Act, 2005. All the matters pertaining to the implementation of the Act are being dealt with in one Nodal Section in the Head Office. Films Division has received 99 applications and seven appeals under the provision of RTI Act. Reports/returns on disposal of the applications received under this are uploaded in the website regularly.

### HINDI SECTION

Hindi Section looks after the use of Hindi (Raj Bhasha) in office correspondence. In compliance of the implementation of the OL policy of the Central Government in Films Division and as per the revised norms of Department of OL, Ministry of Home Affairs, 11 posts of Jr. Hindi Translator have been created in Films Division.

### VIGILANCE ACTIVITIES

A Vigilance Cell consisting of one Superintendent, one Assistant and One Upper Division Clerk and one peon under the supervision of Sr. Administrative Officer (I/C) is working to monitor the Vigilance/Disciplinary cases against the employees of the Division.

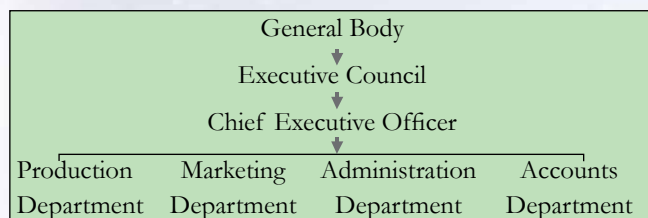
### Children’s Film Society, India

(<http://www.cfsindia.org>)

### INTRODUCTION / OVERVIEW

Children’s Film Society, India (CFSI) was established in May 1955 under the aegis of the Ministry of Information & Broadcasting, Government of India, on the recommendations of Film Inquiry Committee (1949) at the instance of the then Prime Minister, Pt. Jawaharlal Nehru whose concern for children requires no amplification. The organization is registered under the Societies Registration Act XXI of 1860 with the main objective of providing children and young people with ‘value based’ entertainment through the medium of films.

The organizational setup is as follows:-



The Chairman, who is an eminent personality in the field of cinema, heads the Society. The Chairman is also the head of the Executive Council and the General Body, members of which are nominated by the Government of India. The Chief Executive Officer, who has under him all heads of Department, handles the day-to-day functions of Administration, Production, Marketing and Accounts.

The headquarters of CFSI is located at Mumbai with branch offices at New Delhi and Chennai.

### Budgetary Provision:

**Plan - ₹7.95 crores** have been provided to CFSI under Plan Schemes “Production of children’s films”, “Exhibition of Children’s Film in Schools” and “National/International Children’s Film Festivals” for the year 2014-15.

### PRODUCTION ACTIVITIES DURING THE PERIOD APRIL to DECEMBER 2014

#### Films completed

Two Films namely Pappu ki Pugdandi and Bhujang, Hindi Feature were completed during the year 2014.

#### Under Production

Five films namely, Children of Rhythm- Malayalam Short, Kima’s Lode- Mizo Feature, Summer Holidays-Malayalam Feature, Gauru-Hindi Feature & Happy Mother’s Day-Hindi Feature are under various stages of production.

#### Making of prints

3 DCPs, 13 Blue Ray Disks, 1 HD Cam, 11 DVC Pro, 1 Digi Beta of CFSI’s titles for telecast as well as 2033 DVDs for sale were made.

#### Acquired films

Six films were acquired from the World Sales Agents as listed below.

- ❖ Attraction Distribution, Canada
- 1. **Kauwboy**/The Netherlands/Dutch/2012/Color/90 mins
- 2. **Nono, The Zig Zag Kid**/ The Netherlands/Dutch & English/2012/Color/90 mins
- 3. **Windstrom**/German/2013/Color/105 mins.
- ❖ New Europe Film Sales, Poland
- 4. **Mother I Love you**/Poland/Latvia/2013/ Colour/83 mins.



*Minister of I& B Shri Arun Jaitley at the inauguration of National Children's Film Festival in New Delhi with Secretary (I&B), Shri Bimal Julka.*

❖ Sola Media, Germany

5. **Igor & the Cranes Journey**/German/2012/  
Colour/90 mins
6. **Horse on the Balcony**, Austria/German/2012/  
Colour/90 mins.

### PRODUCTION ACTIVITIES FOR THE PERIOD JANUARY TO MARCH 2015

- Two new films are likely to be assigned namely, **Dal Quadri**-Hindi Feature, **Anath Andi**- Marathi Feature.
- Five acquired films are likely to be dubbed in Hindi & English.

### Activities of Marketing/Distribution from April to December, 2014

The CFSI's marketing division with its Head Office at Mumbai & Zonal Offices at Delhi and Chennai is trying to reach out to the target audience nationwide. The small unit of marketing could reach out to a record number of 2,87,598 children by arranging free screenings of CFSI films (1,066 shows) during the period 01.04.2014 to 31.12.2014.

### Distribution:

360 Non-Theatrical shows (LCD shows) were conducted free covering an audience of 78,319 rural and tribal children under Plan Scheme "Exhibition of CFSI Films in Schools" in States of West Bengal & Uttar Pradesh. Besides that, 469 shows and 99,500 audience were covered through individual shows and mini festivals arranged by NGOs in Maharashtra, Goa, Madhya Pradesh, New Delhi, Karnataka and Uttar Pradesh within the country and also seven countries were covered viz. Qatar, U.S.A., Czech Republic, Netherlands, Republic of Trinidad and Tobago, South Korea and U.K.

183 Theatrical shows (Children's Film Festivals) were conducted free covering an audience of 88,080 child audience under Plan Scheme "Exhibition of CFSI Films in Schools" in districts identified in Karnataka, Tamil Nadu, and Haryana and Himachal Pradesh. Besides that, 54 shows in 16 districts covering child audience of 21,699 through package of ten films in the theatres and mini festivals organized as state level Children's Film Festivals in eight North-East states of Assam, Meghalaya, Tripura, Arunachal Pradesh, Nagaland, Mizoram, Sikkim and Manipur.





*The President, Shri Pranab Mukherjee presenting the Swarna Kamal Award for the Best Popular Film for providing wholesome entertainment to the Director Rakeysh Omprakash Mehra for Bhaag Milkha Bhaag.*

### Marketing

- 10 films were telecast on National network programme of “Chulbulli Filmen Chatpati Gupshup”.
- CFSI’s three films “Krish trish & Baltiboy”, “Mehak Mira” and “Chutkan ki Mahabharat” were telecast on the occasion of Children’s Day on Zee Q from 14<sup>th</sup>-16<sup>th</sup> November, 2014 simultaneously with CFSI’s 1<sup>st</sup> National Children’s Film Festival at Delhi.
- 2677 DVDs and VCDs were sold of various films of CFSI were sold from April to December, 2014 resulting in a revenue realization of an amount of ₹3,03,355.
- CFSI in collaboration with Nehru Learning Centre for Children and Youth at Delhi, organized three film screenings of CFSI’s films.
- Screenings of "Char Dost", "Masterji" and "Sunday" were held for students.

### Film Festivals

CFSI has successfully organized 18 Editions of International Children’s Film Festival (ICFF) in various cities of the country along with the first ever National Children’s Film Festival.

#### 1<sup>st</sup> National Children’s Film Festival, 2014

The 1<sup>st</sup> edition of National Children’s Film Festival was

organized from 14<sup>th</sup> to 16<sup>th</sup> November, at Siri Fort in New Delhi. The Festival was inaugurated by the Union Minister for Information & Broadcasting and Finance as well as other celebrity guests Ms. Sania Mirza, Ms. Sakshi Tanvar, Ms. Diya Mirza & Shri Shyam Benegal graced the occasion on 14<sup>th</sup> November, 2014 followed by Children’s Film Society, India’s new Film Pappu Ki Pugdandi screened as inaugural film. Ten different Children’s Films namely Kaphal, Goopi Gawayaii Bagha Bajaiiya, Yeh Hai Chhakkad Bukkad Bumbe Bo, Sunshine Barry Disco Worms, Summer With the Ghosts as well as Short films on “Swatchata” like Bunty’s Tree, Bob & Lola, Best out of Waste were showcased in this festival. Curated films namely Hawa Hawaii, Shortcut Safari (Premier show), Boot Cake, Krish, Trish & Baltiboy alongwith short films on cleanliness screened in 3 auditoriums covering more than 10,000 Child audience of different schools of New Delhi. Three competitions were organized in Schools in and around Delhi on the theme of the festival. CFSI organized different workshops, a stall for promotion of CFSI’s film DVDs, Children magazines and a Kids Mela during the festival. The theme of the festival was cleanliness. A media Centre was set up at the venue to facilitate local as well as National press to cover the event of festival.

### Participation in International Film Festivals.

Eleven CFSI's Films participated in 43 International Films Festivals in 27 countries.

### Activities of Marketing/Distribution from January to March 2015

#### Distribution

- Children's Film Festivals in collaboration with district administration of different states like Gujarat, West Bengal, Madhya Pradesh, Karnataka, Tamil Nadu, Andhra Pradesh, Uttarakhand, Rajasthan, Himachal Pradesh, Uttar Pradesh covering 20 different districts.
- LCD Shows to be organized in schools in the states of Maharashtra, Bihar, Gujarat, Madhya Pradesh, Chhattisgarh, Tamil Nadu, Karnataka, Kerala, Andhra/Telangana, Pondicherry, Uttarakhand, Rajasthan, Himachal Pradesh, Uttar Pradesh through NGO's and Nehru Yuva Kendra.
- State Level Children's Film Festivals in North East in collaboration with Cultural Department of Meghalaya and Sikkim.

### Minority Welfare

CFSI is a small organization with limited number of staff. Welfare activities undertaken for the whole organization as such.

### Implementation of judgements/orders of CATs

No judgements/orders specific to CFSI have been received.

### CAG paras :

There are no CAG Paras pending.

### Policy Decisions & Activities Undertaken for the Benefit of Persons with Disabilities:

All Directives issued by the Ministry applicable to CFSI are being adhered to. The reservation in recruitment is implemented.

### Modernization & Computerization :

CFSI has been using computers based on actual needs of individual departments which are upgraded periodically.

### E Commerce in the activities:

The film production submission of proposal has been made online with integration of payment gateway. The



*Training Session at FTII*

film entries submission for the film festivals organized by CFSI are made online.

**Film & Television Institute of India, Pune**  
([www.ftiindia.org](http://www.ftiindia.org))

The Film Institute of India was set-up by the Government of India in 1960 under the Ministry of Information & Broadcasting. Following the addition of Television Wing in 1974, the Institute was re-designated as Film and Television Institute of India. The Institute was registered as a Society in October, 1974 under the Registration of Societies' Act, 1860. The FTII Society consists of eminent personalities connected with Film, Television, Communication, Culture, Alumni of the Institute and Ex-Officio Government Members. The Institute is governed by a Governing Council, headed by a Chairman. The academic policies of the Institute are formulated by the Academic Council and matters related with finance are controlled by the Standing Finance Committee.

The Institute consists of two wings: film wing and the TV Wing. The Three Year Courses lead to award of Post Graduate Diploma in direction; cinematography; sound

recording & sound design; and editing. The Institute also offers two year post graduate diploma course in acting; and art direction and production design, one year post graduate certificate course in feature film screenplay writing and one and half year certificate course in animation and computer graphics. The television courses consists of one year post graduate certificate course in television with specializations in direction, electronic cinematography, video editing, sound recording & TV engineering.

FTII provides higher and professional education and technical expertise in the art and technique of film-making and television production. In-service training is also provided to the officers of all grades of Doordarshan, since 1974. Short-term courses are also conducted in specialized areas for the Doordarshan staff and IIS Probationers.

**HIGHLIGHTS OF THE YEAR**

**1. Visit of the Hon'ble Minister of State for Information and Broadcasting.**

The Hon'ble Minister of State of Information and



*Convocation Ceremony- 2014 of SRFTI*

Broadcasting (Independent Charge) Sh. Prakash Javadekar visited FTII on Sunday, 1<sup>st</sup> June 2014. During his first official visit, the Minister visited various departments of the Institute and expressed keen interest in their functioning. He visited the famous Prabhat studio amongst other departments and also watched the much acclaimed FTII film 'Suman'.

## 2. Launch of the initiative (WIFT) at Pune in FTII & Felicitation of Sumitra Bhave.

Woman in Film and Television, India (WIFT) launched its first ever venture/initiative in Pune at Film and Television Institute, its cause and venue partner, on Thursday, 31<sup>st</sup> July. The occasion was marked by the felicitation of Sumitra Bhave an eminent director followed by the premiere screening of her National Award winning film Astu.

WIFT India is a global not-for-profit organization dedicated to provide a dynamic platform to facilitate the exchange of idea accelerate professional development and recognize the achievement of women in film, television and other screen based media. FTII is its cause and venue partner.

3. THE FEMININE LENS festival was held on 10<sup>th</sup> and 11<sup>th</sup> October, 2014 by WIFT. This two day festival showcased films made by woman filmmakers from different parts of the globe, curated by film scholar Gayatri Chatterjee.

### Visit of Eminent film Director

Eminent and veteran film director K. Vishwanath also visited the Institute during April 2014 and interacted with the students.

### AWARD FOR FTII STUDENTS

1. FTII film direction students Mr. Abhilash Vijayan and Ms. Heer Ganjwala have been awarded 'Best Students Award' by Pune International Film Festival, 2014.
2. FTII diploma film 'Black Rock' directed by Vikrant Pawar was adjudged the Best Short Fiction film in an international competition. It has got the Golden Conch trophy in 13<sup>th</sup> Mumbai International Film Festival for Documentary, Short & Animation Films 3-9 February (MIFF) 2014.
3. IDPA Award for the best student film went to 'Sobyacha Amba' (Golden Mango) directed by Govind Raju produced by FTII, Pune.
4. 61<sup>st</sup> National Film Awards 2013-Pranjal Dua has been honoured with SWARNA KAMAL for BEST DIRECTION for his Diploma film Chidiya Udh. This

film has also won BEST AUDIOGRAPHY award for Gautam Nair. Another FTII diploma film Mandrake! Mandrake! (Hindi) has bagged BEST SHORT FICTION award. Mandrake! Mandrake! has also won BEST CINEMATOGRAPHY award for the Cameraman Kavin Jagtiani. As a tradition, Reliance Media Works has been awarded for processing the film.

5. The following honours were bagged by FTII films in SINGS 2014.
  - a. Cinema Experimenta-Fiction 'Aisa Nahin Hua Tha Tahira (Jumbled Cans) Director: Rajula Shah
  - b. Jury Special Mention – Fiction: 'Thutse Kyume (Ordinary Times)' Director: Takapa Karma and 'A Dream Animal' Director: Sanykuta Sharma
6. 'Mukhabir' (Director Manoj Nithorwal) has won Best Students Film Award in International Film Festival of Fiji 2014.

### RADIO FTII

Radio FTII participated in peer-review training workshop and also conducted peer review of two Community Radio Stations at Tilonia, Rajasthan and Baramati in Pune. In-charge of Radio-FTII completed a short course on Certified Peer for Community Radio conducted by UNESCO Chair of Hyderabad University. Radio FTII was awarded a collaboration project which was against a competition held by a media organization 'Ideosync Media Combine' Radio FTII has completed a small communication project on Tuberculosis.

### SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

#### Introduction

Satyajit Ray Film and Television Institute (SRFTI), Kolkata was established by the Government of India as an Autonomous educational Institution under the administrative control of Ministry of Information & Broadcasting, and was registered under West Bengal Societies Registration Act, 1961. Located at Kolkata and named after the legendary film maestro Satyajit Ray, SRFTI is the second national film training institute established by the Government of India. The institute offers three-year post-graduate diploma courses in direction & screenplay writing, cinematography, editing, sound recording & design and producing for film & television. Apart from the postgraduate programme, the institute

also has the provision to conduct short and medium term courses on areas related to film and television. Research and explorative studies in the sociology, culture and technology of film and television are the other areas of focus in SRFTI. The Institute is going to commence Post Graduate Animation Cinema Course in the year 2015.

#### **Management & Organizational Framework:**

The SRFTI Society, headed by a President, runs the Institute through a Governing Council (GC) constituted with selected members of Society. The Governing Council is the supreme body for all executive functions of the Institute. It also constitutes different committees/bodies as deemed necessary viz. Academic Council, Standing Finance Committee etc. The Government is represented in the Society, Governing Council and Standing Finance Committee through ex-officio members who are officials of the Ministry of I&B, Government of India and various media units.

#### **Students Exchange Programme**

During the period, SRFTI students went to Italy under Students Exchange Programme between Zelig School for Documentary, Television & New Media & SRFTI and National University of Arts, Taiwan. 08 students & 01 faculty members were invited to Normal University, Beijing, China to make 04 films on urban life of China.

#### **Festivals attended by Students & faculty:**

1. Kolkata International Film Festival, Kolkata, November, 2014.
2. International Film Festival of India, Goa, 2014.
3. Kerala International Film Festival, 2014.
4. 34<sup>th</sup> Filmschoolfest Munich, 2014.
5. 34<sup>th</sup> VGIK International Student Festival, Moscow.



*Minister of I&B Shri Arun Jaitley lighting the lamp at the release of GOI Calendar 2015 in New Delhi with MoS (I&B), Col. Rajyavardhan Rathore and Secretary (I&B), Shri Bimal Julka.*

### Selection at International Festivals and Awards by the Students:

Sl No.	Name of the films	Awards Won / Participation in International Film Festivals	Director/Cinematographer
1	Song of A Free Bird	Selected in 7 <sup>th</sup> International Documentary and Short Film Festival Kerala	Dir: Samiran Dutta
2	Towards The Silver Lining	Selected in 7 <sup>th</sup> International Documentary and Short Film Festival Kerala	Dir: Bhabani Tamuli
3	Silenced	Selected in 7 <sup>th</sup> International Documentary and Short Film Festival Kerala	Dir: Torsha Banerjee
4	Patient No. 666 & Others	Selected in 7 <sup>th</sup> International Documentary and Short Film Festival Kerala	Dir: Tribeny Rai
5	Kanyaka	Selected in 7 <sup>th</sup> International Documentary and Short Film Festival Kerala	Dir: Christo Tomy
6	Return	Selected in 7 <sup>th</sup> International Documentary and Short Film Festival Kerala	Dir: Christo Tomy
7	You Are Rot	Awarded 'Best Music Video' in 7 <sup>th</sup> International Documentary and Short Film Festival Kerala	Dir: Christo Tomy
8	Monsoon Rain	Selected in 7 <sup>th</sup> International Documentary and Short Film Festival Kerala 34 <sup>th</sup> Filmschoolfest Munich	Dir: Saurav Rai
9	8 Rooms 9 Doors	Selected in 7 <sup>th</sup> International Documentary and Short Film Festival Kerala	Dir: Gireesh Kumar K.
10	Rong'kuchak	Selected in 13 <sup>th</sup> International Student Film & Video Festival, Beijing Film Academy	Dir: Dominic Sangma
11	Going Home	Selected in 13 <sup>th</sup> International Student Film & Video Festival, Beijing Film Academy	Dir: Jayesh Nagorao Akhargekar
12	Barre	Selected in Imagineindia International Film Festival, Madrid, 2014	Dir: Mohan K. Valasala
13	Bari	Selected in 34 <sup>th</sup> VGIK International Student Festival Selected in Kalpanirjhar Film Festival, 2014	Dir: Sharmista Shankar Nag
14	Cryptid	Selected in 34 <sup>th</sup> VGIK International Student Festival	Dir: Areum Han
15	Christmas Present	Selected in Kalpanirjhar Film Festival, 2014	Dir: Areum Han

### NEW SCHEMES

#### Department of Animation

In the past few years, the world of audio-visual production has gone through a sea change. One of the major areas that have been developed immensely is animation and multimedia related applications. The popularity and prospects of animation are well known. There is a vibrant market and vast potential for web related applications and multimedia

CD-ROMS/Games development, in addition to creative story telling through animation films. India is already a major outsourcing destination for animation related work. There is a huge demand for trained manpower to support the industry demand.

In view of the changing trend and scarcity of specially trained manpower in the field, it is the need of the hour to add a new branch of study in the Institute. Thus, Institute intends to commence three-year postgraduate Programme in Animation with an intake capacity of 10 students in each batch.

### Achievements/Planning of SRFTI

1. 'Kanyaka', Directed by Mr. Christo Tomy, 9<sup>th</sup> batch student Department of Direction & Screenplay Writing, has been selected Best Debut Film of a Director (Non-Feature Films) for 61<sup>st</sup> National Film Awards for the year 2013.
2. A talk on the topic "To View Movies the Indian Way" by Father Gaston Roberge, the pioneer of film academia in India, was delivered on April 5<sup>th</sup>, 2014
3. The Sixth Convocation was held on May 2<sup>nd</sup>, 2014, where Shri Shaji N. Karan, renowned Film maker and Cinematographer awarded Diploma certificates to the students who had completed the course successfully and delivered the valedictory address.
4. SRFTI's Students' Short Films were screened on the occasion of "First Friday" on 23.05.2014.  
Nine students' films have been selected in International Documentary & Short Film Festival, Kerala, out of which 07 films have been selected for competitive category and 02 films for non-competitive category.
5. A yoga campaign was organized in association with Bihar School of Yoga, Munger, Bihar on 30.06.2014 for the students and employees of this Institute.
6. 'Meghe Dhaka Tara' Bengali film Directed by Shri Kamaleshaer Mukherjee was screened on 20<sup>th</sup> July, 2013 where students and faculty members along with audiences had a long interactive session after the screening with the Director of the film.
7. A special training programme on 'Reservation in Service for SCs/STs/OBCs, conducted by Shri P. Narayanmurthy, an expert in the field of service matters, was held on July 19 & 20, 2013 for employees of this Institute.
8. SRFTI organized 'Film Appreciation Programme' for

the students of Bharatendu Natya Academy, from June 17 to August 09, 2013.

9. Editing department organized Dialogue workshop coordinated by Shri Arghyakamal Mitra for 11<sup>th</sup> batch students.
10. Motion Picture Photography department organized Exterior and interior workshop coordinated by Shri Shaker Raman for 9<sup>th</sup> batch students from July 15 to 21, 2013
11. Direction Department and Motion Picture photography department jointly organized Playback workshop, coordinated by Shri Anil Mehta for the 9<sup>th</sup> batch students.
12. Professor, Direction & Screenplay Writing and five students (one from each department) of this Institute have visited, under Student Exchange Programme, ZeLIG School of Documentary, TV and New Media, Bolzano, Italy for attending the 'Public Screening of SRFTI student films and workshop' and exchange programme leading to a collaborative film production organized there from August 16<sup>th</sup> to September 1<sup>st</sup>, 2014
13. An 8 weeks 'Film Appreciation Course' starting from August 4<sup>th</sup>, 2014 has been organized by this Institute for students of Bharatendu Natya Academy, Lucknow.
14. One Day Workshop on "The Magical World of Cinema" was organized by this Institute in collaboration with Ei Samay, a Bengali newspaper of Times of India Group, on 2<sup>nd</sup> August, 2014 under the project 'Ei Samay Scholars' where 100 selected students of class VI to IX standard of different schools were exposed to the basic knowledge of cinema making.
15. An illustrated musical presentation on Immortality and Rabindranath Tagore captioned "Negotiating Mortality" by Debashis Roy Chaudhury and team, had been organized by this Institute on August 8<sup>th</sup>, 2014, the 73<sup>rd</sup> Death Anniversary of the poet.
16. A feature film 'Titli' directed by Shri Kanu Behl, former student of SRFTI was screened on 12.09.2014. A post-screening interactive session was held, where apart from the director, of the film Shri Siddharth Diwan (DoP) another former student of SRFTI was also present. Incidentally, other crew members of this film are also ex-students of SRFTI.

17. A National Seminar was organized by this Institute on 20.09.2014 on the topic “Reaching Climax The Effective Arc” where the speakers delivered their lectures on the titles ‘Recreating Climax in Post Production’ (by Shri Shyamal Karmakar, Prof. & HOD, Editing, SRFTI), ‘Bad Climaxes: The Effective Arc’ (by Shri A.F.Mathew, Prof., IIM, Kozhikode), ‘Climax in Documentary’ (by Ms. Nishtha Jain, Filmmaker) and ‘How to End a Film: Reflections on Narrative Closure in Indian Film Socials’ (by Shri Subhajt Chatterjee, Assistant Professor, Jadavpur University). The seminar was followed by the screening of the documentary film ‘Gulabi Gang’ directed by Ms. Nishtha Jain. The entire programme was moderated by Shri Ashoke Viswanathan, Society Member, SRFTI.

18. In order to propagate and implement the Official Language Planning and Policy in this Institute, SRFTI

organized various competitions for the employees of this Institute as part of observations of “Hindi Pakhawara” from 14 to 28 September, 2014.

19. Following SRFTI Students films have been selected for screening in different film festival:-

a. **13<sup>th</sup> International Student Film & Video Festival, Beijing Film Academy**

i) ‘Rong’kuchak’ Directed by Shri Dominic Sangma.

ii) ‘Going Home’ Directed by Shri Jayesh Akhargekar

b. **34<sup>th</sup> Film School Fest, Munich - 2014**

Film ‘Monsoon Rain’ Directed by Shri Saurav Rai and Film ‘Barre’ Directed Mohan K. Valasala

c. **34<sup>th</sup> VGIK International Student Festival**

Film ‘Bari Directed Sharmista Shankar Nag and



*Ms. Alpana Pant Sharma, Director, NFAI explaining Shri Tong Gang the Chinese Vice Minister State Administration of Press Publication Radio, Film & Television of Peoples Republic of China the theme of the poster exhibition put up by NFAI at IFFI, 2014*



Film 'Cryptid Directed by AREUM HAN

d. **Kalpanirjhar Film Festival, 2014**

Film 'Bari Directed by Smt. Sharmista Shankar Nag and Film 'Christmass Present' Directed by AREUM HAN

20. Construction for the Centre of excellence in Television including construction of studios is taken up under the 12<sup>th</sup> Plan. On completion of the project, at least three courses will commence during first phase. Future planning will be made in consultation with the Ministry.
21. Construction of New CRT is at its final phase. Civil construction is completed and electrical work is under process. SRFTI students will be benefited on completion of the project.
22. One Film studio is under construction and shall be completed within 12<sup>th</sup> five year plan. The film studio will be commercially utilised for the purpose of revenue generation for SRFTI as soon as the project is completed.
23. One specially designed horizontal and vertical is under construction for the Editing department and named as editing block (Phase II).
24. Keeping in view, the increase in the number of female students in various courses, a separate girls hostel construction is under process during 12<sup>th</sup> five year plan.

### **National Film Archive of India, Pune**

#### **OVERVIEW**

The importance of preserving cinema as an art and historical document has been recognized all over the world. The task of preserving cinema in all its varied expressions and forms is best entrusted to a national organization having a permanent set-up, the confidence of the film industry and adequate resources and expertise. Thus, the National Film Archive of India was established as a media unit under the Ministry of Information and Broadcasting in February, 1964 with the following aims and objectives:

1. To trace, acquire and preserve for posterity the heritage of national cinema and build up a representative collection of World Cinema;
2. To classify and document data related to film, undertake and encourage research on cinema and publish and distribute them;

3. To act as a centre for dissemination of film culture in the country and to ensure the cultural presence of Indian cinema abroad.

During the 50 years of its existence NFAI has been making rapid strides in achieving its goals.

During the period 1<sup>st</sup> April, 2014 to 31st December, 2014 NFAI has added to its collection over 276 films (42 Fresh and 24 Duplicates, 210 films received on LTL basis), 45 DVDs, 208 books, 3,739 stills, 479 song booklets and 795 wall posters.

Some of the important fresh film titles/prints added to the Archive collection during the period under report are given in **Annexure-A**.

#### **Film Acquisition**

During the period under report, 300 reels of Picture and Sound Negatives were received from Film Laboratory and other private parties. Significant titles received as free deposits during the year included Marathi, Punjabi, and Gujarati titles along with Hindi titles for storage and preservation in the Archive during the year.

A detailed statement of acquisition is given at **Annexure-B**.

#### **Dissemination of Film Culture**

##### **Screen Education**

Another important activity under dissemination of film culture is screen education scheme which includes long and short term Film Appreciation courses, conducted in collaboration with FTII and other educational and cultural institutions.

The 39<sup>th</sup> Annual course in Film Appreciation was held in Pune this year from 2–28 June, 2014. sixty-three participants from across the country attended the course including one each from Manipur and Imphal. The course is primarily designed to meet the needs of film related professionals like teachers of film studies, communication, journalism, film society organizers, film critics, researchers, Government officials handling films, and technicians and others interested in films.

The 5<sup>th</sup> Short Film Appreciation Course was held at Macquinz Palace, Entertainment Society of Goa, Panaji from 25–31 July, 2014 jointly conducted by National Film Archive of India and the Entertainment Society of Goa, Panaji. Forty-nine participants from Goa and other parts of the country participated in the course.

A short Film Appreciation course in Marathi was jointly

conducted in association with Federation of Film Societies of India (Maharashtra Chapter), Ashay Film Club, V. Shantaram Foundation and NFAI, Pune from 12–18 September, 2014 at NFAI, Pune. Fifty-two participants attended the course.

A workshop on Film Copyright issues of Archive was conducted by Mr. Lawrence Liang, Advocate Law Forum and member of the Advisory Committee Human Resource Development for amending the Copyright Laws assisted by Ms. Shaina Anand, representing Indiacinema.com on 10–11 September, 2014. There was group interaction session and issues related to copyright and licensing were discussed.

### Supply of films for various programmes

NFAI's activities to disseminate film culture in India are manifold. Its Distribution Library has about 25 active members throughout the country. The Archive also supplies films for various screening programmes and film festivals.

### Major events where NFAI extended support included

- A “Raja Paranjpe Film Festival” was organized by NFAI in collaboration with Raja Paranjpe Pratishan from 14–20 April, 2014 in which 8 films from the archive collection were screened during the festival held at NFAI, Pune.

- A joint tribute programme was conducted by National Film Archive of India, Pune International Centre and Alliance Francaise on 04.04.2014 to French filmmaker–Alain Resnais accompanied by a lecture by Prof. Suresh Chabria. Two films were screened.
- A programme to commemorate 100 years of teaching of German language in Pune and in India was jointly organized on 24.04.2014 by National Film Archive of India, Department of German Language–University of Pune, Max Mueller Bhavan and Ashay Film Club at NFAI Pune in which six films were screened.
- The 1st Maharashtra Short Film Festival 2014 was held from 24.5.2014 to 25.5.2014 organized by Marathi Chitrapat Pariwar held at Pune, 37 short and documentary films were screened during the festival.
- 1st Short and Documentary film festival was organized by Samayak Literary Meet Pune and Dr.Babasaheb Cultural Organization from 29–30 May, 2014 at NFAI, Pune
- Director, National Film Archive of India participated in the programme- “Birth Anniversary of Baburao Painter” organized by Baburao Painter Film Society, Kolhapur and narrated about the preservation of their films by NFAI.
- A festival of Kazakh films was jointly organized by National Film Archive of India and Pune



Minister of State for I&B Col. Rajyavardhan Rathore releasing a poster on 45<sup>th</sup> International Film Festival of India, with Shri Raghavendra Singh, the then AS (Films) and Shri K.S. Dhatwalia, ADG, PIB.

International Centre from 4–7 July, 2014 and 13 films were showcased during the festival.

