



सत्यमेव जयते

MINISTRY OF INFORMATION AND BROADCASTING

**Annual Report
2000-2001**

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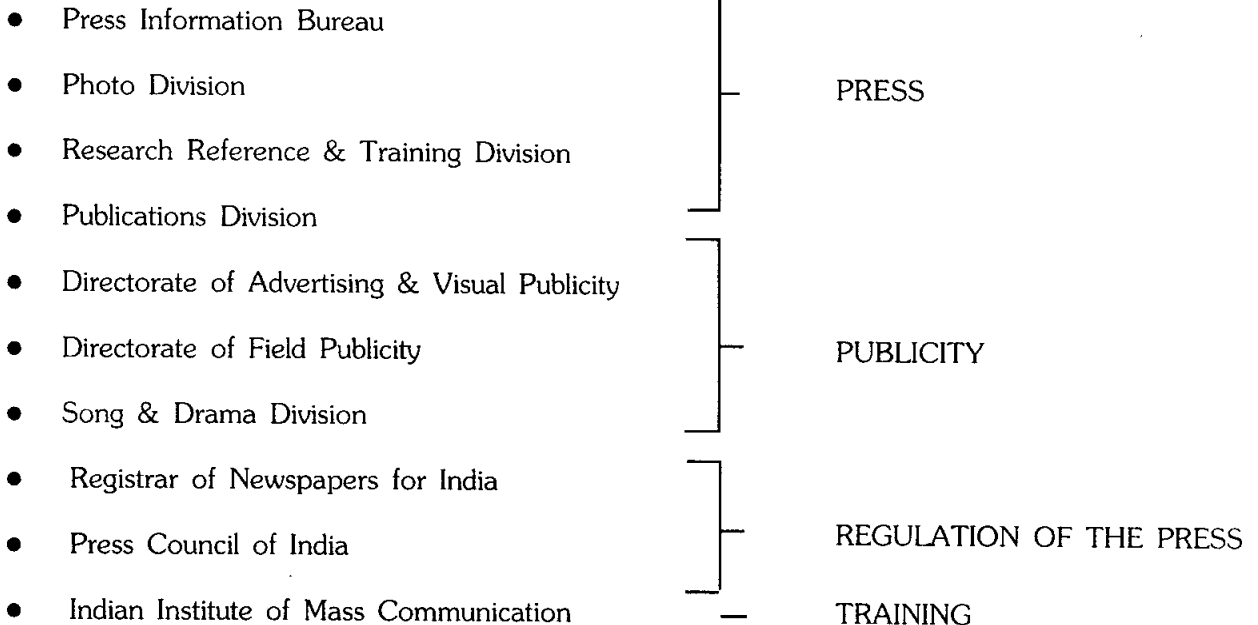
OVERVIEW

The Ministry of Information & Broadcasting, is the nodal Ministry for the information, broadcasting and film sectors. The activities of the Ministry are centered on the core objectives of dissemination of information relating to Government policies and programmes, provide wholesome entertainment and spread awareness through various means of communication, including the electronic media, print media and films. The media units, autonomous bodies and PSUs of the Ministry assist it in the performance of its role. Each unit specialises in the use of a particular means of communication to convey information to all segments of the population. A wide variety of media like the press, advertisements, performing arts, group discussions, books, television, radio and films are used striking a balance between the public interest and commercial requirements.

The Ministry is responsible for formulation of policy, rules, regulations and laws relating to the information, broadcasting and film sectors. In order to further international co-operation in the fields of broadcasting, films and the print media, the Ministry also interacts with its foreign counterparts.

For efficient delivery of information, publicity services and entertainment, the Main Secretariat of the Ministry is divided into three wings, namely, the Information Wing, the Broadcasting Wing and the Film Wing.

The **Information Wing** deals with the policy matters regarding the print media and the Press and Publicity requirements of the Government. The media units engaged in Press and Publicity activities:



The Broadcast Wing handles matters relating to the electronic media. It formulates policies and frames rules and regulations for this sector, which includes public service broadcasting, operation of cable television, private television channels, etc. This Wing is headed by the Joint Secretary (Broadcasting). The organisations under this wing include:

- The Broadcasting Corporation of India (Prasar Bharati), which includes:
 - All India Radio &
 - Doordarshan

- Broadcast Engineering Consultants (India) Ltd. (BECIL)

The **Film Wing** handles matters relating to the film sector. Through its various units, it is involved in the production and distribution of documentary films required for internal and external publicity, development and promotional activities relating to film industry including training, promotion of good cinema, organisation of film festivals, import and export regulations, etc. The Joint Secretary (Films) heads this Wing and is in charge of the following Media Units:

| | |
|--|--------------------------------|
| Films Division | - Documentary Production |
| Central Board of Film Certification | - Certification |
| National Film Archives of India | - Preservation |
| National Film Development Corporation | - Film Finance |
| Film & Television Institute of India, Pune | - Training |
| Satyajit Ray Film & Television Institute | - Training |
| Directorate of Film Festival | - Promotion of good cinema |
| Children's Film Society, India | - Promotion of Children's film |

The development activities of the Ministry are undertaken as Plan schemes. The focus of the current plan is to modernise the media units and computerise their activities. Under the IX Five-Year Plan, a total outlay of Rs. 2,970.34 crores has been approved for this Ministry of which an amount of Rs. 709.35 crores has been provided under the Annual Plan

2000-01 and an outlay of Rs. 108.09 crores has been projected for the next year.

Through its media units, the Ministry has contributed in the dissemination of information relating to health matters, child rights, women's empowerment, national integration, etc.

HIGHLIGHTS OF THE YEAR

- Launch of NE channel
- Permission to Direct-To-Home broadcast
- Bharatendu Harishchandra Awards for original writings in Hindi conferred for the years 1994-1999
- Extensive coverage given to relief measures undertaken after the earthquake in Bhuj
- Extensive coverage to the Maha Kumbh Mela
- The entertainment sector including films notified as an industrial concern under Section 2(c)(vii) of the IDBI Act
- Dada Saheb Phalke Award for 1999 conferred on Hrishikesh Mukherjee in September 2000.
- State Information Ministers' Conference held at Delhi in January 2001.

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INITIATIVES

The media scenario is one of the most dynamic one today. To keep pace with the rapid developments in this field, the policies of the Government are reviewed periodically. Over the years broadcasting has become the most important function of the Ministry. The broadcasting media, popularly known as the electronic media, due to its special nature in terms of instant reach, wide accessibility and easy comprehensibility, play a unique role in many areas. It informs the whole country about the various events happening around the globe, about the initiatives of the Government in economic development and public welfare, almost on an hourly basis, and in special

cases, on a minute to minute basis. It creates awareness about issues related to human existence such as health and hygiene, environment and education, etc. In addition, it provides easy access to wholesome and healthy audio-visual entertainment. It also plays a unique role in the event of natural calamities by disseminating timely warning and also the information about the rescue operations. This media has its share in promoting art and culture of various parts of the nation. These functions are also performed by other media but cannot match the effectiveness of the electronic media in reach, accessibility and timeliness.



Some of the participants of 24th SIMCON with Prime Minister Shri Atal Bihari Vajpayee, 21 January 2001

During the last few years, the broadcasting scenario in the country has changed considerably and more so in the field of satellite television broadcasting. With a view to keeping pace with rapidly changing technology, economic liberalization, globalisation and special needs of certain areas of the country, the Government has taken many new initiatives during the last 2-3 years such as permitting setting up of uplinking hubs for satellite uplinking by private television broadcasters from the Indian soil, allowing Indian private companies to set up FM Radio stations, amendments to the Cable TV Network (Regulation) Act/Rules, introduction of Direct to Home (DTH) Broadcasting, Digitisation of transmission, special package for J&K, North-East and other border areas.

DIRECT TO HOME BROADCAST (DTH)

DTH TV service is a service for direct distribution of television programmes/channels by satellite to the receiving subscriber homes in high frequency Ku band via a small dish and a decoder/set top box. DTH service was banned in India through a notification issued by the Ministry of Communication on 16.7.1997 under the Indian Telegraph Act, 1885 and the Indian Wireless Telegraphy Act, 1933. The notification prohibited establishment, maintenance, working, possession of or dealing in equipment capable of receiving signals in frequency bands above 4800 MHz (which includes Ku band).

Due to rapid changes in the information technology and sea change in the broadcasting and communication scenario in the last few years, the reasons for which DTH was not allowed in 1997, are no longer relevant. Moreover, DTH is a superior technology, which offers an alternative for distribution and reception of television programmes both to the programme providers as well as to the consumers. Keeping in view its numerous advantages, the matter was re-examined by a Group of Ministers. Based on the recommendations of the Group, a decision was taken on 2.11.2000 to permit DTH Services in India with suitable safeguards so as to take care of the concerns relating to national security, morality and vertical monopoly in distribution and broadcasting of television services. Detailed guidelines for issue of licence for DTH are being firmed up in consultation with the Ministry of Home Affairs and the Department of Communication and Department of Space.

CABLE TELEVISION NETWORKS (REGULATION) AMENDMENT ACT, 2000

During the last five years, many lacunae/deficiencies in the implementation of the Cable Act had come to the notice of the Government. In order to make the Cable Act more effective, the Government amended the Cable Act, 1995 by way of Cable Television Networks (Regulation) Amendment Act, 2000 on 1.9.2000 which seeks to, inter-alia, i) bringing free-to-air channel within the scope of the programme and advertisement code so as to avoid undesirable programme to the viewers, (ii) empower the Central Govt. to take prompt corrective measures in the interest of security, sovereignty and integrity of India, public order, decency, morality etc., (iii) ensure uniform carriage and proper reception of two terrestrial channels of DDn along with one regional language satellite channel through the cable network, and (iv) designate District Magistrate/Sub-Divisional Magistrate/Commissioner of Police as the authorized officers for taking action against the cable operator.

CABLE TELEVISION NETWORKS RULES, 2000

Amendments have also been brought in the Cable Television Networks Rules, 1994 by way of a Cable Television Networks Amendment Rules, 2000, notified on 8.9.2000 with a view to prohibiting (i) any programme which is not suitable for public exhibition and for carriage of in cable services which the cable operator has not obtained necessary copyright, (ii) advertisement which contains references which hurt religious sentiments, and (iii) any advertisement which promotes directly or indirectly production, sale or consumption of liquor, tobacco and tobacco products, infant milk substitute feeding bottle or infant foods.

DECLARATION OF FILM AS AN 'INDUSTRY'

In May, 1998, the Minister for Information and Broadcasting (IBM) announced the Government's intention to grant the status of Industry to the film sector.

This announcement was widely welcomed by the Film Industry. Further, this Ministry had taken up with the Ministry of Finance, the issue of Notification for including film production u/s2 (c) (xvii) of the

IDBI Act, 1964 as an approved activity under 'Industrial Concern' so that financial institutions and banks are more open to financing this sector.

In a meeting of Hon'ble IBM with Film industry representatives in Mumbai, in September, 2000, the film industry was informed of the decision of the Government to notify 'Entertainment Industry including films as an approved activity "Industrial Concerns" in exercise of the powers conferred by Section 2(c) (xvii) of the IDBI Act, 1964, vide Notification No. 10 (14)/98-IF.1 dated 16.10.2000, thus, taking the initiative of the Government to its logical conclusion. Further to this, the Ministry of Finance has also written to the IDBI to take action to evolve such well-recognized and acceptable standards in this regard to enable financial institutions to fund such ventures. RBI too has been asked to examine in consultation with the Indian Banks Association, the Working Group's report regarding financing of the film industry and circulate necessary guidelines to banks in this regard.

FM BROADCASTING THROUGH PRIVATE AGENCIES

The Cabinet had approved the issue of licenses for FM broadcasting in 40 cities, to companies registered in India with shareholding held by Indians except for limited portfolio investments by foreign institutional investors, NRI and Overseas Corporate Bodies. The Cabinet also approved the procedure for selection of licensees and conditions for grant of licenses.

The decision involved setting up of two or more FM stations through private participations in each of the 40 cities. Out of the total identified 148 frequencies for 40 centres, 40 frequencies have been reserved for educational channel to be operated by Ministry of Human Resources Development. For this channel, no license fee shall be charged by Ministry of I&B. The License agreement was signed by IGNOU on behalf of the Ministry of HRD in December, 2000. WPC has been informed to allocate frequencies for 40 centres.

The open auction for selecting licensees was held in March, 2000, on the basis of which 29 companies were selected for allocation of 101 channels in 40 city centres. Out of the total 29 companies selected

for issues of licenses for 101 channels, security clearance in respect of 26 was received by July, 2000. All the 26 companies were issued Letter of Intent (for 93 channels) in early August, 2000 and were asked to sign the License Agreement and submit bank guarantee equivalent to the amount of first year's license fee, valid for 10 years within a period of 75 days from the date of receipt of Letter of Intent. The last date for submission of the bank guarantee and signing of the agreement was also extended up to 30th October, 2000. By the stipulated date 16 companies submitted Bank guarantee amounting to Rs. 158.75 crores equivalent to first year's license fee and signed the agreement for 37 channels in 19 cities.

SPECIAL PACKAGE FOR J&K

The Union Government has approved a special package for improvement of Doordarshan and AIR services in the State of J&K to be implemented within a period of two years at an estimated cost of Rs. 430 crores. Under the package All India Radio will set up 9 new relay stations and upgrade 3 existing ones. Doordarshan will set up 11 high power transmitters, 3 earth stations, 1 studio, 12 mobile Low Power Transmitters, 60 Very Low Power Transmitters and upgrade power of 11 existing Very Low Power Transmitters. It is also proposed to develop special software package and increase the transmission time of Kashir Channel from the present 2 hrs. a day to 18 hrs. a day.

Under the package, 18 hours Kashir channel started on 9th June, 2000. Based on the approval of the Empowered Committee, expenditure sanction for procurement of equipment in respect of projects of AIR and Doordarshan, where site is already available/acquired, has been issued. Acquisition of sites for the remaining projects is in process. Execution of Civil Works has been entrusted to Jammu & Kashmir Civil Construction Corporation. Similarly, equipment has been ordered wherever project sanction is available. Two Mobile LPTs at Osan and Baramullah and 5 Very Low Power Transmitters at Chumathang, Bodhkhharbu, Hiranagar, Batalik and Turtok have been commissioned. One LPT and 2 VLPTs have also been commissioned. The uplinking facilities at Srinagar have been augmented and a new earth station has been set up at Jammu and is likely to be

commissioned shortly. One Earth Station at Leh and 2 DSNG Systems for Kashiri channel are likely to be set up by December, 2000. As regards AIR's schemes under the package, upgradation of 6 KW FM Radio Station to 10 KW FM at Kathua has been completed, and has since been commissioned. Sites have been acquired at all places except Kargil, Naushera and Rajouri. Estimates for civil works have been sanctioned for three places and are likely to be sanctioned shortly for six places in Laddakh region.

NORTH-EAST PACKAGE

A proposal for refurbishing All India Radio and Doordarshan coverage in the North-East Region including Sikkim for improving All India Radio and Doordarshan coverage in the area and to cover 100 per cent of the population of the region is under consideration. The proposed package also includes launching of a 24 hour North-East Satellite TV Channel and Regional Channels from each state capital.

Issues under Examination

CONDITIONAL ACCESS SYSTEM (CAS)

It is observed the cable operators all over the country collect a uniform monthly charge from their subscribers for availing themselves of all the cable network service. This is both for availing of the basic service of cable network as well as for viewing pay channels. This system has the unsatisfactory feature that a TV home pays for all the pay channels while it may not be watching some or all of them. The second aspect of the problem is that TV companies who run a pay channel charge from cable operators on the basis of the number of TV homes on the assumption that cable operator is collecting money from all of them. The TV companies complain that cable operators reported only a small fraction of actual number of households they serve. They are thus being deprived of money which the cable operator collects on their behalf. At the same time, TV companies quote figures of viewership, which are grossly exaggerated because there is no reliable means of verifying the actual viewership of any

channel. In both the cases, a large part of the money collected and earned by cable operators and TV companies remains undeclared and this may be leading to sizeable tax evasion. To this extent the present position is unsatisfactory from Government's revenue earning point of view also.

The Government has now received a suggestion to introduce Conditional Access System (CAS) in the country so as to allow the consumers of the option of choosing the channels for which they would pay and also allow the subscribers to regulate the viewership in their homes. In CAS, the reception of programmes will be through a Set Top Box.

This leads to examining of mandatory installation of Conditional Access System in the country. The CAS has the capability of allowing a TV home to access only that channel for which it has subscribed and it also monitors individual programmes in a channel seen by a TV home. Therefore, provision of CAS has the advantage that it will allow users to pay only for those programmes and pay channels, which they actually see. There will be a reliable record of TV homes, which a cable operator will not be able to fudge and simultaneously there will be a reliable record of viewership, which a TV company will be able to claim. Therefore, mandating CAS has many advantages.

A Set Top Box is likely to cost about Rs. 4,000/- and would be a substantial burden on low-income group viewers. One of the options is that the Set Top box for CAS could be provided by the cable operators, to the consumers, through funding from Financial Institutions and the consumers would be charged nominal rent on monthly basis. However, it is still a conjecture and no organized model is available in the market.

The issue is being examined by the Ministry.

Due to convergence between broadcasting, telecommunications and information technology, the need for a comprehensive legislation has been felt. The Ministry of I&B has been associated with the exercise for preparation of such a legislation.

AUTONOMOUS BODIES/PSUs—BROADCAST SECTOR

The Prasar Bharati is the public broadcaster in the country. In keeping with the changing media scenario, Prasar Bharati has also taken a number of steps to make the electronic media more effective and competitive.