- The 9th Tribal Short Film Festival organized by Bahurang, Pune was held at NFAI on 12.7.2014. 5 short films related to Tribals were screened during the festival.
- The 19<sup>th</sup> European Film Festival was organized from 18–23 July, 2014 in association with Federation of Film Societies of India, Alliance Francaise, British Council, European Union and its member states, Goethe Institute, Max Mueller Bhavan and the theme was Voices of the Youth. Mr. Kumar Iyer, Dy. High Commissioner in India inaugurated the festival and Ms. Sylvia Constantini, European representative was guest of honour.
- A film programme “100 Years of Great War” was organized on 26–27 August, 2014 by Max Mueller Bhavan, Alliance Francaise, British Council and NFAI to commemorate the brave soldiers. This was accompanied by a presentation by Prof. A. Gunachari, former Head of the History Department, University of Mumbai who contextualized the involvement of Indian soldiers in World War-I. Four films were screened during the occasion.
- “Gennext-6 PASCH” Film Festival was organized by Max Mueller Bhavan, Pune at NFAI, Pune from 9–11 September, 2014. Three films were showcased for school students followed by a quiz competition.
- “Brazilian Films by Women Directors” was jointly organized by Consulate General of Brazil, National Film Archive of India, Aashay Film Club and Federation of Film Societies of India from 26–28 September, 2014. The festival was inaugurated by Smt. Alpana Pant Sharma, Director, NFAI, Pune.
- “Feminine Lens Film Festival” was organized by Film & Television Institute of India, Pune on 10th October, 2014. It was inaugurated by renowned Director Aruna Raje, an alumnus of FTII, Pune. Smt. Alpana Pant Sharma, NFAI’s first woman Director was present for the festival and four films were screened during the festival.
- Sampathik Trust Advait, Pune organized Queer Film Festival at NFAI, Pune on 11.10.2014 and ten short films were screened during the festival.
- Department of Foreign Language of Savitribai Phule Pune University celebrated Spanish film week at NFAI, Pune from 12–14 October, 2014.

- Swiss Film Festival was organized by Consulate General of Switzerland in Mumbai in association with National Film Archive of India at Pune from 17–19 October, 2014. Festival was inaugurated in the presence of Swiss German author Charles Lewinsky, Mr. Martin Bienz, Consul General of Switzerland.
- Five films were supplied by NFAI for the 19<sup>th</sup> International Film Festival of Kerala being held from 12–19 December, 2014 at Thiruvananthapuram organized by Kerala State Academy in association with Cultural Affairs Department, Government of Kerala.
- One film in Blue Ray DVD format was supplied to 7th Bengaluru International Film Festival (BIFF) held from 04.12.2014 to 11.12.2014 hosted by Department of Information Karnataka, Chalchitra Academy and the Karnataka Film Chamber of Commerce.
- The Archive also organized a series of festivals showcasing films from France, Germany, UK, Iran, Argentina, Poland and other European countries in collaboration with Alliance Francaise, Max Mueller Bhavan, British Council and Cultural Centre of Russia, Mumbai.
- 200 films were shown under various programmes apart from the regular screenings for the film Circle members and the students of FTII.
- Students of various mass media and journalism institutions visited NFAI as part of their educational tour.

### **NFAI in various Film Festivals**

#### **International Film Festival of India (IFFI)-2014, Panjim Goa:**

The National Film Archive of India presented 18 landmark Indian films in 35mm and 11 films in Blue Ray DVD format for the 45<sup>th</sup> International Film Festival of India–2014 held at Panaji, Goa from 20–30 November, 2014. For the retrospective of North East director Mr. Jahnua Barua films digitally restored by NFAI were shown.

NFAI had organized an Exhibition of 120 wall posters under the theme “*Rhythm, Raga & Melody*” (Music in Indian Cinema) at the Art Gallery of Kala Academy, Panjim including a small section of 30 exhibits which were devoted to North-Eastern Cinema. The Exhibition was inaugurated by Chinese actress Zhang Ziyi in presence of Mr. Tong Gang-Vice Minister State Administration for Press Publication Radio Film & Television Peoples Republic of China. Secretary (I&B) Shri Bimal Julka, Additional Secretary (Films) Shri Raghvendra Singh and



*Chinese Actress Zhang Ziyi cutting the Ribbon to inaugurate the Poster exhibition put up by NFAI at IFFI, 2014. Shri Bimal Julka, Secretary, Ministry of I&B Shri Raghvendra Singh, the then Additional Secretary (Films), Ministry of I&B, Shri Anupam Kher and Ms. Alpana Pant Sharma, Director, NFAI were also present.*

Actor Anupam Kher were present during the occasion. It was appreciated by Indian and foreign dignitaries, delegates and film lovers.

#### **Films sent for International Film Festivals and other Special events:**

One film **“LIGHT OF ASIA”** in BRD format for Indian Film Festival at Lebanon was sent through Embassy of India in Beirut.

#### **Poster Exhibition:**

##### **Panjim, Goa (21.11.2014 to 30.11.2014)**

NFAI had organized an Exhibition of 120 wall posters under the theme *“Rhythm, Raga & Melody”* (Music in Indian Cinema) at the Art Gallery of Kala Academy, Panjim, Goa including a small section of 30 exhibits were devoted to North-Eastern Cinema.

#### **Theatre Facilities**

NFAI has three multi-purpose theatres. A preview

theatre of 35 seats and main theatre of 300 seats in the main campus and state of the art theatre of 200 seats at Kothrud. Apart from NFAI's own programmes and FTII's academic screenings, the facilities were also availed of by other institutions for their screening programmes, lectures, seminars etc.

Max Mueller Bhavan, Alliance Francaise and British Council in Pune also organized screening programmes for the benefit of their members and NFAI Film Circle members on a regular basis. During the period under report the main auditorium and preview theatre were rented out for 311 programmes.

#### **Facilities to Producers/Copyright Owners:**

NFAI is rendering services to producers/copyright owners in respect of supply of films for repairing their original negatives, preparation of duplicate copies and video copying for telecast purposes. A number of celluloid classics being telecast on the national and satellite networks were collected from its collection.

## PLAN AND NON-PLAN PROGRAMMES

### Plan Outlay

NFAI has a budget provision of ₹7.00 crores during 2014-15 for two Plan Schemes. During the period 1st April, 2014 to 31st December, 2014 NFAI acquired 276 films (42 Fresh, 24 Duplicates and 210 films on LTL basis), 45 DVDs, 208 books, 3,739 stills, 479 song booklets and 795 wall posters.

A statement showing plan performance during 2014-15 is enclosed at **Annexure-C**.

### National Film Heritage Mission (NFHM):

“National Film Heritage Mission”, a ₹597.41 Crore project was approved by the Ministry of I&B, Govt. of India, in November, 2014 through Ministry of Finance for restoring and preserving the film heritage of India. This is a part of 12<sup>th</sup> Five Year Plan which will spill over to 13<sup>th</sup> Five Year Plan as per the year-wise allocation of Plan outlay. This initiative will be greatly appreciated by the film industry. This new plan scheme has taken care of digitization/restoration of films available with NFAI as well as other media units under film wing of Ministry of Information and Broadcasting. Implementation of the plan scheme is given to National Film Archive of India, Pune.

### Budget provision for North East region and Jammu & Kashmir

Considering the nature of activities of NFAI it was not considered feasible/possible to provide any budget provision for North-East region and Jammu & Kashmir.

Statement showing the Budget for Plan and Non-Plan are given below:

<b>Budget Estimates 2014-2015</b>			
(₹ in Crores)			
	<b>Plan</b>	<b>Non-Plan</b>	<b>Total</b>
Major Head “2220”-Information & Publicity Revenue Section & Capital	5.00	4.62	9.62
<b>Total</b>	<b>5.00</b>	<b>4.62</b>	<b>9.62</b>
<b>Revised Estimates 2014 – 2015</b>			
Major Head “2220”-Information & Publicity Revenue Section & Capital	5.00	4.72	9.72
<b>Total</b>	<b>5.00</b>	<b>4.72</b>	<b>9.72</b>
<b>Budget Estimates 2015 – 2016</b>			
Major Head “2220”-Information & Publicity Revenue Section & Capital	7.00	5.10	12.10

## ADMINISTRATION

### Organizational set up

With headquarters in Pune the NFAI has three Regional Offices at Bangalore, Kolkata and Thiruvananthapuram. These regional offices are primarily engaged in the task of diffusing film culture in the respective areas through film societies, educational institutions and cultural organizations. The functioning of the regional offices is overseen by the Director with the help of Deputy Director-cum-Curator. At present the post of Deputy Director-cum-Curator is vacant. Director, PIB, Pune has been given the additional charge of Director, NFAI, Pune. The staff strength of NFAI inclusive of the three Regional Offices is 49 (26 in the administrative wing and 23 in the technical wing).

### Budget provisions with regard to Tribal Sub-Plan/Special Component Plan for SCs and STs.

Considering the nature of activities of NFAI it was not considered feasible to provide any budget provisions with

regard to Tribal Sub-Plan/Special Component Plan for SCs and STs.

### **FIAF**

NFAI has been a member of the International Federation of Film Archives since May, 1969. FIAF membership enables NFAI in getting expert advice, know-how and material on preservation techniques, documentation, bibliographies, etc. It also facilitates exchange of rare films with other Archives under archival exchange programmes.

### **Welfare of SC/ST/OBC**

Due care is taken to provide benefits and welfare for the employees belonging to SC/ST/OBC, as per the norms amended from time to time.

### **Use of Hindi as Official Language**

Hindi week was celebrated with an inaugural function on 22.9.2014. Poetry reading competition, shrulekhan writing in Hindi and Translation were held in which all the employees of NFAI participated. On 24.9.2014 a workshop was conducted by Dr. Omprakash Shukla, Hindi Officer, Indian Institute of Tropical Meteorology, Pune on how to do office work effectively in Hindi. Prize distribution was held on 24.9.2014 and prizes were awarded to the winners of the competitions.

### **Departmentalized Accounts**

NFAI follows the departmental accounting system introduced in 1976. Under this arrangement NFAI's Pay and Accounts are controlled by PAO, FD, Mumbai. Director, NFAI as the Head of Department has been

designated as DDO and has delegated these powers to the Administrative Officer, NFAI.

### **Pending Audit Objections**

All efforts are being made to settle the audit paragraphs.

### **RTI Act – 2005**

NFAI has implemented the Right to Information Act, 2005 as notified by the Government of India. 12 applications were received by NFAI for the period 1st April, 2014 to 31st December, 2014 and necessary information was provided to the applicants as per the rules. There was no appeal application from any of the applicants. This Act has brought transparency in the functioning of the organization.

### **Grievance Cell**

Director, NFAI being the Head of Department has been designated as Grievance Officer. All grievances have been redressed as per the government rules and norms.

### **Citizens' Charter**

Citizens' Charter is hosted on NFAI's website. Citizens can visit our website ([www.nfaipune.gov.in](http://www.nfaipune.gov.in)) and obtain necessary information. Information on Citizens' Charter is up-dated from time to time.

### **Implementation of Action Plan**

SFC approval for the New Plan Scheme for the 12th Five Year Plan "Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library" was received on 14.6.2013 which is under implementation. Security fencing and internal road at Phase-II of NFAI was completed and during the current financial year electrical



*North East Film Festival*

work like replacement of air-conditioning for vaults, auditorium, fire fighting system, replacement of DG set, installation of Dolby Digital Sound system and providing of chairs and carpet at Phase-I auditorium for which formalities like callings of tenders have been completed by AIR,CCW, Pune. All these works are likely to be awarded within a couple of months.

### **Modernization, Computerization and e-governance/e-commerce**

NFAI is a cultural and research organization and is engaged in the primary task of acquiring and preserving the heritage of Indian Cinema. It also acts as a Centre for dissemination of film culture in the country. General public, serious students of cinema and researchers from different parts of the country and from across the globe enjoy better access to the collection and services of the Archive through its website. Application forms for film appreciation courses and schemes were available on the website. Public queries are mostly attended through e-mail (nfaipune@gmail.com). NFAI has internet, fax and scanning facility. Organization's Facebook page has been hosted.

### **Vigilance Activities**

The information on vigilance activities during the year under report is as under:-

1. Details of vigilance set up of the organization at Headquarter and in field offices:  
This office does not have the post of Chief Vigilance Officer and as such the Director as Head of Department has been designated as Vigilance Officer.
2. Preventive vigilance activities during the period:
  - i. Number of regular inspections conducted during the period: Seven

- ii. Number of surprise inspections carried out during the period: Seven
3. Surveillance and detection activities during the period:
  - i. Details of the areas selected for keeping surveillance: Security and copying of films.
  - ii. Number of persons identified for being kept under surveillance: Nil
4. Punitive activities (number to be indicated against 4 (i) to (x) where the appointing authority is other than President):
  - i. Number of complaints/references received during the period: Nil
  - ii. Number of cases in which preliminary inquiry was conducted: Nil
  - iii. Number of cases where preliminary inquiry report were received: Nil
  - iv. Number of cases in which charge sheets for major penalty were issued: Nil
  - v. Number of cases in which charge sheets for minor penalty were issued: Nil
  - vi. Number of persons on whom major penalty was imposed: Nil
  - vii. Number of persons on whom minor penalty was imposed: Nil
  - viii. Number of persons placed under suspension: Nil
  - ix. Number of persons against whom administrative action such as issuance of warning etc was taken : Nil
  - x. Number of persons prematurely retired under relevant provisions of rules: Nil

## Some of the important fresh titles/prints added to the Archive during the period under report :-

HARUD	-	Aamir Bashir/Hindi/2012
IDHAYA THIRUDAN	-	Saran /Tamil/2006
SRI RAJA RAJESHWARI	-	Vasanth/Tamil/2001
APPU	-	Balchandar /Tamil/2000
RAJA KALIAMMAN	-	R.Narayanan/Tamil/2000
CELLULOID MAN	-	S.S.Dungarpur/English/2012
HARISHCHANDRA	-	K.S.Prakash Rao/Tamil/1968
KAKKUM KARANGAL	-	A.C.Thirilogachander/Tamil/1965
MAJOR CHANDRAKANTH	-	K.Balachander/Tamil/1966
URUMI	-	S.Sivan/Malayalam/2011
TRAFFIC	-	Rajesh Pillai/Malayalam/2011
CHAPPA KURISHU	-	S.Thair/Malayalam/2011
VAAGAI SOODA VAA	-	A.Sarkunam/Tamil/2011
ANGADI THERU	-	Vasanthabalan/Tamil/2010
BILLA	-	Vishnuvardhan/Tamil/2007
AADUKALAM	-	Vetrimaran/Tamil/2011
GULMOHAR	-	Jayaraj/Malayalam/2008
KALJA NO KATKO	-	Girish Manukant/Gujrati/ 1991
MAA MELDI TARI MER	-	Girish Manukant/Gujrati/2005
PUTHIYA PARAVAI	-	Dada Mirasi/Tamil/1964
GHARANA BULLODU	-	K.R.Rao/Telugu/1995
BOBBY	-	Sobhan/Telugu/2002
SAMHITA	-	S.Bhave,S.Sukthankar/Marathi/2013
BILI HENDTHI	-	P.Kanagal/Kannada/1975
BELADINGALA BALE	-	S.K. Desai/Kannada/1995
PANDURANGADU	-	K.R.Rao/Telugu/2008
SAHODARI	-	Subba Rao/Tamil/1959
BOMBAY PRIYUDU	-	K.R.Rao/Telugu/1996
PELLI SAMBANDHAM	-	K.R.Rao /Telugu/2000
NAANUM ORU PENN	-	A.C.Thirilogachander/Tamil/1963
KASETHAN KADAVULADA	-	C.Gopu /Tamil/1972
VEERATHIRUMAGAN	-	A.C.Thirilogachander/Tamil/1962



**ANNEXURE – B**

**Statement showing archival acquisition as on 31<sup>st</sup> December, 2014**

Items	As on 31.03.2014	1.4.2014 to 31.12.2014	As on 31.12.2014
Films	18,812	66	18,878
Video Cassettes	2,798	--	2,798
DVD	2,609	45	2,654
Books	28,208	208	28,416
Scripts	37,785	--	37,785
Pre-recorded audio cassettes	1,098	--	1,098
Stills	1,43,037	3,739	1,46,776
Wall Posters	22,821	795	23,616
Song Booklets	13,778	479	14,257
Audio Tapes (oral history)	191	--	191
Press Clippings	2,05,619	--	2,05,619
Pamphlets/folders	8,845	--	8,845
Slides	8,576	--	8,576
Disc records	3,214	--	3,214
Audio Compact Discs	155	--	155
Digitization of ancillary film material	3,70,220	--	3,70,220

**ANNEXURE – C**

**Plan Performance 2014-2015**

(₹ in Crores)

Programme/Schemes	S.B.G. 2014-15	R.E. 2014-15	Actual Expenditure upto 30.11.2014
<b>NEW SCHEMES</b>			
1) Acquisition of Archival films and Film Material.	2.00	2.00	1.15
2) Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library.	5.00	5.00	4.45
<b>Total</b>	<b>7.00</b>	<b>7.00</b>	<b>5.60</b>

### Statistics in respect of all important activities of NFAI

	No. of Reels	
	16 mm	35 mm
1. Detailed checking of films--		2,496
2. Routine checking of films--		6,474
<b>Dissemination of film culture</b>		
1. Distribution Library Members	25	
2. No. of films supplied to Distribution Library Members	20	
3. Films supplied for special occasions	10	
4. Joint Screenings	20	
5. Films supplied for Film Appreciation Courses	30	
6. Viewing facilities extended to research workers	15	
7. Films supplied to FTII for academic screenings	20	
8. Number of films shown at NFAI	50	
9. Number of readers who availed of book library service	520	
10. Number of research workers who availed of the services of Documentation Section	452	
11. Number of viewers attended the screening at NFAI	25,500	

### DIRECTORATE OF FILM FESTIVALS

([www.dff.nic.in](http://www.dff.nic.in))

The Directorate of Film Festivals (DFF) was set up under the Ministry of Information & Broadcasting in 1973 with the objective of promotion of Indian films and cultural exchange. The activities of DFF towards achieving these objectives during the period 2014-15 were -

- i. The National Film Awards including Dadasahab Phalke Award.
- ii. Organizing the annual International Film Festival of India (IFFI)
- iii. Participation in Cultural Exchange Programmes and organizing screening of Indian films through our Missions abroad.
- iv. Selection of films for Indian Panorama.
- v. Participation in International Film Festivals abroad.
- vi. Organizing special film expositions such as retrospectives, Indian Panorama films screenings and National Awards winning films screening.
- vii. Collection, preservation and documentation of prints of Indian Panorama films for non-commercial screenings.

### NATIONAL FILM AWARDS

The National Film Awards, the highest awards in the field of cinema continue to underline cinematic excellence. The awards have over the years brought the best talent in Indian Cinema to national limelight. The National Awards along with cinema's highest honour, the Dadasaheb Phalke Award, are presented by the President of India. To commemorate the release of the first Indian Feature Film, *Raja Harishchandra* on 3<sup>rd</sup> May 1913, it has been decided to confer the National Film Awards on 3<sup>rd</sup> May of every year. The 61<sup>st</sup> edition of National Film Awards was held on 3<sup>rd</sup> May 2014.

#### 61<sup>st</sup> National Film Awards for the year 2013

The Best Feature Film was bagged by **Ship of Theseus** (English, Hindi) directed by **Anand Gandhi**. The award

for Best Popular Film Providing Wholesome Entertainment was given to **Bhaag Milkha Bhaag** (Hindi) directed by Rakeysh Omprakash Mehra. The Best Actor award was presented to **Raj Kumar Rao** for the film **Shahid** and Best Actress to **Geetanjali Thapa** for the film **Liar's Dice** (Marathi). The film **Rangbhoomi (Hindi)** directed by **Kamal Swaroop** was adjudged the Best Non-Feature Film. The Best Book on Cinema Award was given to the book titled **Cinema Ga Cinema** written by Nandagopal, whereas **Alaka Sahani** was awarded Best Film Critic. The prestigious Dadasaheb Phalke Award for the year 2013 was presented to renowned Director, Writer, and Lyricist Shri Gulzar for his commendable contribution to Indian Cinema.

### **PARTICIPATION IN FILM FESTIVALS IN INDIA AND ABROAD**

Directorate of Film Festivals participated in 40 Festivals till December 2014, both in India and abroad organised under the Plan Scheme "Participation in Film Festival and Cultural Exchange Programme," including festivals organized by DFF. These included Beijing International Film Festival, SAARC Film Festival, Colombo, International Film Festival Torun, Broclaw – Warsaw, Berlin. DFF conducted festivals in collaboration with Indian Embassies abroad. DFF also organised National Film Award screenings, Indian Panorama Screenings and other retrospectives within the country.

### **RTI CASES**

A unit to respond to RTI applications has been set up under the charge of a Deputy Director in the Directorate. This unit is fully functional.

### **SIRIFORT AUDITORIUM COMPLEX**

Sirifort Auditorium Complex has four world class auditoriums with a capacity of Audi-1 (1865), Audi-2 (398), Audi-3 (270), Audi-4 (65). Several Cultural programmes of National and International repute were organised in Sirifort Auditorium Complex.

Several Civil and Electrical up-gradation works of Siri Fort auditorium complex were taken UNDER 12<sup>th</sup> PLAN SCHEME (ADDITION/ALTERATION OF SIRI FORT COMPLEX).

In this scheme all four auditoriums have been upgraded to the latest digital projection technology as described below:-

<b>S.No.</b>	<b>Name of work</b>
1	Digital Cinema projector with server in Audi-1
2	Digital Cinema projector with server in Audi-2
3	Digital Cinema projector with server in Audi-3
4	Digital Cinema projector with server in Audi-4
5	Silver Screen
6	3D Projection System
7	Providing Dolby Atmos in Audi-II
8	Dolby Sound Processor CP 650 in Audi 3
9	PA System in Audi-II & III
10	Replacement of carpet and chairs in Audi-II

The total expenditure incurred towards up-gradation of Siri fort Auditorium during the year 2014-15 is ₹ 5.35 crore.

### **International Film festival of India**

International Film Festivals of India (IFFI) is an assembly of people and nations where the world's greatest film artistes come together with emerging talents on an equal footing. It is also a forum for film professionals to communicate face to face with film lovers around the world. IFFI aims to nurture, encourage and inspire Indian Cinema and introduce it to the world outside as well to the audience that coexist in this vast and diverse country.

The 45<sup>th</sup> International Film Festival of India (IFFI) was held in Goa, from 20<sup>th</sup> November to 30<sup>th</sup> November, 2014. This



*Film Bazaar*

was the eleventh in the series in Goa with the first edition being held in 2004. The festival saw the participation of large number of delegates and showcased the work of filmmakers from across the globe. 313 Films in total were screened at 45<sup>th</sup> IFFI.

### International Jury

A **Five member International Jury** was constituted to judge the winner of the International Competition section. Altogether 15 films were shortlisted in this section.

The Jury was chaired by renowned Polish cinematographer **Slawomir Idziak**. Other members were American writer **Marie Brenner**, Indian Actress **Seema Biswas**, Marketing Director of Locarno film festival **Nadia Dresti** and Chinese film maker **Zhang Jianya**.

### Festival Highlights

IFFI 2014 Lifetime Achievement Award was conferred upon Mr. WONG KAR WAI, renowned Chinese filmmaker who received the award in person on the closing night of the film festival.

The films were screened at 4 INOX theatres which have a seating capacity of 517, 340, 250 and 230 respectively. The opening/closing films and films from the competition section were screened at Kala Academy which has a seating capacity of 954. The retrospectives were screened at Maquinez Palace I and II which have a seating capacity of 232 and 80 respectively. The master classes were well attended by 200 film buffs in the Black Box at Kala Academy.

As part of the Homage section, tribute to Richard Attenborough was paid where Raj Kumar Hirani and Vidhu Vinod Chopra had an interactive session on the making of Attenborough's Gandhi. Abhijat Joshi & A.K. Bir were also amongst the dignitaries present at the Public Screening of the film Gandhi at the Football Ground on 21<sup>st</sup> November at 7:00pm.

A special poster exhibition on the works of renowned Polish film maker Krzysztof Kieslowski was also on display at the INOX foyer for the entire duration of the festival. The exhibition was exclusively curated by



the Vice director of the Museum of Cinematography in Lodz, Poland, Barbara Kurowska.

This year China was the country of focus in the 45<sup>th</sup> International Film Festival of India. Nine films were screened in China Focus and one film was screened in the category of International Competition. A large delegation from China, visited IFFI, Goa, including the legendary MR Wong Kar Wai (Life time achievement award winner 2014), H.E Mr Tong Gang, Vice Minister State Administration of Press, Publication, Radio, Film and Television, Mr Tony LEUNG Chiu-Wai Film Actor, (Closing Film–The Grandmaster), Ms Zhang Ziyi, Film Actress, (Closing Film–The Grandmaster), Mr Zhang Jianya, Jury 45<sup>th</sup> International Film Festival of India, officials and other filmmakers.

**Frames: A window on South Asian Cinema** was the new section introduced this year which was dedicated to the South Asian region. The aim was to promote and encourage cinema from the region. Eight films came

from Bhutan, Nepal, Bangladesh, Sri Lanka, Maldives, Afghanistan, Pakistan and India.

### Master Classes

In addition to the Film Screenings, a series of master class were conducted by both International Cinema and Indian Panorama sections. The Master classes were enjoyed by cinema enthusiasts as they provided opportunities for cinema lovers to interact with the masters of the craft, and engage with their ideas.

### Inauguration

The 45<sup>th</sup> International Film Festival of India was inaugurated on November 20<sup>th</sup>, 2014 amidst festivities, glitz and joyous mood in anticipation of good cinema. Hon'ble Minister of Information and Broadcasting Sh. Arun Jaitley, Hon'ble Minister of State for Information and Broadcasting Minister Col. Rajyavardhan Singh Rathore, Hon'ble Chief Minister of Goa Sh. Laxmikant Parsekar, and hon'ble Minister of Defence Sh. Manohar Parrikar and Vice Minister from China H.E Mr Tong Gang, Vice

Minister State Administration of Press, Publication, Radio, Film and Television graced the occasion.

The Chief Guest of the opening function was Sh. Amitabh Bachchan, eminent actor. The Centenary Award for the Indian Film Personality of the Year was conferred upon Tamil superstar Rajinikanth for his unparalleled contribution to Indian cinema. The opening ceremony saw 2 legendary Indian film stars coming together on one stage – Amitabh Bachchan and Rajinikanth. Noted actress from China Ms. Zhang Ziyi also graced the occasion. The opening film of the festival was “The President” directed by eminent Iranian Film Director.

### World Cinema

In the International Section of IFFI, 177 films from 80 countries were screened. Several filmmakers were invited to be a part of the festival, the audience looked forward to the presentations that were held before and after the screenings. Around 90 foreign delegates were invited for the various sections

### Indian Cinema

A total of 135 (both feature and non feature) were screened under the Indian Cinema section. This included Indian Panorama, Retrospective of Jahnu Barua, Gulzar, Homage to *Balu Mahendra, Farooq Sheikh, Suchitra Sen, Nanda, Anjan Das, V.K. Murthy, A Nageswara Rao, Zohra Sehgal and U R Ananthmurthy, student Films, Debut Indian short films*. Around 150 delegates were invited from India section.

### Indian Panorama

Indian Panorama has always been an integral part of the International Film Festival of India, year 2014 being no exception. This year's edition was a milestone of sorts as it consisted of work from some of the most acclaimed and noted filmmakers of the country, including Shaji N Karun, P. Sheshadri, Paresh Mokashi, Kavita Bahl and Nandan Saxena alongside many first-timers in the field of film-making like Utpal Das, Baudhayan Mukherji, Om Raut, Shilpi Gulati and Divya Cowasji.



10th Anniversary Celebration of Screenplay writing Department of FTII, Pune - 2014

## Closing

The closing ceremony was held on 30<sup>th</sup> November 2014. The highlight of the evening was the announcement and presentation of awards in the presence of Hon'ble Minister of State for I&B Col Rajyavardhan Singh Rathore, Hon'ble Chief Minister of Goa and Hon'ble Defence Minister Sh. Manohar Parekar. Cultural performances showcasing a rich blend of the North Eastern states entertained the audience that evening. The ceremony was concluded by the screening of the Closing Film, **"The Grandmaster"** directed by Wong Kar Wai at Kala Academy.

## Award winners of 45<sup>th</sup> IFFI

**BEST FILM- GOLDEN PEACOCK AWARD**  
"Leviathan" Director: Andrey Zvyagintsev

**BEST DIRECTOR- SILVER PEACOCK AWARD**  
Nadav Lapid for "The Kindergarten Teacher", which was received by Mr. Shai Goldman, the DOP of the film.

**BEST ACTOR- MALE- SILVER PEACOCK AWARD**, was shared by Lead Actor Dulal Sarkar for

the Film Chotoder Chobi and Alexei Serebriakov for the film *Leviathan*. The award was received by Mr. Andrey Zvyagintsev, the director of the film.

**BEST ACTOR- FEMALE- SILVER PEACOCK AWARD**, was shared by Lead Actress, Alina Rodriguez for the film-Behaviour. The award was received by Ms. Alina Rodriguez.

**SPECIAL JURY- SILVER PEACOCK AWARD** "*Ek Hazarachi Note*" directed by Shrihari Sathe, which was received by Mr. Shrihari Sathe

**THE INDIAN CINEMA CENTENARY AWARD-SILVER PEACOCK AWARD** "*Ek Hazarachi Note*" directed by Shrihari Sathe was received by Mr. Shrihari Sathe

## Participation in Film Markets

As part of its efforts to promote Indian cinema as well as India as a filming destination, Ministry of Information & Broadcasting participates in film markets of major international film festivals under its 12<sup>th</sup> Plan Scheme component "Participation in film markets in India and abroad".

An important aspect of the participation is the setting



Minister of I&B Shri Arun Jaitley lighting the lamp to inaugurate National Children's Film Festival 2014 in New Delhi on November 14<sup>th</sup> 2014 alongwith Sceretary (I&B), Shri Bimal Julka and sportstar Ms. Sania Mirza.

up of India Pavilion in the festival village. The India Pavilion enabled Indian delegates to meet their foreign counterparts and media through structured meetings and informal networking events. The pavilion promotes those Indian films selected in the festival as well as National Award winning and Indian Panorama films. The India Pavilion is also an ideal venue for meeting with important stakeholders such as top executives of film producing corporations, Government officials, Film Commission heads of different countries and heads of different film festivals. The Ministry publishes India Guide at the pavilion which gives useful information on filming in India.

#### **Cannes International Film Festival 2014, France**

Ministry of Information & Broadcasting participated in the Cannes Film Festival held in May 2014. The India Pavilion was organized in association with FICCI. A high level delegation headed by Secretary (Information & Broadcasting), eminent film personalities and representatives of the industry participated. Interactive sessions with Indian film makers whose films featured in the festival were organized. The highlight of activities of India Pavilion during Cannes Film Festival 2014 was the Interactive Session on Co-Production which was participated by representatives from New Zealand, Canada, China, and France apart from representatives from Indian film industry and Government.

#### **Toronto International Film Festival 2014, Canada**

Ministry of Information & Broadcasting also participated in the Toronto International Film Festival which was held in September 2014. Directorate of Film Festivals organized the India Pavilion at the Toronto Film Festivals. A high level delegation led by Secretary (Information and Broadcasting) represented the Ministry. Apart from networking even with various International representatives India, Canada, business council meeting was also held which was well represented by the Canadian Film Industry.

#### **Audio-Visual Co-Production Agreements**

Audio-Visual Co-Production Agreements are signed with various countries in order to promote co-production of films between Indian and Foreign producers. During the year 2014, Co-Production Agreements were signed with Canada and China.

## **CENTRAL BOARD OF FILM CERTIFICATION**

### **INTRODUCTION :**

1. The production and exhibition of films occupies an important place in the field of culture as the most widely appreciated and democratic of the arts. Films play a significant role in shaping public opinion and in imparting knowledge and understanding of the culture and traditions of the people of various regions. Production of feature films in the country is mostly in the private sector.
2. Our Constitution guarantees freedom of speech and expression as a fundamental right but subjects it to reasonable restrictions. These restrictions are placed in the interest of the “sovereignty and integrity of India, security of the State, friendly relations with foreign States, public order, decency and morality and in relation to contempt of court, defamation or incitement to any offence.” Keeping in view these provisions of the Constitution, the basic principles for the guidance of the Board in certifying films for public exhibition in India are laid down in the Cinematograph Act 1952. Further, directions (guidelines) have been issued by the Central Government under section 5B (2) of the Act setting out the principles in further detail for determining the suitability of films for public exhibition.
3. The Board of Film Censors, which has been re-named as the Central Board of Film Certification from 1-6-1983, has been set up by the Central Government under Section 3 of the Cinematograph Act 1952 for the purpose of sanctioning films for public exhibition. The present Board consists of a Chairperson and twenty-four non-official members, all of whom are appointed by the Central Government. The present Board was nominated on 25<sup>th</sup> May, 2011 with subsequent notifications for appointment of Board Members.
4. The Board functions with its headquarters at Mumbai and nine regional offices at Mumbai, Chennai, Kolkata, Bangalore, Hyderabad, Thiruvananthapuram, Delhi, Cuttack and Guwahati. The regional offices are headed by Regional Officers/Additional Regional Officer and are assisted by Advisory Panels in the examination of films. The members of the Board and the Advisory Panels represent a cross-section of the society and include people from all walks of lives





*Talkathon organised by New Media Wing during 45<sup>th</sup> IFFI 2014*

like educationists, social workers, housewives, film personalities, doctors, journalists etc.