A. PRASAR BHARATI (BROADCASTING CORPORATION OF INDIA)

Prasar Bharati (Broadcasting Corporation of India) Act, 1990 was enacted by the Parliament in 1990 to provide for the establishment of a Broadcasting Corporation of India. The said Act was brought into force w.e.f. 15.9.97 and the Prasar Bharati (Broadcasting Corporation of India) was established w.e.f. 23.11.1997. The composition of the Board is as follows:

- (a) A Chairman;
- (b) One Executive Member;
- (c) One Member (Finance);
- (d) One Member (Personnel);
- (e) Six part-time Members;
- (f) Director-General (Akashvani), ex-officio;
- (g) Director-General (Doordarshan), ex-officio;
- (h) one representative of the Union Ministry of Information & Broadcasting, to be nominated by that Ministry; and
- (i) two representatives of the employees of the Corporation, of whom one shall be elected by the engineering staff from amongst themselves

and one shall be elected by the other employees from amongst themselves.

Presently three part-time members viz. Shri B.G. Vergese, Professor U.R. Rao and Dr. Abid Hussain are on the Board. Smt. Aruna Makhan, Additional Secretary & Financial Adviser in the Ministry of I&B is its representative on the Board. Action has already been initiated to fill up the vacant positions of a Chairman, one Executive Member, one Member (Finance), one Member (Personnel) and 3 part-time members. In the absence of a regular executive member, Shri Anil Bajaj, Additional Secretary in the Ministry of I&B is holding additional charge of the executive member. The posts of Directors General, All India Radio and Doordarshan will be filled up after Prasar Bharati Board and the Recruitment Board are constituted and Recruitment Rules for these posts finalised. Since persons working in Prasar Bharati continue to be Govt. servant, representatives of the Corporation are not available for membership.

Constitution of Recruitment Boards:

Prasar Bharati Act, 1990 provides for the setting up of one or more Recruitment Boards for making recruitment to various posts in Prasar Bharati carrying scales of pay that are less than that of Joint Secretary to the Central Government. Accordingly, it is proposed to set up a Central Recruitment Board at the Headquarters of the Corporation and Regional Recruitment Board not exceeding five, for making direct recruitment to the vacancies in Prasar Bharati. The Recruitment Boards shall consist wholly of persons other than the Members, officers and other

employees of the Corporation. For purposes of appointment to posts carrying scales of pay which are not less than that of a Joint Secretary to the Government of India, the Recruitment Board shall consist of the Chairman, other members, the ex-officio Members, the Nominated Member and the elected Members.

Autonomy In Administrative And Financial Matters :

With the transfer of employees, the Corporation will have full control over the employees working in AIR and Doordarshan. The Prasar Bharati Board will also have the powers to make top level appointments in the Corporation. As an interim arrangement, the Prasar Bharati has been authorized to take more of the financial decisions including appointing consultants for special tasks without consulting the Government. A final arrangement in this regard is likely to be notified shortly.

Restructuring of AIR and Doordarshan

A committee comprising of Shri N.R. Narayanamurthy, CEO, Infosys, Shri Kiran Karnik, M.D. Discovery Communication India and Shri Shunu Sen, Marketing Consultant was constituted on 22.11.99 for carrying out a comprehensive review of Prasar Bharati and suggest necessary changes in its organizational structure, systems and other relevant areas to ensure quality, credibility and professionalism in Prasar Bharati. The committee submitted its report to the Govt. on 20.5.2000.

The recommendations/suggestions of the Committee, amongst others, relate to the mission and objectives of Prasar Bharati, accountability and structure of Prasar Bharati, financing and funding mechanism, channel positioning, programming content and production, restructuring of transmission and engineering services, improvement in marketing, human resource development and exploitation of new technologies. The recommendations also include certain amendments to the Prasar Bharati Act, 1990.

Discussions were held with the Prasar Bharati Board and also the Review Committee with a view to seek comments/clarifications on the recommendations contained in the report. Discussions were also held with various employees associations. The recommendations have also been discussed in the Consultative Committee of MPs attached to this Ministry.

Performance of Prasar Bharati During the Year

Network expansion and upgradation:-

(i) All India Radio :

During 2000-2001, 9 new radio stations including relay transmitters) (1 FM, 8 MW) were commissioned upto 31-12-2000 and 6 transmitters (2 FM, 2 MW and 2 SW) were replaced/upgraded. In addition 15 new radio stations and transmitters are expected to be technically ready by March, 2001. Total number of radio stations now stands at 207 and transmitters at 324 (MW-148, SW-55 and FM-121). A statement showing new radio stations/transmitters commissioned, transmitters replaced/upgraded and those expected to be technically ready during 2000-2001 is at Annexure-I. In addition, uplink facilities were commissioned at Aizawl and Kohima.

(ii) Doordarshan

During April-December 2000, 113 TV transmitters have been commissioned. These include 41 transmitters [High Power Transmitters (HPT) - 22, Low Power Transmitters (LPT), 6 Very Low Power Transmitters (VLPT) and 13 Transposers] for expansion of Metro Channel (DD-II) Service and 72 transmitters (HPT-3 (including one interim set up), LPT-46 and VLPT-23) for expansion of primary channel (DD 1) coverage. Besides, one HPT, each at Srinagar (for Kashir Channel), Kolkata (for Bangla Channel) and Chennai (For Podigai channel) have been commissioned. The total number of Doordarshan transmitters now stands at 1174 (DD I-1085, DD-II-84 and others-5).

Doordarshan also commissioned five new studios at Gwalior, Jagdalpur, Indore and Ranchi, taking total no. of studio to 51. Five more studios projects at Mathura, Patiala, Chandigarh, Trichur and Leh are expected to be completed by March 2001.

Statements showing state-wise locations of transmitters commissioned during the year and state-wise numbers of studios and transmitters are at Annexure-II and Annexure-III respectively.

Satellite uplinks were commissioned at Delhi (for AVN news feeds) and Jammu. Satellite uplinking facilities are expected to be completed at Shimla, Port Blair and Leh during the current financial year.

The daily telecast time of several Doordarshan channels was increased substantially as mentioned below :-

DD-Kashir From 2 hrs to 18 hrs.

DD-Punjabi

DD-1

DD-North East From 2 hrs. to 24 hrs.

Technological upgradation and modernization of facilities

Digital technology has been introduced in both AIR and Doordarshan for programme production and transmission. The equipment in major Radio Stations/Doordarshan Kendras have been replaced by state-of-the art digital equipment and similar plans are afoot for other Radio Stations/DDKs. In new Radio Stations/DDKs only latest state-of-the art equipment are being installed. The satellite uplink and downlink facilities have mostly been digitised and remaining ones are also proposed to be digitised shortly. Several Radio Stations have started broadcasting in stereo mode:

- (i) Other technological initiatives include, commissioning of transmission managers at 4 Radio Stations and expected installation at eight more stations by March 2001:

- (ii) Commissioning of Radio-in-Demand Service from Chennai, Kolkata and Mumbai by March 2001 (the service is presently available at Delhi only);
- (iii) A project is underway for digital networking of Vividh Bharati Service;
- (iv) Automation and telemetry system are proposed for News Rooms and Transmitters. A FM telemetry system (i.e. remote operation of transmitters) has already been installed at Guwahati and Nagpur. A telemetry system for remote operation of Low Power TV Transmitters is being developed.

Digital Terrestrial Television Broadcasting (DTTB) :-

At present, there are only two terrestrial TV channels of Doordarshan (DD-I and DD-II) available in the country, though about 100 satellite channels being received in different parts of the country. While DD-I is received in about 75 % of area of the country covering about 89% of the population, the coverage of DD-II is available to only about 25% population. The terrestrial transmission of Doordarshan is in analogue mode. To make more channels available terrestrially in analogue mode requires setting up of thousands of transmitters which is just not possible due to limited resources. Therefore, the Prasar Bharati proposes to introduce Digital Terrestrial Television Broadcasting (DTTB) in the country in a phased programme spanning 10-12 years,

The DTTB has following advantages over analogue transmission :-

- (i) One digital transmitter can carry four to six TV channels;
- (ii) Vastly superior and uniform quality of reception in the entire reception area;
- (iii) Reception of TV/multi-media services even in moving vehicles;

- (iv) More than 50% saving in power consumption as compared to analogue transmitters.

The switching from analogue to digital transmission is necessary in view of the similar developments taking place in developed countries as also to provide an alternative to cable network services specially in rural areas and small towns where cable network are not too visible. Some of the digital channels can also be used for INTERNET and e-mail through television.

Apart from requirement of resources for Prasar Bharati for replacement of all analogue transmitters by digital ones, the public will also have to acquire digital TV sets or set-top boxes to be attached to existing TV sets to receive digital signals. This would require substantial investment by TV homes. As it may not be possible for most of the consumers to invest this amount, for some time, the digital transmitters will have to function in simulcast mode i.e. relay of both digital and analogue signals so that consumers not having digital TV sets or set top boxes are not deprived of Doordarshan services. This policy is followed at present in many developed countries.

While a policy decision in the matter is yet to be taken, Prasar Bharati is setting up Digital Transmitters in four Metros of Delhi, Chennai, Kolkata and Mumbai on experimental basis. These transmitters are scheduled to be commissioned during 2001-2002.

New Initiatives in Programme Production, News Broadcast etc.

(i) Programme Production Facilities

(a) Digital based technology: Digital based technology which is in use the world over is also being inducted in All India Radio to ensure superior production and transmission facilities. Compact disc players have already been provided in all the major

stations. Computerised hard disc based recording, editing and playback system is being introduced in the AIR network. Other major equipment being modernised/replaced include console tape recorders, recording/transmission/switching consoles, microphones etc.

(b) Conversion from mono to stereo: As a part of plans to introduce stereo service, the studio facilities at several stations have been upgraded from mono to stereo.

(c) Digital uplink and Downlink : The existing analogue uplink and downlink facilities are being converted to digital mode. A centralised digital stereo uplink facility has been set up at Borivli (Mumbai) for the Vividh Bharati Services. In the current Plan Digital Uplink facilities have already been provided at Chennai, Aizawl and Kohima and are being provided at Imphal and Agartala. Uplink facilities are also proposed at Jammu, Delhi and Calcutta.

(d) New Broadcasting House: Studios equipped with latest state-of-the-art technical facilities are being provided in the New Broadcasting House complex which is coming up at Delhi for the external Services, News Services and Home Services.

(ii) News Broadcast

During the year, two Regional News Units were set up at Raipur and Dehradun to originate news bulletins for meeting the requirements of the people of the new State of Chattisgarh and Uttaranchal respectively. The Regional News Unit already functioning at Ranchi will meet the requirements of listeners in the newly created State of Jharkhand.

An Information Technology Unit was set up at Delhi to take care of the IT requirements of NSD. The Unit has set up an internal website to cater to the news requirements of the Regional News Units and others.

Steps were taken to improve the quality of the news bulletins to make them more useful and attractive to the listeners. The slow speed news bulletins in Hindi and English, which had outlived their utility, were cancelled and composite news programmes were introduced in their place. The programme in English, called 'Mid-Day News' goes on the air from 1400 hrs. to 1430 hrs. The programme in Hindi, called 'Dopahar Samachar' is aired from 1430 to 1500 hrs. Consequently, the news bulletin in English at 1400-1410 hrs and that in Hindi at 1410-1420 hrs. were cancelled. An external news bulletin in Hindi has also been cancelled.

The format of the news bulletins in Hindi and English in the Morning and Evening has been changed to make the bulletins listener-friendly. The 'Morning News' in English and the 'Samachar Prabhat' in Hindi now include a commentary on a current topic

and newspaper highlights. Similar changes were made in the morning Urdu news bulletin, called 'Khabarnama'. Voice-casts of correspondents, experts' opinions and actualities and analyses of the major news events of the day are included in the news bulletins to make the news more credible, comprehensive and interesting. AIR "News on Phone" service provides the latest news highlights in Hindi and English to a listener anywhere in the world on phone on dialing the specified numbers. AIR news is also available on the Internet. News (headlines) bulletins are aired on the popular FM Channel round the clock.

Efforts are on to bring about desirable changes in the regional news bulletins broadcast from the regional stations which are widely listened to in the semi-urban and rural areas. Plans are underway to start a round the clock FM News Channel.

| Year | Revenue Earnings of Prasar Bharati | | |
|---------|------------------------------------|-----------------|----------------------|
| | Doordarshan | All India Radio | Total Rs. (in Crore) |
| 1995-96 | 386.19 | 92.04 | 478.23 |
| 1996-97 | 601.30 | 87.18 | 688.54 |
| 1997-98 | 467.51 | 100.99 | 568.50 |
| 1998-99 | 419.99 | 95.66 | 515.61 |
| 1999-20 | 496.23 | 78.55 | 574.74 |

ALL INDIA RADIO

Activities:

AIR has taken several steps to strengthen the network and improve the coverage.

Expansion of Border Area coverage:

a) North-Eastern Region:

Radio coverage in the North-East Region is being expanded. There are 24 AIR stations presently operating in the seven states of the North East and Sikkim. In the current plan 9 additional AIR stations have been commissioned.

b) Jammu & Kashmir :

Radio coverage in J&K is being strengthened. At

Srinagar the 1 KW MW Transmitter of Vividh Bharati has been upgraded by a 10 KW FM Transmitter and stereo facilities have been provided in the studios.

Staff Training Institute

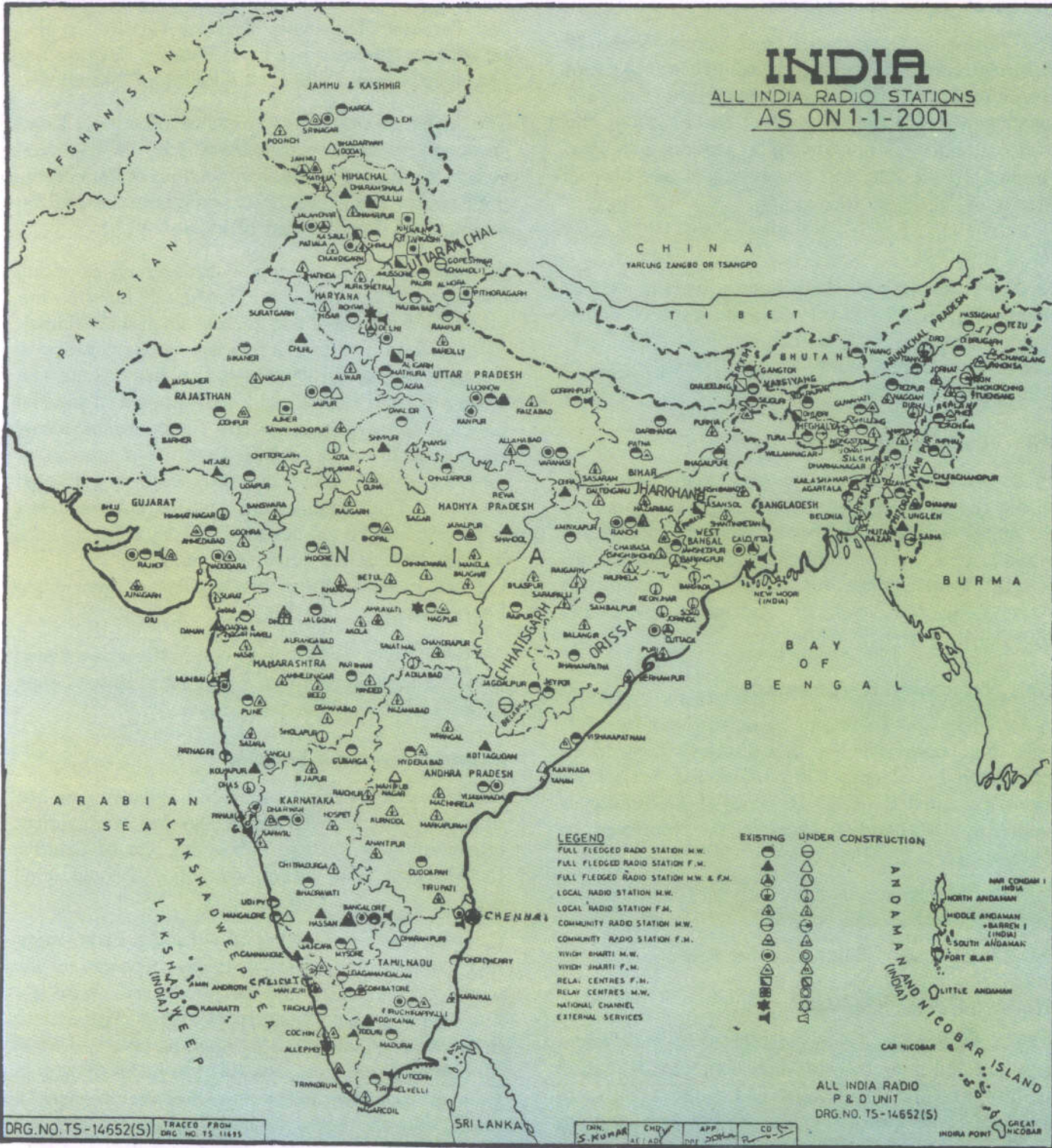
Training facilities have been augmented by opening a new Staff Training Institute at Bhubaneswar (Orissa). Training facilities at STI (T) Delhi are also proposed to be modernised during the current plan.

Radio Networking through INSAT:

All the broadcasting centres of AIR throughout the country have been networked through satellite for the relay of national and regional programmes. 18 Uplinks are available for uplinking the programmes in different state capitals to be used by the regional and local stations of respective states.

INDIA

ALL INDIA RADIO STATIONS
AS ON 1-1-2001



DRG. NO. TS-14652(S) TRACED FROM DRG. NO. TS 11695

DN: S. KUMAR CM: V. J. ADI APP: J. S. J. CD: S. S.

ALL INDIA RADIO
P & D UNIT
DRG. NO. TS-14652(S)
INDIA POINT GREAT NICOBAR

Research and Development

The Research Department of All India Radio & Doordarshan is engaged in Research and Development work incorporating state-of-the-art technology in Radio & Television Broadcasting. The technical activities undertaken in various labs from April 2000 till date and the expected activities till March 2001 are as follows:

(i) Internet

Research Department launched a website named rdair.res.in on 29.9.2000. This site gives all details about History of R&D, R&D activities, R&D News Letter, past achievements etc. and provide links to AIR & DD websites.

(ii) Radio-on-Demand

Radio-on-Demand services launched in the year 1996 in the capital on experimental basis is very popular. A similar system was commissioned in Chennai recently and the experimental transmission is likely to start soon. Similar system is to be installed in Kolkata by 2nd week of December, 2000 and Mumbai by March 2001.

(iii) Telemetry & Automation :

Automation and Telemetry System project for SPT, AIR, Bangalore is under progress and likely to be completed by March, 2001. A similar project for newly procured HARRIS 10 KW FM Transmitter is under progress and is likely to be completed by March, 2001.

- (a) A FM telemetry system each has been installed at Guwahati and Nagpur.
- (b) News Room Automation for AIR

News Services Division

The News Services Division (NSD) of All India Radio puts out 311 news bulletins daily with a total duration of 39 hours and 44 minutes. Out of these, 84 news bulletins are broadcast in the Home Service from Delhi for a duration of 12 hours. Forty-five Regional News Units (RNUs) originate 139 news bulletins daily for a duration of 18 hours and 21 minutes. In the External Service, AIR broadcast 64 news bulletins

for 8 hours and 59 minutes in 25 languages (Indian and Foreign). The News Services Division is also putting out 24 news headlines bulletins daily on the FM channel from Delhi for a duration of 24 minutes.

The major events likely to receive prominent news coverage during the remaining part of the year include the Winter and Budget Sessions of Parliament, the Republic Day, visits of foreign dignitaries and the International Film Festival of India.

AIR also broadcasts special bulletins such as sports news and youth bulletins. Two youth bulletins are broadcast from Delhi one each in English and Hindi. AIR, Kolkata also broadcasts two youth bulletins in Bengali. During the Haj period, a five minute Haj bulletin is aired from Delhi for the benefit of the Haj pilgrims. Comments from the Press are broadcast every day. In addition, NSD puts out a number of news-based programmes and commentaries in English and Hindi. During Parliament Sessions, commentaries in English and Hindi reviewing the day's proceedings in both Houses are broadcast. Similarly, the RNUs put out reviews of the proceedings of their State Legislatures.

A Radio News Exchange Programme was initiated with the members of the Asia Pacific Broadcasting Union to broaden the news coverage.

External Services Division

"Nation shall speak peace unto nation" was the dictum of Mr. Lionel Fielden, the first controller of broadcasting in India to define the role of External Broadcasting. The dictum continues to hold good even now.

External Services Division of All India Radio ranks high among the External Radio network in the world, both in reach and range covering about 100 countries in 26 languages, 16 of them foreign and 10 Indian, with an enormous programme output of about 70 hours 45 mts. Everyday, All India Radio through its external broadcast keeps the overseas listeners in touch with the ethos of India and things that are Indian, reflecting the ideas and achievements of India as an open society. Over six decades, All India Radio has emerged as a credible voice of the nation projecting an image of a modern, vibrant and resurgent India.

Highlights of news coverage during the year

- The Prime Minister's 13 day historic visit to New York and the United States.
- Special arrangements were made for the coverage of Mr. Atal Behari Vajpayee's visit to New York to attend the UN Millennium Summit and his official visit to the United States.
- The Prime Minister's visit to Italy and Portugal was also covered.
- The political developments relating to the formation of the new States of Chhattisgarh, Uttaranchal and Jharkhand and the swearing-in of new governments in these States.
- Under the series "Face the Nation", a number of interviews with Union Ministers, apart from a number of other programmes were broadcast in spotlight and Samayiki on the performance of the NDA Government.
- The Prime Minister's announcement to suspend combat operations against militants in Jammu and Kashmir during the month of Ramzan.
- Setting up of a Group of Ministers to review the national security system.
- Dedicating the new INSAT 3-B to the Nation.
- Karnam Malleswari becoming the first Indian woman to win an Olympic medal.
- Opening up of the telecom sector.
- Austerity measures announced by the Government including the imposition of a 10 per cent cut in the Non-Plan non salary expenditure.
- The steps to bring down the government equity in 19 Public Sector banks to 33 per cent, the decision to disinvest in 10 Public Sector companies.
- Approval of Direct to Home Television Services.
- The situation in Jammu and Kashmir including the government's decision to hold talks with the militants.
- Efforts were made to counter Pakistani propaganda regularly through the news bulletins and programmes.
- The surrender of militants and the anti militancy operations carried out by the army and security forces.

External Services Division's transmission directed to SAARC countries, West Asia, Gulf and South East Asian countries continues to carry the 9.00 P.M. National bulletin in English, originally meant for Home Services.

External Services Division continues to beam UN News to different parts of the globe on every Saturday.

External Services Division continues to supply recordings of music, spoken word and programmes

to about hundred countries and foreign broadcasting organizations, under the Cultural agreement.

Central Monitoring Services

The Central Monitoring Services (CMS) is engaged in the task of monitoring news and news-based programmes of important foreign Radio and Television networks. During the year, the organization, on an average, monitored 50 broadcasts and 46 telecasts from 12 radio and 4 television networks everyday.

Staff Training Institute (P)

Staff Training Institute (Programme) established in 1948 at Delhi as an attached office of DG, AIR, New Delhi was declared as a subordinate office with effect from 1.1.1990. The institute has been imparting in-service training to various cadres of Programme staff of All India Radio and Administrative Staff of Akashvani & Doordarshan. STI (P) has been established at Cuttack and five Regional Training Institutes at Hyderabad, Shillong, Ahmedabad, Thiruvananthapuram and Lucknow to cater to the needs of the Radio Stations in respective regions.

In the year 1999-2000 all the Institutes conducted 55 programme courses and 33 administrative courses, totaling 88 courses, thus training 871 programme personnel and 632 administrative staff i.e.1503 personnel.

Central Education Planning Unit

1. A Project on Leprosy Eradication:

Launched in collaboration with BBC (MPM), the objective of this project was to publicize that leprosy is curable, it is not an infectious disease and the early detection may help in eradication. In addition to documentaries and musical plays, a serial "Aatmajayee" was broadcast from all stations located in Uttar Pradesh, Bihar, West Bengal, Madhya Pradesh and Orissa.

2. Tinka-Tinka-Sukh: The regional version of the popular radio serial "Tinka-Tinka-Sukh" is being broadcast in four languages i.e. Tamil, Telugu, Kannada & Malayalam. Transcreation of the serial in two other languages i.e. Oriya & Punjabi has been planned for the year 2000-2001.

3. Phone-in-programme of IGNOU: To make distant education programmes more effective, a phone-in programme has been started initially for three years from all the primary stations of AIR with the collaboration of IGNOU. It is a weekly programme broadcast on every Sunday for one hour. With the purpose of reaching every corner in the field of education, sixteen hours broadcast of distant education has been planned with collaboration of IGNOU from 40 FM, AIR stations of the country.

4. National Science Magazine: To develop the scientific temperament a National Science

Magazine programme "Vigyan Bharati" is aired on every 4th Wednesday of the month in Hindi and "Radioscope" on every 2nd Friday in English.

Central English Feature Unit

The National Programme of Features this year focussed on social and environmental issues. Cyber Crime - a recent development, keeping pace with the INTERNET revolution - was highlighted in one programme. Another documentary with inputs from a host of successful Indian writers in English - both old timers and new faces - was broadcast in May following the first Commonwealth Writers Meet held in India. A year after Kargil, a programme paid homage to our men in uniform.

Music

40% of the total broadcast on AIR is music, which includes Classical Music, Light, Folk, Film and Music of various regional languages. National Programme of Music (Hindustani and Carnatic) are prestigious programmes of this stream which are broadcast on every Saturday and Sunday for a duration of 60 minutes from 10 P.M. to 11 P.M.

On 4th November, 2000 All India Radio arranged Akashvani Sangeet Sammelan before an invited audience at 23 places. Some of the artistes who featured in the Sammelan were Pt. Anindo Chatterjee, Pt. Rajshekhar Mansur, Pt. Ram Ashish Pathak, Ashwini Bhide, Shivanand Patil, Haresh Chandra Bhavsar, Vidushi Rita Ganguly, Vidushi Purnima Choudhary, Narendra Nath Dhar, Deba Prasad Chakravorty, Sanjeev Abhyandkar, Falguni Mitra, Moiuddin Khan, Kunwar Rajinder Singh, Jayashree Ramesh Patnekar, Ronu Majumdar, Tanima Thakur, Debashish Bhattacharya, Tripti Mukherjee & Shubha Mudgal in Hindustani Music.

Farm and Home Programmes

All stations of All India Radio broadcast Farm & Home programmes directed at rural audiences, in order to provide support to intensive agriculture and high-yielding variety programmes. Farm & Home units function at most AIR stations throughout the country

Family Welfare

All AIR Stations broadcast family welfare programmes in the regional languages/dialects of our country. The programmes are in a variety of formats like talks, interviews, features, quiz, jingles etc. In 22 AIR Stations, a full-fledged family welfare unit is provided, which includes one Programme Executive (FW), one Transmission Executive (scripts) and one Field Reporter is provided and in 14 AIR stations there are only one Field Reporter (FW) to cover the family welfare activities in the area.

AIR stations having Family Welfare Units are guided by Family Welfare Advisory panel on programme matters from time to time, and these suggestions are incorporated in programme schedules.

Akashvani Annual Award is given each year to the best programme on family welfare.

National Plan of Action for Children

AIR with its vast network of 198 Radio stations spread over the whole of the country, broadcast programmes in a large number of languages and dialects. All stations broadcast programmes for children on regular basis. In the programmes addressed to women and general audiences stress has been laid on programmes regarding health and care of the mother and the child. Programmes dealing with child health, reduction of maternal mortality rate, universal immunisation and primary health education from a regular part of our broadcasts.

AIR broadcasts from almost all its stations programmes for children of three categories, viz. programmes for children between the age of 5 to 7 years and 8 to 14 years of age. Special programmes are also broadcast for rural children.

Special programmes focussing on the status and importance of the Girl Child in various formats such as discussions, compering, talks, short stories, jingles, spots etc. are being broadcast during the transmission on a continuous basis at regular intervals throughout the year to create social awareness to welcome the girl child's birth as that of boy.

Programmes for Rural Children

Children, regardless of their education and literacy

status, participate in these programmes broadcast once a week from stations having Farm & Home Units. Emphasis is given on educating and motivating children to be better citizens. All the items included in programmes for teenagers find place in these programmes, the idea being that the context of the messages become relevant to rural situations. The rights of children in various aspects of socio-economic activities, are highlighted in all the programmes for teenagers.

Several workshops are being organised from time to time to sensitize the AIR programmers who are involved with production of children's programmes, on some serious issues i.e. Child Prostitution/ Education/ Child Labour/ Child Development & Protection Rights/ Child Rights and Media Approach/ Reducing burden on the pre-school Child/ Gender Issues/ Sexual exploitation etc.

Programmes for Women

AIR stations broadcast programmes for rural as well as urban women at timings convenient for listening by the respective target groups.

The programmes directed at women listeners cover subjects related to socio-economic development of women, health and family welfare, food and nutrition, scientific home management, women entrepreneurship, education, including adult education, gender issues etc. These programmes also aim at creating wide social awareness about rights and privileges of women through the propagation of legal literacy.

Drama

More than 80 stations of AIR broadcast play in various languages. Radio adaptations of outstanding novels, short stories and stage plays are also broadcast. Besides original plays, a large number of AIR stations regularly broadcast family dramas with a view to eradicate deep rooted social evils and blind belief in superstition prevailing in the society. Serials projecting the current socio-economic issues like unemployment, literacy, environmental pollution, problems of girl child etc. are broadcast on a regular basis.

Sports

During 2000-2001 All India Radio has provided

effective coverage to International & National sporting events held in India. Some of the notable ones are:

Summer Olympics in Sydney,

Asia Cup Cricket at Dhaka,

India Vs Zimbabwe Cricket series in India

Wimbledon Tennis Championship at London,

Davis Cup Tie at Delhi,

Asia Cup Tennis at Delhi,

ATP Tour World Tennis Championship at Bangalore,

International Nehru Cup Football Tournament at Bhopal,

World Chess Championship at Delhi etc.

The National level matches held in India were also covered. All Major sports events, national Championships and tournaments of various disciplines were covered through live commentaries, resumes, voice-casts and interviews.

National Channel

Having come on air on 18th May, 1988, the National Channel of All India Radio works as a night service from 6.50 A.M. to 6.10 A.M. the next morning. It covers 64% of the area and about 76% of the population of the country. The programme complexion of the channel has been designed to make it representative of the varied cultural mosaic and ethos of the nation as a whole. To maintain the national character of the channel and quality of the programme, all types of recordings from every corner of the country through different local and regional AIR Stations are procured continuously.

EDP Cell

EDP Cell is responsible for all the activities related to IT Planning and computerisation, introduction of new interactive computer based services and software development etc. in AIR network. Brief details of the activities of EDP Cell during the year are given below:

1. Royalty Payment & Management System

All India Radio pays royalty to the various film

producers for programme broadcast by AIR stations. A server based software for Royalty Payment & Management System was earlier being used. Since the AVIION system on which this was running has become obsolete and is to be replaced, a Windows based software for Management of royalty payment has been developed.

2. Software for billing and scheduling of commercials by CBS stations

AIR earns revenue by sale of airtime to various advertisers/agencies and broadcast of commercials by CBS as well as primary channel stations of AIR. A comprehensive software has been developed for scheduling of spots, preparation of Daily production sheet, generation of bills and monitoring of receipt of payments.

3. Development of a software for processing SACFA clearance applications

AIR, as a member of SACFA, has to issue 'No Objection Certificate' to different organizations (Govt. as well as Private) for siting of their transmission towers and high raised structures for communication purposes. The main objective of processing the SACFA application is to protect the operation of AIR Studio Transmitter Links (STL) from interference and obstruction that may be caused by the proposed new structures. A software has been developed for interference calculation checks based on various parameters. This software is being used by the concerned section of AIR Headquarter.

4. Software for Analysis and Monitoring of transmitting valve stock (VSA/VSD)

All India Radio has got a wide base of terrestrial transmitters. These transmitters use various types of valves in different stages/positions. AIR stations have to submit quarterly reports about usage and availability of these valves. The data is then centrally compiled manually for working out the requirements of the entire network. A web-based management information system software has been developed for storing this. This will enable AIR stations to update their data on-line.

Akashvani Annual Awards

All India Radio presents the Akashvani Annual Awards

to outstanding broadcasts of every calendar year in different disciplines and subjects. There are special prizes for Yuva Vani, Special Topic Documentary and the Lassa Kaul Award for a programme on National Integration. Trophies are also given to the stations winning the first prize in each category of programme.

DOORDARSHAN

Major Developments

- Doordarshan launched one more satellite channel—**Gyan Darshan** w.e.f. 26th January, 2000. It is an exclusive Educational channel in collaboration with IGNOU and HRD Ministry,

which broadcasts 16 hours of programmes from 5.45 a.m. to 9.45 p.m. for imparting formal, informal and curriculum based programmes.

- Besides the **NE Satellite channel was converted into a 24-hour channel** from 27.12.2000.
- The refurbished **Kashir Channel** with 16 hours of transmission was launched on 26.1.2000. Earlier the transmission of Kashir Channel was 2 hours a day only.
- The duration of transmission of DD-Sports Channel was increased from 12 hours daily to 24 hours from June, 2000. It has become encrypted from 15th September 2000.

Telecast Highlights

- Coverage of **the visits of US President Bill Clinton and Russian President Vladimir Putin**
- **Exclusive telecast of Sydney Olympics 2000 live.** DD Sports Channel was encrypted to secure additional revenue. More than 800 hours of Sydney Olympics 2000, unprecedented in the telecast of Olympics on DD were telecast on DD channels.
- Live coverage of Railway Budget and General Budget.
- Extensive coverage of PM's visit to USA with analysis and live inputs.
- Coverage of election analysis during the polls in four States namely Haryana, Bihar, Orissa and Manipur.
- Special programmes focusing on relief operations in cyclone hit Orissa.
- Extensive and prompt coverage to the Gujarat earthquake. DD was the first to break the news of the earthquake at 9 a.m. on 26th January, 2001. Within four hours of the earthquake, DD News mounted an unscheduled flash bulletin at 12 noon with pictures from the quake site, expert comments from Additional Director General of the Met Office and phone-in from Ahmedabad. Hourly/half hourly updates as headlines were continuously telecast till 12.2.2001.

Organisation

Television programmes were introduced in Delhi in 1959 and were extended to a second city only in 1972. By the middle of 1970s there were only seven TV centres in the country. Television was separated from All India Radio in April 1976 and Doordarshan came into existence. National programmes were introduced in 1982 and from then onwards there has been steady progress with more and more transmitters and programme production centres established over the length and breadth of the country.

Doordarshan is headed by the Director General. The Engineering Wing of Doordarshan is headed by the Engineer-in-chief. He is responsible for the maintenance and expansion of the hardware part. The Director General is assisted by a number of Deputy Directors General and others in the Programme Wing. The Administration Wing is headed by an Additional Director General and the Finance Wing by a Deputy Director General.

DD Channels

Doordarshan operates 21 channels—Five All India

Channels, 11 Regional language Channels and 4 State Network and an International channel.