5. Films considered suitable for unrestricted public exhibition are granted “U” certificates. Films which are suitable for unrestricted public exhibition but contain some material which require parental guidance for children below 12 years, are granted “UA” certificates, with a caution to parents to that effect. Films which are found unsuitable for exhibition to non-adults are granted “A” certificates. Those considered unsuitable for the general public, but suitable for exhibition to specialized audiences such as doctors etc. are granted “S” certificates. Films considered unsuitable for public exhibition are not granted certificates.

#### **WORK RELATING TO CERTIFICATION**

6. During the period April, 2014 to December, 2014 the Board issued a total 12977 certificates; 74 certificates were issued to all celluloid films, 5098 certificates were issued to all video films and 7805 certificates for digital films. During the period under report, 19 Indian Feature Films, Nil Foreign Feature and Foreign short films, 54 Indian short films and 1 Indian long

film other than feature were certified under celluloid category.

430 Indian Feature Films, 619 Foreign Feature Films, 3714 Indian Short films, 298 foreign short films, 19 Indian long films other than feature and 18 Foreign long films other than feature were certified under video category.

1431 Indian Feature Films, 222 Foreign Feature Films, 5849 Indian Short films, 290 foreign short films, 7 Indian long films other than feature and 6 Foreign long films other than feature were certified under digital category.

A statement indicating the certificate-wise and category-wise details of films certified in the during the year April 2014 to December 2014 is given at Annexure I. Statements indicating region-wise/ language-wise details and thematic classifications of certified Celluloid and Digital Feature Films are also given at Annexures II, III, IV, V, VI, VII, VIII & IX.

7. The Board continued to receive applications for change of category of certificates from “A” to “UA” or “U” for the purpose of telecast on satellite channels and Doordarshan. After examining the re-edited



*Shri Tong Gang, Vice Minister, State Administration for Press Publication, Radio Film and TV Peoples Republic of China, writing his comments on the exhibition put up by NEAI during IFFI 2014 "Rhythm, Raga and Melody"*

version in video format, the suitability for change of category of certificate is decided by the Board. The Board also continued to certify film songs and trailers in video format for telecast on Doordarshan.

### CELLULOID

8. India continued to be one of the major film producing countries in the world. There was a steady increase with the figures of Indian feature films certified. In 2001-1013, in 2002-943, in 2003-877, in 2004-934, in 2005-1041, in 2006-1091, in 2007-1146, in 2008-1325, in 2009-1288, in 2010-1274, in 2011-1255, in January 2012 to March 2012-245, April 2012 to March, 2013-744 and April 2013 to March 2014-188. During the period April, 2014 to December, 2014 the figure works out to be 19.
9. Out of **19** Indian Feature Films certified during the period from April, 2014 to December, 2014, **7** were granted "U" certificates, **11** "UA" certificates and **1** "A" certificate. Nil certificates were issued to Foreign feature films.

10. The Board certified a total of **54** Indian Short Films during the period April, 2014 to December, 2014 of which **50** were granted "U" certificates, **2** "UA" certificates, and **2** "A" certificates. Nil certificates were issued to Foreign short films.

### VIDEO

11. A total of 5098 certificates were issued to Video films during period April, 2014 to December, 2014. Out of these, there were 430 Indian Feature Films, 619 Foreign Feature Films, 3714 Indian Short Films, 298 Foreign Short Films and 19 Indian long films (other than feature) & 18 Foreign long films (other than feature).

### DIGITAL

12. A total of 7805 certificates were issued to Digital films during period April, 2014 to December, 2014. Out of these, there were 1431 Indian Feature Films, 222 Foreign Feature Films, 5849 Indian Short Films, 290 Foreign Short Films, 7 Indian long films other than feature & 6 Foreign long films other than feature.

### REFUSAL OF CERTIFICATES

13. During the period a total of 157 Indian and Foreign films (Celluloid, Video and Digital) including shorts were “Refused” certificates as they were found to violate one or more of the statutory guidelines issued by the Central Government under section 5B(2) of the Cinematograph Act 1952. Some of them were subsequently certified in their revised versions.

### BOARD MEETING

14. No Board Meeting was held since January, 2014.

### WORKSHOPS FOR ADVISORY PANELS

15. Workshops were arranged for Advisory Panel Members at various regional centers for the benefit of the members of the Advisory Panels and Examining Officers in certification of films. Various issues involved in the examination of the films were discussed at the workshops. The need for observing a code of conduct and discipline was also emphasized.

### CINE WORKERS WELFARE FUND ACT

16. The Central Board of film certification continued to collect Cine Workers Welfare Cess on Indian Feature Films on behalf of Government of India, Ministry of Labour. These rates are at ₹20,000/- for Hindi and English films, ₹10,000/- for all other regional language films. C.W.W.C collected during the year is ₹2,11,30,000/-

### CERTIFICATION FEES

17. An amount of ₹4,99,15,548/- was collected towards certification fees.

18. Certain categories of films are exempted from the provision relating to certification of films vide Ministry’s Order No.807/3/2007 dated 24<sup>th</sup> September, 2007



*Film Bazaar 2014 - Knowledge Series organised by NFDC.*

**CENTRAL BOARD OF FILM CERTIFICATION CONSOLIDATED STATEMENT INDICATING  
THE FILMS CERTIFIED BY THE BOARD FROM 1-4-2014 TO 31-12-2014**

**CELLULOID**

	<b>U</b>	<b>UA</b>	<b>A</b>	<b>S</b>	<b>TOTAL</b>
INDIAN FEATURE FILMS	7	11	1	-	19
FOREIGN FEATURE FILMS	-	-	-	-	-
INDIAN SHORT FILMS	50	2	2	-	54
FOREIGN SHORT FILMS	-	-	-	-	-
INDIAN LONG FILMS OTHER THAN FEATURE	1	-	-	-	1
FOREIGN LONG FILMS OTHER THAN FEATURE	-	-	-	-	-
<b>TOTAL</b>	<b>58</b>	<b>13</b>	<b>3</b>	<b>-</b>	<b>74</b>

**VIDEO**

	<b>U</b>	<b>UA</b>	<b>A</b>	<b>S</b>	<b>TOTAL</b>
INDIAN FEATURE FILMS	181	244	5	-	430
FOREIGN FEATURE FILMS	161	441	17	-	619
INDIAN SHORT FILMS	2225	1441	48	-	3714
FOREIGN SHORT FILMS	141	150	7	-	298
INDIAN LONG FILMS OTHER THAN FEATURE	19	-	-	-	19
FOREIGN LONG FILMS OTHER THAN FEATURE	11	7	-	-	18
<b>TOTAL</b>	<b>2738</b>	<b>2283</b>	<b>77</b>	<b>-</b>	<b>5098</b>

**DIGITAL**

	<b>U</b>	<b>UA</b>	<b>A</b>	<b>S</b>	<b>TOTAL</b>
INDIAN FEATURE FILMS	586	550	295	-	1431
FOREIGN FEATURE FILMS	36	110	76	-	222
INDIAN SHORT FILMS	4840	840	169	-	5849
FOREIGN SHORT FILMS	63	205	22	-	290
INDIAN LONG FILMS OTHER THAN FEATURE	6	-	1	-	7
FOREIGN LONG FILMS OTHER THAN FEATURE	4	2	-	-	6
<b>TOTAL</b>	<b>5535</b>	<b>1707</b>	<b>563</b>	<b>-</b>	<b>7805</b>
<b>GRAND TOTAL</b>	<b>8331</b>	<b>4003</b>	<b>643</b>	<b>-</b>	<b>12977</b>

## Annexure-II

**CENTRAL BOARD OF FILM CERTIFICATION INDIAN FEATURE FILMS CERTIFIED  
FROM 1-4-2014 TO 31-12-2014 (REGION-WISE-LANGUAGE-WISE (CELLULOID FILMS))**

Sr. No.	Language	Mum	Kol	Che	Ban	Thi	Hyd	Del	Cut	Guw	Total
1	Gujarati	1	-	-	-	-	-	-	-	-	1
2	Marathi	1	-	-	-	-	-	-	-	-	1
3	Tamil	-	-	5	-	-	1	-	-	-	6
4	Telugu	-	-	2	-	-	4	-	-	-	6
5	Bengali	-	5	-	-	-	-	-	-	-	5
	<b>TOTAL</b>	<b>2</b>	<b>5</b>	<b>7</b>	<b>-</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>19</b>

MUM-Mumbai, KOL-Kolkata, CHE-Chennai, BAN-Bangalore, THI-Thiruvananthapuram, HYD-Hyderabad, DEL-Delhi, CUT-Cuttack, GUW-Guwahati.

## Annexure-III

**CENTRAL BOARD OF FILM CERTIFICATION THEMATIC CLASSIFICATION OF  
INDIAN FEATURE FILMS CERTIFIED FROM 1-4-2014 TO 31-12-2014 (CELLULOID)**

Sr. No.	Classification	Mum	Kol	Che	Ban	Thi	Hyd	Del	Cut	Guw	Total
1	Social	2	5	4	-	-	5	-	-	-	16
2	Historical	-	-	2	-	-	-	-	-	-	2
3	Satire	-	-	1	-	-	-	-	-	-	1
	<b>TOTAL</b>	<b>2</b>	<b>5</b>	<b>7</b>	<b>-</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>19</b>

MUM-Mumbai, KOL-Kolkata, CHE-Chennai, BAN-Bangalore, THI-Thiruvananthapuram, HYD-Hyderabad, DEL-Delhi, CUT-Cuttack, GUW-Guwahati.

## Annexure-IV

**CENTRAL BOARD OF FILM CERTIFICATION FOREIGN FEATURE FILMS CERTIFIED  
FROM 1-4-2014 TO 31-12-2014 (REGIONWISE-COUNTRYWISE) (CELLULOID)**

Sr.No.	Country Of Origin	Mum	Kol	Che	Ban	Thi	Hyd	Nd	Cut	Guw	Total
		- NIL -									

## Annexure-V

**CENTRAL BOARD OF FILM CERTIFICATION THEMATIC CLASSIFICATION OF FOREIGN  
FEATURE FILMS CERTIFIED FROM 1-4-2014 TO 31-12-2014 (CELLULOID)**

Sr. No.	Classification	Mum	Kol	Che	Ban	Thi	Hyd	Nd	Cut	Guw	Total
		- NIL -									

**CENTRAL BOARD OF FILM CERTIFICATION INDIAN FEATURE FILMS CERTIFIED  
FROM 1-4-2014 TO 31-12-2014 (REGION-WISE-LANGUAGE-WISE (DIGITAL))**

Sr. No.	Language	Mum	Che	Kol	Ban	Hyd	Tvm	Del	Cut	Guw	Total
1	Hindi	212	4	3	1	11	1	1	-	-	233
2	Marathi	104	1	-	-	-	-	-	-	-	105
3	Punjabi	27	1	-	-	-	-	1	-	-	29
4	Bhojpuri	69	1	3	-	-	-	4	-	-	77
5	Bengali	5	-	111	-	-	-	-	-	-	116
6	Sindhi	3	-	-	-	-	-	-	-	-	3
7	Rajasthani	13	-	-	-	-	-	1	-	-	14
8	Gujarati	32	-	-	-	-	-	-	-	-	32
9	English	7	1	3	-	-	-	-	-	-	11
10	Malayalam	5	1	-	1	6	142	-	-	-	155
11	Haryanvi	2	-	-	-	-	-	-	-	-	2
12	Maithili	3	-	-	-	-	-	1	-	-	4
13	Telugu	8	21	-	10	172	4	-	-	-	215
14	Chattisgarhi	7	-	-	-	-	-	-	-	-	7
15	Oriya	1	-	-	-	1	-	-	28	-	30
16	Nimadi	1	-	-	-	-	-	-	-	-	1
17	Konkani	5	-	-	-	-	-	-	-	-	5
18	Tamil	2	194	1	2	10	11	-	-	-	220
19	Awadhi	2	-	-	-	-	-	1	-	-	3
20	Santhali	1	-	2	-	-	-	-	-	-	3
21	Ahirani	1	-	-	-	-	-	-	-	-	1
22	Uttarakhandi	1	-	-	-	-	-	-	-	-	1
23	Garhwali	1	-	-	-	-	-	-	-	-	1
24	Kannada	-	-	-	129	-	-	-	-	-	129
25	Sourashtra	-	2	-	-	-	-	-	-	-	2
26	Music	-	1	-	-	-	-	-	-	-	1
27	Urdu	-	-	-	-	1	-	-	-	-	1
28	Tulu	-	-	-	5	-	-	-	-	-	5
29	Lambani	-	-	-	1	-	-	-	-	-	1
30	Kodava	-	-	-	1	-	-	-	-	-	1
31	Gujarati Dub.	-	-	1	-	-	-	-	-	-	1
32	Marathi Dub.	-	-	1	-	-	-	-	-	-	1
33	Kashmiri with English Sub-titles	-	-	-	-	-	-	1	-	-	1
34	Assamese	-	-	-	-	-	-	-	-	16	16
35	Nepali	-	-	-	-	-	-	-	-	1	1
36	Sherdukpen	-	-	-	-	-	-	-	-	1	1
37	Bishnupriya Manipuri	-	-	-	-	-	-	-	-	1	1
38	Rabha	-	-	-	-	-	-	-	-	1	1
	<b>TOTAL</b>	<b>512</b>	<b>227</b>	<b>125</b>	<b>150</b>	<b>201</b>	<b>158</b>	<b>10</b>	<b>28</b>	<b>20</b>	<b>1431</b>

MUM-Mumbai, KOL-Kolkata, CHE-Chennai, BAN-Bangalore, THI-Thiruvananthapuram, HYD-Hyderabad, DEL-Delhi, CUT-Cuttack, GUW-Guwahati

## Annexure - VII

## CENTRAL BOARD OF FILM CERTIFICATION THEMATIC CLASSIFICATION OF INDIAN FEATURE FILMS CERTIFIED FROM 1-4-2014 TO 31-12-2014 (DIGITAL)

Sr. No.	Classification	Mum	Che	Kol	Ban	Hyd	Tvm	Del	Cut	Guw	TOTAL
1	Social	416	176	107	108	190	139	9	27	20	1192
2	Thriller	22	2	5	2	-	-	-	-	-	31
3	Horror	11	11	2	8	4	2	-	1	-	39
4	Action	11	8	-	1	-	-	-	-	-	20
5	Comedy	24	2	-	3	-	1	1	-	-	31
6	Crime	10	17	-	8	-	6	-	-	-	41
7	Children's Film	5	-	-	-	2	6	-	-	-	13
8	Fiction	1	-	-	-	-	-	-	-	-	1
9	Biographical	4	-	4	-	-	-	-	-	-	8
10	Devotional	4	-	-	4	3	-	-	-	-	11
11	Fantasy	2	2	-	-	-	2	-	-	-	6
12	Action/ Thriller	1	-	-	-	-	-	-	-	-	1
13	Mythological	1	-	-	-	-	1	-	-	-	2
14	Animation	-	7	-	-	1	-	-	-	-	8
15	Political	-	-	-	-	1	-	-	-	-	1
16	Others	-	-	-	6	-	-	-	-	-	6
17	Crime-Thriller	-	-	-	1	-	-	-	-	-	1
18	Social-Comedy	-	-	-	2	-	-	-	-	-	2
19	Horror-Crime	-	-	-	2	-	-	-	-	-	2
20	Social-Crime	-	-	-	1	-	-	-	-	-	1
21	Social-Action	-	-	-	2	-	-	-	-	-	2
22	Historical	-	-	-	1	-	-	-	-	-	1
23	Satire	-	1	-	1	-	-	-	-	-	2
24	Music	-	1	-	-	-	-	-	-	-	1
25	Documentary	-	-	7	-	-	-	-	-	-	7
26	Feature	-	-	-	-	-	1	-	-	-	1
	<b>TOTAL</b>	<b>512</b>	<b>227</b>	<b>125</b>	<b>150</b>	<b>201</b>	<b>158</b>	<b>10</b>	<b>28</b>	<b>20</b>	<b>1431</b>

MUM-Mumbai, KOL-Kolkata, CHE-Chennai, BAN-Bangalore, THI-Thiruvananthapuram, HYD-Hyderabad, DEL-Delhi, CUT-Cuttack, GUW-Guwahati

## Annexure - VIII

**CENTRAL BOARD OF FILM CERTIFICATION FOREIGN FEATURE FILMS CERTIFIED  
FROM 1-4-2014 TO 31-12-2014 (REGION WISE – COUNTRY WISE) (DIGITAL)**

Sr.No.	COUNTRY OF ORIGIN	MUM	KOL	CHE	BAN	THI	HYD	DEL	CUT	GUW	TOTAL
1	USA	187	-	14	-	-	-	1	-	-	202
2	Australia	2	-	-	-	-	-	-	-	-	2
3	Japan	3	-	2	-	-	-	-	-	-	5
4	UK	3	-	-	-	-	-	-	-	-	3
5	Nepal	1	-	-	-	-	-	-	-	-	1
6	Bangladesh	1	-	-	-	-	-	-	-	-	1
7	Canada	1	-	-	-	-	-	-	-	-	1
8	France	1	-	-	-	-	-	-	-	-	1
9	Iceland	1	-	-	-	-	-	-	-	-	1
10	Russia	1	-	2	-	-	-	-	-	-	3
11	Malaysia	-	-	1	-	-	-	-	-	-	1
12	Taiwan	-	-	1	-	-	-	-	-	-	1
	<b>TOTAL</b>	<b>201</b>	<b>-</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>222</b>

## Annexure - IX

**CENTRAL BOARD OF FILM CERTIFICATION THEMATIC CLASSIFICATION OF FOREIGN FEATURE  
FILMS CERTIFIED FROM 1-4-2014 TO 31-12-2014 (DIGITAL)**

Sr. No.	CLASSIFICATION	MUM	KOL	CHE	BAN	THI	HYD	DEL	CUT	GUW	TOTAL
1	Thriller	43	-	-	-	-	-	-	-	-	43
2	Social	42	-	1	-	-	-	1	-	-	44
3	Action	27	-	8	-	-	-	-	-	-	35
4	Fantasy	24	-	-	-	-	-	-	-	-	24
5	Mythological	10	-	-	-	-	-	-	-	-	10
6	Children's Film	8	-	-	-	-	-	-	-	-	8
7	Biography	3	-	5	-	-	-	-	-	-	8
8	Horror	10	-	-	-	-	-	-	-	-	10
9	Crime	9	-	-	-	-	-	-	-	-	9
10	Comedy	7	-	-	-	-	-	-	-	-	7
11	Fiction	6	-	-	-	-	-	-	-	-	6
12	Sci. Fiction	6	-	-	-	-	-	-	-	-	6
13	Adventure	1	-	3	-	-	-	-	-	-	4
14	Others	4	-	-	-	-	-	-	-	-	4
15.	Historical	1	-	3	-	-	-	-	-	-	4
	<b>TOTAL</b>	<b>201</b>	<b>-</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>222</b>



## FINANCES OF THE BOARD

Under the provision of the Cinematograph Act, 1952, the Central Board of Film Certification is a statutory body regulating the public exhibition of films. However, for administrative purpose, the Board is treated as a sub-ordinate office under the Ministry of Information and Broadcasting.

The revenue of the Board is by the way of collection of certification fee as per the scales provided in the Cinematograph (Certification) Rules, 1983. The Board also levies projection charges in respect of screening of the films done in the Regional Office. The total income accrued during the period 1<sup>st</sup> April, 2014 to 31<sup>st</sup> December, 2014 is ₹4,99,15,548/-. The revenue collected is credited to the Consolidated Funds of India. The Board does not operate any bank account in this regard.

For the purpose of maintaining the accounts for revenue as well as expenditure, the Board observes the financial year (1<sup>st</sup> April, 2014 to 31<sup>st</sup> March, 2015) as per the practice followed by the Government of India. The Board receives grants from the Ministry under Non-Plan and expenditure incurred against these sub-heads from 1-4-2014 to 31-12-2014 are furnished below:

### BUDGET ALLOCATION AND EXPENDITURE

(₹ In lakhs)

	Non-Plan BE (2014-2015)	Expenditure upto 31 <sup>st</sup> December, 2014
Salaries	440.00	318.17
Medical	4.50	2.34
OTA	0.15	0
TE	27.80	14.95
OE	65.00	56.69
PPSS	130.00	120.13
Grant-in-aid	0.05	0
O.T.A	0.10	0
Rent, Rates and Taxes	11.00	3.85
Other Administrative Expenses	20.00	0.22
Information Technology	2.55	0.73
<b>Total</b>	<b>701.15</b>	<b>517.08</b>

## 1. PLAN SCHEME: UPGRADATION, MODERNIZATION AND EXPANSION OF CBFC AND CERTIFICATION PROCESS

The CBFC, under the proposed Scheme “Upgradation, Modernisation and Expansion of CBFC and Certification Process” under the 12<sup>th</sup> Plan period from 2012 to 2017, proposed to undertake the following activities for which 10.00 Crores has been earmarked and an amount of ₹2.00 crore had been allocated for the financial year 2014-2015.

- (1) Software Development for online processing of film application and certification, Website.
- (2) Digital Projection System and Digital Theatres for all offices of CBFC.
- (3) Requirement of additional office space for Regional Offices of CBFC and Headquarters SFC have not been approved. Hence no expenditure incurred.

Sr. No.	B.E. for 2014-2015 (₹ in lakhs)	Expenditure incurred upto 31-12-2014 (₹ in lakhs)
1	200.00	48.25

## 2. PLAN SCHEME: TRAINING FOR HUMAN RESOURCES AND DEVELOPMENT

CBFC under the Scheme “TRAINING FOR HUMAN RESOURCES DEVELOPMENT” propose to undertake the following activities during 2014-2015.

- (a) Workshop/ Seminar/ Samvaad for Board Members and Regional Officers at Regional Offices and at Mumbai
- (b) Training/Workshop of Advisory Panel Members in each region.
- (c) Training of Group “A”, “B” and “C” in Administration, Accounts, Budgeting, Maintenance of records, E-governance, IT Skills, Vigilance, and RTI matters.

SBG : 2012-13: ₹ Nil.

Expenditure as on 31-12-2014 : NIL. As the funds were not received by this office.

## NATIONAL FILM DEVELOPMENT CORPORATION LIMITED

The National Film Development Corporation Ltd. was incorporated in the year 1975, with the primary objective of planning, promoting and organizing an integrated and efficient development of the Indian film industry in accordance with the national economic policy and objectives laid down by the Central Government from time to time. By merging the Film Finance Corporation (FFC) and Indian Motion Picture Export Corporation (IMPEC) with NFDC it was reincorporated in the year

1980. Since inception, NFDC has funded/produced over 300 films in more than 21 regional languages, many of which have earned wide acclaim and won national / international awards.

As a film development agency, NFDC is responsible for facilitating growth in areas/segments of the film industry that not only have a cultural bearing but also in areas which cannot be taken by private enterprises due to commercial exigencies thereby facilitating a balanced growth of the Industry. However, even while its role in the Indian film industry is largely developmental, as a Public Sector Enterprise, NFDC also has a corporate mandate and is responsible for generating a healthy balance sheet. To its credit NFDC was presented the Turnaround Award 2013 on 1<sup>st</sup> November 2013 by BRPSE (Board for Reconstruction of Public Sector Enterprises) along with three other Central Public Sector Enterprises (CPSEs), as all have posted profits for three consecutive financial years — 2010-11, 2011-12 and 2012-13. NFDC further enhanced its forte in production and distribution under the brand, Cinemas of India, production of advertisement, short and corporate films for various government agencies, Film exhibition, Restoration, Film Bazaar, Training in Digital non-linear editing, cinematography, sub-titling etc.

## PRODUCTION

The Ministry of Information & Broadcasting executes its Plan Scheme “Film Production in various Indian languages” through the National Film Development

Corporation (NFDC) during the 12<sup>th</sup> Five Year Plan. Under the Scheme, NFDC produces and co-produces films under its extant guidelines for film production, whereby it encourages debutant filmmakers by undertaking 100% production of their first feature film and co-production of good quality films in partnership with private players both from India and abroad.

The Production Department's mandate is to support and drive NFDC's mission to create artistic movies with a view to foster excellence in cinema and promote Indian culture through the cinemas of India. In keeping with this directive, the Production Department is continuously seeking to create an environment conducive to the making of cinema that reflects India's most imaginative, diverse and vibrant film culture. The Production Department endeavors to support, through production and collaboration, a community of versatile and emerging filmmakers who embody diversity, innovation and uniqueness.

**During the period April 2014 to December 2014, NFDC commissioned following films, namely –**

Film Name	Language	Director	Category
Yashodhara Ek Kaavya	Marathi	Jyoti Patil	Own Production

**During the period April 2014 to December 2014, NFDC produced/completed the following films. Details of these films are as under:**

Film Name	Language	Director	Category
Attihannu Mattu Kanaja (Fig Fruit & The Wasps)	Kannada	M.S.Prakashbabu	Co-Production
Arunoday	Marathi	Partho Sen Gupta	Co-Production
As The River Flows	Hindi	Bidyut Kotoky	Own- Production
Chauranga	Khortha	Bikas Mishra	Co-Production

Some of the outstanding achievements accomplished by the films produced & co-produced by NFDC between April 2014 and December 2014 were as follows:

- “Chauranga” directed by Mr.Bikas Mishra, co-produced by NFDC and Anticlock Films won Golden Gateway Award for Best Indian Film in Mumbai Film Festival 2014.
- “Arunoday” directed by Partho Sen Gupta co-produced by NFDC, Independent Movies Pvt. Ltd and Dolce Vita Films from France, was the official selection in The Busan International Festival 2014 under New Currents Competition section. The film has been granted official recognition under the Indo – French Co-production Treaty.

## **DISTRIBUTION**

- Cinemas of India-NFDC's multifaceted distribution platform, was launched in the early 2012, to facilitate showcasing of Indian cinemas. It also plays an important role in bridging the gap between the maestros of Indian Cinema and the new age filmmakers, by presenting their work in various formats. The main segments are Home Video, theatrical distribution, Video On Demand and television syndication.

The much-anticipated Video On Demand (VOD) site, [www.cinemasofindia.com](http://www.cinemasofindia.com), launched earlier, showcases films online whereby films can be viewed for free, Pay-Per-View basis and subscriptions basis. The website currently hosts 91 titles. All films on the Cinemas of India VOD website are available for viewing with Adaptive Streaming (that allows the film to switch its picture quality depending on the viewer's internet speeds) and are subtitled in English. The viewer can share links on social media and the site facilitates commenting abilities. The new phase of the platform is to be launched in beginning of the 2015 and aims to add another 100 titles by the year-end.

- Work towards the creation of the Cinemas of India App for Android, iPad and iPhone devices has also begun with the basic templates, functionality and design finalized.

NFDC has successfully released 95 titles in DVDs till date under the brand, "Cinemas Of India", where this year (April 14 onwards) saw the release of 9 titles in DVD and VCD formats. NFDC also launched the Blu-ray of Sir Richard Attenborough's Gandhi featuring 5 Indian languages. This list includes the acclaimed titles such as Miss Lovely by Ashim Ahluwalia, Ankhon Dekhi by Rajat Kapoor, Crossing Bridges by Sange Dorjee Tongdok etc. The year also saw the release of NFDC's restored films *Wheel Chair*, *Tahader Katha*, *Aashad Ka Ek Din* etc.

**List of DVDs released during April 14–November 2014, is as under.**

	Film Name	Language	Director
1	Tahader Katha	Bengali	Buddhadeb Dasgupta
2	Aashad Ka Ek Din	Hindi	Mani Kaul
3	Music of Satyajit Ray	Bengali	Utpalendu Chakraborty
4	Miss Lovely - DVD / VCD	Hindi	Ashim Ahluwalia
5	Ankhon Dekhi - DVD / VCD	Hindi	Rajat Kapoor
6	Crossing Bridges – DVD	Shertukpen	Sange Dorjee Thongdok
7	Wheel Chair	Bengali	Tapan Sinha
8	Gandhi – BlueRay	English	Richard Attenborough
9	Cinema of India (20 DVD Pack) New	Mixed	Mixed

**Theatrical Release-** The beginning of 2015 will see the release of NFDC's much anticipated film, Qissa – The Tale of a Lonely Ghost(Punjabi) starring Irrfan Khan, Tisca Chopra etc in the theatrical space, after the successful release of *Gangoobai*(Hindi), *The Good Road* (Gujarati) and *TasherDesh* (Bengali) across various cinemas. Films such as *Om Dar-B-Dar*, *JaaneBhi Do Yaaron* and *Salaam Bombay*, which have acquired cult status, were also re-released in theatres.

**Restoration and Digitisation-** Post-restoration, NFDC launched its hugely popular Home Video segment of Cinemas of India and has released 95 titles under the same so far. The promotions are being carried out via Facebook, Twitter, YouTube etc.

**Tagore Film Centre** - The theatre has been in operation from August 2014. The main objective is to provide a cultural alternative to the commercial mainstream film experience, to celebrate and promote the artistic elements of the medium and to nurture and promote the art of filmmaking itself. NFDC aims to make the Tagore Film Centre, renovated and remodeled from the auditorium given on lease by Government of Tamil Nadu, a preferred destination for films and related performing arts. The programming shall be a mix of both. The theatre will provide the viewers a high tech cinematic experience through latest Digital Projection Technology and advanced the state-of-the-art equipment.

### OVERSEAS PROMOTION AND MARKETING

In terms of overseas promotion of Indian cinema and to substantiate the mandate of the exports division NFDC undertakes various initiatives to increase marketing of its new films, existing catalogue and promotion of Indian films in global networks. Apart from monetizing its catalogue of films in overseas markets, the department also undertakes the developmental mandate of promoting Cinemas of India and Indian filmmakers abroad.

The Overseas division works towards building the presence of Indian Cinema at International Film Festivals & Markets. With International Film community's ever-increasing interest in Indian Cinema, the division primarily focuses on promoting and showcasing Cinemas of India and Indian talent at International Film Festivals & Markets. The division has also fostered partnerships with private and government film institutions from across the world.

In the year 2014 NFDC participated in Cannes Film Festival, Moscow Business Square, Abu Dhabi Film Festival and Sarajevo Film Festival.

**Film Bazaar** - NFDC set up Film Bazaar India in 2007 in Goa alongside the International Film Festival of India. The objective is to facilitate the growth of the Indian film sector internationally, and to enable building of collaborations in the realm of production and distribution between the Indian and International film fraternity.

The Bazaar is focused on discovering, supporting and

showcasing South Asian content and talent, in the realm of filmmaking, production and distribution. A converging point for film buyers and sellers from all over the world, the Bazaar also aims at facilitating the sales of world cinema in the South Asian region.

First held in 2007, Film Bazaar has evolved into South Asia's global film market, witnessing an increased South Asian and International participation with every edition. From a start of 170 delegates in 2007, the eighth edition in the year 2014 saw an impressive and highly influential attendance of almost 1042 delegates from 38 participating countries comprising an eclectic mix of festival directors of leading film festivals, film programmers, producers, world sales agents, globally acclaimed film critics and a host of international delegates professing their interest in sales, and distribution in India. This year a new section titled Film Offices was introduced to give different film commissions and tourism boards a platform to showcase locations and also shooting incentives and facilities offered by them. The Work-in-Progress lab was also restructured and introduced in a new format, wherein two labs were organised – one for fiction films and one for documentary films, with an additional Editing Lab for each of the section.