National Channel

| | |
|----------------|--|
| DD-1 | National Channel |
| DD-2 | Metro Entertainment channel |
| DD - Sports | Sports Channel |
| DD - News | News & Current Affairs Channel |
| DD-Gyandarshan | Educational TV Channel launched in collaboration with Ministry of HRD. |

Regional Language Satellite Channels

| | |
|-------|---|
| DD-4 | RLSC - Malayalam |
| DD-5 | RLSC - Tamil: Podigai |
| DD-6 | RLSC - Oriya |
| DD-7 | RLSC - Bengali |
| DD-8 | RLSC - Telugu |
| DD-9 | RLSC - Kannada: Chandana |
| DD-10 | RLSC - Marathi: Sahyadri |
| DD-11 | RLSC - Gujarati |
| DD-12 | RLSC - Kashmiri (DDK, Srinagar) |
| DD-13 | RLSC - Assamese and Languages of North-East |
| DD-18 | RLSC - Punjabi |

State Network

| | |
|-------|---------------------|
| DD-14 | SN - Rajasthan |
| DD-15 | SN - Madhya Pradesh |
| DD-16 | SN - Uttar Pradesh |
| DD-17 | SN - Bihar |

International

DD-World International Service

The National Network of DD-I, 24 hours channel is aimed at promoting National Integration and disseminating informational, educational and entertainment programmes.

DD-Metro came into existence as an entertainment channel. The thrust of programming is therefore on entertainment. Constant efforts are made to procure programmes which provide quality entertainment. At present, entertainment programmes covering a wide spectrum of topics are telecast on the channel. The programmes telecast on Metro channel include Detective Serials, Fiction, Sitcom, Talent Hunt Show, Teleshopping, Mixed Variety with private album & Film Songs, Family Drama, Puppet Show for children, animation, Talk Show, Youth, news Based Programmes, Light Music, Devotional Music etc.

With a view to counter the ever-increasing challenge posed by other rival channels, a major exercise for revamping the Metro Channel was undertaken during the year which met with great success. The exercise included inviting global tender for sourcing quality programming for the 7-9 p.m. and 9-10 p.m. band. As a result, the channel has received a facelift and has also been able to procure high quality software. Under the revamping exercise a special time band for toddlers was created with the introduction of special BBC programme viz., Teletubbies and by carving out a 2-hour band for children's programmes.

In keeping with its image of entertainment channel a number of programmes of 'Making of Films' were also telecast which generated good revenue and also provided good entertainment. Viewers are also exposed to one hour programming (Monday-Friday) of educational entertainment content through software being provided by Discovery Channel.

News and Current Affairs

To give the latest news throughout world through DD-International, 25 bulletins including Headlines are telecast everyday from its headquarters in Delhi. DD is also feeding News capsules to CNB and ABU on a daily basis.

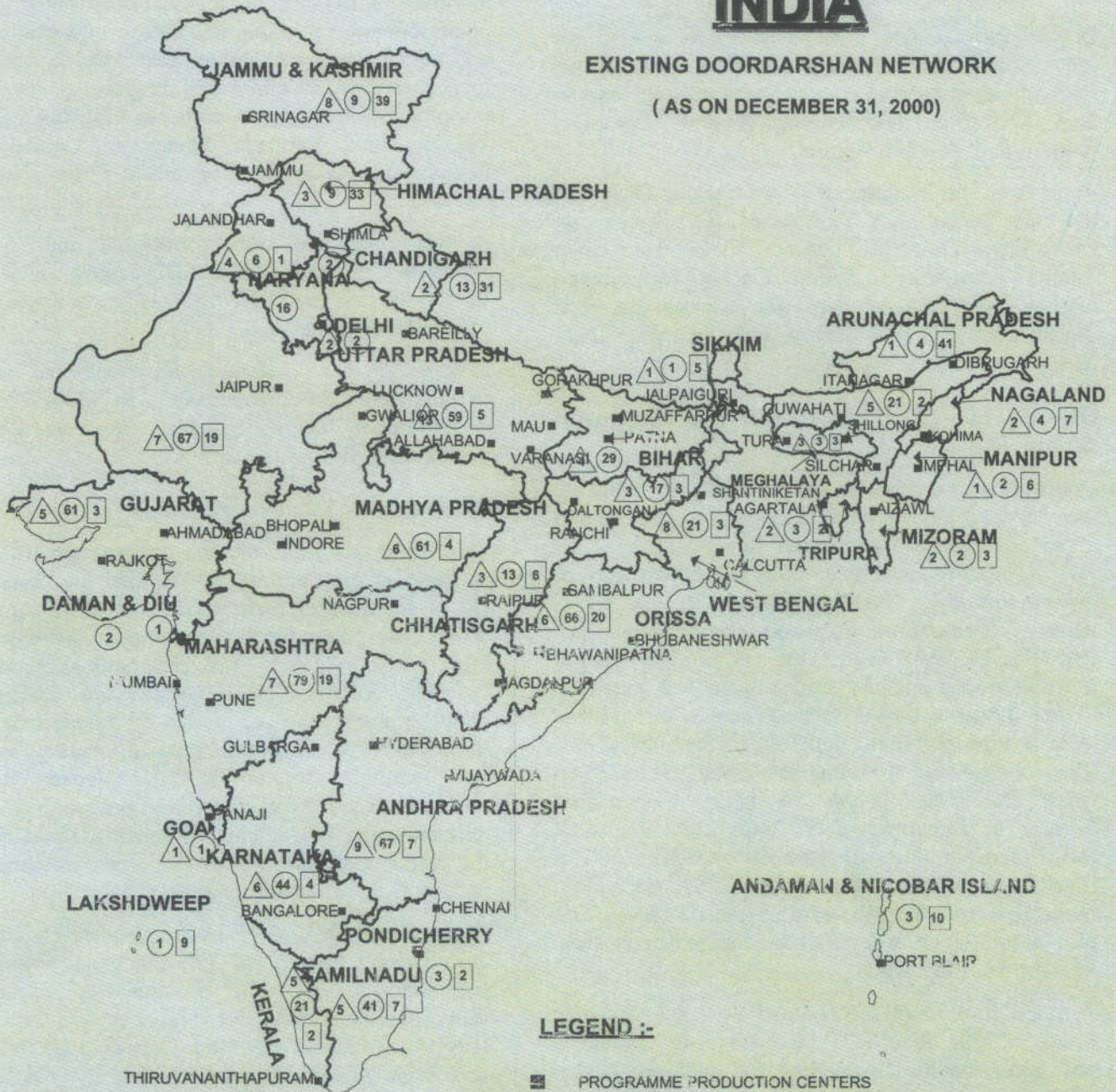
In addition to the ongoing series of current affairs programme, a major business show on DD News Channel is due for launch in the last week of March 2001.

Registration launch for DD News Website was





INDIA

EXISTING DOORDARSHAN NETWORK

(AS ON DECEMBER 31, 2000)



LEGEND :-

-  PROGRAMME PRODUCTION CENTERS
-  HIGH POWER TRANSMITTERS
-  LOW POWER TRANSMITTERS
-  VLPT's / TRANSPOSERS

made on 27.2.2001. On 28th Feb., 2001, Finance Minister's budget speech was web cast live and the site was hit by approximately 7.5 lakh net surfers.

DD Sports Channel

DD Sports caters to millions of sports lovers, not only in India but also abroad. It is available on PAS-4 having footprints in 34 countries of Middle East, CIS and neighbouring Region, European Region and African Region.

Apart from the live telecast of the Sydney Olympics, the India Zimbabwe Cricket series, ICC Knock out, Davis Cup, Euro-2000 Soccer, Gold Flake open Tennis Tournament, World Cricket for women held in New Zealand were also telecast live. The World Chess Championship held in New Delhi was covered in a big way.

DD-World (Formerly DD-International Channel)

Doordarshan opened its windows to the world by launching its international Channel on 14th March 1995 through a transponder on ASIAT-1. It was a modest beginning with a transmission of three hours daily, five days a week. In July 1996, when Doordarshan acquired transponders on PANAMSAT (PAS 4 & PAS 1), a daily service was introduced and the transmission was extended to four hours a day. The transmission was further extended to eighteen hours in November 1996. The international Channel of Doordarshan (then called DD India) began 24 hours transmission from 27th December 1999 with eight hours of fresh programming repeated twice. DD-World is now being distributed through DTH and cable networks in Europe and Middle East. The distribution in USA & Canada and Africa is likely to start by May 2001.

A major revamp of the channel was undertaken in March 2000. A SWOT analysis was conducted and based on the findings of this analysis, a blue print for future growth was drawn up. The name of the channel was changed from DD-India to DD-World, to reflect its international character. From 3rd July 2000, this round the clock channel started transmitting sixteen hours of fresh programming every day.

The programming aims at offering an update on Indian social, cultural, political, and economic scene. The channel carries five news bulletins, features on topical events and discussions on issue of international significance. It also beams many Indian entertainment programmes, serials, theatre, music and dance besides a feature film daily. In addition to programmes in Hindi and English, programmes in regional languages such as Punjabi, Urdu, Telugu, Tamil, Kannada, Malayalam, Gujarati and Marathi form an essential ingredient of the channel's offering.

A new policy has been formulated under which sponsored programmes on DD-1 and DD-2 can be for telecast on DD-World, within a week from their telecast day.

In-house production started with a half-hour weekly programme "Yours Truly" in July 2000. Programmes for the Events band are being produced in-house regularly.

Educational TV Programmes

Doordarshan has always given priority to educational programmes to improve the quality of life of the people especially the disadvantaged by disseminating knowledge. The school telecast started from Delhi in 1961. The programmes produced by State Institutes of Education are telecast in Hindi, Marathi, Gujarati, Oriya & Telugu from the transmitters of concerned regional language zones. The National Network (DD-1) telecasts higher education, secondary, school programmes for different level of students at specified chunks. All the Network educational programmes are simulcast of the Gyan Darshan channel.

Gyan Darshan is an exclusive satellite channel of Doordarshan, which at present gives 24 hours continuous service. The channel was started on 26th January 2000 in collaboration with the Ministry of Human Resource Development (MHRD) and Indira Gandhi Open University (IGNOU). The programmes cover areas like primary, secondary and higher education (University level) technical and vocational training, as also subjects such as health, environment, arts, tourism, etc. These programmes are sourced from University Grants Commission/Consortium of Educational

Communication (UGC/CEC), Indira Gandhi National Open University (IGNOU), Central Institute of Educational Technology/State Institute of Educational Technology (CIET/SIET), National Open School (NOS), Directorate of Adult Education (DAE) and Ministries involved in the Electronic Media Software etc.

The curriculum based as well as career based programmes targeting various groups of learners are balanced with time-slots for special programmes on art, culture, science, technology etc. having a wider appeal across different age groups. The Channel also offers a 'window to the world' through programmes acquired from foreign sources. A unique feature of the channel is the high degree of 'Interactivity', which enables learners to 'phone-in' and seek clarifications from experts. This is the first educational channel of India.

Regional Programme

All the Doordarshan Kendras produce programmes in their respective regional languages. Major Kendras producing 25 hours of programming each week originated, have now been given the option to produce ten more hours of programmes in a week. Rural development is emphasised in the Regional service and programmes on agriculture, health, family planning and environment are telecast regularly, targeting specific audience like women, children, youth etc. Entertainment programmes include serials, feature films, dance and music. With satellite uplinking, it has been possible to provide common programmes for viewers in all the larger states.

Regional Language Satellite Channel

In addition to the Regional Kendras, the following Regional Language Satellite Channels are in operation. These channels show programmes in the regional languages in addition to the regional programmes telecast by Regional Kendras and can be seen anywhere in the country with the help of an appropriate dish-antenna system.

DD-4 RLSC - Malayalam

| | |
|-------|---|
| DD-5 | RLSC - Tamil: Podigai |
| DD-6 | RLSC - Oriya |
| DD-7 | RLSC - Bengali |
| DD-8 | RLSC - Telugu |
| DD-9 | RLSC - Kannada: Chandana |
| DD-10 | RLSC - Marathi: Sahyadri |
| DD-11 | RLSC - Gujarati |
| DD-12 | RLSC - Kashmiri (DDK, Srinagar) |
| DD-13 | RLSC - Assamese and Languages of North-East |
| DD-18 | RLSC - Punjabi |

Films

Since 1999, a New Film Policy for telecast of Hindi feature films on DD-1 and DD-2 was formulated on Minimum Guarantee/Sponsorship basis with a view to maximize revenue and increase the popularity of the channel. During the year 2000-2001, Block buster Hindi feature films such "PYAR TO HONA HE THA", "DIL SE", "MAST", "CHINA GATE", "ANDAZ APNA APNA", "ZAKHM", "BADE MIAN CHHOTE MIAN", etc. were telecast which received a good response from the viewers as well as earned a good amount of revenue for Doordarshan. The decision not to telecast award winning regional language films has been reviewed and their telecast has been resumed from 4.3.2001. Apart from Hindi and Regional languages films, Doordarshan telecasts English films every Friday on DD-2. Efforts are made to telecast films on socially relevant themes.

Commercial Service

Commercial advertisements are introduced on Doordarshan from 1st January 1976. Besides work relating to advertisements, the Commercial Service is also involved in billing of commercial time, collection of payments, finalisation of rates, etc. for sponsorship, telecast fee, spot rate and minimum guarantee programmes.

The revenue earned during the last 9 years are furnished below :

| Year | Gross Revenue (Rs. in Crores) |
|-------------|--|
| 1992-93 | 360.23 |
| 1993-94 | 372.98 |
| 1994-95 | 398.02 |
| 1995-96 | 430.13 |
| 1996-97 | 572.72 |
| 1997-98 | 490.15 |
| 1998-99 | 399.32 |
| 1999-2000 | 610.29 |
| 2000-2001 | 650.00 (Target) Jan. 2001 480 gross realized |

Doordarshan telecasts advertisements for goods and services but the acceptance of advertisements is governed by a comprehensive code. Commercial advertisements of cigarettes, tobacco products, liquor, wine and other intoxicants are, not accepted. However, surrogate advertising is allowed.

Normally, advertisements in Hindi are telecast on the National Network while advertisements in regional languages are telecast on the Regional Kendras. Bookings are normally accepted through registered and accredited agencies. The agency commission is 15% for all agencies. The accredited agencies get a credit facility while the registered agencies make payment in advance.

Lok Seva Sanchar Parishad

Lok Seva Sanchar Parishad is a voluntary advisory body consisting of a group of professionals from the field of communication, advertising, marketing, research, print media and other related disciplines. This body was constituted at the initiative of Doordarshan in 1987 with the approval of Ministry of Information & Broadcasting to serve as an advisory group to the National Broadcasting network to play an effective role in Public Service communication of India. It was formed on the line of *Ad Council* of the United States of America.

The main objective of this advisory body is to promote the production of Public Service messages through Films, Sports, etc. to be broadcast through television, radio and other media and to address issues of public concern where greater awareness can lead to better public participation for social action.

For this purpose, in June 1995, LSSP signed a Memorandum of Understanding with the Ford Foundation, for a Public Service Communicative Initiative (PSCI) under the aegis of LSSP-Doordarshan. The terms of this Memorandum envisaged that proposals be invited from National Award winning documentary film makers on the following three themes:

- a) Environment
- b) Social Justice
- c) Women's Issues

In the first phase 124 proposals were received, out of which 13 proposals were approved. 11 programmes have so far been telecast on National Network of Doordarshan from March, 99 to December, 99 (list enclosed) and the other two programmes which have been received **in Dec'2000 will be telecast during the current year.** LSSP is also contributing towards the telecast of quickies/spots related to Public Service messages on the National Network regularly. Some of them are Torch Capsules, Freedom Run, One Tune (Ek Sur), Raga Desh (longer and shorter versions) Gandhiji, filmlets on safety, Car Accident, Help the municipality Help you, Water.

Audience Research

The Audience Research Units study the audience profile and make an assessment of the viewer's preferences to the visual media helping in developing and planning Doordarshan programmes. 19 Audience Research Units have been established to give the quantitative as well as qualitative feedback to the heads of Doordarshan Kendras in respect of programmes telecast by them. The Doordarshan research work is coordinated at the Directorate level.

Prasar Bharati entered into an agreement with the

TAM Media Research Private Limited for procuring viewership data of 27 cities and 15 markets on weekly basis pertaining to all channels of Doordarshan. The data is being analysed and reports prepared so as to provide the advertisers the Doordarshan programme ratings on continuous basis as the advertisers are interested in TAM Ratings. Efforts are on to get INTAM Ratings for increasing the commercial earnings.

BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED

Broadcast Engineering Consultants India Limited (BECIL) was established in the year 1995 as a Government of India Enterprise under the Companies Act 1956 with authorised capital of Rs.250 lakh. The paid-up capital of Rs.36.5 lakh in the form of equity is wholly owned by the Government of India. The Company undertakes consultancy and turnkey jobs in various fields of broadcast engineering relating to acoustics, audio and video systems, satellite uplinking & down linking, video conferencing ISP Gateways etc. BECIL integrates expertise of All India Radio and Doordarshan and offers flexible tailor made solutions in building AM/FM broadcast centres, TV and Satellite Stations.

The activities of BECIL are totally commercial in the fields delineated by its Memorandum & Articles of Association. BECIL does not get Budgetary support except in the form of the **Equity** and **loan assistance** given at the time of inception.

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. BECIL's Plans and Schemes also comprise such jobs only.

Performance

Since its inception on March 24, 1995, BECIL has made significant progress in performance by undertaking jobs in India and overseas for public and private broadcasters and also other agencies. The Company has been paying dividend to the Government right from its inception.

During the current financial year upto the period ending 31st October 2000 the company has recorded a business of Rs.965.76 lakh, which is likely to be of the order of Rs.2,400 lakh by 31.03.2001.

Organisational Structure

The Company is headed by a Chairman & Managing Director and the business activities are managed by the Board of Directors which include one full time Director (Operations and Marketing) and four Government nominees. The other personnel of the Company include Senior Executives like Joint General Manager and Managers, supporting staff and consultants.

Focus Of Operations

The main focus of operations during this year has been to complete the execution of consultancy and turnkey projects in the various fields of broadcast engineering.

ALL INDIA RADIO
PROJECTS COMMISSIONED DURING 2000-2001

ANNEXURE-I

NEW RADIO STATIONS:

| | | | |
|----|--------------------------|------------------------------|------------|
| 1. | Mon (Nagaland) | CRS with 1 kW MW Tr. | 10.06.2000 |
| 2. | Tuensang (Nagaland) | CRS with 1 kW MW Tr. | 10.06.2000 |
| 3. | Nongstoin (Meghalaya) | CRS with 1 kW MW Tr. | 10.06.2000 |
| 4. | Saiha (Mizoram) | CRS with 1 kW MW Tr. | 13.06.2000 |
| 5. | Williamnagar (Meghalaya) | CRS with 1 kW MW Tr. | 01.07.2000 |
| 6. | Ziro (Arunachal Pradesh) | LRS with 1 kW MW Tr. | 10.06.2000 |
| 7. | Tezpur (Assam) | 20 kW MW Tr. Studio & S/qrs | 01.07.2000 |
| 8. | Kodaikanal (Tamilnadu) | 10 kW FM Tr. Studio & S/qrs. | 01.07.2000 |
| 9. | Chamoli (Uttaranchal) | 1 kW MW Tr. & Studio | 07.02.2001 |

TRANSMITTERS:

| | | | |
|-----|----------------------------|--|------------|
| 10. | Delhi (Khampur) | 250 kW SW Transmitter (Upgradation of 50 kW SW Tr.) | 26.05.2000 |
| 11. | Delhi (Khampur) | 250 kW SW Transmitter (Upgradation of 50 kW SW Tr.) | 26.05.2000 |
| 12. | Coimbatore (TN) | 10 kW FM Tr. & Studio (New VB Channel) | 15.08.2000 |
| 13. | Lucknow (UP) | 10 kW FM Tr. & Studio (Stereo channel) | 20.08.2000 |
| 14. | Jamshedpur (Jharkhand) | 6 kW FM Tr. & Studio (New VB Channel) | 03.09.2000 |
| 15. | Kathua (J&K) | 10 kW FM Tr. (Repl. of 6 kW FM Tr.) | 13.11.2000 |
| 16. | Bangalore (Karnataka) | 10 kW FM Tr. (VB) (Repl. of 1 kW MW Tr.) | 29.11.2000 |
| 17. | Trichy (TN) | 10 kW FM Tr. (VB) (Repl. of 1 kW MW Tr.) | 10.01.2000 |
| 18. | Tawang (Arunachal Pradesh) | 10 kW MW Tr. (permanent set up) | 11.12.2000 |

OTHER PROJECTS:

| | | | |
|-----|--------------|-------------------|------------|
| 19. | Delhi | Regional Workshop | 11.12.2000 |
| 20. | Mumbai | Regional Workshop | 29.08.2000 |
| 21. | Chennai (TN) | Regional Workshop | 03.07.2000 |

STAFF TRAINING INSTITUTE:

22. Bhubaneshwar (Orissa) RSTI (T) 17.07.2000

Besides the above the following projects are expected to be commissioned shortly.

23. Siliguri (West Bengal) 10 kW fM Tr. & Studio
(New VB Channel)
24. Mumbai (Maharashtra) 5 kW FM Tr. 2nd Channel
25. Bangalore 10 kW FM Tr.
(Stereo channel)
26. Srinagar (J&K) 10 kW FM Tr. (VB)
(Repl. of 1 kW MW Tr.)

PROJECTS EXPECTED TO BE TECHNICALLY READY BY MARCH 2001

1. Soro LRS with 1 kW MW Tr.
2. Shantiniketan LRS with 3 kW FM Tr.
3. Himmatnagar LRS with 1 kW MW Tr.
4. Rajgarh (MP) LRS with 3 kW FM Tr.
5. Silchar 20 kW MW Tr.
(Repl. of 10 kW MW Tr.)
6. Tura 20 kW MW Tr.
(Repl. of 20 kW MW Tr.)
7. Aizawl 20 kW MW Tr.
(Repl. of 20 kW MW Tr.)
8. Ratnagiri 20 kW MW Tr.
(Repl. of 20 kW MW Tr.)
9. Tirunelveli 20 kW MW Tr.
(Repl. of 10 kW MW Tr.)
10. Chennai 20 kW MW Tr.
(Repl. of 10 kW MW Tr.)
11. Imphal 10 kW FM Tr.
(Stereo Channel)
12. Agartala 10 kW FM Tr.
(Stereo Channel)
13. Rajkot 'B' (Gujarat) 10 kW FM Tr.
[(Repl. of 1 kW MW Tr. (VB))]
14. Vadodra 10 kW FM Tr.
(Repl. of 1 kW MW Tr. (VB))
15. Tirupati 3 kW FM Tr.

DOORDARSHAN

ANNEXURE-II

PROJECTS COMMISSIONED DURING 2000-2001 (01.04.2000 to 31.12.2000)

| STATE | LOCATION | STATE | LOCATION |
|----------------------------|----------------------|-----------------------|--------------------|
| ANDHRA PRADESH | | | |
| HPT | RAJAMUNDARY(Pmt.) | VLPT | ASMUQAM |
| LPT | ATMAKUR (DD II) | VLPT | BATALIK |
| LPT | BOBBILI | VLPT | BODH KHURBOO |
| LPT | DEVARAKONDA | VLPT | CHUMATHIANG |
| LPT | MADHIRA (DD II) | VLPT | LOLAB VALLEY |
| LPT | PEDANANDIPADU (DDII) | VLPT | HIRANAGAR |
| LPT | TEKKALI | VLPT | KANGAN |
| LPT | UDAIGIRI | VLPT | TURTOK |
| LPT | VELDANDA | JHARKHAND | |
| LPT | VINUKONDA | STUDIO | RANCHI (Aug.) |
| ASSAM | | HPT | RANCHI (DD II) |
| HPT | GUWAHATI (DD II) | LPT | BARHARWA |
| HPT | SILCHAR (DD II) | VLPT | GARHWA (DD II) |
| LPT | BOKAKHAT | KARNATAKA | |
| ARUNACHAL PRADESH | | HPT | HASSAN |
| VLPT | TUTING | LPT | DANDELI |
| BIHAR | | LPT | HIRIYUR |
| HPT | PATNA (DD-II) | LPT | HOSDURG |
| LPT | ROSERA | VLPT | BADAMI |
| CHHATISGARH | | KERALA | |
| STUDIO | JAGDALPUR | HPT | COCHIN (DD II) |
| GUJARAT | | HPT | TRIVANDRUM (DD II) |
| LPT | VYARA | LPT | PALA |
| HARYANA | | MADHYA PRADESH | |
| LPT | FIROZPUR JHRKA | STUDIO | GWALIOR |
| LPT | KARNAL (DD II) | STUDIO | INDORE |
| LPT | MAHENDRAGARH | HPT | BHOPAL (DD II) |
| LPT | TOHANA | HPT | INDORE (DD II) |
| LPT | YAMUNANAGAR (DD II) | LPT | BADWANI |
| LPT | BHIWANI (DD II) | LPT | KARAIRA |
| HIMACHAL PRADESH | | LPT | KUKSHI |
| HPT | SHIMLA (DD II) | LPT | MULTAI |
| LPT | MANDI (DD II) | MAHARASHTRA | |
| VLPT | ASHAPURI | HPT | NAGPUR (DD II) |
| JAMMU & KASHMIR | | LPT | AKALKOT |
| HPT | SRINAGAR | LPT | BHANDARA (DD II) |
| | (KASHIR CHANNEL) | LPT | DARYAPUR |
| LPT | KATHUA (DD II) | LPT | KHANAPUR |
| LPT | POONCH | LPT | MANGALWEDHA |
| | | LPT | PHALTAN |
| | | LPT | PULGAON |

| STATE | LOCATION | STATE | LOCATION |
|------------------|------------------------------|----------------------|-------------------------|
| MANIPUR | | | LPT DENKANIKOTTA |
| | VLPT JIRIBAM (DD II) | | LPT NATTAM |
| MEGHALAYA | | | LPT PERANAMPET |
| | HPT TURA (DD II) | | LPT VANDAVASI |
| | Xser SHILLONG | | VLPT GINGEE |
| MIZORAM | | | VLPT METTUPALAYAM |
| | Xser AIZAWL | TRIPURA | |
| NAGALAND | | | HPT AGARTALA (DD II) |
| | LPT MOKOKCHUNG (DD II) | UTTAR PRADESH | |
| ORISSA | | | HPT AGRA (DD-II) |
| | STUDIO BHAWANIPATNA | | HPT ALLAHABAD (DD II) |
| | HPT SAMBALPUR (DD II) (int.) | | HPT LUCKNOW (DD II) |
| | LPT BALIAPAL (DD II) | | HPT VARANASI (DD II) |
| | LPT KENDRAPARA (DD II) | | HPT GORAKHPUR (DD II) |
| | LPT TIRTOL (DD II) | | LPT DUDHINAGAR |
| | VLPT JAYAPATNA | | LPT LALGANJ (DD II) |
| | VLPT KASHIPUR | | LPT MATHURA (DD II) |
| | VLPT LANJIGARH | | LPT RASRA (DD II) |
| | VLPT MACHHKUND | | LPT TALBEHAT |
| | VLPT PAIKAMAL | UTTARANCHAL | |
| | VLPT SUKINDA | | HPT MUSSOORIE (DD II) |
| RAJASTHAN | | | LPT DAK PATHAR |
| | HPT JAIPUR (DD II) | | LPT KALAGARH |
| | HPT JODHPUR (DD II) | | VLPT BADRINATH |
| | LPT BALI | WEST BENGAL | |
| | LPT KUSHALGARH | | HPT KOLKATA |
| | LPT MAKRANA | | (Bangla Channel) |
| | LPT NAGAR | | HPT KRISHNANAGAR (int.) |
| | LPT NAVALGARH | | HPT MURSHIDABAD (DD II) |
| | LPT TARANAGAR | | LPT BALRAMPUR |
| | VLPT LAXMANGARH | | LPT BASANTI (DD II) |
| TAMILNADU | | | LPT GARHBETA |
| | HPT MADRAS (Podigai Channel) | | LPT KOCH BIHAR |
| | LPT CHIDAMBARAM | | |

DOORDARSHAN NETWORK (AS ON 31.12.2000)

| Sl. No. | State/UT | Studios | Primary Coverage (DD 1) Trs. | | | | | Metro Channel (DD 2) Trs. | | | |
|---------|----------------------|---------|------------------------------|------|-------|------|-------|---------------------------|------|-------|-------|
| | | | HPTs | LPTs | VLPTs | Trp. | Total | HPTs | LPTs | VLPTs | Total |
| 1. | Andhra Pradesh | 2 | 8 | 64 | 6 | 1 | 79 | 1 | 3 | - | 4 |
| 2. | Arunachal Pradesh | 1 | 1 | 3 | 40 | 1 | 45 | - | 1 | - | 1 |
| 3. | Assam | 3 | 3 | 20 | 1 | 1 | 25 | 2 | 1 | - | 3 |
| 4. | Bihar | 2 | 3 | 29 | 0 | 0 | 32 | 1 | 0 | 0 | 1 |
| 5. | Chhatisgarh | 2 | 2 | 13 | 6 | - | 21 | 1 | - | - | 1 |
| 6. | Goa | 1 | 1 | - | - | - | 1 | - | 1 | - | 1 |
| 7. | Gujarat | 2 | 4 | 60 | 3 | - | 67 | 1 | 1 | - | 2 |
| 8. | Haryana | - | - | 12 | - | - | 12 | - | 4 | - | 4 |
| 9. | Himachal Pradesh | 1 | 2 | 8 | 31 | 2 | 43 | 1 | 1 | - | 2 |
| 10. | Jammu & Kashmir | 2 | 5 | 7 | 38 | 1 | 51 | 2 | 2 | - | 4 |
| 11. | Jharkhand | 2 | 2 | 17 | 1 | 1 | 21 | 1 | - | 1 | 2 |
| 12. | Karnataka | 2 | 5 | 44 | 4 | - | 53 | 1 | - | - | 1 |
| 13. | Kerala | 1 | 3 | 19 | 2 | - | 24 | 2 | 2 | - | 4 |
| 14. | Madhya Pradesh | 3 | 4 | 61 | 4 | - | 69 | 2 | 0 | - | 2 |
| 15. | Maharashtra | 3 | 5 | 77 | 18 | 1 | 101 | 2 | 2 | - | 4 |
| 16. | Manipur | 1 | 1 | 1 | 5 | - | 7 | - | 1 | 1 | 2 |
| 17. | Meghalaya | 2 | 2 | 2 | 2 | 1 | 7 | 1 | 1 | - | 2 |
| 18. | Mizoram | 1 | 2 | - | 2 | 1 | 5 | - | 2 | - | 2 |
| 19. | Nagaland | 1 | 2 | 2 | 6 | 1 | 11 | - | 2 | - | 2 |
| 20. | Orissa | 3 | 4 | 60 | 17 | 1 | 82 | 2 | 6 | 2 | 10 |
| 21. | Punjab | 1 | 4 | 5 | - | 1 | 10 | - | 1 | - | 1 |
| 22. | Rajasthan | 1 | 5 | 66 | 17 | 2 | 90 | 2 | 1 | - | 3 |
| 23. | Sikkim | - | 1 | - | 5 | - | 6 | - | 1 | - | 1 |
| 24. | Tamil Nadu | 1 | 3 | 41 | 5 | 2 | 51 | 1 | - | - | 1 |
| 25. | Tripura | 1 | 1 | 2 | 1 | 1 | 5 | 1 | 1 | - | 2 |
| 26. | Uttar Pradesh | 6 | 8 | 52 | 3 | 1 | 64 | 5 | 7 | 1 | 13 |
| 27. | Uttaranchal | - | 1 | 13 | 29 | 2 | 45 | 1 | - | - | 1 |
| 28. | West Bengal | 3 | 5 | 20 | 3 | - | 28 | 2 | 1 | - | 3 |
| 29. | A. & N. Islands | 1 | - | 2 | 10 | - | 12 | - | 1 | - | 1 |
| 30. | Chandigarh | - | - | 1 | - | - | 1 | - | 1 | - | 1 |
| 31. | Dadar & Nagar Haveli | - | - | 1 | - | - | 1 | - | - | - | 0 |
| 32. | Daman & Diu | - | - | 2 | - | - | 2 | - | - | - | 0 |
| 33. | Delhi | 1 | 1 | - | - | - | 1 | 1 | - | - | 1 |
| 34. | Lakshadweep Islands | - | - | 1 | 8 | - | 9 | - | - | 1 | 1 |
| 35. | Pondicherry | 1 | - | 2 | 2 | - | 4 | - | 1 | - | 1 |
| Total | | 51 | 88 | 707 | 269 | 21 | 1085 | 33 | 45 | 6 | 84 |

Note : 1. In addition to above transmitters, two LPTs at Delhi for relay of LS & RS proceedings and three HPTs one each at Srinagar, Chennai and Kolkata for relay of Regional channel programmes are in operation

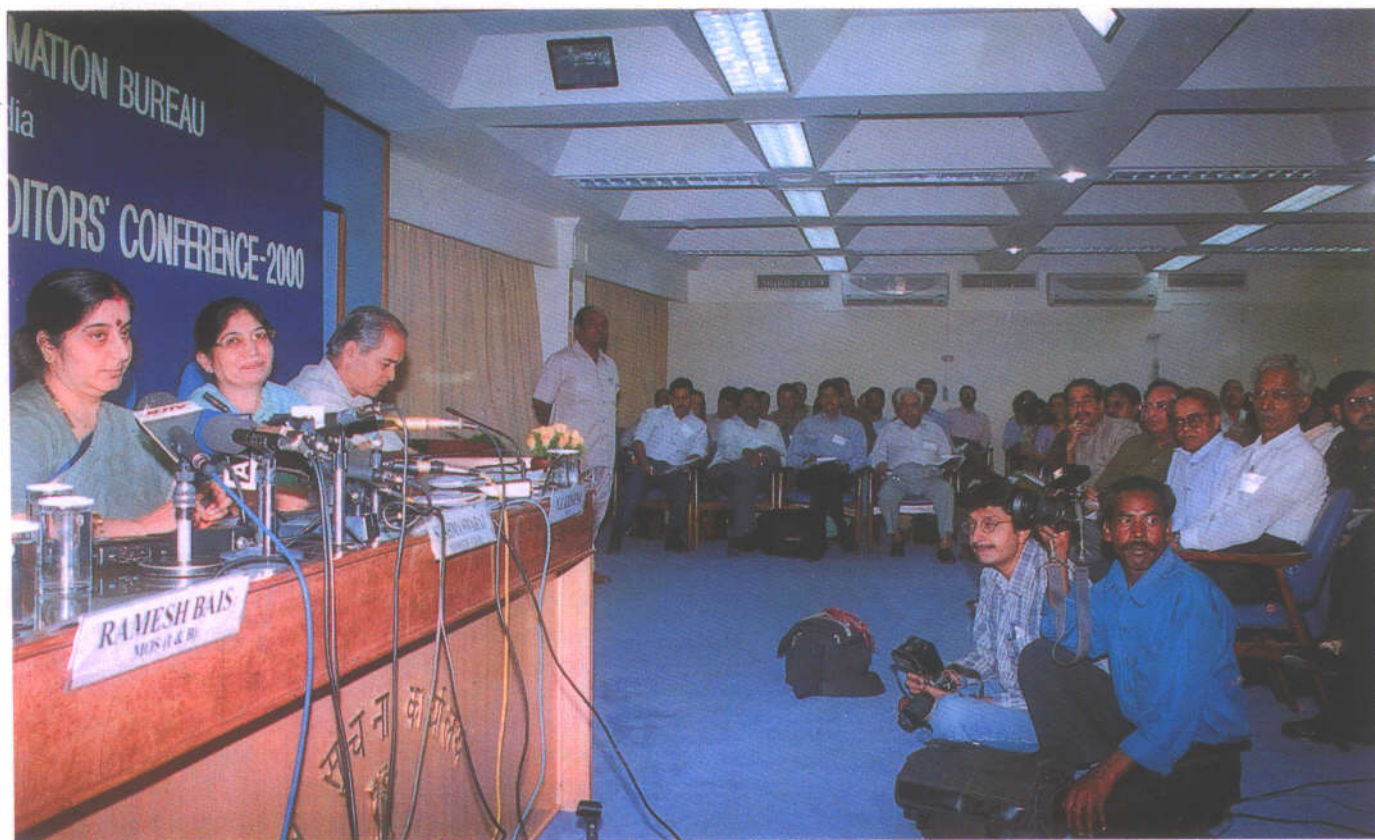
2. Total No. of transmitters -- 1174

MEDIA UNITS/AUTONOMOUS BODIES— INFORMATION SECTOR

PRESS INFORMATION BUREAU

The Press Information Bureau (PIB) is the nodal agency of the Government to disseminate information to the print and electronic media on government policies, programme initiatives and achievements. The Bureau with 40 Regional/Branch Offices and Information Centres disseminates information through press releases, photographs, press conferences, interviews, and database on the bureau's website, press tours, etc.