### TRAINING AND DEVELOPMENT

NFDC set up a Training & Development Department in 2012, which has been devised to address the gap in the area of mid-career training opportunities in the film sector. It has been established under the brand NFDC Labs to deliver a key output for the Indian film community: training for professional filmmakers, providing workshops and master classes in core disciplines – directing, writing, editing, cinematography and producing.

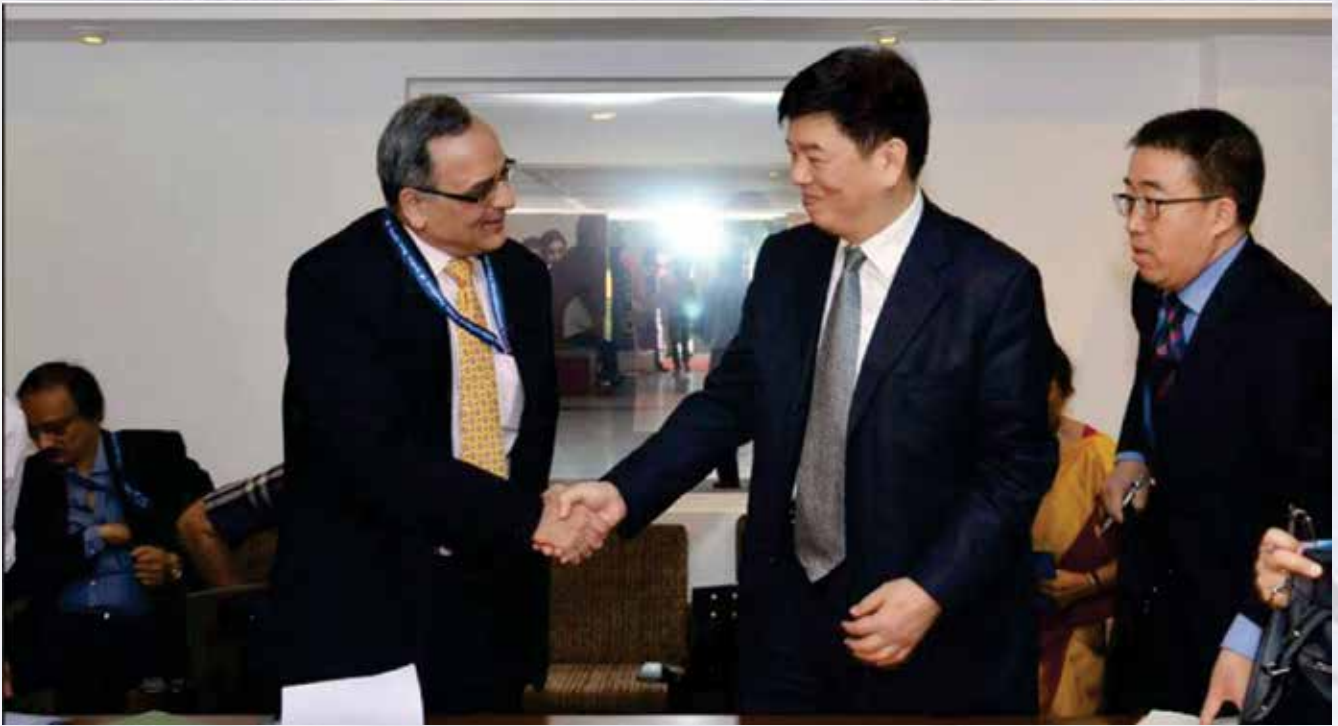
- NFDC Labs conducted a two part-program- "Screenwriter Lab" which was on its 8th edition and the scripts were the part of co production market at film bazaar.
- NFDC Labs conducted a two part-program- "Romance Screenwriters' Lab", first of its kind in association with Harlequin Publications which culminated at film bazaar 2014 and the scripts were pitched to the producers, studios and investors at the Film Bazaar 2014

- NFDC Labs conducted a 2<sup>nd</sup> edition of three-part program for scriptwriters—“National Script Lab”, with focus on themes relating to Children and Youth.
- For students under State Government Sponsored Schemes, NFDC held 8 workshops training 1203 candidates in areas namely, Digital non-linear Editing, Digital Videography, Audio Engineering, Digital Still Photography, Animation and Multimedia. The main Government sponsored scheme for this year was—Tamil Nadu Skill Development Corporation Ltd & Department of Tribal Welfare.

## **ADVERTISEMENT FILM PRODUCTION AND COMMUNICATION**

The NFDC is also engaged in audio-visual productions for and on behalf of Governmental clients. Over the past years, NFDC has collaborated with various governmental establishments/departments, and have produced various types of audiovisuals and documentaries as per the needs and requirements of its clients.

During the Financial Year 2014-15 till date, NFDC also produced 07 video spots, 06 Audio Spots, 22 short/corporate/documentary films, 89 episodes of sponsored radio programmes in Hindi and other regional languages.



*Co-operation with India and China in Audio-Visual Sector*



# 7 International Co-operation

## INDIA AND UNESCO

India is among the founder members of UNESCO, one of the specialized agencies of the United Nations. UNESCO's main goal is to promote International Co-operation in the field of education, science and technology, social sciences, culture and mass communication. In order to promote communication capabilities of developing countries, the 21<sup>st</sup> Session of the General Conference of UNESCO in 1981 approved the setting up of an International Programme for the Development of Communication (IPDC). India played a significant role in its conception and has been a member of the IPDC and also of the Inter-Governmental Council (IGC) of the IPDC. India was elected by acclamation by the General Conference at its 35<sup>th</sup> Session, to be a Member of the IGC for the period 2009-2013.

Shri Anurag Srivastava, Joint Secretary (I&B) attended the 194<sup>th</sup> Session of UNESCO's Executive Board from 9 to 11 April, 2014 in Paris to discuss issues related to information and communication, the vital role that information and media literacy play in achieving the post-2015 development agenda and their contribution in attaining the Millennium Development Goals (MDG) on education, jobs and livelihoods, and good governance.

## CULTURAL EXCHANGE PROGRAMMES (CEP) WITH COUNTRIES

The Cultural Exchange Programmes have the aims and objectives to strengthen the relationship and also to promote exchange of ideas between India and the other Countries in the spheres of Mass Media, Broadcasting and Films.

Under these Cultural Exchange Programmes, there are identified areas of co-operation in Information, Broadcasting and Film sectors.

During the year 2014-15 there are 15 draft CEP proposals to be executed between India and other

countries such as Iran, Ecuador, Seychelles etc, have been received from the Ministry of Culture and are under active consideration of the Ministry.

## INDIA'S ROLE WITH SAARC

SAARC Information Centre works as the Information Hub for the Countries under the SAARC region. The mandate of SAARC Information Centre is to:-

- Act as a nodal agency for collection of information of SAARC and its member states;
- Work as facilitator in professional matters for print and electronic media;
- Coordinate radio and TV productions, facilitate research and conduct training and skill transfer activities;
- Act as an Information Bank of SAARC and its member countries;
- Forge stronger intra-regional links for co-operation and collaboration among the media of SAARC countries; and
- Interact with the SAARC Audio-Visual Exchange (SAVE), SAARC Regional Centres, SAARC Apex and recognized bodies and other programmes within SAARC.

India is an active member of South Asian Association for Regional Co-operation (SAARC). The Information Ministers of SAARC member countries are required to meet annually to discuss matters relating to Media. The Ministry has acted as a Nodal Agency of the government activities in SIC deliberations. The Ministry representatives have participated in various activities and programmes conducted by the Centre in the region. Keeping its commitment to the aims and objectives of SAARC, the following Workshops/Seminars were held during the year 2013-2014:

- Workshop on "Status and Role of Community Radio in the SAARC Region" being organized by SAARC



Information Centre (SIC) in Bangladesh from 20-22 August 2014. Smt Supriya Sahu, Joint Secretary and Shri Inderjeet Grewal, Deputy Director, Ministry of I&B attended the workshop.

- Orientation Workshop for journalists/media persons of SAARC was held at IIMC, New Delhi from 7 to 11 July, 2014. Shri Nitesh Jha, Assistant Director, DAVP, Dr. Rahul Gowlikar, AD, NSD, All India Radio and Shri Siddhartha Bodke, DD, Doordarshan, M/o I&B attended the workshop.
- Conference of Media Forum of SAARC was held in Kathmandu on 4 & 5 November, 2014. Shri F. Sheheryar, DG(AIR), Mrs Vijaya Laxmi Chhabra, DG(DD), Mrs Shirley Jacob, Prog Executive (AIR), Shri Ganesh Iyer, Prog Executive (DD), Shri A.K. Shrivastva, (US) (FS) attended the Conference.
- Tenth Meeting of the Governing Board of the SAARC Information Centre (SIC) on 11 & 12 September, 2014 in Kathmandu, Nepal. Shri Chaitanya Prasad, OSD attended the Meeting.

### **INTERNATIONAL MEDIA EXCHANGE PROGRAMME**

This is one of the Components under the new Plan Scheme 'Human Resource Development' being implemented by the Ministry under the XII Five Year Plan with an outlay of ₹1.50 Crore. An outlay of ₹34 lakhs was kept for the year 2014-15. This Programme comprises of Media Exchange

Programme, Joint Working Groups & Agreement on cooperation in the field of Information & Film Sector and International Media Seminars/Workshops. The main objectives of the programmes are:

- Recognizing the vital role that Media play in the promotion of better understanding between countries and in enhancing regional cooperation through greater interaction between media persons and for dissemination of information about each other.
- Recognizing the critical role that media plays in the promotion of democratic values and tolerance in societies.
- The broad objective of this scheme is to strengthen the friendly ties with different countries by promoting better understanding in the fields of information and print media, inspired by a common desire to establish and develop closer relations with other countries in the field of information and mass media.
- To strengthen the relationship between India and the other Countries.
- To promote exchange of ideas between India and the other Countries in the spheres of Mass Media, Broadcasting and Films
- Advanced Media Training
- Crisis Communications
- Social and Multimedia Training



*A programme by DD Odiya*



*RTI awareness Programme at Dholaihil organised by DPD Tezpur Unit, Assam.*

## 8

## Reservation for Scheduled Castes, Scheduled Tribes and other Backward Classes

This Ministry has been making all possible efforts to ensure adequate representation of Scheduled Castes, Scheduled Tribes and Other Backward Classes in the posts and services under its administrative control keeping in view the orders/instructions/guidelines issued by the Government in this regard. Efforts are also made to ensure adequate representation of officers belonging to Scheduled Castes, Scheduled Tribes and Other Backward Classes in various training programs. Post based rosters are maintained by all the attached/subordinate offices/PSUs/autonomous bodies under the administrative control of the Ministry.

The guidelines and instructions regarding reservation for SCs/STs/OBCs in services and for other benefits, issued from time to time by the nodal Ministries/Departments, are circulated to all the media units for strict compliance.

As per the instruction of Department of Personnel and Training (DoPT), issued vide its O.M. dated 29.12.2014 information pertaining to the representation of SCs, STs and OBCs as on 01.01.2014 uploaded on DoPT's URL "rrcps.nic.in" in respect of Ministry of Information and Broadcasting is given below.

The percentage of representation of SCs, STs and OBCs vis-à-vis the total number of employees in the Ministry including all its attached & subordinate offices as on 01.01.2014 is as under :-

Category	Group A	Group B	Group C (Excluding Safai Karmchari)	Group C (Safai Karmchari)	Total
SC	15.37	16.49	23.53	74.07	21.26
ST	6.76	6.41	11.56	0	9.73
OBC	3.48	14.23	10.89	11.11	10.88

Details of recruitment of Minority Community for the year ending 31.03.2014 as per prescribed proforma is as under:-

	Total No. of employees as on 31 <sup>st</sup> March, 2014	Total no. of persons employed during the year	Minority persons employed during the year	Total No. of employees as on 31 <sup>st</sup> March, 2014	Total no. of persons employed during the year	Minority persons employed during the year
	<b>Group A</b>			<b>Group B</b>		
Ministry/ Department	425	26	4	419	125	17
Attached/ Subordinate offices	237	5	0	617	32	3
<b>Total</b>	<b>662</b>	<b>31</b>	<b>4</b>	<b>1036</b>	<b>157</b>	<b>20</b>
	Total No. of employees as on 31 <sup>st</sup> March, 2014	Total no. of persons employed during the year	Minority persons employed during the year	Total No. of employees as on 31 <sup>st</sup> March, 2014	Total no. of persons employed during the year	Minority persons employed during the year
	<b>Group C</b>			<b>Group D</b>		
Ministry/ Department	102	3	0	0	0	0
Attached/ Subordinate offices	2012	79	6	1112	13	2
<b>Total</b>	<b>2114</b>	<b>82</b>	<b>6</b>	<b>1112</b>	<b>13</b>	<b>2</b>

The Cell under the supervision of a Liaison Officer of the rank of Director/Deputy Secretary is functioning for coordinating and monitoring of work relating to implementation of reservation policy and other benefits due and admissible to SCs/STs and OBCs under the rule of this Ministry and its attached and Subordinate Office.



*A special programme on the occasion of Navratri by DD Girnar*



**#ShramevJayate**



# 9 Representation of Physically Disabled Persons in Service

The instructions and guidelines regarding Persons with Disabilities issued from time-to-time by the nodal Ministry/Department are circulated to all Media Units and Administrative Sections in Main Secretariat of this Ministry for strict compliance. In the Main Secretariat, a Liaison Officer is also appointed to look after the interest of Persons with Disabilities. As per the instructions of Department of Personnel and Training from time-to-

time the special drive is also launched to fill up backlog vacancies in this category. However, all Media Units have been asked to compile information regarding backlog vacancies in Persons with Disabilities category. The representation of Persons with Disabilities in this Ministry collectively and in Direct Recruitment and Promotion quotas as on 01/01/2014 is given below.

## PWD Report I Annual Statement Showing the Representation of the Persons with Disabilities in Services (As on 1st January 2014)

**Ministry/Department**

Attached/Subordinate Office

**Information and Broadcasting**

Group	Number of Employees				
	Total	In Identified posts	VH	HH	OH
(i)	(ii)	(iii)	(iv)	(v)	(vi)
Group A	1532	108	1	1	2
Group B	6721	674	4	3	26
Group C	13743	1378	7	2	56
Group D	5497	636	6	2	28
<b>Total</b>	<b>27493</b>	<b>2796</b>	<b>18</b>	<b>8</b>	<b>112</b>

**Notes:**

- (i) VH stands for Visually Handicapped (persons suffering from blindness or low vision)
- (ii) HH stands for Hearing Handicapped (persons suffering from hearing impairment)
- (iii) OH stands for orthopaedically Handicapped (persons suffering from locomotor disability or cerebral palsy)
- (iv) There is no reservation for persons with disabilities in case of promotion of Group A and B posts. However, persons with disabilities can be promoted to such posts, provided the concerned post is identified suitable for person with disabilities.



**PWD Report II**  
**Statement Showing the Number of Persons with Disabilities Appointed**  
**During the Calendar Year 2013 (As on 1<sup>st</sup> January 2014)**

Ministry/Department

Information & Broadcasting

Attached/Subordinate Office

Group	Direct Recruitment					Promotion										
	No. of vacancies reserved			No. of appointments made			No. of vacancies reserved			No. of appointments made						
	VH	HH	OH	Total	In Identified posts	VH	HH	OH	VH	HH	OH	Total	In Identified posts	VH	HH	OH
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Group A	2	3	3	6	1	1										
Group B	1	19	2	22	5	1	2	2				96	96			2
Group C	6	14	14	18	4	1			1	2	1	37	33			
Group D	4	4	7	11		2		3	1	1		2				
<b>Total</b>	<b>13</b>	<b>40</b>	<b>26</b>	<b>57</b>	<b>10</b>	<b>5</b>	<b>2</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>135</b>	<b>129</b>	<b>0</b>	<b>0</b>	<b>2</b>

**Notes:**

- (i) VH stands for Visually Handicapped (persons suffering from blindness or low vision)
- (ii) HH stands for Hearing Handicapped (persons suffering from hearing impairment)
- (iii) OH stands for Orthopaedically Handicapped (persons suffering from locomotor disability or cerebral palsy)
- (iv) There is no reservation for persons with disabilities in case of promotion of Group A and B posts. However, persons with disabilities can be promoted to such posts, provided the concerned post is identified suitable for person with disabilities.



*A programme on the occasion of International Robocon 2014 by DD*



*The President, Shri Pranab Mukherjee presenting the Official Language Award to the Secretary, Ministry of Information and Broadcasting, Shri Bimal Julka, at the Hindi Divas Samaroh, in New Delhi in September, 2014*



# 10 Use of Official Language

Hindi is the official language of the Union of India. There is a well-considered policy of the Government to accelerate the progressive use of Hindi in official work. This Ministry has been emphasizing on the use of Hindi as per the Official Language Policy of the Government of India. The Official Language Implementation Committee (OLIC) in the Main Secretariat of the Ministry monitors the progressive use of Hindi in the Main Secretariat as well as in its attached and subordinate offices. The meetings of Official Language Implementation Committee are held regularly to monitor the status of implementation of the Official Language Policy in the Ministry and its media units/organizations and ways and means to augment the use of Hindi in official work and achieve targets under the annual programme as fixed by the Department of Official Language.

To provide necessary assistance in translation, implementation and monitoring of the Official Language Policy of the Government of India, the Main Secretariat of the Ministry has an approved strength of one Director (OL), one Deputy Director (OL), two Assistant Directors (OL), two Senior Hindi Translators and two Junior Hindi Translators.

In order to ensure issuance of all papers/documents under Section 3(3) of the Official Languages Act in bilingual form and that letters received in Hindi and signed in Hindi are invariably replied to in Hindi only, check-points were strengthened. In addition, quarterly progress reports received from different sections and media units were reviewed and remedial actions taken/suggestions made in order to ensure better compliance of the official language policy.

For promoting the use of Hindi in official work, “Hindi Fortnight” was organized in the Ministry during from 12 to 26 September, 2014. During this period, Essay Writing, Poetry, Noting/Drafting, Dictation, Translation, Debate and Quiz Competitions were organized in which 224 officials participated, 112 officials (Both from Hindi and

Non-Hindi speaking areas) were given cash prizes. The Hon’ble Minister also issued an Appeal for increasing the use of Hindi in official work. Moreover, the Appeals issued by the Union Home Minister and the Cabinet Secretary on this occasion were also circulated.

An incentive scheme for original noting and drafting as per the directions of Department of Official Language, Ministry of Home Affairs is also operative. Twelve officials of the Ministry (Main Secretariat) were awarded cash prizes for the year 2013-14 under the scheme. In order to facilitate the officials in use of Hindi in official work, Hindi workshops were organized during each quarter in the Ministry attached & subordinate offices were also requested to organize Hindi workshops in their respective organizations. As per guidelines of the Department of Official Language, a Hindi Seminar was also organized to discuss the basic issues associated with the use of Hindi in official work, in which higher officers of the Ministry and its attached & subordinate offices participated.

The Year 2014-15 witnessed a profound achievement for the Ministry as it was selected for second Award under ministries/departments’ category of Indira Gandhi Rajbhasha Awards in recognition of its exemplary work for implementation of Official Language Policy during the year 2012-13 and 2013-14 consecutively. Shri Bimal Julka, Secretary (I & B) received the prestigious award for the year 2012-13 from the Hon’ble President of India Shri Pranab Mukherjee on the occasion of Hindi Diwas i.e 14<sup>th</sup> September 2014. He also received this award again from the President of India for the year 2013-14 on 15<sup>th</sup> November, 2014.

The second sub-Committee of Parliament on Official Language inspected two offices under this Ministry during the year. The suggestions made by the Committee were noted and remedial actions initiated for better implementation of the Official Language Policy. Other eight offices under the Ministry were also inspected.



*PIC (Healthy Baby Check-up Programme) by DFP*



# 11 Women Welfare Activities

A Women Cell was formed in the Main Secretariat of Ministry in 1992 to review the programmes and monitor implementation of development schemes for women in accordance with the guidelines of the National Commission for Women. Later, in accordance with the Supreme Court guidelines laid down in Vishakha & Others Vs. State of Rajasthan case, the Cell was re-constituted on 16<sup>th</sup> May 2002 as the Complaint Committee for matters relating to sexual harassment at work place. An external expert from YWCA as non-official member in the Women cell was included on 13<sup>th</sup> January, 2006.

Later on, in accordance with the guidelines of the Supreme Court and on the recommendation of National Commission for Women, Women's Cell was renamed as "Internal Complaint Committee" in 2013.

This Committee was reconstituted last time on 15<sup>th</sup> December, 2014 vide Circular No. B-11020/17/2011-Admn. III. Ms. R. Jaya, Joint Secretary, Ministry of I&B has been nominated as Chairperson of Internal Complaint Committee. Besides, Ms. P. Vasanti, Director, CMS an external expert from YWCA of India has been nominated as non-official member of this Committee. Three other women members and one male member of the Ministry are its official members.

During 2014-15, the Internal Complaint Committee took note of two complaints relating to sexual harassment at work place. After examination of the complaints by the Committee, appropriate action is being taken in the matter by the concerned cadre controlling authority.

Internal Complaint Committees are also functioning in the attached/subordinate offices and autonomous bodies of the Ministry.



*A photograph from National Photo Awards*



# 12 Vigilance Related Matters

The vigilance set up of the Ministry functions under the overall supervision of the Secretary, I&B. Vigilance Wing of the Ministry is headed by a Chief Vigilance Officer (CVO) (at the level of Joint Secretary) who is appointed with the approval of Central Vigilance Commission (CVC) out of one of the Bureau Heads of the Ministry is assisted by a Deputy Secretary (Vigilance), an Under Secretary (Vigilance) and Vigilance Section. CVO of the Ministry provides a link between the Ministry and its subordinate/attached office and CVC as well as CBI. A full time Chief Vigilance Officer has been appointed for Prasar Bharati with the approval of CVC, who supervise the vigilance activities of both All India Radio and Doordarshan. In other attached/subordinate offices, public sector undertakings and registered societies also, separate vigilance set-ups exist. The CVO of the Ministry coordinates vigilance activities of the attached and subordinate offices, public sector undertakings of the Ministry as per CVC guidelines.

Concerted efforts were made to streamline the procedures in order to minimize scope for corruption. Efforts were also made to rotate the staff posted in sensitive positions. Regular and surprise inspections were carried out by senior officers to ensure proper observance of rules and procedures. During the period 1<sup>st</sup> April 2014 to 31<sup>st</sup>


December 2014, 202 regular and surprise inspections were carried out and 15 persons were identified for being kept under surveillance. In addition a total of 27 areas have been selected for being kept under surveillance in the different media units of this Ministry. A week long Vigilance Awareness Week was observed by the Ministry of I&B and its Media Units.

During the period from 1<sup>st</sup> April, 2014 to 31<sup>st</sup> December 2014, 346 fresh complaints were received in the Ministry and its media units from different sources. These were examined and preliminary inquiries were ordered in 88 cases. Preliminary inquiry reports in respect of 51 cases were received during this period. Regular departmental action for major penalty was initiated in 39 cases and for minor penalty in 2 cases. During the period major penalties have been imposed in 4 cases and minor penalties in 3 cases. During the period under report 15 officials were placed under suspension and in 22 cases, administrative action have been taken and also in a case one official has been prematurely retired under relevant provisions of rules.

During the period sanction for prosecution in respect of four delinquent officers under relevant Prevention of Corruption Act has been accorded to Central Bureau of Investigation (CBI).







# 13 Citizens' Charter & Grievance Redressal Mechanism

“The Citizens’/Clients’ Charter of this Ministry duly approved by the Hon’ble Minister of Information & Broadcasting has been uploaded on the website of the Ministry i.e. <http://www.mib.nic.in>.

The following 12 main Services/Transactions have been included in the Charter which is being provided by this Ministry directly to its stakeholders:-

- (i) Issue of license for providing DTH services to prospective licensee;
- (ii) Issue of license to Multi System Operators;
- (iii) Issue of license for providing Headend In The Sky (HITS) Services to prospective licensee;
- (iv) Registration of Television Rating Points (TRP) Agencies to operate in India;
- (v) Setting up teleports by TV Channels for uplinking/downlinking;
- (vi) Issue of permission for uplinking/downlinking of TV Channels uplinked from India;
- (vii) Issue of permission for Downlinking of TV Channels uplinked from abroad;
- (viii) Setting up of Community Radio Stations (CRS) by Non-Governmental Organizations (NGO), Educational Institutes and Krishi Vigyan Kendras/Institutes;
- (ix) Issue of approval letter for the publication of Indian editions of foreign magazines/journal/periodical/new magazines by an entity having foreign investment in the category of Speciality/Technical/Scientific;
- (x) Issue of approval letter for the publication of Indian editions of foreign magazines dealing with news and current affairs/newspapers by an entity having foreign investment/facsimile edition of foreign newspaper by an entity having/not having foreign investment.
- (xi) Grievance Redressal Mechanism; and
- (xii) Issue of permission letter to the foreign Producers

for shooting of Feature Films for TV/Cinema and reality shows/commercial TV serials.”

## GRIEVANCE REDRESSAL MECHANISM

The Grievance petitions received in the Ministry are registered and processed in the computerized Centralized Public Grievance Redress and Monitoring System (CPGRAMS). All the petitions received are acknowledged according to norms fixed for the purpose. The acknowledgement letter contains registration number of the grievance, expected time of disposal and the details of the contact person. The grievance petitions are sent to the concerned media units/offices/divisions for taking necessary action to redress the grievance, with the direction to send a suitable reply to the petitioner, as per rules. These petitions are monitored on regular basis to keep track of their disposal, by sending reminders to the concerned offices/divisions and by convening review meetings, etc. In all the media units, normally, an officer of the rank of Joint Secretary/Director/Deputy Secretary is designated as Public Grievances Officer of that Unit. In important and urgent nature of cases, senior officers of the concerned media units/offices hold discussion for quick disposal of the case. The position regarding final disposal of petitions is also intimated to the authority/individuals concerned from whom the grievance is received, by post or through CPGRAMS.

The guidelines received from time to time regarding redressal of public grievances/activating machinery for redressal of public grievances, from Department of Administrative Reforms and Public Grievances are circulated to all media units/autonomous bodies, etc. functioning under the aegis of this Ministry. Disposal of grievances in the Ministry is monitored by Secretary (I&B) also.

A similar mechanism is also in place in all the attached/subordinate offices, autonomous bodies and public sector undertakings working under the administrative control of the Ministry.

As per the directions of the Cabinet Secretariat, the Ministry has adopted the “Sevottam Compliant System Guidelines” for its “Grievance Redressal Mechanism” and has sent an action taken report to the Cabinet Secretariat on the same for evaluation.

**TIME FRAME PRESCRIBED FOR REDRESSAL OF THE GRIEVANCES:**

S. N.	Subject	Time
01.	Issue of acknowledgement/interim reply to the petitioner	3 days
02.	Forwarding of the grievances/petition to the concerned authority	7 days
03.	Final disposal of transferred/referred cases by the concerned Ministry/Department/State and time limit for informing the position of the outcome.	2 months
04.	Cases referred to Complaint Committee on “Sexual Harassment of Women at workplace”	2 months



MINISTRY OF  
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*PIC on RTI*



# 14 Right to Information Act, 2005 Related Matters

Right to Information Act 2005 provides freedom to every citizen to secure access to information under the control of public authorities, consistent with public interest, in order to promote openness, transparency and accountability in administration and in relation to matters connected therewith or incidental thereto. Right to information means the right to information accessible under this Act, which is held by or under the control of any public authority and includes the right to;

1. Inspection of work , documents, records;
2. Taking notes, extracts or certified copies of documents or records;
3. Taking certified samples of material;
4. Obtaining information in the form of CDs or in any other electronic mode or through printouts where such information is stored in a computer or in any other device.

### Implementation of RTI Act in the Main Secretariat

The Information and Facilitation Counter (IFC) of the Ministry was established on 4<sup>th</sup> July, 1997 in pursuance of the decision of the Government to make administration more transparent and responsive.

All Applications, appeals and decisions of the CIC under RTI Act, 2005 related to the Ministry and its attached, subordinate offices, PSUs, autonomous bodies are received in IFC. twenty three CPIOs and eighteen Appellate Authorities have been designated to provide information to persons requesting for the information and decision on the appeal filed by appellant under this Act in the Main Secretariat of the Ministry. List of CPIOs and Appellate Authorities are available on the Ministry's website [www.mib.nic.in](http://www.mib.nic.in)

1832 applications and 313 appeals were received during the period from 01.01.2014 to 31.12.2014 at IFC and all the applicants were replied suitably as prescribed under RTI Act, 2005. A web portal namely RTI online with url '<https://rtionline.gov.in>' was launched in April

2013 by the Ministry of Personnel, Public Grievances & Pensions. The Ministry has received 788 online applications and 163 appeals. RTI applications received physically through dak are also being uploaded on RTI web portal with effect from 1<sup>st</sup> September, 2014. An amount of ₹24,591 has been received as application fee/information charges/inspection charges. Approximately 1300 visitors belonging to different States of India have been attended by IFC. They generally seek information about TV Channels, Cable TV, etc.

The Information and Facilitation Counter provides the following services to the clients/customers of the Organization:

- (a) Information regarding services provided and programames, schemes supported by the organization and the relevant rules and procedures through brochures, folders;
- (b) Facilitating the customer/client to obtain the services of the organisation optimally, timely, efficiently and in a transparent manner and providing forms, etc. of public usage;
- (c) Information regarding the standard of quality of service, time norms, etc. evolved by the organization with reference to the services/schemes/functioning of the organization;
- (d) Information regarding hierarchical set up of Public Grievance Redress Machinery of the organization; and
- (e) Receiving, acknowledging and forwarding the grievances/application/request/form (related to the services provided by the organization) to the concerned authority in the organization and providing information on their status/disposal.

An Information Manual under RTI Act, 2005 has been prepared by the Ministry which is available at the Information and Facilitation Counter.Constant monitoring and review is done to ensure that the provisions contained under the Act are fully implemented.

### **Mechanism to deal with RTI applications**

All applications received under RTI Act are scrutinized in the Section. Those RTI requests which do not concern this Ministry are transferred to the CPIO of the concerned Ministry. Remaining applications are forwarded to the concerned CPIOs after making necessary entries in the RTI Register.

As a mechanism to follow up the pending application, colour coded reminders are being issued to CPIOs on blue and pink papers after 15 and 25 days respectively so that there may not be any lapse in providing information to the applicant within the prescribed period of 30 days.

RTI applications and appeals received through online RTI portal are forwarded online to concerned CPIOs/AAs of the Ministry. All the CPIOs and AAs have been provided username and passwords to check status of the applications/appeals and send online replies.

### **Implementation of Section 4 of the RTI Act, 2005**

The Ministry has already completed the obligations under Section 4(b)(i) and 4(b)(ii) which deal with suo-moto disclosure of all information held by the Public Authority and uploading the same in the public domain through its website. RTI applications, appeals and their replies are uploaded on the website by the Ministry. Quarterly Report giving the figures of applications/appeals received, rejected, transferred is uploaded on the CIC's website regularly.

### **Implementation of RTI Act in the Attached/Subordinate offices of the Ministry**

CPIOs and Appellate Authorities have been appointed by all the attached/subordinate/PSUs and autonomous bodies under the Ministry. They are working in accordance with the instructions issued in this regard by DoPT from time to time.

 Ministry of  
Information &  
Broadcasting  
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# 15 Accounting & Internal Audit

Secretary, Ministry of Information and Broadcasting is the Chief Accounting Authority of the Ministry. Secretary performs this function with the assistance of Additional Secretary & Financial Advisor and the Chief Controller of Accounts.

The Chief Controller of Accounts is the administrative head of the Accounting Organization, and is assisted by a Controller of Accounts and 14 Pay & Accounts Officers. The Pay & Accounts Offices are located in Delhi, Mumbai, Kolkata, Chennai, Lucknow, Nagpur and Guwahati.

The major responsibilities of the office of Chief Controller of Accounts include:

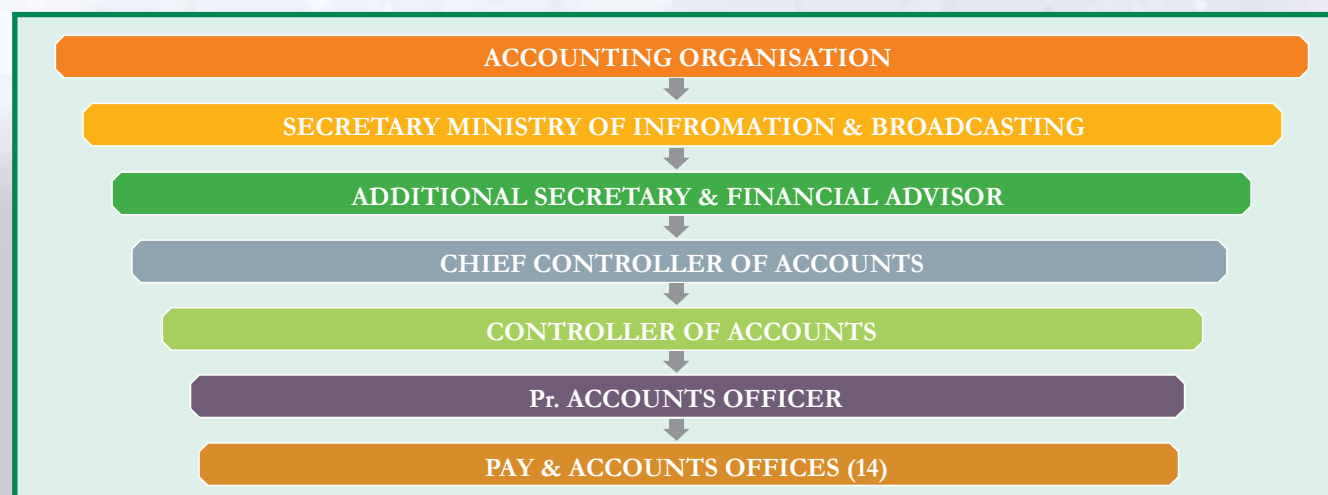
- Preparation of the Annual Budget and Accounts of the Ministry and all matters related thereto;
- Monitoring timely realization of receipts of the Ministry.
- Administration of the payments and accounting system through PAOs and DDOs in various units of the country;
- Preparation & submission of Statement of Central Transaction, Appropriation Accounts, Union Finance Accounts and Receipts Budgets to O/o the CGA, Ministry of Finance;
- Publication of 'Accounts at a Glance' for the year;

- Providing general guidance to Internal Audit teams and liaison with the O/o C&AG of India;
- Ensure payment of grants in aid, loans and bills and monitor repayments and utilization certificates;
- Ensure speedy settlement of pension and other retirement benefits, General Provident Fund and other personal claims cases;
- Exercise of the powers of the Head of the Department for the Accounting Organization and managing the cadre with reference to training, transfer, promotion, leave, vigilance and disciplinary matters, etc. and
- Function as Internal Finance Advisor to Press Information Bureau.

## Payment and Accounting System

Payments relating to the Ministry are effected through designated Pay & Accounts Offices. E-payment system using the Government Electronic Payment Gateway (GePG) was introduced successfully in the Pay & Accounts Offices of the Ministry. Consequently, the amount due for payment is now credited directly to the recipient's bank account.

The monthly accounts and the Annual Appropriation Accounts of the Ministry are prepared in the form and in



accordance with the timelines prescribed by the Controller General of Accounts. The payment transactions are effected through COMPACT which is an application developed by the O/o CGA with technical support of National Informatics Centre (NIC). The data is then uploaded to e-lekha which is the electronic payment and accounting software solution for the Civil Accounts Organization. Built on and around COMPACT running at Pay and Accounts Offices and other offline interfaces, e-lekha provides a system of core accounting with integration of daily, monthly and annual accounting process for value added reporting and monitoring mechanism. The PAOs render their monthly Accounts to the Pr. Accounts Office which compiles monthly accounts for the Ministry and transmits it to the office of Controller General of Accounts online through e-lekha module.

These applications have facilitated daily reporting of the expenditure vis-à-vis budgetary allocation till the lowest level of accounting, resulting in optimum utilization of the resources for effective monitoring of social projects initiated by various ministries/departments of the central government. A summary of Receipts and Expenditure of the Ministry is being displayed on the website of Ministry of Information & Broadcasting every month along with corresponding figures of previous year.

### **IRLA (Individual Running Ledger Accounting system)**

Pay & Accounts Office (IRLA) came into existence along with other departmentalized PAOs of other Ministries. The idea of IRLA system (Individual Running Ledger Accounts) originated to keep service and payment detail in a centralized system so that officers of media units of the Ministry and Prasar Bharati, who have an all India transfer liability can draw their Salary conveniently. Pay & Accounts Office (IRLA) is maintaining service and salary records of almost 50 media units of the Ministry and Prasar Bharati located in various cities all over India. This office disburses salary payments to approximately 1300 serving officers and facilitates payment of pensions to nearly 11400 retired officers of the Ministry and Prasar Bharati. PAO (IRLA) is headed by the Controller of Accounts who is assisted by 4 Accounts Officers and 8 Assistant Accounts Officers. Efforts are underway to upgrade the existing systems to provide better services to the officers.

### **Internal Audit**

The Internal Audit function has always been an integral part of government financial management. Traditionally it has been a mechanism for assuring the ministries that

public funds are received and spent in compliance with appropriations and other relevant rules and laws. Internal Audit also reports on the quality of maintenance of accounting records so that use of government funds is appropriately reflected in the accounts. In central civil ministries (Union Government), the internal audit function is discharged by the Controller General of Accounts in accordance with Allocation of Business Rules for Ministry of Finance, Department of Expenditure, item no 6 ©, which inter alia requires him to “oversee the maintenance of adequate standards of accounting by central civil accounts office”. This largely explains the focus of Internal Audit Wings in central civil ministries on “Compliance Audit”.

Department of Expenditure has issued the Revised Charter of Financial Advisers which stipulates that Internal Audit Wings working under the control and supervision of Chief Controllers of Accounts/ Controllers of Accounts would move beyond compliance/regulatory audit and focus on:-

- Assessment of adequacy and effectiveness of internal controls in general, and soundness of financial systems and reliability of financial and accounting reports in particular;
- Identification and monitoring of risk factors (including those contained in Outcome Budget);
- Critical assessment of economy, efficiency and effectiveness of service delivery mechanism to ensure value for money; and
- Providing an effective monitoring system to facilitate mid course corrections.

The revised charter has thus augmented the scope of internal audit, from merely ascertaining whether the rules and regulations have been followed and procedures in accounting and financial matters complied with to include appraisal and evaluation of individual schemes, assessment of adequacy of internal control, monitoring of risk factors, efficiency, etc.

The augmented scope of Internal Audit is in line with international best practices, as the audit function itself had evolved to take a more comprehensive view of economic and social implications of government operations- often termed as “value for money” or performance audit. In practical terms, the revised charter necessitates a change from “compliance audit” to an approach that focuses on risks that may potentially impede the achievement of the objectives of an organization/department/ministry. In this new environment, internal auditors help programme managers by evaluating the internal controls and commenting on their comprehensiveness, adequacy and efficacy in operational terms, thus facilitating mid-course corrections.

The Internal Audit Wing, working under the overall guidance of Financial Advisor has focused on strengthening governance structures, capacity building and leveraging technology in appropriate manner to ensure an efficient and effective Internal Audit practice.

The main thrust of inspection parties being to assist the Drawing and Disbursing Officers in 725 units (Prasar Bharati-622 and Non-Prasar Bharati-103) under various media units of the Ministry spread throughout the length and breadth of the country in proper discharge of their financial responsibilities. For the sake of administrative and functional convenience and economy, four Zonal Internal Audit parties have been established at New Delhi, Chennai, Mumbai and Kolkata respectively. The audit reports are discussed by the concerned audit parties with the auditee units and forwarded to IA headquarters for vetting and issue after obtaining necessary approvals. The Internal Audit reports are reviewed at the HQs and important paras are taken up by the CCA/CA with the divisional heads for early settlement.

During the year 2013-14, general audit of 40 units of the Ministry was conducted by Internal Audit parties. The primary areas identified for improvement included recovery of government dues, avoidance of loss/infructuous expenditure, adjustment of advances, observance of accounting policies and rules and timely realization of government funds. The overall financial implication of various audit observations was nearly ₹15,496.93 lakhs.

**A summary of para of important irregularities and total amount involved therein should be shown under the following distinct headings:**

Sr. No.	Nature of irregularities	No. of Para	Total amount involved (₹ In lakh)
1	Non-recovery of Govt. dues from Central Govt. Department/State Govt./Govt. bodies/Private parties	12	6,072.23
2	Over payments	4	289.12
3	Idle machinery/surplus stores	0	0.00
4	Loss/infructuous expenditure	6	2,787.38
5	Irregular expenditure	13	1,843.86
6	Irregular purchase	4	22.42
7	Non-adjustment of advances-	0	0
	Contingency Advance	6	193.92
	T.A Advance	1	22.03
	LTC Advance	0	0.00
8	Blocking of Govt. money	4	3,865.31
9	Non-accounted of costly stores/Govt. money	0	0.00
10	Any other items of special nature	9	400.66
	<b>Total</b>	<b>59</b>	<b>15,496.93</b>

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dlwp 221041310006/1415



# 16 C & AG Paras

List of C&AG paras received from 01.04.2014 to 31.03.2015

S.No.	Report No. & Year	Para No.	Details of Subject
1.	1 of 2014 (Financial Audit)	3.19	Rush of Expenditure during March 2013 and last quarter of the financial year 2012-13 to 15% and 33% respectively, of the budget estimates in respect of M/o I&B.
2.	1 of 2014 (Financial Audit)	4.5.3	Augmentation of provision to object head 'Grants-in-Aid Salaries' (Prasar Bharati) over Budgeted Estimates 2012-13 without prior approval of the Parliament.
3.	25 of 2014 (Compliance Audit)	10.1	Avoidable payment of demand charges of ₹1.78 crore due to delay in accessing contracted load by All India Radio, Aligarh.

List of C&AG paras received from 01.01.2013 to 31.03.2014

S.No.	Report No. & Year	Para No.	Details of Subject
1.	1 of 2013 (Financial Audit)	4.6	Augmentation of provision to object head "Grants-in-aid-General".
2.	1 of 2013 (Financial Audit)	4.7	Augmentation of provision to object head "Creation of Capital Assets".
3.	23 of 2013 (Autonomous bodies)	6.1	Additional payment for electric supply due to excess payment of ₹82.41 lakh on account of fixed charges in respect of Prasar Bharati.



*Photograph from National Photo Awards*

# 17 Implementation of the Judgements/Orders of CATs

As per the instructions received from Department of Personnel and Training, the information in r/o Implementation of the Judgements/Orders of CAT Cases was received from various Media Units & Main Secretariat of the Ministry. The status for the year 2013-14 is as follows:

S.N.	Media Units	No. of Orders received from CAT for the year 2013-14	No. of the Judgements/Orders implemented 2013-14
1	Main Secretariat*	4	3
2	DG: DAVP	#	#
3	DPD	0	0
4	PIB	1	1
5	S&DD	3	2
6	DFP	5	6
7	RNI	0	0
8	Photo Division	0	0
9	New Media Wing	0	0
10	PCI	0	0
11	IIMC	1	0
12	DG: AIR	<b>91</b>	<b>43</b>
13	DG: DD	<b>59</b>	<b>44</b>
14	BECIL	0	0
15	CBFC	#	#
16	SRFTI	0	0
17	FTII	1	1**
18	Film Division	6	5
19	NFDC	0	0
20	NFAI	0	0
21	CFSI	0	0
22	DFP	#	#
23	PAO	#	#
24	EMMC	#	#
	<b>TOTAL</b>	<b>171</b>	<b>105</b>

\* Information in r/o Main Secretariat does not include MUC/ Press/ IP&MC/ NMC/ F(S)Desk/ BC-I/ BC-II/ BC-III/ BP&L/ BD/BA-P/ DAS/ F(F)/ FTI/ F(C)/ F(A)/ PMS.

\*\* The appeal by way of Writ Petition has been filed in the Hon'ble High Court, Punjab & Haryana.

# Data not received





*A presentation by Song and Drama Division*

# 18 Plan Outlay

The Plan outlay for 2014-15 in respect of the Ministry of I&B was ₹1,205 Crore (₹1,005 crore GBS + ₹200 crore IEBR) for Plan Schemes as given below:

(₹ in Crore)

S.No.	Sector	GBS	IEBR	Total
1	Information Sector	247.82	0.00	247.82
2	Films Sector	111.15	0.00	111.15
3	Broadcasting Sector	646.03	200.00	846.03
	<b>Total</b>	<b>1,005.00</b>	<b>200.00</b>	<b>1,205.00</b>

- Media Unit wise and Scheme wise break-up of the Annual Plan 2014-15 is given at Annexure-I and Annexure-II respectively.
- The North East component at ₹100.50 crore represents 10% of the total plan outlay (GBS) of ₹1,005 crore earmarked for Plan Schemes. The break-up of North East component is as under:

(₹ in Crore)

<b>Information Sector</b>	
PIB	1.00
DAVP	17.40
IIMC	1.50
Photo Division	0.05
DFP	0.50
S&DD	0.80
<b>Film Sector</b>	
Main Sectt.(Film Wing Schemes)	4.50
<b>Broadcasting Sector</b>	
AIR	26.95
Doordarshan	46.50
Main Sectt. (Broadcasting)	1.30
<b>Total Ministry of I&amp;B</b>	<b>100.50</b>

S. No.		Name of the Media units		Ministry / Department : MINISTRY OF INFORMATION & BROADCASTING										(₹ In crore)										
				Annual Plan 2012-13					Annual Plan 2013-14 (BE)					Annual Plan 2013-14 (RE)					Annual Plan 2014-15 (BE)					
A		Actual expenditure		Budget Estimate					Outlay Earmarked					Revised Estimate					Budget Estimate					
				Outlay Earmarked		Budget Estimate			Outlay Earmarked		Budget Estimate			Outlay Earmarked		Budget Estimate			Outlay Earmarked		Budget Estimate			
		GBS	IEBR	Total	GBS	IEBR	Total	North East	SCSP *	TSP *	GBS	IEBR	Total	North East	SCSP *	TSP *	GBS	DBS	EAP	IEBR	Total	North East	SCSP *	TSP *
		[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]	[14]	[15]	[16]	[17]	[18]	[19]	[20]	[21]	[22]	[23]	[24]	[25]
<b>I INFORMATION SECTOR</b>																								
1	PIB	19.71	0.00	19.71	14.50	0.00	14.50	1.00			12.10	0.00	12.10	0.60			17.50		0.00	17.50	1.00			
2	Publications Division	0.00	0.00	0.00	1.00	0.00	1.00	0.00			2.89	0.00	2.89	0.00			5.00		0.00	5.00	0.00			
3	DAMP	105.98	0.00	105.98	187.00	0.00	187.00	18.50			197.50	0.00	197.50	18.50			178.00		0.00	178.00	17.40			
4	IIMC	4.70	0.00	4.70	7.00	0.00	7.00	0.20			3.70	0.00	3.70	0.15			23.00		0.00	23.00	1.50			
5	Photo Division	0.19	0.00	0.19	0.40	0.00	0.40	0.05			0.45	0.00	0.45	0.05			0.50		0.00	0.50	0.05			
6	DFP	0.55	0.00	0.55	8.80	0.00	8.80	0.80			1.91	0.00	1.91	0.01			5.00		0.00	5.00	0.50			
7	Song & Drama Division	6.18	0.00	6.18	8.00	0.00	8.00	0.80			6.50	0.00	6.50	0.60			8.00		0.00	8.00	0.80			
8	RNI	0.20	0.00	0.20	0.30	0.00	0.30	0.00			0.30	0.00	0.30	0.00			0.20		0.00	0.20	0.00			
	<b>Total (1 to 8)</b>	<b>137.51</b>	<b>0.00</b>	<b>137.51</b>	<b>227.00</b>	<b>0.00</b>	<b>227.00</b>	<b>21.35</b>	<b>0.00</b>	<b>0.00</b>	<b>225.35</b>	<b>0.00</b>	<b>225.35</b>	<b>19.91</b>	<b>0.00</b>	<b>0.00</b>	<b>237.20</b>		<b>0.00</b>	<b>237.20</b>	<b>21.25</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
	<b>Main Sectt. Schemes</b>																							
9	Construction of Soochna Bhawan (Phase Y)	8.57	0.00	8.57	4.00	0.00	4.00	0.00			6.40	0.00	6.40	0.00			0.03		0.00	0.03	0.00			
10	Social Media Platform	0.00	0.00	0.00	0.00	0.00	0.00	0.00			2.00	0.00	2.00	0.00			5.25		0.00	5.25	0.00			
11	Training for Human Resource Development	1.58	0.00	1.58	1.50	0.00	1.50	0.00			0.90	0.00	0.90	0.00			3.00		0.00	3.00	0.00			
12	International Media Programme	0.00	0.00	0.00	0.30	0.00	0.30	0.00			0.30	0.00	0.30	0.00			0.34		0.00	0.34	0.00			
13	Development Support to NE / J&K and other Identified Areas	0.00	0.00	0.00	0.00	0.00	0.00	0.00			0.00	0.00	0.00	0.00			0.00		0.00	0.00	0.00			
14	Policy Related Studies, Seminar, Evaluation etc.	0.38	0.00	0.38	0.80	0.00	0.80	0.00			0.40	0.00	0.40	0.00			0.50		0.00	0.50	0.00			
15	HRD for Film Media Units	0.00	0.00	0.00	1.00	0.00	1.00	0.00			1.00	0.00	1.00	0.00			1.00		0.00	1.00	0.00			
16	Payment for Professional Services	0.00	0.00	0.00	0.40	0.00	0.40	0.00			0.60	0.00	0.60	0.00			0.50		0.00	0.50	0.00			
	<b>Total: Main Secretariat</b>	<b>10.53</b>	<b>0.00</b>	<b>10.53</b>	<b>8.00</b>	<b>0.00</b>	<b>8.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>11.60</b>	<b>0.00</b>	<b>11.60</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>10.62</b>		<b>0.00</b>	<b>10.62</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
	<b>Total: Information Secto</b>	<b>148.04</b>	<b>0.00</b>	<b>148.04</b>	<b>235.00</b>	<b>0.00</b>	<b>235.00</b>	<b>21.35</b>	<b>0.00</b>	<b>0.00</b>	<b>236.95</b>	<b>0.00</b>	<b>236.95</b>	<b>19.91</b>	<b>0.00</b>	<b>0.00</b>	<b>247.82</b>		<b>0.00</b>	<b>247.82</b>	<b>21.25</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

**MINISTRY OF INFORMATION & BROADCASTING**

Annual Plan 2014-15

Statement of Budget Estimate (SBE)- 2014-15

Media Unit wise Position

Ministry / Department : **MINISTRY OF INFORMATION & BROADCASTING**

(₹ In crore)

S. No.	Name of the Media units	Annual Plan 2012-13						Annual Plan 2013-14 (BE)						Annual Plan 2013-14 (RE)						Annual Plan 2014-15 (BE)						
		Actual expenditure						Budget Estimate						Revised Estimate						Budget Estimate						
		GBS	IEBR	Total	GBS	IEBR	Total	GBS	IEBR	Total	North East	SCSP *	TSP *	GBS	IEBR	Total	North East	SCSP *	TSP *	GBS	EAP	IEBR	Total	North East	SCSP *	TSP *
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]	[14]	[15]	[16]	[17]	[18]	[19]	[20]	[21]	[22]	[23]	[24]			
<b>II</b>	<b>FILM SECTOR</b>																									
1	Films Division	0.77	0.00	0.77	6.00	0.00	6.00	0.00			4.29	0.00	4.29	0.00			5.00		0.00	5.00	0.00					
2	NFAI	0.92	0.00	0.92	5.00	0.00	5.00	0.00			3.29	0.00	3.29	0.00			7.00		0.00	7.00	0.00					
3	DFF	0.00	0.00	0.00	2.00	0.00	2.00	0.00			2.00	0.00	2.00	0.00			5.00		0.00	5.00	0.00					
4	CBFC	0.00	0.00	0.00	1.50	0.00	1.50	0.00			1.00	0.00	1.00	0.00			2.00		0.00	2.00	0.00					
5	FTII, Pune	0.00	0.00	0.00	15.00	0.00	15.00	0.00			15.00	0.00	15.00	0.00			25.00		0.00	25.00	0.00					
6	SRETI, Kolkata	8.00	0.00	8.00	15.00	0.00	15.00	0.00			15.00	0.00	15.00	0.00			16.00		0.00	16.00	0.00					
	<b>Total (1 to 6)</b>	<b>9.69</b>	<b>0.00</b>	<b>9.69</b>	<b>44.50</b>	<b>0.00</b>	<b>44.50</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>40.58</b>	<b>0.00</b>	<b>40.58</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>60.00</b>		<b>0.00</b>	<b>60.00</b>	<b>0.00</b>					
	<b>Main Sectt. Schemes</b>																									
7	Promotion of Indian Cinema through Film Festivals and Film Markets in India and abroad	12.00	0.00	12.00	15.00	0.00	15.00	1.50			17.60	0.00	17.60	1.50			15.00		0.00	15.00	1.50					
8	Production of films and documentaries in various Indian languages	25.36	0.00	25.36	30.00	0.00	30.00	3.00			9.25	0.00	9.25	2.00			30.00		0.00	30.00	3.00					
9	Centenary Celebration of Indian Cinema	2.25	0.00	2.25	5.00	0.00	5.00	0.00			3.00	0.00	3.00	0.00			0.20		0.00	0.20	0.00					
10	National Film Heritage Mission	0.00	0.00	0.00	20.00	0.00	20.00	0.00			0.01	0.00	0.01	0.00			4.70		0.00	4.70	0.00					
11	Anti-Piracy Initiatives	0.00	0.00	0.00	0.50	0.00	0.50	0.00			0.50	0.00	0.50	0.00			0.45		0.00	0.45	0.00					
12	Setting up of National Centre of excellence for Animation, Gaming and Special Effects	0.00	0.00	0.00	11.00	0.00	11.00	0.00			0.10	0.00	0.10	0.00			0.80		0.00	0.80	0.00					
	<b>Total (Main Secretariat)</b>	<b>39.61</b>	<b>0.00</b>	<b>39.61</b>	<b>81.50</b>	<b>0.00</b>	<b>81.50</b>	<b>4.50</b>	<b>0.00</b>	<b>0.00</b>	<b>30.46</b>	<b>0.00</b>	<b>30.46</b>	<b>3.50</b>			<b>51.15</b>		<b>0.00</b>	<b>51.15</b>	<b>4.50</b>					
	<b>Total : Film Sector</b>	<b>49.30</b>	<b>0.00</b>	<b>49.30</b>	<b>126.00</b>	<b>0.00</b>	<b>126.00</b>	<b>4.50</b>	<b>0.00</b>	<b>0.00</b>	<b>71.04</b>	<b>0.00</b>	<b>71.04</b>	<b>3.50</b>			<b>111.15</b>		<b>0.00</b>	<b>111.15</b>	<b>4.50</b>					

MINISTRY OF INFORMATION & BROADCASTING																							
Annual Plan 2014-15																							
Statement of Budget Estimate (SBE)- 2014-15																							
Media Unit wise Position																							
Ministry / Department : MINISTRY OF INFORMATION & BROADCASTING																							
S. No.	Name of the Media units	Annual Plan 2012-13						Annual Plan 2013-14 (BE)						Annual Plan 2014-15 (BE)									
		Actual expenditure						Budget Estimate						Revised Estimate									
A	Central Sector Scheme	Outlay Earmarked						Outlay Earmarked						Outlay Earmarked									
		GBS	IEBR	Total	GBS	IEBR	Total	North East	SCSP *	TSP *	GBS	IEBR	Total	North East	SCSP *	TSP *	GBS	EAP	IEBR	Total	North East	SCSP *	TSP *
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]	[14]	[15]	[16]	[17]	[18]	[19]	[20]	[21]	[22]	[23]	[24]
III	<b>BROADCASTING SECTOR</b>																						
1	All India Radio	198.42	0.00	198.42	256.50	75.00	331.50	31.10			178.44	75.00	253.44	27.44			227.01		75.00	302.01	26.95		
2	Doordarshan*	214.08	0.00	214.08	257.50	125.00	382.50	32.55			231.56	125.00	356.56	23.00			378.02		125.00	503.02	46.50		
	Total: Prasar Bharati	412.50	0.00	412.50	514.00	200.00	714.00	63.65			410.00	200.00	610.00	50.44			605.03		200.00	805.03	73.45		
	<b>Main Sect Schemes</b>																						
1	Strengthening of Electronic Media Monitoring Centre (EMMC)	0.86	0.00	0.86	12.00	0.00	12.00	0.00			17.00	0.00	17.00	0.00			20.00		0.00	20.00	0.00		
2	Supporting Community Radio movement in India	1.30	0.00	1.30	9.50	0.00	9.50	1.00			2.00	0.00	2.00	0.15			13.00		0.00	13.00	1.30		
3	IEC activities for promoting Digitalization	0.00	0.00	0.00	5.00	0.00	5.00	0.00			0.00	0.00	0.00	0.00			0.00		0.00	0.00	0.00		
4	Infrastructure Support Cell in the Ministry renamed as Digitisation Mission	0.00	0.00	0.00	2.00	0.00	2.00	0.00			1.00	0.00	1.00	0.00			4.00		0.00	4.00	0.00		
5	Capacity building of Cable TV industry in Digital wire line Broadcasting	.00	0.00	0.00	1.00	0.00	1.00	0.00			0.01	0.00	0.01	0.00			0.00		0.00	0.00	0.00		
6	Automation of Broadcasting Wing	0.10	0.00	0.10	0.50	0.00	0.50	0.00			2.00	0.00	2.00	0.00			4.00		0.00	4.00	0.00		
	<b>Total: Main Secretariat</b>	<b>2.26</b>	<b>0.00</b>	<b>2.26</b>	<b>30.00</b>	<b>0.00</b>	<b>30.00</b>	<b>1.00</b>			<b>22.01</b>	<b>0.00</b>	<b>22.01</b>	<b>0.15</b>			<b>41.00</b>		<b>0.00</b>	<b>41.00</b>	<b>1.30</b>		
	<b>Total: Broadcasting Sector</b>	<b>414.76</b>	<b>0.00</b>	<b>414.76</b>	<b>544.00</b>	<b>200.00</b>	<b>744.00</b>	<b>64.65</b>			<b>432.01</b>	<b>200.00</b>	<b>632.01</b>	<b>50.59</b>			<b>646.03</b>		<b>200.00</b>	<b>846.03</b>	<b>74.75</b>		
	<b>TOTAL M/o I &amp; B</b>	<b>612.10</b>	<b>0.00</b>	<b>612.10</b>	<b>905.00</b>	<b>200.00</b>	<b>1105.00</b>	<b>90.50</b>			<b>740.00</b>	<b>200.00</b>	<b>940.00</b>	<b>74.00</b>			<b>1005.00</b>		<b>200.00</b>	<b>1205.00</b>	<b>100.50</b>		

Note: 1: This Ministry falls mainly under policy making and manning Central Organisations without any significant beneficiary oriented schemes. Hence exemption has been granted by Planning Commission for earmarking outlay for Special Component Plan vide D.O. No.11016/12/(1)/2009-PC, dated 15.12.2010

Note: 2: IEBC from Prasar Bharati has been reckoned at ₹200 crore for financing New Software Development Scheme for Annual Plan 2014-15, out of which allocation for components for AIR and Doordarshan are ₹75 crore and ₹125 crore respectively.

\*Note 3 : The outlay to the tune of ₹100 crore has been earmarked for Special Scheme 'Kisan Channel' for Doordarshan for the year 2014-15 out of which an amount of ₹10 crore has been allocated for North Eastern Region.