The PIB website - www.pib.nic.in is growing increasingly popular with the media. It was reviewed and a new comprehensive facility for database search on PIB's publicity material was added. The Bureau is linked with 33 of its Regional and Branch offices over computer network to facilitate fast feeding and dissemination of information. At present, the Bureau provides video-conferencing facility at 22 Regional Centres through the NIC to enable media persons at Regional Centres to participate in press conferences in New Delhi and in other parts of the country. The



Minister of Information & Broadcasting Smt. Sushma Swaraj addressing the Economic Editors' Conference, New Delhi, 18 October 2000

Bureau organised a series of multi-point video-conferences between its headquarters and Regional/Branch Offices. PIB has also provided computers with Internet and E-mail facilities to all its Departmental Publicity Officers and Sections and computer training was given to all its Officers and Staff. One additional computer and printer was provided to all Branch Offices during the year because of wide use of computers and increased workload. All Regional/Branch Offices have been put on internet/mail with ISD connections. At the headquarters, new services such as UNI/PTI ticker on network, full-page newspaper, and electronic library were added during the year.

Campaign Highlights

The Bureau has focused attention on the initiatives taken in the communication sector like strengthening of the Telecom Regulator, expediting the termination of VSNL's monopoly over International Long Distance Telephony, approval of the High Speed Data Network, i.e., the Sankhya Vahini Project, announcement of the unlimited entry of private operators for Fixed Service Providers (FSPs), participation of private operators in the GMPCs services and the new Frequency Allocation Policy, etc. Modernisation of postal services through the application of the Information Technology, promotion of philately, etc., was also the focus of the publicity during the year.

Wide coverage was given to various activities and achievements of the Ministry of Defence, the Army, Navy and Air Force, including major defence agreements, launching and commissioning of naval ships and frigates, missile tests, welfare measures for the armed forces personnel and the Defence Minister's visits abroad. The Defence Minister's directive to Central Vigilance Commission to investigate all major defence purchases since 1989 was given wide publicity.

A Media Centre was established in Rajkot, Gujarat to arrange wide publicity for the unique Industrial exposition, 'Heavy meets the small' organised there from 11-15 October 2000. A press party was also taken to Rajkot for National and International media attention.

In view of the growing importance of magazines in

reflecting public opinion on national issues, PIB designed a new feedback mechanism based on four important national magazines. For the information of PMO another new feedback service based on financial papers was also started. In addition, a cartoon feedback service for PMO was also started.

The Prime Minister's announcement of the Ramzan Cease-fire in Jammu & Kashmir proved to be a notable success for paving the way for restoration of peace in that State. Pakistan also responded positively by holding fire across the border. The Prime Minister's initiative generated a rethinking in the minds of the militants for working towards restoring peace in Jammu & Kashmir. PIB widely publicised these aspects through press briefings.

From April to November 2000, the Feature Unit of the Special Services Division of the Bureau released 131 features and articles. Through features, extensive publicity was given to themes like economic and social issues, disaster management, different aspects of health, various facets of social justice, problems of the North-East, the composite culture of India, etc.

Special features were released to mark the Kargil anniversary in remembrance of the great soldiers who laid their lives down for the motherland. Special Digests were prepared on important occasions like Russian President Vladimir Putin's visit, Prime Minister's initiatives on J&K, crisis in Sri Lanka, etc.

From 1 April 2000 to 31 December 2000 the Photo Unit of PIB covered as many as 1,995 assignments, released 2,149 photos and distributed 1,72,399 prints of photographs to the Regional/Branch Offices of PIB and the press.

The three-day Economic Editors' Conference was held in the month of October in which 16 Ministries participated. About 250 journalists/editors of various newspapers participated in this mega-event which was inaugurated by the Union Finance Minister Shri Yashwant Sinha.

During the course of the year the Bureau provided adequate coverage to the rural development programmes and the Central team's visit to Orissa to study the drought situation in that State. Press tours to Ajmer and Jaipur to cover six watershed projects by IWDP were also conducted.

Press conferences, special interviews and background information were provided to the press for the Draft Electricity Bill which aims at encouraging private participation in generation, transmission and distribution of power. The Power Ministers' conference was also highlighted.

The Urdu Service Division of the PIB released 3,151 handouts including Economic Survey, Railway and General Budgets, speeches of President, Vice-President, Prime Minister and other Ministers. A booklet titled Policies, Programmes and Initiatives highlighting the achievements of the Government on completion of one year, was also issued to Urdu press in a ready-to-use format.

The efforts of the Government in making India hunger-free by running a well-organised network of public distribution system was given wide publicity through print and visual media. The measures for

achieving the goal which included restructuring of PDS targeting the poor, introducing transparency in the system through social audit involving active participation of Panchayati Raj Institutions, were also highlighted.

Wide publicity was given to the involvement of State Governments in the development of rail infrastructure through joint venture and raising additional resources through non-conventional methods. Setting up of Railtel Corporation and Railway Catering and Tourism Development Corporation, free supply of relief material to the drought-hit and the flood-affected states were publicised.

Favourable public opinion was created through press conferences, briefings, press releases and backgrounders in issues like relocation of slums, industrial pollution and improving the environment and living conditions.

HIGHLIGHTS OF PUBLICITY EFFORTS

Multi-media publicity :

- Corporatisation of Department of Telecom Services and Operations as Bharat Sanchar Nigam Limited.
- Opening of the National Long Distance telephone to private sectors.

Wide Media coverage provided to :

- First IT Ministers' Conference held on 15th July.
- First National Advisory Committee meeting on Information Technology.
- Launching of E-governance Centre on 15th August.
- UNCTAD conference on Information Technology held at New Delhi.
- Formation of three new states.
- Restructuring package approved by the Central Government for the Steel Authority of India Ltd. (SAIL).

Special Media Campaigns :

- Technology Upgradation Fund Scheme
- Technology Mission on Cotton
- Deen Dayal Hathkargha Protsahan Yojana

DIRECTORATE OF FIELD PUBLICITY

At its inception in 1953, the Directorate was known as the "Five-Year Plan Publicity Organisation" though it functioned directly under the administrative control of the Ministry of Information & Broadcasting. Later, in December 1959, it was renamed and reconstituted as the Directorate of Field Publicity (DFP), with its publicity

scope widened and made all-inclusive. Now the Directorate has a total of 268 units spread all over the country, under the control and supervision of the DFP HQ, New Delhi, through 22 Regional Offices. Out of the 268 units, 166 are General Units, 30 are Family Welfare Units and 72 are Border Units.

There are 8 to 18 units in each Region. Some of the

larger States have been divided into two Regions while the smaller States and Union Territories have been clubbed together to form one Region. A list of the Regions & Field Publicity Units is given at Annexure at the end of this chapter.

Equipped with skilled men and required material for the purpose, the Field Publicity Units use a variety of communication modes including group discussions, public meetings, seminars, symposia and competitions of various kinds. Films and live entertainment media are also utilised to put the message across.

The Directorate thus works as a two-way channel of communication between the Government and the people. Feedback is an important component of DFP's work. It gathers people's reactions to various programmes and policies of the Government and their implementation down to the village level, which are projected to the Government through consolidated feedback reports for modification and other appropriate action.

Performance Profile

During 2000-2001 (April-September) the Field Publicity Units organised the following programmes:

| Programmes | Actual Performance (April-Dec-2000) | Target (Jan-March 2001) |
|---|-------------------------------------|-------------------------|
| FILM SHOWS | 38,070 | 13,080 |
| SONG & DRAMA | 2,600 | 900 |
| SPECIAL PROGRAMMES (Including elocution/essay/ Rural sports/painting/rallies Competitions/baby shows) | 6,315 | 2,100 |
| GROUP DISCUSSIONS (Including seminars/symposia) | 43,506 | 15,000 |
| PHOTO EXHIBITIONS | 26,256 | 9,000 |
| PUBLIC OPINION GATHERING | 21,725 | 8,500 |

Major Campaigns

In addition to dissemination of messages on themes like National Integration and Communal Harmony, Family Welfare, Literacy, Environment, etc., special campaigns were organised on certain themes.

In coordination with the UNICEF two campaigns

each of seven-day duration were undertaken by all the 268 Field Publicity Units all over the country from 18 to 24 September and 14-20 November on the '**Rights of the Child**' with special focus on the '**GIRL CHILD**'. Some units organised special programmes on 24 September—'**MEENA DAY**' and 14 November—'**CHILDREN'S DAY**'.

Special campaigns were launched to create mass awareness on the importance of the National **Pulse Polio Immunisation** programme. The programmes were organised in close coordination with the State Health authorities with special thrust in the States of Assam, West Bengal, Bihar, Madhya Pradesh, Rajasthan and Delhi.

In coordination with the National AIDS Control Organisation (NACO) sustained publicity work was carried out on AIDS CONTROL during the **Family Health Awareness Generation Campaign**. During the first phase of the campaign publicity programmes were also carried out on STD/RTI. In this campaign the units identified target groups like the commercial sex workers, truck drivers, industrial workers, students and young boys and girls. To create mass awareness on **AIDS Control**, the units have been carrying out effective publicity drives throughout the year. Special interactive programmes like seminars, symposia, debates, workshops, conferences and various competitions were organised. The DFP's publicity support strategy on AIDS prevention is to sensitise the field functionaries on AIDS epidemiology, its socio-economic and human implications and information needs. This is followed up by mass education programmes focusing on high-risk groups such as commercial sex workers, truck drivers, drug addicts, etc.

In co-ordination with the BBC World Service Trust special **anti-leprosy campaigns** were organised by the units in Orissa, Bihar, West Bengal, Uttar Pradesh and Madhya Pradesh. Software was provided by the BBC World Service Trust which was used extensively and effectively by all the field units in their programmes.

Seven-day campaigns were launched from November on the importance of iodised salt in co-ordination with the Department of Health, Ministry of Health and Family Welfare

As a sustained publicity effort to eradicate child labour in India, the units undertook special campaigns to highlight the theme by organising film shows, photo exhibitions, group discussions and special programmes.

A seven-day campaign was organised in July with special focus on Hindi-speaking areas, to create **awareness about the growing population** and its adverse effects on the lives of the people. The billion mark was aptly projected as the danger mark crossed by our country.

The Field Publicity Units screened various films during their regular Field Programmes including 'Boond Boond Zahar', and 'Jaam Aur Anjaam' to highlight the evils of drug abuse and alcoholism. The International Day against Drug Abuse and the Prohibition Week were observed befittingly.

Intensive publicity was undertaken during the year at a number of important fairs and festivals like Nauchandi Mela in Meerut, Ratha Jatra of Puri, Ganesh Puja, Gangaur Mela and Urs of Khwaja Moinuddin Chishti at Ajmer in Rajasthan, Onam Festival of Kerala, Kamakhya Mela of Guwahati, Shudh Mahadev Fair of Udhampur, Adi Badri in Chamoli, Tirupati Fair, Sunderban Mela and Asia's largest cattle fair at Sonapur in Bihar. The occasions were appropriately utilised to propagate national integration and communal harmony, cultural unity, eradication of social evils and development of scientific temper, etc.

RESEARCH, REFERENCE AND TRAINING DIVISION

Set up in 1945, the Research, Reference and Training Division functions as an information servicing agency for the Ministry of Information and Broadcasting, its media units and their field offices. It serves as an information bank as well as an information feeder service to the media units to help in their programming and publicity campaigns. It also studies trends in Mass Communication Media and maintains a reference and documentation service on Mass Communication. The Division provides background, reference and research materials and other facilities

for the use of the Ministry, its media units and others engaged in mass communication. The Division also looks after the training aspects of the Indian Information Service (IIS) officers in collaboration with the Indian Institute of Mass Communication (IIMC).

Apart from its regular services such as 'Development Digest' and the fortnightly 'Diary of Events', the Division compiles two annual reference works entitled '**India**', an authentic work of reference on India, and the other, '**Mass Media in India**', a comprehensive publication on mass communication in the country. The forty-fifth edition of the Reference Annual '**India— 2001**' was released on 11 January 2001, also the 'Mass Media in India', and '**Events 2001**', a yearbook.

Reference Library

The Division has a well-equipped 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 include specialised books on subjects pertaining to journalism, public relations, advertising and audio-visual media, all prominent encyclopaedia series; yearbooks and contemporary articles. The library facilities are available to accredited correspondents from both Indian and foreign press and to Government officials. Retroconversion of library books is in full swing. New library software has been installed and tested. Nearly 379 new titles were added to the library during the year, including books in Hindi on various subjects.

National Documentation Centre on Mass Communication (NDCMC)

The National Documentation Centre on Mass Communication (NDCMC) was created in 1976 as a part of the Division on the recommendation of an Experts Committee set up by the Ministry, for collecting, interpreting and disseminating information about the events and trends in Mass Media. The NDCMC documents and indexes all news items, articles and other information materials available on mass communication. The current activities of the Centre range from collecting and documenting information, to dissemination of it not only for the

development of cross-country mass communication but also for participation in the international information flow.

The information collected by the NDCMC is maintained and disseminated through about a dozen regular services. These include 'Media Update', 'Current Awareness Service', 'Bibliography Service', 'Bulletin on Films', 'Reference Information Service', 'Who's Who in Mass Media' and 'Honours Conferred on Mass Communicators'. The Centre brought out 28 papers during 2000-2001 (up to November).

Citizens' Charter

A Citizens' Charter in respect of this Division has been put on the website.

INDIAN INSTITUTE OF MASS COMMUNICATION

The Indian Institute of Mass Communication (IIMC) was set up in response to a felt need to evolve a methodology and a mechanism to make efficient and effective use of communication resources as part of the country's overall development strategy. The blueprint for the Institute was drawn up by a team of internationally known mass communication specialists, representatives of UNESCO and of the media in the country. Dr. Wilbur Schramm, the well-known authority on communication, headed the team. As a result of the recommendations made by the team, the IIMC was set up on 17 August 1965, as a department of the Ministry of Information and Broadcasting, Government of India, with a small staff including two consultants from UNESCO. Later it was registered as an autonomous organisation under the Societies Registration Act (XXI) of 1860 on 22 January 1966. The Institute receives funds for its recurring and non-recurring expenditure as grant-in-aid from the Government of India through the Ministry of Information and Broadcasting.

The Institute has acquired a good image, both nationally and internationally, and is recognised as a "Centre of Excellence" by international organisations such as the AMIC, UNICEF, UNESCO, WHO, FES and IAMCR, etc.

During the year 2000-2001, the IIMC conducted two training programmes and five Diploma Courses, namely, Orientation Course for Officers of the Indian

Information Service (Group 'A'); Broadcast Journalism Course for personnel of All India Radio and Doordarshan; Postgraduate Diploma Course in Journalism (English) at New Delhi and Dhenkanal (Orissa); Postgraduate Diploma Course in Journalism (Hindi); Postgraduate Diploma Course in Advertising and Public Relations; Postgraduate Diploma Course in Radio and TV Journalism; and Diploma Course in Development Journalism for Non-aligned and Developing Countries.

The Institute runs regular and short-term academic programmes for middle-level and senior officers of the Indian Information Service and the personnel of different media units. A number of specialised short courses are also conducted to meet the professional training needs of media personnel working in the Central/State Government and Public Sector Organisations. Many more organisations are approaching the Institute including the Army and paramilitary forces for training needs of their personnel in the field of mass communication.

The Institute has been organising **seminars, symposia and conferences** on various themes of communication with a view to contributing better understanding of communications in the context of India and other developing countries.

The Institute provides **consultancy services**, on request, to Central and State Governments and Public Sector Undertakings and helps in training and research programmes related to different media of communications.

Convocation

The 33rd Annual Convocation of the Institute was held on 28 April 2000, where 155 students (including 18 foreign participants), who successfully completed their academic programmes at the Institute, were awarded Diplomas. The Chief Guest also conferred the awards on 19 meritorious students from the five Diploma Courses.