Ministry of Information and Broadcasting Annual Plan 2014-15 (Scheme-Wise) Statement of Budget Estimates (SBE)-2014-15 (₹ in crore)																									
Sl. No	Name of the Scheme(s)	Annual Plan 2012-13						Annual Plan 2013-14 (BE)						Annual Plan 2013-14 (RE)						Annual Plan 2014-15 (BE)					
		Actual Expenditure			Budget Estimate			Revised Estimate			Budget Estimate			Budget Estimate			Budget Estimate			Budget Estimate					
		GBS	IEBR	Total	GBS	IEBR	Total	NER	GBS	IEBR	Total	NER	GBS	IEBR	Total	NER	GBS	IEBR	Total	NER	GBS	IEBR	Total	NER	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17									
	<b>INFORMATION SECTOR</b>																								
<b>A</b>	<b>On-going Schemes</b>																								
1	Setting up of National Press Centre at New Delhi (PIB)	11.78	0.00	11.78	0.50	0.00	0.50	0.00	2.10	0.00	2.10	0.00	2.50	0.00	2.50	0.00									
2	Up-gradation of IIMC to International Standards (IIMC)	4.60	0.00	4.60	5.00	0.00	5.00	0.00	3.00	0.00	3.00	0.00	8.00	0.00	8.00	0.00									
3	Construction of Soochna Bhawan (MS)	8.57	0.00	8.57	4.00	0.00	4.00	0.00	6.40	0.00	6.40	0.00	0.03	0.00	0.03	0.00									
	<b>Total</b>	<b>24.95</b>	<b>0.00</b>	<b>24.95</b>	<b>9.50</b>	<b>0.00</b>	<b>9.50</b>	<b>0.00</b>	<b>11.50</b>	<b>0.00</b>	<b>11.50</b>	<b>0.00</b>	<b>10.53</b>	<b>0.00</b>	<b>10.53</b>	<b>0.00</b>									
<b>B</b>	<b>New Schemes</b>																								
4	<b>Media Infrastructure Development Programme</b>																								
4.1	Revamping & Restructuring of DAVP (DAVP)	2.98	0.00	2.98	2.00	0.00	2.00	0.00	8.50	0.00	8.50	0.00	4.00	0.00	4.00	0.00									
4.2	Modernisation of PIB (PIB)	0.00	0.00	0.00	4.00	0.00	4.00	0.00	1.50	0.00	1.50	0.00	5.00	0.00	5.00	0.00									
4.3	Opening up of New Regional Centers of IIMC (IIMC)	0.10	0.00	0.10	2.00	0.00	2.00	0.20	0.70	0.00	0.70	0.15	15.00	0.00	15.00	0.00									
4.4	Revitalization, up-gradation and modernization of Publications Division and Employment News (Publications Division)	0.00	0.00	0.00	1.00	0.00	1.00	0.00	2.89	0.00	2.89	0.00	5.00	0.00	5.00	0.00									
4.5	National Centre of Photography and Special Drive for North Eastern States (Photo Division)	0.19	0.00	0.19	0.40	0.00	0.40	0.05	0.45	0.00	0.45	0.05	0.50	0.00	0.50	0.00									
4.6	Strengthening of RNI Headquarters (RNI)	0.20	0.00	0.20	0.30	0.00	0.30	0.00	0.30	0.00	0.30	0.00	0.20	0.00	0.20	0.00									
4.7	Kendriya Soochna Sadan in states (DFP)	0.00	0.00	0.00	0.80	0.00	0.80	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	0.00									
4.8	Development Support to NE / J&K and other identified areas	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00									
	<b>Total</b>	<b>3.47</b>	<b>0.00</b>	<b>3.47</b>	<b>10.50</b>	<b>0.00</b>	<b>10.50</b>	<b>0.25</b>	<b>14.35</b>	<b>0.00</b>	<b>14.35</b>	<b>0.20</b>	<b>29.70</b>	<b>0.00</b>	<b>29.70</b>	<b>0.00</b>									
5	<b>Development Communication &amp; Dissemination</b>																								
5.1	People's Empowerment through Development Communication (Conception and Dissemination) (DAVP)	103.00	0.00	103.00	185.00	0.00	185.00	18.50	189.00	0.00	189.00	18.50	174.00	0.00	174.00	0.00									
5.2	Media Outreach Programme and Publicity for Special Events (PIB)	7.93	0.00	7.93	10.00	0.00	10.00	1.00	8.50	0.00	8.50	0.60	10.00	0.00	10.00	0.00									
5.3	Direct Contact Programme by Directorate of Field Publicity (DFP)	0.55	0.00	0.55	8.00	0.00	8.00	0.80	1.90	0.00	1.90	0.01	5.00	0.00	5.00	0.00									
5.4	Live Arts and Culture (S&DD)	6.18	0.00	6.18	8.00	0.00	8.00	0.80	6.50	0.00	6.50	0.60	8.00	0.00	8.00	0.00									
5.5	Social Media Platform (MS)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00	0.00	2.00	0.00	5.25	0.00	5.25	0.00									
	<b>Total</b>	<b>117.66</b>	<b>0.00</b>	<b>117.66</b>	<b>211.00</b>	<b>0.00</b>	<b>211.00</b>	<b>21.10</b>	<b>207.90</b>	<b>0.00</b>	<b>207.90</b>	<b>19.71</b>	<b>202.25</b>	<b>0.00</b>	<b>202.25</b>	<b>0.00</b>									

		Annual Plan 2012-13										Annual Plan 2013-14 (BE)										Annual Plan 2013-14 (RE)										Annual Plan 2014-15 (BE)									
Sl. No	Name of the Scheme(s)	Actual Expenditure					Budget Estimate					Revised Estimate					Budget Estimate																								
		GBS	IEBR	Total	GBS	IEBR	Total	GBS	IEBR	Total	GBS	IEBR	Total	GBS	IEBR	Total	GBS	IEBR	Total	GBS	IEBR	Total	NER																		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17																									
6	<b>Human Resource Development</b>																																								
6.1	Training for Human Resource Development (excluding Prasar Bharati)(Main Sectt)	1.58	0.00	1.58	1.50	0.00	1.50	0.00	0.90	0.00	0.90	0.00	3.00	0.00	3.00	0.00																									
6.2	International Media Programme (Main Sectt)	0.00	0.00	0.00	0.30	0.00	0.30	0.00	0.30	0.00	0.30	0.00	0.34	0.00	0.34	0.00																									
6.3	Policy Related Studies, Seminar, Evaluation, etc for all three sectors (excluding Prasar Bharati (Main Sectt))	0.38	0.00	0.38	0.80	0.00	0.80	0.00	0.40	0.00	0.40	0.00	0.50	0.00	0.50	0.00																									
6.4	HRD of Film Media Units (Main Sectt)	0.00	0.00	0.00	1.00	0.00	1.00	0.00	1.00	0.00	1.00	0.00	1.00	0.00	1.00	0.00																									
6.5	Payment for Professional Services (Main Sectt)	0.00	0.00	0.00	0.40	0.00	0.40	0.00	0.60	0.00	0.60	0.00	0.50	0.00	0.50	0.00																									
	<b>Total</b>	<b>1.96</b>	<b>0.00</b>	<b>1.96</b>	<b>4.00</b>	<b>0.00</b>	<b>4.00</b>	<b>0.00</b>	<b>3.20</b>	<b>0.00</b>	<b>3.20</b>	<b>0.00</b>	<b>5.34</b>	<b>0.00</b>	<b>5.34</b>	<b>0.00</b>																									
	<b>Grand Total (Information Sector)</b>	<b>148.04</b>	<b>0.00</b>	<b>148.04</b>	<b>235.00</b>	<b>0.00</b>	<b>235.00</b>	<b>21.35</b>	<b>236.95</b>	<b>0.00</b>	<b>236.95</b>	<b>19.91</b>	<b>247.82</b>	<b>0.00</b>	<b>247.82</b>	<b>21.25</b>																									
	<b>Total On-going schemes</b>	<b>24.95</b>	<b>0.00</b>	<b>24.95</b>	<b>9.50</b>	<b>0.00</b>	<b>9.50</b>	<b>0.00</b>	<b>11.50</b>	<b>0.00</b>	<b>11.50</b>	<b>0.00</b>	<b>10.53</b>	<b>0.00</b>	<b>10.53</b>	<b>0.00</b>																									
	<b>Total New schemes</b>	<b>123.09</b>	<b>0.00</b>	<b>123.09</b>	<b>225.50</b>	<b>0.00</b>	<b>225.50</b>	<b>21.35</b>	<b>225.45</b>	<b>0.00</b>	<b>225.45</b>	<b>19.91</b>	<b>237.29</b>	<b>0.00</b>	<b>237.29</b>	<b>21.25</b>																									



		(₹ in crore)																			
Sl. No	Name of the Scheme(s)	Annual Plan 2012-13					Annual Plan 2013-14 (BE)					Annual Plan 2013-14 (RE)					Annual Plan 2014-15 (BE)				
		Actual Expenditure					Budget Estimate					Revised Estimate					Budget Estimate				
		GBS	IEBR	Total		GBS	IEBR	Total	NER		GBS	IEBR	Total	NER		GBS	IEBR	Total	NER		
1	2	3	4	5	6	7	8	9			10	11	12	13		14	15	16	17		
	<b>FILM SECTOR</b>																				
A	<b>Ongoing Schemes</b>																				
7	National Museum of Indian Cinema (FD)	0.00	0.00	0.00	1.00	0.00	1.00	0.00	0.00	0.50	0.00	0.50	0.00	0.00	1.00	0.00	0.00	1.00	0.00		
8	Grant-in-Aid to SRFTI (SRFTI)	8.00	0.00	8.00	8.00	0.00	8.00	0.00	0.00	8.00	0.00	8.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
	<b>Total</b>	<b>8.00</b>	<b>0.00</b>	<b>8.00</b>	<b>9.00</b>	<b>0.00</b>	<b>9.00</b>	<b>0.00</b>	<b>0.00</b>	<b>8.50</b>	<b>0.00</b>	<b>8.50</b>	<b>0.00</b>	<b>0.00</b>	<b>1.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1.00</b>	<b>0.00</b>		
B	<b>New Schemes</b>																				
9	<b>Infrastructure Development Programme relating to Film Sector</b>																				
9.1	Upgradation, modernisation and expansion of CBFC and certification process (CBFC)	0.00	0.00	0.00	1.50	0.00	1.50	0.00	0.00	1.00	0.00	1.00	0.00	0.00	2.00	0.00	0.00	2.00	0.00		
9.2	Upgradation of Siri Fort Complex (DFF)	0.00	0.00	0.00	2.00	0.00	2.00	0.00	0.00	2.00	0.00	2.00	0.00	0.00	2.00	0.00	0.00	2.00	0.00		
9.3	Upgradation of building infrastructure of Films Division (FD)	0.00	0.00	0.00	4.00	0.00	4.00	0.00	0.00	2.99	0.00	2.99	0.00	0.00	3.00	0.00	0.00	3.00	0.00		
9.4	Upgradation of infrastructure of NEAI including Jayakar Bungalow and setting up of digital library (NEAI)	0.00	0.00	0.00	3.00	0.00	3.00	0.00	0.00	2.00	0.00	2.00	0.00	0.00	5.00	0.00	0.00	5.00	0.00		
9.5	Grant-in-Aid to FTII – Upgradation and Modernisation of FTII (FTII)	0.00	0.00	0.00	15.00	0.00	15.00	0.00	0.00	15.00	0.00	15.00	0.00	0.00	25.00	0.00	0.00	25.00	0.00		
9.6	Infrastructure development in SRFTI (SRFTI)	0.00	0.00	0.00	7.00	0.00	7.00	0.00	0.00	7.00	0.00	7.00	0.00	0.00	16.00	0.00	0.00	16.00	0.00		
	<b>Total</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>32.50</b>	<b>0.00</b>	<b>32.50</b>	<b>0.00</b>	<b>0.00</b>	<b>29.99</b>	<b>0.00</b>	<b>29.99</b>	<b>0.00</b>	<b>0.00</b>	<b>56.00</b>	<b>0.00</b>	<b>0.00</b>	<b>56.00</b>	<b>0.00</b>		





		Annual Plan 2012-13										Annual Plan 2013-14 (BE)					Annual Plan 2013-14 (RE)					Annual Plan 2014-15 (BE)				
		Actual Expenditure					Budget Estimate					Revised Estimate					Budget Estimate									
Sl. No	Name of the Scheme(s)	GBS	IEBR	Total	GBS	IEBR	Total	GBS	IEBR	Total	NER	GBS	IEBR	Total	NER	GBS	IEBR	Total	NER	GBS	IEBR	Total	NER			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17										
	<b>BROADCASTING SECTOR</b>																									
<b>A</b>	<b>Main Sectt</b>																									
14	Strengthening of Electronic Media Monitoring Centres (EMMC)	0.86	0.00	0.86	12.00	0.00	12.00	0.00	17.00	0.00	17.00	0.00	20.00	0.00	20.00	0.00	0.00	20.00	0.00	0.00	0.00	20.00	0.00	0.00		
15	Supporting Community Radio Movement in India	1.30	0.00	1.30	9.50	0.00	9.50	1.00	2.00	0.00	2.00	0.15	13.00	0.00	13.00	0.00	0.00	13.00	0.15	13.00	0.00	13.00	1.30	1.30		
16	IEC activities for promoting Digitalization	0.00	0.00	0.00	5.00	0.00	5.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
17	Infrastructure Support Cell in the Ministry renamed as Digitisation Mission	0.00	0.00	0.00	2.00	0.00	2.00	0.00	1.00	0.00	1.00	0.00	4.00	0.00	4.00	0.00	0.00	4.00	0.00	0.00	0.00	4.00	0.00	0.00		
18	Capacity building of Cable	0.00	0.00	0.00	1.00	0.00	1.00	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
19	Automation of Broadcasting Wing	0.10	0.00	0.10	0.50	0.00	0.50	0.00	2.00	0.00	2.00	0.00	4.00	0.00	4.00	0.00	0.00	4.00	0.00	0.00	0.00	4.00	0.00	0.00		
	<b>Total (Main Sectt)</b>	<b>2.26</b>	<b>0.00</b>	<b>2.26</b>	<b>30.00</b>	<b>0.00</b>	<b>30.00</b>	<b>1.00</b>	<b>22.01</b>	<b>0.00</b>	<b>22.01</b>	<b>0.15</b>	<b>41.00</b>	<b>0.00</b>	<b>41.00</b>	<b>0.15</b>	<b>41.00</b>	<b>0.00</b>	<b>41.00</b>	<b>0.00</b>	<b>0.00</b>	<b>41.00</b>	<b>1.30</b>	<b>1.30</b>		
<b>B</b>	<b>Prasar Bharati Gross Budgetary Support</b>																									
	<b>On-going Schemes</b>																									
20	<b>Broadcasting Infrastructure Network Development</b>																									
	On-going Component / Schemes (AIR)	173.42	0.00	173.42	181.00	0.00	181.00	25.60	145.44	0.00	145.44	25.44	205.00	0.00	205.00	0.00	0.00	205.00	24.25	205.00	0.00	205.00	24.25	24.25		
	On-going Component / Schemes (DD)	160.08	0.00	160.08	181.00	0.00	181.00	27.35	184.56	0.00	184.56	12.00	260.00	0.00	260.00	0.00	0.00	260.00	35.00	260.00	0.00	260.00	35.00	35.00		
	<b>Sub-Total</b>	<b>333.50</b>	<b>0.00</b>	<b>333.50</b>	<b>362.00</b>	<b>0.00</b>	<b>362.00</b>	<b>52.95</b>	<b>330.00</b>	<b>0.00</b>	<b>330.00</b>	<b>37.44</b>	<b>465.00</b>	<b>0.00</b>	<b>465.00</b>	<b>0.00</b>	<b>0.00</b>	<b>465.00</b>	<b>59.25</b>	<b>465.00</b>	<b>0.00</b>	<b>465.00</b>	<b>59.25</b>	<b>59.25</b>		
21	<b>Content Development and Dissemination</b>																									
	On-going Component / Schemes(AIR)	25.00	0.00	25.00	55.00	0.00	55.00	5.50	33.00	0.00	33.00	2.00	15.00	0.00	15.00	0.00	0.00	15.00	1.50	15.00	0.00	15.00	1.50	1.50		
	On-going Component / Schemes(DD)	54.00	0.00	54.00	52.00	0.00	52.00	5.20	47.00	0.00	47.00	11.00	5.00	0.00	5.00	0.00	0.00	5.00	0.50	5.00	0.00	5.00	0.50	0.50		
	<b>Sub-Total</b>	<b>79.00</b>	<b>0.00</b>	<b>79.00</b>	<b>107.00</b>	<b>0.00</b>	<b>107.00</b>	<b>10.70</b>	<b>80.00</b>	<b>0.00</b>	<b>80.00</b>	<b>13.00</b>	<b>20.00</b>	<b>0.00</b>	<b>20.00</b>	<b>0.00</b>	<b>0.00</b>	<b>20.00</b>	<b>2.00</b>	<b>20.00</b>	<b>0.00</b>	<b>20.00</b>	<b>2.00</b>	<b>2.00</b>		
	<b>Total On-going Schemes</b>	<b>412.50</b>	<b>0.00</b>	<b>412.50</b>	<b>469.00</b>	<b>0.00</b>	<b>469.00</b>	<b>63.65</b>	<b>410.00</b>	<b>0.00</b>	<b>410.00</b>	<b>50.44</b>	<b>485.00</b>	<b>0.00</b>	<b>485.00</b>	<b>0.00</b>	<b>0.00</b>	<b>485.00</b>	<b>61.25</b>	<b>485.00</b>	<b>0.00</b>	<b>485.00</b>	<b>61.25</b>	<b>61.25</b>		

Sl. No	Name of the Scheme(s)	Annual Plan 2012-13					Annual Plan 2013-14 (BE)					Annual Plan 2013-14 (RE)					Annual Plan 2014-15 (BE)							
		Actual Expenditure					Budget Estimate					Revised Estimate					Budget Estimate							
		GBS	IEBR	Total	GBS	NER	IEBR	Total	GBS	NER	IEBR	Total	GBS	NER	IEBR	Total	GBS	NER	IEBR	Total	GBS	NER	IEBR	Total
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17								
	<b>BROADCASTING SECTOR</b>																							
22	<b>Broadcasting Infrastructure Network Development</b>																							
	New Component / Schemes (AIR)	0.00	0.00	0.00	20.00	0.00	20.00	0.00	0.00	0.00	0.00	0.00	12.00	0.00	0.00	1.70								
	New Component / Schemes (DD)	0.00	0.00	0.00	14.00	0.00	14.00	0.00	0.00	0.00	0.00	0.00	8.00	0.00	0.00	0.50								
	<b>Sub-Total</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>34.00</b>	<b>0.00</b>	<b>34.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>20.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2.20</b>								
B3	<b>Special Projects</b>																							
23	(i) Auditorium (AIR)	0.00	0.00	0.00	0.50	0.00	0.50	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.01	0.00								
24	(ii) Global Coverage for DD International	0.00	0.00	0.00	10.00	0.00	10.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.01	0.00								
25	(iii) Broadcasting Museum (DD)	0.00	0.00	0.00	0.50	0.00	0.50	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.01	0.00								
26	(iv) Kisan Channel												100.00	0.00	100.00	10.00								
	<b>Total Special Projects</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>11.00</b>	<b>0.00</b>	<b>11.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>100.03</b>	<b>0.00</b>	<b>100.03</b>	<b>10.00</b>								
	<b>Total-Prasar Bharati</b>																							
	On-going Component/Schemes	412.50	0.00	412.50	469.00	0.00	469.00	63.65	410.00	0.00	410.00	50.44	485.00	0.00	485.00	61.25								
	New Component/Schemes + Special projects	0	0	0.00	45.00	0.00	45.00	0.00	0.00	0.00	0.00	0.00	120.03	0.00	120.03	12.20								
	<b>Total</b>	<b>412.50</b>	<b>0.00</b>	<b>412.50</b>	<b>514.00</b>	<b>0.00</b>	<b>514.00</b>	<b>63.65</b>	<b>410.00</b>	<b>0.00</b>	<b>410.00</b>	<b>50.44</b>	<b>605.03</b>	<b>0.00</b>	<b>605.03</b>	<b>73.45</b>								
	<b>Total - Broadcasting Sector</b>	<b>414.76</b>	<b>0.00</b>	<b>414.76</b>	<b>544.00</b>	<b>0.00</b>	<b>544.00</b>	<b>64.65</b>	<b>432.01</b>	<b>0.00</b>	<b>432.01</b>	<b>50.59</b>	<b>646.03</b>	<b>0.00</b>	<b>646.03</b>	<b>74.75</b>								
	Grand Total of Budgetary Support (Information+Film+Broadcasting)	612.10	0.00	612.10	905.00	0.00	905.00	90.50	740.00	0.00	740.00	74.00	1005.00	0.00	1005.00	100.50								
27	<b>New Content Development to be financed by IEBR from Prasar Bharati</b>																							
	<b>AIR</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>75.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>75.00</b>	<b>0.00</b>								
	<b>DD</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>125.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>125.00</b>	<b>0.00</b>								
	<b>Sub-Total</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>200.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>200.00</b>	<b>0.00</b>								
	<b>OVERALL PLAN SIZE</b>	<b>612.10</b>	<b>0.00</b>	<b>612.10</b>	<b>905.00</b>	<b>200.00</b>	<b>1105.00</b>	<b>90.50</b>	<b>740.00</b>	<b>0.00</b>	<b>940.00</b>	<b>74.00</b>	<b>1005.00</b>	<b>200.00</b>	<b>1205.00</b>	<b>100.50</b>								



*A presentation by Song and Drama Division*



*Government of India Calendar release Function 2015*



# 19

## Media Unit-wise Budget

Demand No. 61-Ministry of Information & Broadcasting	B.E. 2014-15						R.E. 2014-15			B.E. 2015-16					
	Name of Media Units/Activity						Plan	Non Plan	Total	Plan	Non-Plan	Total	Plan	Non Plan	Total
	Plan	Non Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non Plan	Total
	<b>Revenue Section</b>														
	Major Head-'2251'-Secretariat Social Services														
1.	Main Sectt. (including PAO)						769400	496100	1265500	415599	512500	928099	1769000	583300	2352300
	<b>Major Head-'2205'- Art &amp; Culture Certification of Cinematographic films for public exhibition</b>														
2.	Central Board of Film Certification						0	70100	70100	0	71200	71200	0	75100	75100
3.	Film Certification Appellate Tribunal						0	1700	1700	0	900	900	0	1700	1700
	<b>Total Major Head '2205'</b>						<b>0</b>	<b>71800</b>	<b>71800</b>	<b>0</b>	<b>72100</b>	<b>72100</b>	<b>0</b>	<b>76800</b>	<b>76800</b>
	<b>Major Head-'2220'-Information, Films &amp; Publicity</b>														
4.	Films Division						10000	401800	411800	5001	401700	406701	10000	431000	441000
5.	Directorate of Film Festivals						0	123800	123800	0	121300	121300	0	124300	124300
6.	National Film Archive of India						20000	46500	66500	15900	43400	59300	20000	47500	67500
7.	Grants-in-aid to Satyajit Ray F&T.L., Kolkata						160000	108900	268900	160000	114900	274900	100000	123700	223700
8.	Grants-in-aid to Children's Film Society of India (CFSI)						0	27000	27000	0	27400	27400	0	29800	29800
9.	Grants-in-aid to Film & Television Institute of India, Pune						250000	210100	460100	190000	204400	394400	200000	220600	420600
10.	Grants-in-aid to Film Societies						0	0	0	0	0	0	0	0	0
11.	Electronic Media Monitoring Centre						96800	40700	137500	98800	26400	125200	90000	14100	104100
12.	Research, Reference & Training Division renamed as New Media Wing						0	24900	24900	0	23200	23200	0	23100	23100
13.	Grants-in-aid to IIMC						215000	95500	310500	119700	101900	221600	130000	109500	239500
14.	Directorate of Advertising & Visual Publicity						1606000	697700	2303700	1450600	654200	2104800	170000	740200	910200
15.	Press Information Bureau						140000	453000	593000	66000	527286	593286	100000	548100	648100
16.	Grants-in-aid to Press Council of India						0	61300	61300	0	61400	61400	0	66300	66300
17.	Payment for Pro. & Spl. Services						0	100	100	0	25	25	0	100	100
18.	Directorate of Field Publicity						45000	497400	542400	40400	498389	538789	29800	532800	562600
19.	Song and Drama Division						72000	243600	315600	22000	243100	265100	30000	247800	277800
20.	Publications Division						50000	260500	310500	45000	285000	330000	45000	285400	330400
21.	Employment News						0	251900	251900	0	215800	215800	0	242100	242100
22.	Registrar of Newspapers for India						2000	46500	48500	2500	47400	49900	2000	52200	54200
23.	Photo Division						4500	46700	51200	3500	42000	45500	5200	41700	46900
24.	Contribution to International programme for the Development of Communication						0	1700	1700	0	1900	1900	0	1700	1700
25.	Contribution to Asia Pacific Institute for Broadcasting Development						0	2500	2500	0	2500	2500	0	2500	2500
	<b>Total Major Head '2220'</b>						<b>2671300</b>	<b>3642100</b>	<b>6313400</b>	<b>2219401</b>	<b>3643600</b>	<b>5863001</b>	<b>932000</b>	<b>3884500</b>	<b>4816500</b>
	<b>Total Major Head 2251, 2205 and 2220</b>						<b>3440700</b>	<b>4210000</b>	<b>7650700</b>	<b>2635000</b>	<b>4228200</b>	<b>6863200</b>	<b>2701000</b>	<b>4544600</b>	<b>7245600</b>

Name of Media Units/Activity	(₹ in thousands)									
	B.E. 2014-15			R.E. 2014-15			B.E. 2015-16			
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	
Broadcasting (Major Head - 2221)										
Sound Broadcasting (Sub Major Head)										
Direction and Administration (Minor Head)										
Salaries	0	0	0	0	0	0	0	0	0	0
Television (Sub Major Head)										
Salaries	0	0	0	0	0	0	0	0	0	0
General (Sub Major Head)										
Prasar Bharati (Minor Head)										
Grants-in-aid	5315800	18900000	24215800	3812400	20019800	23832200	5274300	23421200	28695500	
<b>Total - Broadcasting</b>	<b>5315800</b>	<b>18900000</b>	<b>24215800</b>	<b>3812400</b>	<b>20019800</b>	<b>23832200</b>	<b>5274300</b>	<b>23421200</b>	<b>28695500</b>	
North Eastern Area other expenditure scheme for the benefit of North Eastern Region & Sikkim										
Lump Sum Provision (Major Head - 2552)	1005000	0	1005000	752000	0	752000	920000	0	920000	
<b>Total - Revenue Section</b>	<b>9761500</b>	<b>23110000</b>	<b>32871500</b>	<b>7199400</b>	<b>24248000</b>	<b>31447400</b>	<b>8895300</b>	<b>27965800</b>	<b>36861100</b>	



Name of Media Units	B.E. 2014-15			R.E. 2014-15			B.E. 2015-16		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1. Acquisition of Equipment for Films Division	10000	0	10000	13000	0	13000	5000	0	5000
2. Acquisition of Equipment for Press Information Bureau	0	0	0	0	0	0	0	0	0
3. Acquisition of Equipment for Directorate of Field Publicity	0	0	0	0	0	0	0	0	0
4. Acquisition of Equipment for Song and Drama Division	0	0	0	0	0	0	0	0	0
5. Acquisition of Equipment for Photo Division	0	0	0	0	0	0	0	0	0
6. Acquisition of Equipment for Main Sectt.	0	0	0	0	0	0	0	0	0
7. Acquisition of Equipment for Indian Institute of Mass Communication	0	0	0	0	0	0	0	0	0
8. Acquisition of Equipment for Sayajit Ray Film and Television Institute, Kolkata	0	0	0	0	0	0	0	0	0
9. Acquisition of Equipment for Film and Television Institute, Pune	0	0	0	0	0	0	0	0	0
10. Acquisition of Equipment for CBFC.	10000	0	10000	5010	0	5010	20000	0	20000
11. Film Festival Complex - Additions and alterations - Machinery and Equipment	0	0	0	100	0	100	100	0	100
12. Electronic Media Monitoring Centre - Machinery & Equipment	93200	0	93200	93200	0	93200	75000	0	75000
13. Acquisition of Equipments for Publications Division	0	0	0	0	0	0	0	0	0
14. Acquisition of Equipments for Employment News	0	0	0	0	0	0	0	0	0
<b>B] Buildings</b>									
15. Upgradation of building infrastructure of Films Division- Major Works	20000	0	20000	22000	0	22000	20000	0	20000
16. Setting up Museum of Moving Images (FD) Major Works	10000	0	10000	100	0	100	5000	0	5000
17. Upgradation and modernisation of FTII	0	0	0	0	0	0	0	0	0
18. Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library	50000	0	50000	48000	0	48000	40000	0	40000
19. Film Festival Complex - Additions and alterations - Major Works	50000	0	50000	53900	0	53900	19900	0	19900
20. Infrastructure development in SRF/TTI	0	0	0	0	0	0	0	0	0
21. Soochna Bhavan building - Major Works	300	0	300	300	0	300	0	0	0
22. Kendriya Soochna Bhawan in States of DFP	0	0	0	0	0	0	0	0	0
23. Setting up of National Press Centre and Mini Media Centre for PIB	25000	0	25000	25000	0	25000	0	0	0
24. Upgradation and expansion of Infrastructure of CBFC	10000	0	10000	1990	0	1990	20000	0	20000
25. Building & Housing project of IIMC	0	0	0	0	0	0	0	0	0
26. Building & Towers for Private FM Radio Stations	0	0	0	0	0	0	0	0	0
27. Setting up of Institute of Mass Media (IMM)	0	0	0	0	0	0	0	0	0
28. Electronic Media Monitoring Centre - Major Works	10000	0	10000	58000	0	58000	45000	0	45000
<b>Investment</b>									
National Film Development Corporation	0	0	0	0	0	0	0	0	0
<b>Total - Capital Section Major Head '4220'</b>	<b>288500</b>	<b>0</b>	<b>288500</b>	<b>320600</b>	<b>0</b>	<b>320600</b>	<b>250000</b>	<b>0</b>	<b>250000</b>

Name of Media Units	(₹ in thousands)									
	B.E. 2014-15			R.E. 2014-15			B.E. 2015-16			Total
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	
<b>Loans for Information &amp; Publicity (Major Head - 6220)</b>										
Films (Sub-Major Head)										
Loans to Public Sector and undertakings										
<b>(Minor Head)</b>										
National Film Development Corporation										
Loans and Advances	0	0	0	0	0	0	0	0	0	0
<b>Loans for Broadcasting (Major Head - 6221)</b>										
<b>Loans to public Sector and Other Undertakings</b>										
Prasar Bharati										
Loans and Advances	0	0	0	0	0	0	0	0	0	0
Capital outlay on North East Areas other expenditure										
Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 4552)										
Acquisition of Equipment for Directorate of Field Publicity	0	0	0	0	0	0	0	0	0	0
Acquisition of Equipment for IIMC	0	0	0	0	0	0	0	0	0	0
Opening up of New Regional Centres of IIMC	0	0	0	0	0	0	0	0	0	0
Upgradation and expansion of Infrastructure of CBFC	0	0	0	0	0	0	0	0	0	0
<b>Total Major Head 4552</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Capital outlay on North East Areas other expenditure										
Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 6552)										
Prasar Bharati	0	0	0	0	0	0	0	0	0	0
<b>Total - Capital Section</b>	<b>288500</b>	<b>0</b>	<b>288500</b>	<b>320600</b>	<b>0</b>	<b>320600</b>	<b>250000</b>	<b>0</b>	<b>250000</b>	<b>250000</b>
<b>Total - Demand No. 61</b>	<b>10050000</b>	<b>23110000</b>	<b>33160000</b>	<b>7520000</b>	<b>24248000</b>	<b>31768000</b>	<b>9145300</b>	<b>27965800</b>	<b>37111100</b>	<b>37111100</b>

क्लीन इंडिया, स्वच्छ भारत

# राष्ट्रीय बाल फ़िल्म मेला

#RashtriyaBalFilmMela



प्रस्तुति



सूचना और प्रसारण मंत्रालय  
भारत सरकार



एक कदम स्वच्छता की ओर

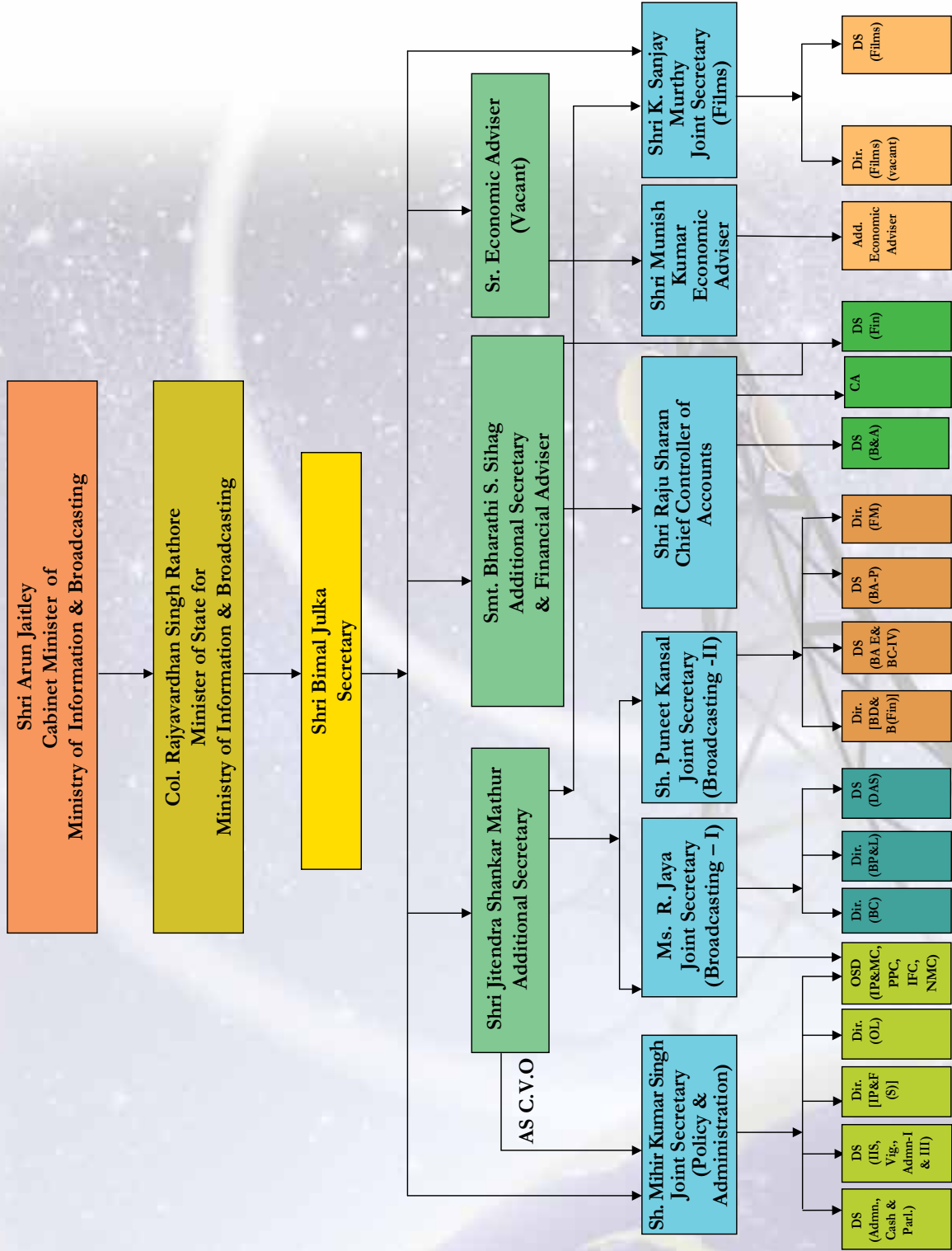
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# 20 Organisations Chart of Ministry of I&B

- **Organisations Chart**
- **Designations in the Ministry**
- **Website Addresses**

## Organizational Chart of the Ministry of Information and Broadcasting



## Designations in the Ministry

Secretary	Secretary
A.S	Additional Secretary
AS & FA	Additional Secretary & Financial Adviser
Sr. Economic Adviser	Senior Economic Adviser
JS (P&A)	Joint Secretary (Policy & Administration)
JS (B-I)	Joint Secretary (Broadcasting-I)
JS (F)	Joint Secretary (Films)
JS (B-II)	Joint Secretary (Broadcasting-II)
Economic Adviser	Economic Adviser
CCA	Chief Controller of Accounts
Director (Films)	Director (Films)
Director (BC)	Director (Broadcasting Content)
Director (BP&L)	Director (Broadcasting Policy & Legislation)
Director (IP&FS)	Director (Information Policy & Films Society)
Dir BD & B (Fin.)	Director (Broadcasting Development & Broadcasting Finance)
Dir. (FM)	Director (Frequency Modulation)
Director (OL)	Director (Official Language)
DS (Fin.)	Deputy Secretary (Finance)
DS (BAP)	Deputy Secretary (Broadcasting Administration Programme)
AEA	Additional Economic Adviser
OSD (C)	Officer on Special Duty (Co-ordination)
DS (IIS & Vig.)	Deputy Secretary (Indian Information Service & Vigilance)
DS (DAS)	Deputy Secretary (Digital Addressable System)
DS (Films)	Deputy Secretary (Films)
DS (BAE)	Deputy Secretary (Broadcasting Administration Engineering)

DS (B&A)	Deputy Secretary ( Budget & Account)
CA	Controller of Accounts
US (MUC & P)	Under Secretary (Media Unit Coordination & Press)
US (FS )	Under Secretary (Films Society)
US (Admn. II & IV)	Under Secretary (Administration II & IV)
US (Admn. I & III)	Under Secretary (Administration I & III)
US (Vigilance)	Under Secretary (Vigilance)
US (IIS, Cash & Parl.)	Under Secretary (Indian Information Service, Cash & Parliament)
US (NMC)	Under Secretary (New Media Cell)
US (PPC, IFC & IP & MC)	Under Secretary (Policy Planning Cell, Information Facilitation Centre & Information Policy & Media Coordination)
US (BC-I, II & III)	Under Secretary (Broadcasting Content-I, II & III)
US (INSAT)	Under Secretary (Indian Satellite Television))
US (DAS)	Under Secretary (Digital Addressable System)
US (BP & L)	Under Secretary (Broadcasting Policy & Legislation)
US (BD & B Fin.)	Under Secretary (Broadcasting Development & Broadcasting Finance)
US (FM)	Under Secretary (Frequency Modulation)
US (BAP-I)	Under Secretary (Broadcasting Administration Programme-I)
US (BAP-II)	Under Secretary (Broadcasting Administration Programme-II)
US (BA-E)	Under Secretary (Broadcasting Administration Engineering)
US (BC-IV)	Under Secretary (Broadcasting Content-IV)
US (F-I & III)	Under Secretary (Finance-I & Finance-III)
US (Fin-II)	Under Secretary (Finance-II)
US (B&A)	Under Secretary (Budget & Accounts)
US (FF & FTI)	Under Secretary (Films Festival and Film & Television Institute )
US (FI & FC)	Under Secretary (Films Industry & Films Certification)
US (FA & F PSU)	Under Secretary (Films Administration and Films Public Sector Undertaking)

DD (EW)	Deputy Director (Economic Wing)
AD (OL)-1	Assistant Director (Official Language)-1
AD (OL)-2	Assistant Director (Official Language)-2
DD (CRS)	Deputy Director (Community Radio Station)
DCA	Deputy Controller of Accounts
Admn-I	Administration-I
Admn-II	Administration-II
Admn-III	Administration-III
Admn-IV	Administration-IV
Cash	Cash
Parliament Cell	Parliament Cell
MUC	Media Unit Cell
FS Desk	Films (Society) Desk
OL Unit	Official Language Unit
Vigilance	Vigilance
IP & MC	Information Policy & Media Coordination
PP Cell	Policy Planning Cell
Press	Press
IIS	Indian Information Service
F (F) Desk	Films (Festivals) Desk
F (FTI) Desk	Films (Film & Television Institute) Desk
F (A) Desk	Films (Administration) Desk
F (C) Desk	Films (Certification) Desk
F (I) Desk	Films (Industry) Desk
F (PSU)	F (Public Sector Undertaking)
BC-I	Broadcasting Content-I



BC-II	Broadcasting Content-II
BC-III	Broadcasting Content-III
BC-IV	Broadcasting Content-IV
B (D)	Broadcasting (Development)
B (Fin.)	Broadcasting (Finance)
BP & L	Broadcasting Policy & Legislation
BA-P	Broadcasting Administration-Programme
FM Cell	Frequency Modulation Cell
CRS Cell	Community Radio Stations Cell
INSAT-TV	Indian Satellite Television
BA-E	Broadcasting Administration-Engineering
Fin-I & III	Finance I & III
Fin-II	Finance II
PC Cell	Plan Coordination Cell
B & A	Budget & Accounts
PMS	Performance Management Section
NMC	New Media Cell
P & AO	Pay & Accounts Officer
IFC	Information Facilitation Counter

## Website Address of Media Units

S.No.	Name of the Media Unit	Website
1.	Press Information Bureau	<a href="http://www.pib.nic.in">www.pib.nic.in</a>
2.	Directorate of Advertising and Visual Publicity	<a href="http://www.davp.nic.in">www.davp.nic.in</a>
3.	Publications Division	<a href="http://www.publicationsdivision.nic.in">www.publicationsdivision.nic.in</a>
4.	Registrar of Newspaper for India	<a href="http://www.rni.nic.in">www.rni.nic.in</a>
5.	Directorate of Field Publicity	<a href="http://www.dfp.nic.in">www.dfp.nic.in</a>
6.	Photo Division	<a href="http://www.photodivision.gov.in">www.photodivision.gov.in</a>
7.	Indian Institute of Mass Communication	<a href="http://www.iimc.nic.in">www.iimc.nic.in</a>
8.	Press Council of India	<a href="http://www.presscouncil.nic.in">www.presscouncil.nic.in</a>
9.	New Media Wing	
10.	Prasar Bharati (i) Doordarshan (ii) All India Radio	<a href="http://www.prasarbharati.gov.in">www.prasarbharati.gov.in</a> <a href="http://www.ddindia.gov.in">www.ddindia.gov.in</a> <a href="http://www.allindiaradio.gov.in">www.allindiaradio.gov.in</a>
11.	Song and Drama Division	<a href="http://www.sdd.nic.in">www.sdd.nic.in</a>
12.	Directorate of Film Festival	<a href="http://www.dff.nic.in">www.dff.nic.in</a>
13.	Broadcasting Engineering Consultant India Limited	<a href="http://www.becil.com">www.becil.com</a>
14.	Films Division	<a href="http://www.filmsdivision.org">www.filmsdivision.org</a>
15.	Children Film Society of India	<a href="http://www.cfsindia.org">www.cfsindia.org</a>
16.	Film and Television Institute of India	<a href="http://www.ftiindia.com">www.ftiindia.com</a>
17.	National Film Development Corporation Ltd.	<a href="http://www.nfdcindia.com">www.nfdcindia.com</a>
18.	Central Board of Film Certification	<a href="http://www.cbfcindia.gov.in">www.cbfcindia.gov.in</a>
19.	Satyajit Ray Film and Television Institute	<a href="http://www.srfti.gov.in">www.srfti.gov.in</a>
20.	National Film Archives of India	<a href="http://www.nfaipune.gov.in">www.nfaipune.gov.in</a>
21.	Electronic Media Monitoring Centre	<a href="http://www.emmc.gov.in">www.emmc.gov.in</a>





# 21 Results-Framework Document for (RFD) Ministry of Information and Broadcasting (2013-2014)



सत्यमेव जयते

- **RFD**
- **Achievements**
- **Evaluation**

**Section 1:**  
**Vision, Mission, Objectives and Functions**

**Vision**

Create an enabling environment for sustained growth of media and entertainment sector, facilitate value based wholesome entertainment and effectively disseminate information on government policies, programs and achievements.

**Mission**

Facilitate sustained annual growth rate of 13 percent for media and entertainment sector; ensure free flow of information to the public and safeguard freedom of press and media; effectively disseminate information on the policies, programs and achievements of government using emerging technologies; promote development of broadcasting industry in India; strengthen public service broadcaster; work towards universal digitalization of broadcasting by 2017; expand FM radio network to all cities of one lakh and above by 2014-15 and community radio service for empowering local communities; create a policy framework for the development of value based content for healthy entertainment of people of all ages; restore, digitalize, preserve and enhance public access to the archival wealth of films, video and audio resources; support digital conversion of Indian films by 2016-17; upscale human resources development and set up centres of excellence for media and entertainment sector.

**Objectives**

- 1 Effective dissemination of information of government programmes and policies
- 2 Facilitate development of broadcasting industry
- 3 Monitoring of content of broadcasting media
- 4 Popularizing use of Community Radio as a medium to empower civil society
- 5 Strengthening Public Service Broadcaster–Support to Prasar Bharati
- 6 Promoting and encouraging good cinema and recognizing outstanding contribution to the films
- 7 Up-scaling of Human Resources for media and entertainment sector
- 8 Improving efficiency of Responsibility Centres and PSUs

**Functions**

- 1 The Ministry of Information & Broadcasting is functionally organized into three wings: (i) Information, (ii) Film and (iii) Broadcasting Wing.

**The responsibilities assigned to the three wings are:**

- (i) Information Wing: Information Wing is primarily entrusted with the responsibilities of press and publicity for the people. Administration of two acts namely–The Press and Registration of Books Act, 1867 and The Press Council Act, 1978 falls under this wing. Besides, it is the administrative wing for the Media Units namely Press Information Bureau; Directorate of Audio Visual Publicity; Song & Drama Division; Directorate of Field Publicity; Publications Division; Registrar of Newspapers for India; Photo Division; Indian Institute of Mass Communication and Research, Reference and Training Division.
- (ii) Film Wing: All matters relating to film industry, including developmental and promotional activities like organisation of film festivals, cultural exchange programmes and import of cinematograph films, equipments etc are handled in Film Wing. Besides, Cinematograph Act 1952 is administered by the Wing. Film Wing is the administrative wing for media units namely Film and Television Institute of India; Central Board of Film Certification; Directorate of Film Festivals; National Film Archives of India and Satyajit Ray Film and Television Institute. National Film Development Corporation Limited is the corporation under this Wing.
- (iii) Broadcasting Wing: Broadcasting Wing is the administrative wing for all matters related to radio and television broadcasting in India. It is the administrative wing for administration of the Cable Television Network (Regulation) Amendment Act 2011 and Broadcast Monitoring and Administration of the Prasar Bharati (Broadcasting Corporation of India) Act, 1990. Broadcast Engineering Consultant India Ltd. is the corporation under this wing.

**Section 2:**  
**Inter se Priorities among Key Objectives, Success Indicators and Targets**

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%
[1] Effective dissemination of information of Government Programmes and policies	23.50	[1.1] Organizing Public Information Campaigns (PIC) by PIB	[1.1.1] PICs conducted	Number	4.50	136	125	105	90	80
		[1.2] Release of Advertisements by Directorate of Advertising and Visual Publicity (DAVP) on key flagship programmes / schemes	[1.2.1] Print Advertisements released	Number	1.00	16000	14400	12800	11200	9600
		[1.2.2] Audio- Visual Advertisements released	Number	1.00	370	333	296	259	222	
		[1.2.3] Exhibitions organised	Number	1.00	600	540	480	420	360	
		[1.2.4] Outdoor Publicity taken	Number	1.00	600	540	480	420	360	
		[1.3] Digitalization of archival images by Photo Division	[1.3.1] Images uploaded	Number	2.00	120000	108000	96000	84000	72000
		[1.4] Presentation of programmes including theatrical shows on national themes by Song and Drama Division (S&DD)	[1.4.1] Programmes and theatrical shows conducted	Number	2.00	12000	11000	10000	9500	9000
		[1.5] Bringing out quality publications on topical issues in Hindi, English, Braille and other regional languages by Publications Division	[1.5.1] Books published	Number	1.00	90	81	72	63	54
			[1.5.2] Issues of journal including special issues	Number	1.00	216	194	172	151	129

**Section 2:**  
**Inter se Priorities among Key Objectives, Success Indicators and Targets**

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value												
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%								
[1.6] Direct contact programme / Special Outreach Programme of Directorate of Field Publicity	1.00	[1.6.1] Programmes conducted	Number	600	540	480	420	360										
												[1.6.2] Villages covered	Number	1000	900	800	700	600
[1.7] Infrastructure support for Direct Contact Programme	1.00	[1.7.1] Regional Offices (ROs) to be equipped with AV equipment and vehicles	Number	5	4	3	2	1										
											[1.7.2] Field Publicity Units (FPU's) to be equipped with AV equipment and vehicles	Number	35	30	25	20	15	
																		[1.8.1] Operationalisation of new communication infrastructure
[1.8] Computerization and Modernization of PIB	1.00	[1.9.1] Commencement of online issue of Release Orders (ROs)	Date	31/12/2013	31/01/2014	15/02/2014	28/02/2014	31/03/2014										
											[1.9.2] Commencement of online billing	Date	31/12/2013	31/01/2014	15/02/2014	28/02/2014	31/03/2014	
																		[1.9.3] Commencement of online payments

Results-Framework Document (RFD) for Ministry of Information and Broadcasting-(2013-2014)

**Section 2:**  
**Inter se Priorities among Key Objectives, Success Indicators and Targets**

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value					
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%	
[2] Facilitate development of broadcasting industry	11.00	[2.1] Bringing in transparency in application processing	[2.1.1] Automation of TV (INSAT) section – Award of Work	Date	1.00	31/08/2013	30/09/2013	31/10/2013	30/11/2013	31/12/2013	
			[2.1.2] Operationalisation of Automated System	Date	1.00	31/01/2014	15/02/2014	28/02/2014	15/03/2014	31/03/2014	
	[2.2] Digitisation of analog Cable Network	[2.2.1] Preparation of Plan of Action for coverage of all areas under Digital Addressable System (DAS)	Date	2.00	15/02/2014	01/03/2014	15/03/2014	25/03/2014	31/03/2014		
		[2.2.2] Impact analysis of DAS on consumers – Receipt of Report	Date	2.00	15/02/2014	01/03/2014	15/03/2014	25/03/2014	31/03/2014		
	[2.3] Expansion of FM Radio Services in India	5.00	[2.3.1] Issue of Licenses after e-Auction of first Batch of Radio Channels	[2.3.1.1] Issue of RFP	Date	5.00	15/01/2014	31/01/2014	15/02/2014	28/02/2014	15/03/2014
				[2.3.1.2] Issue of Licenses after e-Auction of first Batch of Radio Channels	Date	2.00	30/11/2013	31/12/2013	31/01/2014	28/02/2014	31/03/2014
[3] Monitoring of content of Broadcasting Media	5.00	[3.1] Finalization of design and specifications for the civil work at EMMC Premises [3.2] Monitoring of content	[3.2.1] TV channels monitored	Number	1.00	50	40	35	30	25	
			[3.2.2] Private FM channels monitored	Number	1.00	25	20	15	12	10	



**Section 2:**  
**Inter se Priorities among Key Objectives, Success Indicators and Targets**

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%
[4] Popularizing use of Community Radio as a medium to empower civil society	6.00	[4.1] Create awareness about Community Radio policy through consultations/ workshops [4.2] Launch of Community Radio Support Scheme	[3.2.3] Community Radio Stations monitored	Number	1.00	25	20	15	12	10
			[4.1.1] Workshop held	Number	1.00	5	4	3	2	1
			[4.2.1] Appraisal by EFC	Date	1.00	30/11/2013	31/12/2013	31/01/2014	24/02/2014	31/03/2014
			[4.2.2] Setting up of Programme Management Unit in CRS Section	Date	1.00	31/01/2014	15/02/2014	28/02/2014	15/03/2014	31/03/2014
			[4.3.1] Applications disposed within three months of receipt	Percent	2.00	100	90	80	70	60
[5] Strengthening Public Service Broadcaster – Support to Prasar Bharati	6.00	[4.4] Operationalisation of CR Stations after WOL issued [5.1] Facilitating recruitment against vacant posts in PB	[4.4.1] CR Stations operationalised	Percent	1.00	50	40	30	20	10
			[5.1.1] Revival of essential posts in PB	Number	2.00	1150	1125	1100	1075	1050
			[5.1.2] Notification of Prasar Bharati Recruitment Board	Date	1.00	31/12/2013	15/01/2014	31/01/2014	28/02/2014	15/03/2014
			[5.1.3] Notification of Recruitment Regulations for Prasar Bharati Employees	Number	1.00	125	100	75	50	25

Results-Framework Document (RFD) for Ministry of Information and Broadcasting-(2013-2014)

**Section 2:**  
**Inter se Priorities among Key Objectives, Success Indicators and Targets**

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%
[6] Promoting and encouraging good cinema and recognizing outstanding contribution to the films	15,00	[5.2] Broadcasting Network Infrastructure Development	[5.2.1] Approval by CCEA	Date	2.00	31/10/2013	15/11/2013	30/11/2013	15/12/2013	31/12/2013
		[6.1] Finalisation of 60th National Films Awards	[6.1.1] Presentation of awards	Date	2.00	31/05/2013	15/06/2013	30/06/2013	15/07/2013	31/07/2013
		[6.2] Participation in film weeks and films festivals organized in India and abroad	[6.2.1] Participation in film festivals	Number	2.00	55	50	45	40	35
		[6.3] Organisation of International Film Festival of India (IFFI), 2013 at Goa	[6.3.1] Participation of countries in IFFI	Number	3.00	60	55	50	45	40
		[6.4] Setting up of National Museum of Indian cinema in Mumbai	[6.4.1] Opening of Museum (first phase) to the public	Date	2.00	31/12/2013	15/01/2014	31/01/2014	15/02/2014	28/02/2014
		[6.5] Setting up of National Heritage Mission	[6.5.1] Approval of Scheme by the Competent Authority	Date	2.00	31/10/2013	15/11/2013	30/11/2013	15/12/2013	31/12/2013
		[6.6] Acquisition of films by NFAI	[6.6.1] Number of films acquired	Number	2.00	65	58	52	43	39
[7] Up-scaling of Human Resources for media and entertainment sector	15,00	[6.7] Production of documentary films by Films Division	[6.7.1] Completion of documentary films	Number	2.00	100	90	80	70	60
		[7.1] Setting up of National Centre of Animation, Gaming and Visual Effects	[7.1.1] Approval of Scheme by the Competent Authority	Date	3.00	15/02/2014	28/02/2014	15/03/2014	25/03/2014	31/03/2014

**Section 2:  
Inter se Priorities among Key Objectives, Success Indicators and Targets**

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%
[8] Improving efficiency of Responsibility Centres and PSUs	4.00	[7.2] Declaration of IMC to be An Institution of National Importance	[7.2.1] Submission of Cabinet Note to Cabinet Sectt.	Date	2.00	30/11/2013	31/12/2013	15/01/2014	31/01/2014	15/02/2014
			[7.2.2] Introduction of Bill in Parliament	Date	3.00	31/12/2013	15/01/2014	31/01/2014	15/02/2014	15/03/2014
			[7.3.1] Persons trained at IMC	Number	1.00	385	370	360	350	340
			[7.3.2] Persons trained at FTII	Number	1.00	180	175	170	165	160
			[7.3.3] Persons trained at SRFII	Number	1.00	293	280	270	260	250
		[7.4] Modernisation & Augmentation of facilities at FTII, Pune	Date	2.00	30/09/2013	31/10/2013	30/11/2013	31/12/2013	31/01/2014	
		[7.5] Modernisation & Augmentation of facilities at SRFII, Kolkata	Date	2.00	30/09/2013	31/10/2013	30/11/2013	31/12/2013	31/01/2014	
		[8.1] RFD of Responsibility Centres	Date	2.00	15/05/2013	21/05/2013	28/05/2013	05/06/2013	15/06/2013	
		[8.2] Achievement of MoU targets by NFDC	Percent	1.00	85	75	65	60	55	
		[8.3] Achievement of MoU targets by BECIL	Percent	1.00	85	75	65	60	55	
* Efficient Functioning of the RFD System	3.00	Timely submission of Draft RFD 2014-15 for Approval	On-time submission	Date	2.0	05/03/2014	06/03/2014	07/05/2014	08/03/2014	11/03/2014
		Timely submission of Results for 2012-13	On-time submission	Date	1.0	01/05/2013	02/05/2013	03/05/2013	06/05/2013	07/05/2013

\* Mandatory Objective(s)

**Section 2:**  
**Inter se Priorities among Key Objectives, Success Indicators and Targets**

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%
* Transparency/Service delivery Ministry/Department	3.00	Independent Audit of implementation of Citizens'/Clients' Charter (CCC)	% of implementation	%	2.0	100	90	80	70	60
						100	90	80	70	60
* Administrative Reforms	6.00	Independent Audit of implementation of Public Grievance Redressal System	% of implementation	%	1.0	100	95	90	85	80
						100	95	90	85	80
						100	95	90	85	80
						100	95	90	85	80
* Improving Internal Efficiency/Responsiveness.	2.00	Implement mitigating strategies for reducing potential risk of corruption	% of implementation	%	2.0	100	95	90	85	80
						100	95	90	85	80
						100	95	90	85	80
						100	95	90	85	80
* Ensuring compliance to the Financial Accountability Framework	0.50	Implement ISO 9001 as per the approved action plan	Timely submission of Action Plan for enabling innovation	Date	2.0	15/05/2014	16/05/2014	19/05/2014	20/05/2014	21/05/2014
						24/03/2014	25/03/2014	26/03/2014	27/03/2014	28/03/2014
						10/09/2013	17/09/2013	24/09/2013	01/10/2013	08/10/2013
						100	90	80	70	60
* Ensuring compliance to the Financial Accountability Framework	0.50	Identify, design and Implement major innovations.	Timely submission	Date	1.0	24/03/2014	25/03/2014	26/03/2014	27/03/2014	28/03/2014
						10/09/2013	17/09/2013	24/09/2013	01/10/2013	08/10/2013
						100	90	80	70	60
						100	90	80	70	60
* Ensuring compliance to the Financial Accountability Framework	0.50	Update departmental strategy to align with 12th Plan priorities	Percentage of ATNs submitted within due date (4 months) from date of presentation of Report to Parliament by CAG during the year.	%	0.25	100	90	80	70	60
						100	90	80	70	60
						100	90	80	70	60
						100	90	80	70	60
* Ensuring compliance to the Financial Accountability Framework	0.50	Timely submission of ATNs on Audit paras of C&AG	Percentage of ATRs submitted within due date (6 months) from date of presentation of Report to Parliament by PAC during the year.	%	0	100	90	80	70	60
						100	90	80	70	60
						100	90	80	70	60
						100	90	80	70	60
* Ensuring compliance to the Financial Accountability Framework	0.50	Timely submission of ATRs to the PAC Sectr. on PAC Reports.	Percentage of outstanding ATRs disposed off during the year.	%	0.25	100	90	80	70	60
						100	90	80	70	60
						100	90	80	70	60
						100	90	80	70	60
* Ensuring compliance to the Financial Accountability Framework	0.50	Early disposal of pending ATNs on Audit Paras of C&AG Reports presented to Parliament before 31.3.2013.	Percentage of outstanding ATRs disposed off during the year.	%	0	100	90	80	70	60
						100	90	80	70	60
						100	90	80	70	60
						100	90	80	70	60

\* Mandatory Objective(s)

**Section 3:  
Trend Values of the Success Indicators**

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
[1] Effective dissemination of information of Government Programmes and policies	[1.1] Organizing Public Information Campaigns (PIC) by PIB	[1.1.1] PICs conducted	Number	--	--	125	--	--
	[1.2] Release of Advertisements by Directorate of Advertising and Visual Publicity (DAVP) on key flagship programmes / schemes	[1.2.1] Print Advertisements released	Number	--	--	14400	--	--
		[1.2.2] Audio- Visual Advertisements released	Number	--	--	333	--	--
		[1.2.3] Exhibitions organised	Number	--	--	540	--	--
		[1.2.4] Outdoor Publicity taken	Number	--	--	540	--	--
	[1.3] Digitalization of archival images by Photo Division	[1.3.1] Images uploaded	Number	--	--	108000	--	--
	[1.4] Presentation of programmes including theatrical shows on national themes by Song and Drama Division (S&DD)	[1.4.1] Programmes and theatrical shows conducted	Number	--	--	11000	--	--
	[1.5] Bringing out quality publications on topical issues in Hindi, English, Braille and other regional	[1.5.1] Books published	Number	--	--	81	--	--

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**Section 3:  
Trend Values of the Success Indicators**

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
	languages by Publications Division	[1.5.2] Issues of journal including special issues	Number	--	--	194	--	--
	[1.6] Direct contact programme/Special Outreach Programme of Directorate of Field Publicity	[1.6.1] Programmes conducted	Number	--	--	540	--	--
		[1.6.2] Villages covered	Number	--	--	900	--	--
		[1.6.3] Tours conducted	Number	--	--	7	--	--
	[1.7] Infrastructure support for Direct Contact Programme	[1.7.1] Regional Offices (ROs) to be equipped with AV equipment and vehicles	Number	--	--	4	--	--
		[1.7.2] Field Publicity Units (FPU)s to be equipped with AV equipment and vehicles	Number	--	--	30	--	--
	[1.8] Computerization and Modernization of PIB	[1.8.1] Operationalisation of new communication infrastructure	Date	--	--	28/02/2014	--	--
	[1.9] Computerisation of DAVP	[1.9.1] Commencement of online issue of Release Orders (ROs)	Date	--	--	31/01/2014	--	--

**Section 3:  
Trend Values of the Success Indicators**

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
[2] Facilitate development of broadcasting industry		[1.9.2] Commencement of online billing	Date	--	--	31/01/2014	--	--
		[1.9.3] Commencement of online payments	Date	--	--	31/01/2014	--	--
	[2.1] Bringing in transparency in application processing	[2.1.1] Automation of TV(INSAIT) section – Award of Work	Date	--	--	30/09/2013	--	--
		[2.1.2] Operationalisation of Automated System	Date	--	--	15/02/2014	--	--
	[2.2] Digitisation of analog Cable Network	[2.2.1] Preparation of Plan of Action for coverage of all areas under Digital Addressable System (DAS)	Date	--	--	01/03/2014	--	--
		[2.2.2] Impact analysis of DAS on consumers – Receipt of Report	Date	--	--	01/03/2014	--	--
[3] Monitoring of content of Broadcasting Media	[2.3] Expansion of FM Radio Services in India	[2.3.1] Issue of Licenses after e-Auction of first Batch of Radio Channels	Date	--	--	31/01/2014	--	--
		[3.1.1] Issue of RFP	Date	--	--	31/12/2013	--	--
	[3.2] Monitoring of content	[3.2.1] TV channels monitored	Number	--	--	40	--	--

**Section 3:**  
**Trend Values of the Success Indicators**

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
[4] Popularizing use of Community Radio as a medium to empower civil society	[4.1] Create awareness about Community Radio policy through consultations/workshops	[3.2.2] Private FM channels monitored	Number	--	--	20	--	--
		[3.2.3] Community Radio Stations monitored	Number	--	--	20	--	--
		[4.1.1] Workshop held	Number	--	--	4	--	--
[4] Popularizing use of Community Radio as a medium to empower civil society	[4.2] Launch of Community Radio Support Scheme	[4.2.1] Appraisal by EFC	Date	--	--	31/12/2013	--	--
		[4.2.2] Setting up of Programme Management Unit in CRS Section	Date	--	--	15/02/2014	--	--
		[4.3.1] Applications disposed within three months of receipt	Percent	--	--	90	--	--
[5] Strengthening Public Service Broadcaster – Support to Prasar Bharati	[4.4] Operationalisation of CR Stations after WOL issued	[4.4.1] CR Stations operationalised	Percent	--	--	40	--	--
		[5.1.1] Facilitating recruitment against vacant posts in PB	Number	--	--	1125	--	--
		[5.1.2] Notification of Prasar Bharati Recruitment Board	Date	--	--	15/01/2014	--	--
[5] Strengthening Public Service Broadcaster – Support to Prasar Bharati	[5.1.3] Notification of Recruitment Regulations for	[5.1.3] Notification of Recruitment Regulations for	Number	--	--	100	--	--



**Section 3:  
Trend Values of the Success Indicators**

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
[6] Promoting and encouraging good cinema and recognizing outstanding contribution to the films		Prasar Bharati Employees						
	[5.2] Broadcasting Network Infrastructure Development	[5.2.1] Approval by CCEA	Date	--	--	15/11/2013	--	--
	[6.1] Finalisation of 60th National Films Awards	[6.1.1] Presentation of awards	Date	--	--	15/06/2013	--	--
	[6.2] Participation in film weeks and films festivals organized in India and abroad	[6.2.1] Participation in film festivals	Number	--	--	50	--	--
	[6.3] Organisation of International Film Festival of India (IFFI), 2013 at Goa	[6.3.1] Participation of countries in IFFI	Number	--	--	55	--	--
	[6.4] Setting up of National Museum of Indian cinema in Mumbai	[6.4.1] Opening of Museum (first phase) to the public	Date	--	--	15/01/2014	--	--
	[6.5] Setting up of National Heritage Mission	[6.5.1] Approval of Scheme by the Competent Authority	Date	--	--	15/11/2013	--	--
	[6.6] Acquisition of films by NEFI	[6.6.1] Number of films acquired	Number	--	--	58	--	--
	[6.7] Production of documentary films by Films Division	[6.7.1] Completion of documentary films	Number	--	--	90	--	--
	[7] Up-scaling of Human Resources for media and entertainment sector	[7.1] Setting up of National Centre of Animation, Gaming and Visual	[7.1.1] Approval of Scheme by the Competent Authority	Date	--	--	28/02/2014	--

Results-Framework Document (RFD) for Ministry of Information and Broadcasting-(2013-2014)

**Section 3:  
Trend Values of the Success Indicators**

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
	Effects							
	[7.2] Declaration of IMGC to be An Institution of National Importance	[7.2.1] Submission of Cabinet Note to Cabinet Sectt.	Date	--	--	31/12/2013	--	--
		[7.2.2] Introduction of Bill in Parliament	Date	--	--	15/01/2014	--	--
	[7.3] Up-scaling of Human Resources at IIMC,FTII&SRFTI	[7.3.1] Persons trained at IIMC	Number	365	385	370	385	385
		[7.3.2] Persons trained at FTII	Number	133	108	175	129	143
		[7.3.3] Persons trained at SRFTI	Number	209	209	280	293	290
	[7.4] Modernisation & Augmentation of facilities at FTII, Pune	[7.4.1] Approval of EFC	Date	--	--	31/10/2013	--	--
	[7.5] Modernisation & Augmentation of facilities at SRFTI, Kolkata	[7.5.1] Approval of EFC	Date	--	--	31/10/2013	--	--
[8] Improving efficiency of Responsibility Centres and PSUs	[8.1] RFD of Responsibility Centres	[8.1.1] Finalization of RFD	Date	--	--	21/05/2013	--	--
	[8.2] Achievement of MoU targets by NFDC	[8.2.1] MoU Target	Percent	--	--	75	--	--
	[8.3] Achievement of MoU targets by BECIL	[8.3.1] MoU Target	Percent	--	--	75	--	--

\* Mandatory Objective(s)

**Section 3:  
Trend Values of the Success Indicators**

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
* Efficient Functioning of the RFD System	Timely submission of Deficit RFD 2014-15 for Approval	On-time submission	Date	--	--	05/03/2014	--	--
	Timely submission of Results for 2012-13	On-time submission	Date	--	--	01/05/2013	--	--
* Transparency/Service delivery Ministry/Department	Independent Audit of implementation of Citizens' Charter	% of implementation	%	--	--	95	--	--
	Independent Audit of implementation of Public Grievance Redressal System	% of implementation	%	--	--	95	--	--
* Administrative Reforms	Implement mitigating strategies for reducing potential risk of corruption	% of implementation	%	--	--	95	--	--
	Implement ISO 9001 as per the approved action plan	% of implementation	%	--	--	95	--	--
	Identify, design and implement major innovations.	Timely submission of Action Plan for enabling innovation	Date	--	--	95	--	--
	Identification of core and non-core activities of the Ministry/Department as per 2nd ARC recommendations	Timely submission	Date	--	--	15/10/2013	--	--
* Ensuring compliance to the Financial Accountability Framework	Timely submission of ATNs on Audit paras of C&AG	Percentage of ATNs submitted within due date (4 months) from date of presentation of Report to Parliament by CAG during the year.	%	--	--	90	--	--
	Early disposal of pending ATNs on Audit Paras of C&AG Reports presented to Parliament before 31.3.2013.	Percentage of outstanding ATNs disposed off during the year.	%	--	--	90	--	--