Reconstitution of IIMC Society and Its Executive Council

The IIMC Society and Executive Council were reconstituted by the Government on 9 November 2000. Ms. Tara Sinha has been appointed President of the Society.

Academic Session 2000 – 2001

On the basis of the written examination and performance at the interview, admissions were offered to 40 students in each of the Postgraduate Diploma Courses of the Institute, namely, Journalism (English), Journalism (Hindi), Journalism (English) at IIMC, Dhenkanal and Advertising and Public Relations. For the Postgraduate Diploma Course in Radio and TV Journalism, admission was offered to 25 students. Besides this, admission offers were sent to four NRIs in PG Diploma Course in Advertising and Public Relations and two NRIs in the PG Diploma Course in Radio and TV Journalism. Waiting lists of students for each course were also drawn up.

Courses from 1 August 2000

Postgraduate Diploma Course in Journalism (Hindi); Postgraduate Diploma Course in Journalism (English); Postgraduate Diploma Course in Advertising and Public Relations; Postgraduate Diploma Course in Journalism (English) at IIMC Dhenkanal (Orissa); Post-graduate Diploma Course in Radio and TV Journalism; Diploma Course in Development Journalism for Non-aligned and Developing Countries.

For the 35th Diploma Course in Development Journalism for Non-aligned and Developing Countries, there were 23 participants from 19 countries. The course concluded on 27 November 2000.

The Institute conducted 12 short-term courses, workshops and seminars during the period from April to November 2000.

Upgrading Facilities

IIMC has also undertaken a programme to upgrade its IT facilities. The Institute acquired a V-SAT connection for Internet availability and also procured 35 state-of-the-art PCs for its training programmes, for use in the library and administration and for the Faculty. The Institute has also acquired the latest software in use in various media organisations to impart training to its students. Its Local Area Network is operational and IIMC has launched its website which can be accessed at www.iimc.ac.in.

Publications

The Institute brings out two quarterly journals

“Communicator” (English) and “Sanchar Madhyam” (Hindi) and laboratory journals. This includes “ECHO”, a journal by the participants of Development Journalism Course, “IIMC Times” by the students of Journalism (English) Course and “Jan Sanchar” by the students of Journalism (Hindi) Course. The publications are circulated to educational and media research institutions, and the public relations departments of various Media Units of the Ministry of Information and Broadcasting.

Research and Evaluation Studies

Over the years, a number of research and evaluation studies have been undertaken by the Institute, covering a wide range of topics such as Audience Reactions, Communicators’ Views, Evaluation and Impact Studies of Communication Events and Content analysis of communication process in the context of rural communities, Media habits and information needs, etc.

The Institute’s research studies have been getting recognition in India and abroad. Many international organisations such as AMIC, UNICEF, WHO, etc., have approached the Institute for undertaking research studies. IIMC has thus acquired the status of a centre for communication/media research.

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

The Directorate of Advertising and Visual Publicity (DAVP) is the primary multi-media advertising agency of the Central Government. DAVP caters to the communication needs of all Central Ministries/ Departments and some autonomous bodies and provides them a single window service. It informs and educates the people about the Government’s policies and programmes and motivates them to participate in development activities.

DAVP reaches the people through different means of communication such as print material, press advertisements, audio-visual programmes, outdoor publicity and exhibitions. DAVP has an in-house Design Studio with DTP and a fully computerised Mass Mailing Wing with a bank of nearly 15 lakh addresses. The main thrust areas of DAVP’s advertising and publicity is on socio-economic themes:

Rural Development programmes, Health and Family Welfare, Empowerment of Women, Uplift of Girl Child, Population Control, New Economic Measures, Small Savings, Consumer Affairs, Literacy, Employment, AIDS, Drug Abuse, Prohibition, Income Tax, Defence, Environment, Energy Conservation, Handicrafts, etc. Issues such as national integration and communal harmony are also actively promoted.

Organisational Set-up

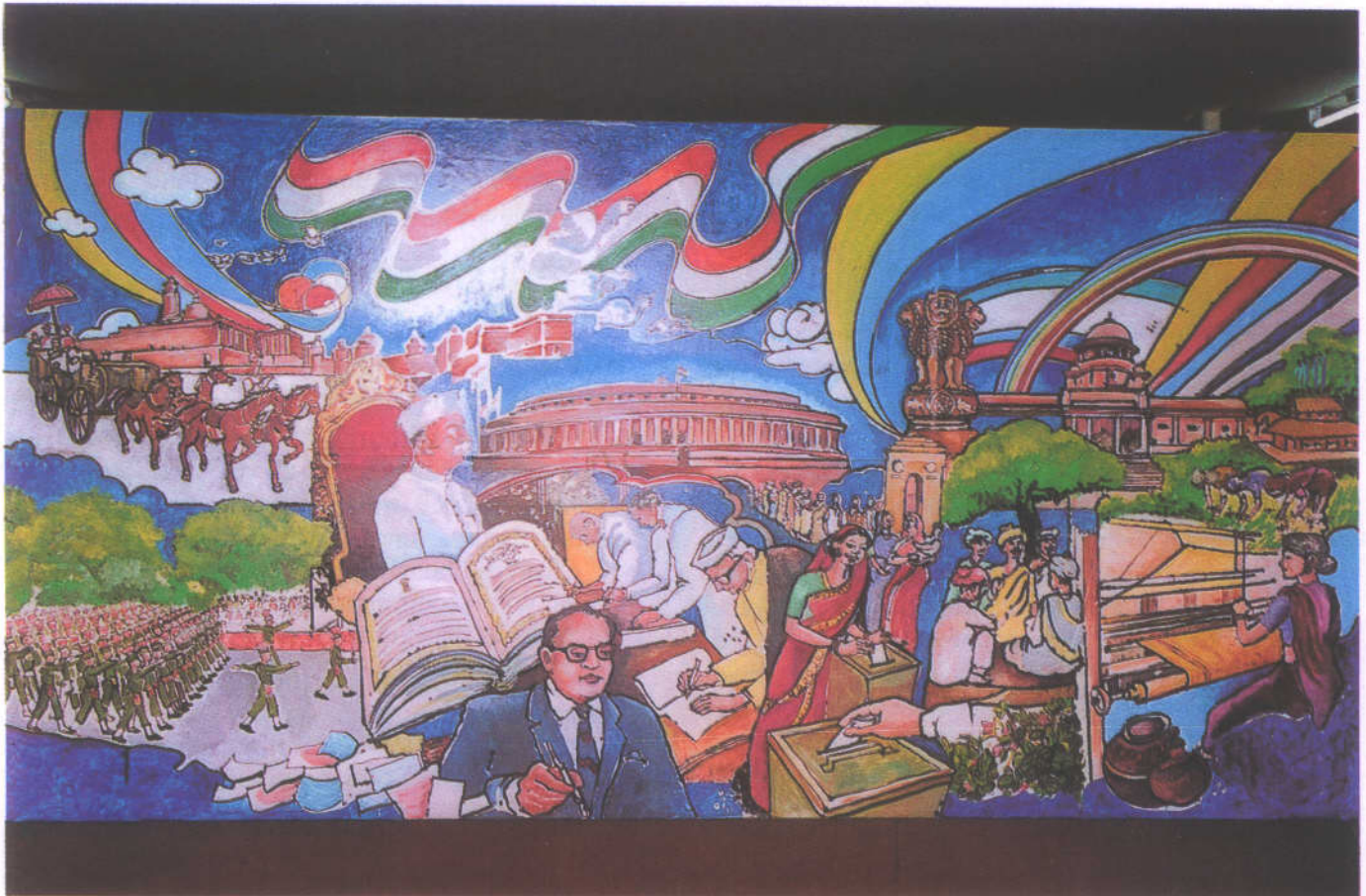
At the headquarters, the DAVP has several wings like Campaign, Advertising, Outdoor Publicity, Printed Publicity, Exhibitions, Electronic Data Processing Centre, Mass Mailing, Audio-Visual Cell and a Design Studio with DTP facility.

DAVP has two Regional Offices at Bangalore and Guwahati. There are two Regional Distribution Centres at Kolkata and Chennai, which look after the distribution of publicity material in eastern and southern regions respectively. The 35 Field Exhibition Units of DAVP act as a vital link between the

Government and the people. The Field Exhibition Officers interact with the people at the grass-roots level and provide necessary feedback/public perception reports on the policies and programmes of the Central Government. The Field Exhibition Units include seven mobile exhibition vans, seven family welfare units and 21 general field exhibition units.

Performance during the Year

DAVP undertook a number of multi-media campaigns on various developmental activities and social relevant themes. A major campaign was taken up as part of the celebrations of 'Fifty Years of India's Republic'. Two posters — 'Indian Republic — A Symbol of Strong Democracy and Vibrant Economy' and 'Our Heritage Strengthens Our Resolve to Become A United and Vibrant Nation' in English, Hindi and other regional languages were designed, produced and distributed by DAVP.



A Panel Exhibition by DAVP, 19 May 2000

A 15-day long exhibition was organised in New Delhi, highlighting the growth and development of democratic institutions in the country to commemorate the celebrations. Similar exhibitions were also organised in different parts of the country. DAVP printed and published a book '**India's Freedom Struggle through India Postage Stamps**'. The book has been compiled by the Department of Posts to mark 50 Years of India's Independence.

DAVP participated in and put up an exhibition organised by the Defence Ministry at India Gate Lawns to mark the first anniversary of India's victory at Kargil. As part of the celebrations, another photo exhibition '**Kargil - A War of Unequals**' was put up in New Delhi, giving a vivid description of the brave deeds of Indian Jawans under difficult circumstances. Smt. Hema Aziz, mother of Kargil hero, the late Captain Hanifuddin, inaugurated it. The 'Kargil Exhibition' has also been displayed in other parts of the country and widely appreciated. It received the Best Pavilion award at the Sonepur Mela in Bihar.

To generate awareness among the people about their **Fundamental Duties**, DAVP designed and produced wall hangings and folders listing fundamental duties enshrined under Article 51-A of the Constitution of India. Wall paintings were done in different parts of the country and advertisements were issued through newspapers to spread the message.

National Integration/Communal Harmony were important planks of DAVP's publicity campaigns throughout the country. Hoardings/kiosks, wall paintings and bus-back panels were displayed in the respective languages of the States of Assam, Bihar, Delhi, Gujarat, Haryana, Maharashtra, Madhya Pradesh, Nagaland, Orissa, Punjab, Rajasthan, Uttar Pradesh, and West Bengal. The message displayed was '**Mile Haath Hamara Tumhara Bade Desh Aage Hamara—Ekta Hi Bharat Ki Shakti Hai**'.

A collection of important **speeches of the Prime Minister, Shri Atal Bihari Vajpayee**, delivered by him during his visit to the United States was brought out with a special cover design in English, Hindi and other regional languages and sent for mass distribution.

An exhibition '**Ring in the New**' was put up in New Delhi depicting the progress and development made in different sectors of the economy during the

last one year. A 60-page booklet — '**New Goals New Initiatives**' — highlighting the achievements/initiatives of different Ministries/ Departments of NDA Government at the Centre within 100 days, was designed, produced and printed in English and Hindi. The booklet publicised the activities of as many as 42 Union Ministries/ Departments.

In the social sector, DAVP was actively involved in planning and implementing publicity campaigns for generating awareness on issues like child care, infant feeding, status of girl child, empowerment of women, elimination of child labour, blood donation and ill-effects of tobacco. Suitable publicity material was brought out and distributed on these themes. A four-day exhibition on **Women in India** was put up in New Delhi to coincide with the 6th Meeting of the Commonwealth Ministers on Women's Welfare. Five types of posters on **International Exhibition on Assistive Devices for People with Disabilities** were brought out in English, Hindi and Kannada. The international event was held in Bangalore from 10 to 17 September 2000.

To mark the birth anniversary of Dr. B.R. Ambedkar, DAVP organised a three-day exhibition in New Delhi, portraying the life of Baba Saheb. An advertisement highlighting the activities of the Ambedkar Foundation was released in Hindi, English and other regional languages to mark the occasion.

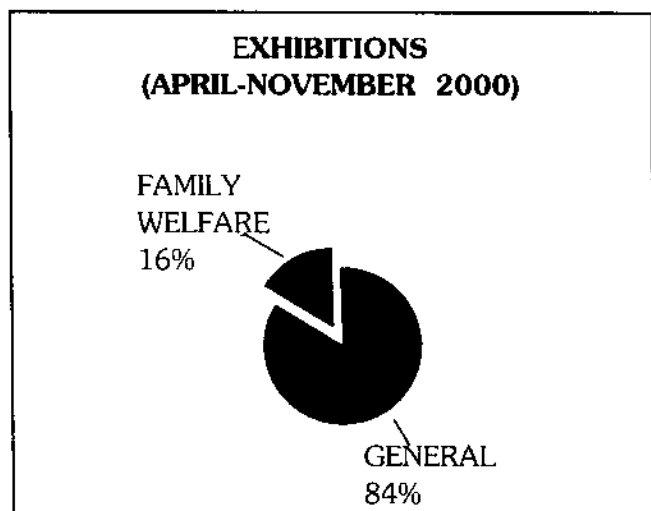
DAVP actively participated in the publicity campaign of the 47th National Film Festival — 2000, Children's Film Festival, Film Festivals of Korea, Iceland, Poland, Japan, Greece and European Film Festival, held in New Delhi. During the 47th National Film Festival — 2000, an Exhibition was put up at the venue of the festival.

During the Pulse Polio Immunisation programmes held in the states of Punjab, Haryana, Delhi, Uttar Pradesh, Rajasthan, Madhya Pradesh, Gujarat, Bihar, West Bengal, Orissa and Assam, a series of advertisements in English, Hindi and other regional languages was issued exhorting the people to take part in the final assault on polio. The participation of parents, teachers, children and people from all walks of life was emphasized to make the programme a success.

A series of press advertisements on 'House-listing Operations' was issued in English, Hindi and other regional languages to mark the first phase of '**Census of India 2001**' in different States and Union Territories. Two audio spots of 40 seconds each were prepared for broadcast over AIR highlighting the importance of census operations.

In an effort to strengthen the grievance redressal mechanism and to bring transparency in its functioning, DAVP brought out its **Citizens' Charter**. It is being put on the DAVP Website, which is being renovated with some additional useful information.

Three hundred one exhibitions spread over a period of 1,675 exhibition days were organised by DAVP in different parts of the country during the period.



The exhibition units also actively participated in major Melas across the country viz. Kartik Mela at Ujjain, Deva Sheriff Mela at Barabanki and Pooram festival at Thrissur.

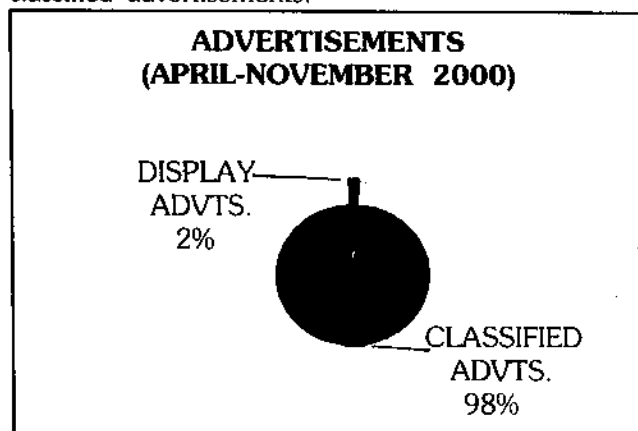
Outdoor publicity, which caters to both the literate and the illiterate audience, was extensively used to publicise the Government's welfare schemes. In all, 310 jobs were executed throughout the country during the period. Hoardings, kiosks, banners, bus-back panels, wall paintings were displayed on different themes with particular emphasis on National Old Age Pension Scheme, Maternity Benefit Scheme, Gram Sabha, Jawahar Gram Swarozgar Yojana,

Indira Awaas Yojana, Swaran Jayanti Gram Swarozgar Yojana, National Social Assistance Programme (NSAP), Non-conventional Energy Sources, Fundamental Duties, etc. Nine series of cinema slides were produced in Hindi, English and eleven other regional languages on NSAP, Gram Sabha, and Registration of Birth and Death for screening in cinema halls throughout the country.

| OUTDOOR PUBLICITY (APRIL- NOVEMBER 2000) | |
|---|-----------------|
| Hoardings | : 353 |
| Kiosks | : 1,900 |
| Bus-back Panels | : 7,805 |
| Wall Paintings | : 1,215 |
| Banners | : 128 |
| Animation display | : 23 |
| Railings | : 200 |
| Cinema Slides | : 69,968 |

The **printed publicity** wing of DAVP brought out folders, booklets, posters, kits, etc., on various socio-economic themes in Hindi, English and regional languages. A total number of 127 publications with 90.58 lakh copies were printed during the period. Among the **booklets** designed and produced by DAVP were 'Union Budget—2000-2001', 'Pradhan Mantri Gramodaya Yojana—Gramin Awaas', 'Annapurna Scheme—Guidelines'.

Twelve thousand nine hundred fifty two **advertisements** were released to different newspapers throughout the country during the period. Of these, 250 were display ads and the rest were classified advertisements.



DAVP is producing and broadcasting weekly sponsored radio programmes on various social issues. The sponsored radio programmes produced by it are: 'Aao Haath Badhayen' and 'Sanwanti Jayen Jeevan Ki Rahen' on welfare themes, 'Sankalp' on Health & Family Welfare, 'Jaage Jan-Jan Jaage Gaon' on Rural Development, 'Jiyo aur Jeene Do' on AIDS prevention, 'Apne Adhikar' on Consumer Rights, and 'Poshan aur Swasthya' on Women & Child Development. These programmes were produced in Hindi and all the regional languages and broadcast over 30 Commercial Broadcasting Services (CBS) Stations of All India Radio.