\* Mandatory Objective(s)

**Section 4:  
Acronym**

Sl.No	Acronym	Description
1	AV	Audio-Visual
2	CRS	Community Radio Station
3	DPP	Directorate of Field Publicity
4	FM	Frequency Modulation
5	FPU	Field Publicity Unit
6	PB	Prasar Bharati
7	PIB	Press Information Bureau
8	PIC	Public Information Campaign

Section 4:

Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
1	[1.1.1] PICs conducted	Press Information Bureau (PIB) conducts Public Information Campaign (PIC) all over India. Hence, the success indicator is defined in 'Number' of PICs.	Public Information Campaign	In Number	
2	[1.2.1] Print Advertisements released	DAVP issues print advertisement for Government flagship programmes. Hence, the success indicator is defined in 'Number' of spots released.	Print advertisement for Government flagship programmes	In number	
3	[1.2.2] Audio- Visual Advertisements released	DAVP issues audio-visual spots for advertising Government flagship programmes. Hence, the success indicator is defined in 'Number' of spots released.	audio-visual spots for advertising Government flagship programmes	In Number	
4	[1.2.3] Exhibitions organised	DAVP organises exhibitions for advertising Government flagship programmes. Hence, the success indicator is defined in 'Number' of spots released.	exhibitions for advertising Government flagship programmes	In Number	
5	[1.2.4] Outdoor Publicity taken	DAVP conducts outdoor publicity for advertising Government flagship programmes. Hence, the success indicator is defined in 'Number' of spots released.	outdoor publicity for advertising Government flagship programmes	In Number	
6	[1.3.1] Images uploaded	Photo Division needs to preserve its archival images by digitalization. Hence, the success indicator is defined in terms of 'Number' of images.	Archiving of Images	In Number	
7	[1.4.1] Programmes and theatrical shows conducted	Song & Drama Division (S&DD) conducts programmes for publicizing schemes and policies of the Government. Hence, the success indicator is defined in 'Number' of programmes.	programmes for publicizing schemes and policies of the Government	In Number	
8	[1.5.1] Books published	Publications Division (DPD) publishes books and journals. Hence, the success indicator is defined in 'Number' of books/journals.	Publishing of Books	In Number	
9	[1.5.2] Issues of journal including special issues	Publications Division (DPD) publishes books and journals. Hence, the success indicator is defined in 'Number' of books/journals.	Publication of Books and Journals	In Number	
10	[1.6.1] Programmes conducted	DIP organizes various activities for advertising Government flagship programmes. Hence, the success indicator is defined in 'Number' of Programmes conducted.	Number of Programmes conducted.	In Number	

**Section 4:**  
**Description and Definition of Success Indicators and Proposed Measurement Methodology**

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
11	[1.6.2] Villages covered	DFP organizes various activities for advertising Government flagship programmes by visiting villages of the country. Hence, 'villages covered' is taken as a SI for this Action.	Number of Villages covered.	In Number	
12	[1.6.3] Tours conducted	DFP organizes various activities for advertising Government flagship programmes by conducting tour programmes. Hence, 'Tour conducted' is taken as a SI for this Action.	Number of Tours conducted.	In Number	
13	[1.7.1] Regional Offices (ROs) to be equipped with AV equipment and vehicles	Directorate of Field Publicity (DFP) proposes to equip ROs with AV equipment and vehicles. Hence, the success indicator is defined in 'Number of programmes.	Support to ROs	In Number	
14	[1.7.2] Field Publicity Units (FPU) to be equipped with AV equipment and vehicles	Directorate of Field Publicity (DFP) proposes to equip FPUs with AV equipment and vehicles. Hence, the success indicator is defined in 'Number of programmes.	Support to FPUs	In Number	
15	[1.8.1] Operationalisation of new communication infrastructure	Infrastructure installation of PIB is to be completed by some stipulated date, so that the new communication infrastructure will be operational. Hence, the unit is identified as date.	Infrastructure installation	By the specified date	
16	[1.9.1] Commencement of online issue of Release Orders (ROs)	Directorate of Advertising and Visual Publicity (DAVP) is proposed to be computerised for its operations. Online issues of Release Orders is one of these operations.	Commencement of online issue of Release Orders (ROs)	By the specified date	
17	[1.9.2] Commencement of online billing	Directorate of Advertising and Visual Publicity (DAVP) is proposed to be computerised for its operations. Online billing is one of these operations.	Commencement of online billing.	By the specified date	
18	[1.9.3] Commencement of online payments	Directorate of Advertising and Visual Publicity (DAVP) is proposed to be computerised for its operations. Online payment is one of these operations.	Commencement of online payments.	By the specified date	
19	[2.1.1] Automation of TV (INSAT) section – Award of Work	TV (INSAT) Section is going to be Automated. Award of work for its automation is to be awarded.	Award of Work	By the specified date	
20	[2.1.2] Operationalisation of Automated System	Operationalisation of Automated System	Operationalisation of Automated System	By the specified date	

**Section 4:**  
**Description and Definition of Success Indicators and Proposed Measurement Methodology**

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
21	[2.2.1] Preparation of Plan of Action for coverage of all areas under Digital Addressable System (DAS)	An action plan is to be prepared for coverage of all areas under Digital Addressable System (DAS).	Preparation of Action Plan	By the specified date	
22	[2.2.2] Impact analysis of DAS on consumers – Receipt of Report	A study to measure the impact of Digital Addressable System (DAS) will be commissioned	Piloting a study	By a specified date	
23	[2.3.1] Issue of Licenses after e-Auction of first Batch of Radio Channels	Issue of radio licenses through tendering.	Issue of Licenses	By a specified date	
24	[3.1.1] Issue of RFP	Issue of Request for proposal.		By a specified date	
25	[3.2.1] TV channels monitored	Additional TV channels over the existing.		In Number	
26	[3.2.2] Private FM channels monitored	Additional FM channels over the existing.		In Number	
27	[3.2.3] Community Radio Stations monitored	Additional Community Radio Stations over the existing.		In Number	
28	[4.1.1] Workshop held	Number of workshop held is to be measured in terms of 'number'.	Number of workshop held.	In Number.	
29	[4.2.1] Appraisal by EFC	The Scheme is to be appraised by EFC by a specified date to measure the performance of the Ministry.	Appraisal by EFC	By specified date.	
30	[4.2.2] Setting up of Programme Management Unit in CRS Section	A programme management unit is proposed to set up in Community Radio Stations (CRS) Section to automate the processing of applications.		By specified date	

**Section 4:**  
**Description and Definition of Success Indicators and Proposed Measurement Methodology**

SLNo	Success indicator	Description	Definition	Measurement	General Comments
31	[4.3.1] Applications disposed within three months of receipt	Application completed in all respect is proposed to be processed within the three months of its receipt.		Percent	
32	[4.4.1] CR Stations operationalised	CR stations operationalised for which WoL have been issued.		Percent	
33	[5.1.1] Revival of essential posts in PB	For giving support to Public Service Broadcaster some essential category posts are proposed to be revived this year.		In Number	
34	[5.1.2] Notification of Pasar Bharati Recruitment Board	Pasar Bharati Recruitment Board is proposed to be notified this year by a specified date.		By specified date	
35	[5.1.2] Notification of Pasar Bharati Recruitment Board	Pasar Bharati Recruitment Board is proposed to be notified this year by a specified date.		By specified date	
36	[5.1.3] Notification of Recruitment Regulations for Pasar Bharati Employees	Recruitment Regulations for various category posts are proposed to be notified.		In Number of RRs notified	
37	[5.2.1] Approval by CCEA	The Scheme viz. Broadcasting Network Infrastructure Development is to be approved by the CCEA.		By specified date	
38	[6.1.1] Presentation of awards	Awards are to be presented by some stipulated 'date'.	Presentation of awards.	By specified date	
39	[6.2.1] Participation in film festivals	Number of Film Festivals is to be measured in terms of 'number'.	Participation in film festival	In Number	
40	[6.3.1] Participation of countries in IFFI	Participation of countries in IFFI is to be measured in terms of 'number'	Participation of countries in IFFI.	In Number	



**Section 4:**  
**Description and Definition of Success Indicators and Proposed Measurement Methodology**

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
41	[6.4.1] Opening of Museum (first phase) to the public	First phase of Museum is to be opened to the public by a stipulated 'date'. Hence, the unit is 'date'.	Opening of Museum	By specified date	
42	[6.5.1] Approval of Scheme by the Competent Authority	Approval of the competent authority is to be obtained for the Scheme on national heritage mission		By specified date	
43	[6.6.1] Number of films acquired	Number of films acquired is to be measured in terms of 'number'.	Number of films acquired.	In Number	
44	[6.7.1] Completion of documentary films	Number of completed Documentary Films is to be measured in terms of 'number'.	Completion of documentary films.	In Number	
45	[7.1.1] Approval of Scheme by the Competent Authority	Approval of the competent authority is to be obtained for the Scheme on setting up of National Centre of Animation, Gaming and Visual Effects.		By a specified date	
46	[7.2.1] Submission of Cabinet Note to Cabinet Sectt.	A cabinet note is proposed to be submitted for approval of the cabinet for declaring IIMC to be an Institution of national importance.		By a specified date	
47	[7.2.2] Introduction of Bill in Parliament	After the approval of the Cabinet a bill is proposed to be introduced in the Parliament for declaring IIMC to be an Institution of national importance.		By a specified date	
48	[7.3.1] Persons trained at IIMC	Number of persons trained at IIMC.		In Number	

**Section 4:**  
**Description and Definition of Success Indicators and Proposed Measurement Methodology**

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
49	[7.3.2] Persons trained at FTII	Number of persons trained at FTII.		In Number	
50	[7.3.3] Persons trained at SRFTI	Number of persons trained at SRFTI.		In Number	
51	[7.4.1] Approval of EFC	Approval of the EFC is to be obtained for the Scheme on Modernisation & Augmentation of facilities at FTII, Pune.		By a specified date	
52	[7.5.1] Approval of EFC	Approval of the EFC is to be obtained for the Scheme on Modernisation & Augmentation of facilities at SRFTI, Kolkata.		By a specified date	
53	[8.1.1] Finalization of RFD	RFD is to be finalised by a stipulated date. Hence, the unit is 'date'	Finalization of RFD	By specified date	
54	[8.2.1] MoU Target	Each Public Sector goes through MoU with the Government with certain performance target which are monitored by the Department of Public Enterprises and ranking is made at the end of the year.	Achievement of MoU targets.	Percent	
55	[8.3.1] MoU Target	Each Public Sector goes through MoU with the Government with certain performance target which are monitored by the Department of Public Enterprises and ranking is made at the end of the year.	Achievement of MoU targets.	Percent	

## Section 5: Specific Performance Requirements from other Departments

Location Type	State	Organisation Type	Organisation Name	Relevant Success Indicator	What is your requirement from this organisation	Justification for this requirement	Please quantify your requirement from this Organisation	What happens if your requirement is not met.
Central Government		Departments	Department of Personnel and Training	[5.1.2] Notification of Prasar Bharati Recruitment Board	Final Concurrence of DOPT to the provision in the draft notification for establishing Prasar Bharati Recruitment Board.	<ol style="list-style-type: none"> <li>As per the provisions of the Prasar Bharati Act, 1990, the notification is to be issued with the approval of the Central Govt.</li> <li>As per the standard procedure applicable to processing of such notifications, inter-ministerial consultation with the concerned Ministries has to be held.</li> <li>In this case, consultations have already been held with Department of Expenditure, Consultations with DOPT and Legislative Department will be required to complete the process before notification.</li> </ol>	Concurrence of DOPT within one to two months will help in meeting the target.	If the final concurrence is not given by DOPT or if some legal issues have to be addressed in the proposal contained in the draft notification or if the proposal requires notifications/ re-formulation or fresh round of inter-ministerial consultations, then it may not be possible to meet the target dates in RFD.
			Department of Expenditure	[5.1.1] Revival of essential posts in PB	Final clearance to the Recruitment Regulations with regard to pay scales and the number of posts in respect of each Regulation to be granted by the Department of Expenditure.	<ol style="list-style-type: none"> <li>As per the provisions in the Prasar Bharati Act, 1990, the notification is to be issued with the approval of the Central Govt.</li> <li>As per the standard procedure applicable to processing of such notifications, inter-ministerial consultation with the concerned Ministries has to be held.</li> <li>In this case, consultations have already been held with DOPT. Further, consultations have to be carried out with the Department of Expenditure and Legislative Department.</li> </ol>	Clearance by the Department of Expenditure within a month of reference.	If the final clearance is not received within a month, and if the proposal requires re-formulation or fresh inter-ministerial consultations, then there may be delay in the notification of the Regulations and this may result in delay in meeting the schedule prescribed in the RFD.
				[5.1.3] Notification of Recruitment Regulations for Prasar Bharati Employees	Final clearance to the Recruitment Regulations with regard to pay scales and the number of posts in respect of each Regulation to be granted by the Department of Expenditure.	<ol style="list-style-type: none"> <li>As per the provisions in the Prasar Bharati Act, 1990, the notification is to be issued with the approval of the Central Govt.</li> <li>As per the standard procedure applicable to processing of such notifications, inter-ministerial consultation with the concerned Ministries has to be held.</li> <li>In this case, consultations have already been held with DOPT.</li> </ol>	Clearance by the Department of Expenditure within a month of reference.	If the final clearance is not received within a month, and if the proposal requires re-formulation or fresh inter-ministerial consultations, then there may be delay in the notification of the Regulations and this may result in delay in meeting the schedule prescribed in the RFD.

**Section 5:  
Specific Performance Requirements from other Departments**

Location Type	State	Organisation Type	Organisation Name	Relevant Success Indicator	What is your requirement from this organisation	Justification for this requirement	Please quantify your requirement from this Organisation	What happens if your requirement is not met.
			Department of Expenditure	[5.1.3] Notification of Recruitment Regulations for Prasar Bharati Employees	Final clearance to the Recruitment Regulations with regard to pay scales and the number of posts in respect of each Regulation to be granted by the Department of Expenditure.	Further, consultations have to be carried out with the Department of Expenditure and Legislative Department.	Clearance by the Department of Expenditure within a month of reference.	If the final clearance is not received within a month, and if the proposal requires re-formulation or fresh inter-ministerial consultations, then there may be delay in the notification of the Regulations and this may result in delay in meeting the schedule prescribed in the RFD.  If the final concurrence is not given or if the final concurrence is given for lesser number of posts than what is proposed, then fresh proposal will have to be formulated in consultation with Prasar Bharati, which may lead to delay in the revival of posts, thereby affecting the schedule for meeting the target Expenditure.
			Legislative Department	[5.1.2] Notification of Prasar Bharati Recruitment Board	Vetting of the draft notification and draft Recruitment Regulations by the Legislative Department.	1. As per the provisions of the Prasar Bharati Act, 1990, the notification is to be issued with the approval of the Central Govt. 2. As per the standard procedure applicable to processing of such notifications, inter-ministerial consultation with the concerned Ministries has to be held. 3. In this case, consultations have already been held with Department of Expenditure, Consultations with DOPT and Legislative Department will be required to complete the process before notification.	Vetting of the draft notification and draft Recruitment Regulations by the Legislative Department within a month and 15 days respectively will help in meeting the target.	If the final concurrence is not given by DOPT or if some legal issues have to be addressed in the proposal contained in the draft notification or if the proposal requires notifications/ re-formulation or fresh round of inter-ministerial consultations, then it may not be possible to meet the target dates in the RFD.

**Section 5:  
Specific Performance Requirements from other Departments**

Location Type	State	Organisation Type	Organisation Name	Relevant Success Indicator	What is your requirement from this organisation	Justification for this requirement	Please quantify your requirement from this Organisation	What happens if your requirement is not met.
			Legislative Department	[5.1.3] Notification of Recruitment Regulations for Pasar Bharati Employees	Vetting of the draft notification and draft Recruitment Regulations by the Legislative Department.	<ol style="list-style-type: none"> <li>As per the provisions of the Pasar Bharati Act, 1996, the notification is to be issued with the approval of the Central Govt.</li> <li>As per the standard procedure applicable to processing of such notifications, inter-ministerial consultation with the concerned Ministries has to be held.</li> <li>In this case, consultations have already been held with Department of Expenditure, Consultations with DOPF and Legislative Department will be required to complete the process before notification.</li> </ol>	Vetting of the draft notification and draft Recruitment Regulations by the Legislative Department within a month and 15 days respectively will help in meeting the target.	If the final concurrence is not given by DOPF or if some legal issues have to be addressed in the proposal contained in the draft notification or if the proposal requires re-notifications/ re-formulation or fresh round of inter-ministerial consultations, then it may not be possible to meet the target dates in the RFD.
				[7.2.1] Submission of Cabinet Note to Cabinet Sectt.	Finalisation of the draft Bill which is required to be circulated along with the Cabinet Note	As per the set procedure, the Bill is to be finalized/vetted by the Legislative Department. Thereafter, a draft Cabinet Note along with this draft Bill will be circulated for inter-ministerial consultation before submission of the same to Cabinet Sectt.	Finalisation of the Bill by Legislative Department within a month of reference	Ministry will not be able to achieve the target within the stipulated time period.
				[7.2.2] Introduction of Bill in Parliament	Finalisation of the draft Bill	As per the set procedure, the Bill is to be finalized/vetted by the Legislative Department	Finalisation of the Bill by Legislative Department within a month of reference	Ministry will not be able to achieve the target within the stipulated time period.

**Section 6:**  
**Outcome/Impact of Department/Ministry**

Outcome/Impact of Department/Ministry	Jointly responsible for influencing this outcome / impact with the following department (s) / ministry(ies)	Success Indicator	Unit	FY 11/12	FY 12/13	FY 13/14	FY 14/15	FY 15/16
1 Growth of media & Entertainment Sector		Growth of Media & Entertainment Sector (Estimated by Pvt. Industry Association such as FICCI and CII)	Percent	13.09				
2 Growth of TV and Radio (including coverage under DAS)		Number of cities covered under Digital Addressable System (DAS)	Number	4				
		Geographical coverage of Doordashan Terrestrial Channel.	Percent	81	81			
		Geographical coverage of AIR Broadcast.	Percent	91	91.87			
3 Development of Human Resources for Media and Entertainment Sector		No. of Persons Trained in FTII, Pune	Number	133	108	180	129	143
		No. of persons trained in SRFTI, Kolkata	Number	209	209	244	293	290
		No. of persons trained in IIMC (All centers taken together)	Number	365	385	385	385	385

## Results-Framework Document (RFD) for Ministry of Information and Broadcasting-(2013-2014)

## Performance Evaluation Report

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value					Achievement	Performance		
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%		Raw Score	Weighted Score	
1 Effective dissemination of information of Government Programmes and policies	23.50	Organizing Public Information Campaigns (PIC) by PIB	PICs conducted	Number	4.50	136	125	105	90	80	103	78.67	3.54	
			Print Advertisements released	Number	1.00	16000	14400	12800	11200	9600	47489	100.0	1.0	
	Release of Advertisements by Directorate of Advertising and Visual Publicity (DAVP) on key flagship programmes / schemes	Audio- Visual Advertisements released	Number	1.00	370	333	296	259	222	7053	100.0	1.0		
		Exhibitions organised	Number	1.00	600	540	480	420	360	477	79.5	0.8		
		Outdoor Publicity taken	Number	1.00	600	540	480	420	360	1778	100.0	1.0		
		Images uploaded	Number	2.00	120000	108000	96000	84000	72000	62532	0.0	0.0		
	Presentation of programmes including theatrical shows on national themes by Song and Drama Division (S&DD)	Programmes and theatrical shows conducted	Number	2.00	12000	11000	10000	9500	9000	11772	97.72	1.95		
		Books published	Number	1.00	90	81	72	63	54	84	93.33	0.93		
	Issues of journal including special issues	1.00		Issues of journal including special issues	Number	1.00	216	194	172	151	129	216	100.0	1.0

**Performance Evaluation Report**

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value					Achievement	Performance	
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%		Raw Score	Weighted Score
2 Facilitate development of broadcasting industry	11.00	Direct contact programme / Special Out Reach Programme of Directorate of Field Publicity	Programmes conducted	Number	1.00	600	540	480	420	360	0	0.0	0.0
			Villages covered	Number	1.00	1000	900	800	700	600	0	0.0	0.0
			Tours conducted	Number	1.00	8	7	6	5	4	8	100.0	1.0
			Regional Offices (ROs) to be equipped with AV equipment and vehicles	Number	1.00	5	4	3	2	1	0	0.0	0.0
			Field Publicity Units (FPIUs) to be equipped with AV equipment and vehicles	Number	1.00	35	30	25	20	15	26	82.0	0.82
			Operationalisation of new communication infrastructure	Date	1.00	31/01/2014	28/02/2014	15/03/2014	20/03/2014	31/03/2014	31/01/2014	100.0	1.0
			Commencement of online issue of Release Orders (ROs)	Date	1.00	31/12/2013	31/01/2014	15/02/2014	28/02/2014	31/03/2014		N/A	N/A
			Commencement of online billing	Date	1.00	31/12/2013	31/01/2014	15/02/2014	28/02/2014	31/03/2014		N/A	N/A
			Commencement of online payments	Date	1.00	31/12/2013	31/01/2014	15/02/2014	28/02/2014	31/03/2014		N/A	N/A
			Automation of TV (INSAT) section – Award of Work	Date	1.00	31/08/2013	30/09/2013	31/10/2013	30/11/2013	31/12/2013		N/A	N/A
			Operationalisation of Automated System	Date	1.00	31/01/2014	15/02/2014	28/02/2014	15/03/2014	31/03/2014		N/A	N/A
Preparation of Plan of Action for coverage of all areas under Digital Addressable System	Date	2.00	15/02/2014	01/03/2014	15/03/2014	25/03/2014	31/03/2014	13/08/2013	100.0	2.0			





Results-Framework Document (RFD) for Ministry of Information and Broadcasting-(2013-2014)

Performance Evaluation Report

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value					Performance														
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%	Achievement	Raw Score	Weighted Score												
Support to Prasar Bharati	PB		Notification of Prasar Bharati Recruitment Board	Date	1.00	31/12/2013	15/01/2014	31/01/2014	28/02/2014	15/03/2014			N/A	N/A											
						125	100	75	50	25	6	0.0	0.0												
						31/10/2013	15/11/2013	30/11/2013	15/12/2013	31/12/2013	28/02/2014	0.0	0.0												
						31/05/2013	15/06/2013	30/06/2013	15/07/2013	31/07/2013	03/05/2013	100.0	2.0												
						55	50	45	40	35	54	98.0	1.96												
						60	55	50	45	40	75	100.0	3.0												
						31/12/2013	15/01/2014	31/01/2014	15/02/2014	28/02/2014		N/A	N/A												
						31/10/2013	15/11/2013	30/11/2013	15/12/2013	31/12/2013	04/03/2014	0.0	0.0												
						65	58	52	43	39	92	100.0	2.0												
						100	90	80	70	60	51	0.0	0.0												
6 Promoting and encouraging good cinema and recognizing outstanding contribution to the films	15.00	Broadcasting Network Infrastructure Development	Approval by CCEA	Date	2.00	31/10/2013	15/11/2013	30/11/2013	15/12/2013	31/12/2013	28/02/2014	0.0	0.0												
						31/05/2013	15/06/2013	30/06/2013	15/07/2013	31/07/2013	03/05/2013	100.0	2.0												
						55	50	45	40	35	54	98.0	1.96												
						60	55	50	45	40	75	100.0	3.0												
						31/12/2013	15/01/2014	31/01/2014	15/02/2014	28/02/2014		N/A	N/A												
						31/10/2013	15/11/2013	30/11/2013	15/12/2013	31/12/2013	04/03/2014	0.0	0.0												
						65	58	52	43	39	92	100.0	2.0												
						100	90	80	70	60	51	0.0	0.0												
						6 Promoting and encouraging good cinema and recognizing outstanding contribution to the films	15.00	Finalisation of 60th National Films Awards	Participation in film weeks and films festivals organized in India and abroad	Number	2.00	55	50	45	40	35	54	98.0	1.96						
												60	55	50	45	40	75	100.0	3.0						
31/12/2013	15/01/2014	31/01/2014	15/02/2014	28/02/2014								N/A	N/A												
31/10/2013	15/11/2013	30/11/2013	15/12/2013	31/12/2013	04/03/2014							0.0	0.0												
65	58	52	43	39	92							100.0	2.0												
100	90	80	70	60	51							0.0	0.0												
6 Promoting and encouraging good cinema and recognizing outstanding contribution to the films	15.00	Organisation of International Film Festival of India (IFFI), 2013 at Goa	Participation of countries in IFFI	Number	3.00							60	55	50	45	40	75	100.0	3.0						
												31/12/2013	15/01/2014	31/01/2014	15/02/2014	28/02/2014		N/A	N/A						
												31/10/2013	15/11/2013	30/11/2013	15/12/2013	31/12/2013	04/03/2014	0.0	0.0						
												65	58	52	43	39	92	100.0	2.0						
						100	90	80	70	60	51	0.0	0.0												
						6 Promoting and encouraging good cinema and recognizing outstanding contribution to the films	15.00	Setting up of National Museum of Indian cinema in Mumbai	Opening of Museum (first phase) to the public	Date	2.00	31/12/2013	15/01/2014	31/01/2014	15/02/2014	28/02/2014		N/A	N/A						
												31/10/2013	15/11/2013	30/11/2013	15/12/2013	31/12/2013	04/03/2014	0.0	0.0						
												65	58	52	43	39	92	100.0	2.0						
												100	90	80	70	60	51	0.0	0.0						
												6 Promoting and encouraging good cinema and recognizing outstanding contribution to the films	15.00	Setting up of National Heritage Mission	Approval of Scheme by the Competent Authority	Date	2.00	31/10/2013	15/11/2013	30/11/2013	15/12/2013	31/12/2013	04/03/2014	0.0	0.0
65	58	52	43	39	92													100.0	2.0						
100	90	80	70	60	51													0.0	0.0						
6 Promoting and encouraging good cinema and recognizing outstanding contribution to the films	15.00	Acquisition of films by NFIA	Number of films acquired	Number	2.00													65	58	52	43	39	92	100.0	2.0
																		100	90	80	70	60	51	0.0	0.0
																		6 Promoting and encouraging good cinema and recognizing outstanding contribution to the films	15.00	Production of documentary films by Films Division	Completion of documentary films	Number	2.00	100	90
						65	58	52	43	39	92													100.0	2.0
						100	90	80	70	60	51													0.0	0.0

## Results-Framework Document (RFD) for Ministry of Information and Broadcasting-(2013-2014)

## Performance Evaluation Report

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value					Performance		
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%	Achiev- ement	Raw Weigh- ted Score	Score
7 Up-scaling of Human Resources for media and entertainment sector	15.00	Setting up of National Centre of Animation, Gaming and Visual Effects	Approval of Scheme by the Competent Authority	Date	3.00	15/02/2014	28/02/2014	15/03/2014	25/03/2014	31/03/2014		N/A	N/A
			Submission of Cabinet Note to Cabinet Sectt.	Date	2.00	30/11/2013	31/12/2013	15/01/2014	31/01/2014	15/02/2014		N/A	N/A
			Introduction of Bill in Parliament	Date	3.00	31/12/2013	15/01/2014	31/01/2014	15/02/2014	15/03/2014		N/A	N/A
			Persons trained at IIMC	Number	1.00	385	370	360	350	340	385	100.0	1.0
			Persons trained at FTII	Number	1.00	180	175	170	165	160	200	100.0	1.0
8 Improving efficiency of Responsibility Centres and PSUs	4.00	Modernisation & Augmentation of facilities at FTII, Pune	Persons trained at SRFTI	Number	1.00	293	280	270	260	250	205	0.0	0.0
			Approval of EFC	Date	2.00	30/09/2013	31/10/2013	30/11/2013	31/12/2013	31/01/2014	13/06/2013	100.0	2.0
			Approval of EFC	Date	2.00	30/09/2013	31/10/2013	30/11/2013	31/12/2013	31/01/2014	13/06/2013	100.0	2.0
			Finalization of RFD	Date	2.00	15/05/2013	21/05/2013	28/05/2013	05/06/2013	15/06/2013		N/A	N/A
			Achievement of MoU targets by NFDC	Percent	1.00	85	75	65	60	55	64	78.0	0.78
* Efficient Functioning of the RFD System	3.00	Timely submission of Draft RFD 2014-15 for Approval	Achievement of MoU targets by BECIL	Percent	1.00	85	75	65	60	55	60	70.0	0.7
			On-time submission	Date	2.0	05/03/2014	06/03/2014	07/03/2014	08/03/2014	11/03/2014	05/03/2014	100.0	2.0

\* Mandatory Objective(s)

## Results-Framework Document (RFD) for Ministry of Information and Broadcasting-(2013-2014)

### Performance Evaluation Report

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value						Performance	
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%	Achievement	Raw Score	Weighted Score
		Timely submission of Results for 2012-13	On-time submission	Date	1.0	01/05/2013	02/05/2013	03/05/2013	06/05/2013	07/05/2013	07/05/2013	60.0	0.6
* Transparency/Service delivery Ministry/Department	3.00	Independent Audit of implementation of Citizens' Charter (CCC)	% of implementation	%	2.0	100	90	80	70	60	82	82.0	1.64
		Independent Audit of implementation of Public Grievance Redressal System	% of implementation	%	1.0	100	90	80	70	60	46.41	0.0	0.0
* Administrative Reforms	6.00	Implement mitigating strategies for reducing potential risk of corruption	% of implementation	%	1.0	100	95	90	85	80	0	0.0	0.0
		Implement ISO 9001 as per the approved action plan	% of implementation	%	2.0	100	95	90	85	80	100	100.0	2.0
		Identify, design and Implement major innovations.	Timely submission of Action Plan for enabling innovation	Date	2.0	15/05/2014	16/05/2014	19/05/2014	20/05/2014	21/05/2014	15/05/2014	100.0	2.0
		Identification of core and non-core activities of the Ministry/Department as per 2nd ARC recommendations	Timely submission	Date	1.0	24/03/2014	25/03/2014	26/03/2014	27/03/2014	28/03/2014		N/A	N/A
* Improving Internal Efficiency/Responsiveness.	2.00	Update departmental strategy to align with 12th Plan priorities	Timely updation of the strategy	Date	2.0	10/09/2013	17/09/2013	24/09/2013	01/10/2013	08/10/2013		N/A	N/A
* Ensuring compliance to the Financial Accountability Framework	0.50	Timely submission of ATNs on Audit paras of C&AG	Percentage of ATNs submitted within the date (4 months) from date of presentation of Report to Parliament by CAG during the year.	%	0.25	100	90	80	70	60	66.67	66.67	0.17
		Early disposal of pending ATNs on Audit Paras of C&AG Reports presented to Parliament before 31.3.2013.	Percentage of outstanding ATNs disposed off during the year.	%	0.25	100	90	80	70	60	86.67	86.67	0.22

\* Mandatory Objective(s)

Total Composite Score : 50.01

## Discontinuation of Volume-II of Annual Report of Ministry of Information and Broadcasting

As per the recommendations of the Estimates Committee, communicated by Lok Sabha Secretariat vide their O.M. No. 61/2/EC/2009 dated 18th December 2009, the Volume-II of the Annual Report of Ministry of Information and Broadcasting has been discontinued from the Year 2009-10 onwards.

However, the same is available on the website of the Ministry at [www.mib.nic.in](http://www.mib.nic.in) or [www.mib.gov.in](http://www.mib.gov.in) in the same format as published earlier in Volume-II of the Annual Report of Ministry of Information & Broadcasting.