Apart from the regular sustained campaigns for Health & Family Welfare, AV Cell produced audio spots on Pulse Polio Immunisation Programme, which were broadcast from various AIR stations. Programmes were also broadcast on 'Anti-Malaria', 'Processed Food' and various schemes of Rural Development.

| Audio & Video Production (April —November 2000) | |
|--|--------------------------------------|
| Audio Programme | - 2,825 |
| Broadcast | - 22,255 |
| Video Programmes | - 41 |
| Telecasts | - 3 |
| Languages Covered | - Hindi, English and other languages |
| Broadcast/telecast throughout India | |

The Prime Minister's speeches on unity in diversity, empowerment of women, Defence forces and scientific endeavours were visualized and supplied to field units of DFP and of DAVP for publicity in rural areas. These spots have been produced in regional languages as well. In North-East Region, video spot 'Hamara Bharat: Hum Bhartiyeen' was telecast.

DAVP is one of the biggest organisations of its kind in the country reaching up to block/panchayat levels. Computer training programmes were organised for DAVP staff in association with the Computer Education and Training Wing of ET&T. A workshop aimed at capacity building and upgradation of skills of officers and artistes was organised in association

with UNICEF and National Institute of Design, Ahmedabad (Delhi Chapter) on the theme of '**Child Rights**'.

REGISTRAR OF NEWSPAPERS FOR INDIA

The Office of Registrar of Newspapers for India (RNI) is an attached Office of the Ministry of Information and Broadcasting. Its statutory and derivative functions in respect of newspapers and periodicals are:

- Allotment of titles,
- Issuance of original/duplicate/revised Certificates of Registration,
- Updating and maintenance of Registers containing data,
- Compilation of an Annual Report from latest data filed by registered publishers and its submission to the Government every year, as well as its publication as PRESS IN INDIA in the subsequent year, and
- Verification of circulation claims by documents or spot check (derivative).

Non-statutory functions

- Issuance of Eligibility and Entitlement Certificates to applicant publishers for import of foreign newsprint and procurement of indigenous newsprint (from specified paper mills) respectively,
- Issuance of Eligibility Certificates for import of printing machines and allied equipment,
- Recommendations for LPG quota (for cleaning of printing machinery),
- Issuance of No Newspaper Certificate to applicant publishers for entitlement to foreign aid under the FCRA, 1976.

Between 1 April 2000 and 31 January 2001, the RNI received 15,594 applications for new titles of newspapers & periodicals of which it allotted 9,874 and refused 3,871. During this period, 2,677(2,107 fresh + 570 revised) newspapers/periodicals were issued Certificate of Registration. Circulation claims of 1,091 newspapers and periodicals were assessed of which 453 claims were fully or under-assessed

and claims of 610 publications were unestablished.

The **Press in India 1999** containing detailed information on registered publications that filed Annual Statements was published and 180 complimentary copies of it were distributed; the Publications Division and the RNI Offices sold some copies. During this period 562 Eligibility Certificates for import of newsprint were issued, and eight newspaper establishments were issued certificates for import of machinery and equipment.

De-Blocking of Titles

The RNI carried out an intensive exercise of 'de-blocking' i.e., rendering free for allotment to other applicants, nearly 190,000 titles, verified up to December 1998, which were not registered with the Office. Wide publicity was given in the mass media calling upon publishers to either register their titles or face de-blocking. Titles, for which representations were received, were saved while others were de-blocked.

Computerisation

Computerisation has progressed further in the Offices of the RNI with the Verification of Titles and Issue of Registration Certificates having been fully computerised. V-SAT Antenna has been set up and inter-section cabling in the headquarters has been completed. During the financial year 2001-2002, RNI will be able to discharge its services via internet/V-SAT with its Regional Offices as well as interested parties.

PHOTO DIVISION

Photo Division, a unit for visual support, is a subordinate office of the Ministry of Information & Broadcasting. The Division is responsible for preparing photographs, both in black & white and colour, for internal and external publicity on behalf of the Government of India. The main function of the Division is to document photographically the growth

and social changes in the country and provide photographic visuals to the media units of the Ministry of Information & Broadcasting and other Central and State Governments, Ministries/Departments including Secretariats of President and Vice President, Prime Minister's Office/Residence, Lok Sabha/Rajya Sabha Secretariats as part of internal publicity and Indian Missions abroad through the XP Division of the Ministry of External Affairs. The Division also supplies photographs on payment to non-publicity organisations and the general public under the Division's Pricing Scheme.

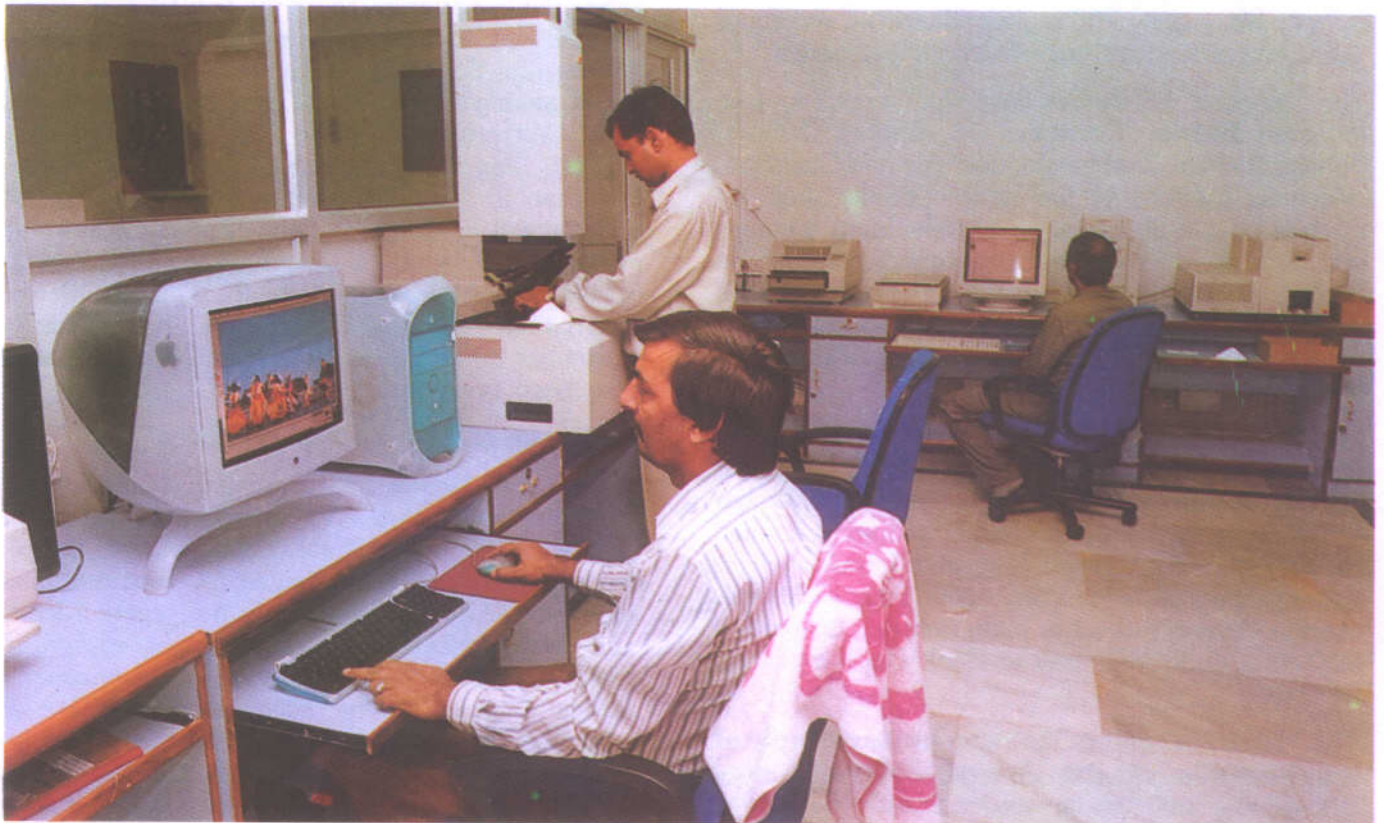
The Regional Offices/Photo Unit at Mumbai, Kolkata, Chennai and Guwahati have been set up for catering to the photographic requirements of the concerned departments of the Central and State Governments in these regions. Photo coverage of the other regions/states where Regional Offices have not been set up is done on request/demand by staff deputed from headquarters.

The Division has well-equipped laboratories and equipment for handling different kinds of photographic jobs and assignments both in black & white and colour at its headquarters in Delhi. News Photo Network has also been installed at its head office in New Delhi. The process of storing the current event photographs in the Network is also in progress. The Division is also feeding photographs on INTERNET for PIB.

Phase II of the Modernisation Scheme has been commissioned with the installation of LED II Printer and its related equipment for high resolution printing of images. 1.20 lakh film negatives have been scanned and digitized in Digital Photo Library.

During April-October 2000, the Division covered over 2,680 assignments of various functions/events and supplied photographs to different media units and Central/State Governments to meet their publicity requirements.

| | |
|---|----------|
| 1. News and feature assignments covered | 2,680 |
| 2. Negatives handled | 67,767 |
| 3. Colour slides/transparencies prepared | 100 |
| 4. Black & white prints made/prepared | 1,33,144 |
| 5. Colour prints made/prepared | 42,859 |
| 6. Total black & white and colour prints made | 1,76,003 |
| 7. Total photo albums/wallets produced/prepared | 80 |
| 8. Coverage by Regional Offices | |
| (a) Mumbai - 393 | |
| (b) Kolkata - 427 | |
| (c) Chennai - 430 | |
| (d) Guwahati - 399 | |



Activities in Digital Photo Laboratory of Photo Division

SONG AND DRAMA DIVISION

Song and Drama Division was set up in 1954 as a unit of All India Radio and was given the status of an independent media unit in 1960 as a subordinate office of the Ministry of Information and Broadcasting, with the mandate to develop communication using the traditional folk medium. This is the largest organisation in the country using the performing arts as a medium of communication. It uses a wide range of art forms such as folk and traditional recitals, puppetry and even the skills of hundreds of magicians and artistes. In addition, the Division organises Sound and Light shows for presenting programmes on national themes such as Communal Harmony, National Integration, Secularism, Promotion of Cultural Heritage, Health, Environment, Education, etc., in consultation with nodal Ministries.

Organisational Set up

With its headquarters at Delhi, the Division has ten Regional Centres, seven Border Centres, six Departmental Drama Troupes, nine Troupes of Armed Forces Entertainment Wing, three Sound and Light Units and a Tribal Pilot Project at Ranchi apart from approximately 700 registered troupes and about 1000 empanelled artistes of various categories.

The Division's 28 Border Publicity Troupes located in seven **Border Centers**, viz., Imphal, Jammu, Shimla, Nainital, Darbhanga, Jodhpur and Guwahati, undertake publicity in the remote border areas to educate people about various development schemes and also to counter the propaganda across the border. During 2000-01 (up to November 2000) 932 programmes were organised in close collaboration with SSB, BSF and other Government agencies.

The **Departmental Drama Troupes** situated at Pune, Patna, Hyderabad, Bhubaneshwar, Srinagar and Delhi presented 206 shows up to November 2000 on various themes. These troupes presented shows especially in local fairs and festivals where large numbers of people congregate. Famous festivals like the Ganesh festival in Maharashtra, Car Festival in Orissa, Budh Mahotsav in Bodh Gaya were also covered.

The Division caters to the **entertainment requirements of the Armed Forces** in most inhospitable and remote border areas. The Armed Forces Entertainment Wing troupes are known for

presenting folk dances of all the states in original and attractive colours and costumes, thereby highlighting the cultural harmony of the country in far-off places like Chumatang, Thoyas, Partapur, Teong Song, Bakok Chung, Lung Talai, Along Samdhu and Pangu. The troupes presented 181 programmes up to November 2000. These troupes also participated in Peace Marches, Campaign on Prevention of Malaria, Girl Child Week, Prevention of AIDS, Abolition of Child Labour, India International Trade Fair, etc.

The Ranchi Tribal Centre was established in 1980 for involving Tribal Cultural Troupes to increase the awareness activities and also to involve more and more tribal artistes in the developmental process. During 2000-01 (up to November 2000), 802 programmes were organised by these troupes in the tribal areas of Bihar, Orissa and Madhya Pradesh to educate the people about various schemes meant for them. Various Adivasi Festivals were covered, and special efforts were made to reach the tribal population of North-Eastern States by the Guwahati Regional Centre.

With the objective of educating the people in general and youth in particular about the rich heritage of the country and the sacrifices made by the freedom fighters, the Sound and Light Units of this Division are mounting Sound and Light programmes. The Delhi Unit presented Sound and Light Programme entitled "Jag Chanan Hoya" in Ganga Nagar, Rajasthan in June 2000 and "Dharohar" at Delhi and Nainital in October 2000. The Bangalore unit presented "Jatiki Oopiri Swathanthriam" at Srikakulam, Andhra Pradesh in June 2000 and "Karnataka Vaibhav" at Hampi, Karnataka in November 2000. Up to November 2000, 30 shows have been presented

Professional and Special Services

The Division deploys cultural troupes comprising folk and traditional artistes for communicating to the people in their own cultural context. Private troupes are also registered and oriented for communicating various developmental themes to the people living in rural areas. More than 700 troupes comprising about 7,000 artistes and more than 1,000 empanelled artistes engaged in the activities of the Division presented 31,232 programmes up to November 2000. During 2000-01 the Division has presented 9,000 programmes for the Ministry of Health and Family Welfare, 2,500 programmes for the Ministry

of Labour, 2,430 programmes for the Ministry of Health, 134 programmes for the Ministry of Non-conventional Energy Sources, and 3,750 programmes for the Ministry of Rural Development.

Health and Family Welfare

To give publicity and also to create awareness on Reproductive Child Health programme, Health Care, Small Family Norms, Mother And Child Health, Sanitation, Immunization, etc., this Division utilises various forms of live media to reach remote and backward areas. Orientation workshops on these programmes were organised for officers and troupes to prepare new programme packages. A campaign on Pulse Polio Immunization was launched to present 4,000 programmes from September 2000 onwards. Programmes on Health and Family Welfare were also organised in the prominent fairs and festivals, health melas at Mathura, Delhi, Kumbh Mela at Allahabad, India International Trade Fair at Delhi, etc. Special programmes were organised all over the country in May 2000 to mark India crossing the one billion population figure. A special drama "Apne Hindustan Mein" was prepared and presented on the occasion of World Population Day at Delhi in July 2000.

Major Activities

Special Publicity was undertaken in the sensitive and inner line areas of North-Eastern States, Jammu and Kashmir, Punjab and other border regions of the country. Cultural troupes from Tribal, Scheduled Caste and Minority Communities were involved for such publicity efforts. The activities of the Division are carried out under various Plan and Non-Plan schemes.

In connection with the Quit India Movement, Independence Day and World Children's Week a special programme "Amar Bharat" was presented at Kolkata.

During a special campaign on Rural Development, the Division presented 3,750 programmes all over the country on Panchayati Raj and employment-generating schemes like, Swarn Jayanti Gram Swarajgar Yojana, Jawahar Gram Samridhi Yojana etc. A special campaign on Child Labour was launched in the identified districts of the states of Orissa, Bihar, MP, Tamil Nadu, and Haryana; a total number of 2,500 programmes were presented. To create awareness on the use of Iodized Salt, this Division

launched a campaign in the identified districts of UP, Bihar, Rajasthan, Orissa, and MP and presented 2,430 programmes. On the theme of Renewable Energy Sources 134 programmes were presented in November 2000 during India International Trade Fair at Delhi.

A new sound track "Shatroopa", a special sound and light programme on Power to Women was presented by this Division on 8 March 2001 (International Women's Day) at Delhi.

During the Maha Kumbh Mela, a sacred event which occurs once in every twelve years at Prayag Triveni Sangam, which was observed during January-February 2001, and in which about seven crore pilgrims participated from all over the world for the holy dip, the Division presented 700 programmes.

PUBLICATIONS DIVISION

Publications Division, one of the large publishing houses in the country, produces books, CDs and journals on matters of national importance and on India's rich cultural heritage, and reaches them to readers at comparatively affordable prices. Its publications disseminate information about India in various spheres of national activity, facilitate the task of national integration by promoting awareness among the people of different regions, beliefs and faiths, appreciation and respect for the variegated pattern of life and culture in the country.

Books of Publications Division cover the whole gamut of subjects from art, history, culture, land and people, flora and fauna, children's literature, science and technology, Gandhian literature, biographies of eminent persons to works of reference. The Division brings out 120-150 titles every year and more than 7,000 titles have been published so far.

Electronic Publishing

In keeping with the times, Publications Division has started electronic publishing by bringing out 'India', a reference annual, in CD-ROM format.

Publications Division brought out multi-media interactive CD in English in 1999 on Mahatma Gandhi based on the Collected Works of Mahatma Gandhi. This CD has, in addition to Gandhi's complete works running into 55000 pages, 15 minutes of his voice, 30 minutes of video and 550 photographs. The CD was well received and is now being brought out in Hindi.

Books

The Publications Division brought out 159 titles during 1999-2000 and 131 till 31 December 2000. The Division has recently published two important titles - *Fifty Years of Indian Republic* in English and *Upgraha Ke Bahar - Bheetar: Bharat Ke Hastakshar* in Hindi. The reference annuals of *India / Bharat — 2001* were released in January 2001. Among the other books brought out during the year are *Celebration of Life: Indian Folk Dances*, *Selected Speeches of Prime Minister, Atal Bihari Vajpayee (Vol. I & II)*, *Selected Speeches of President S.D. Sharma (Vol. II)*, *Nobel Puraskar Vijeta Mahilayen* (Hindi).

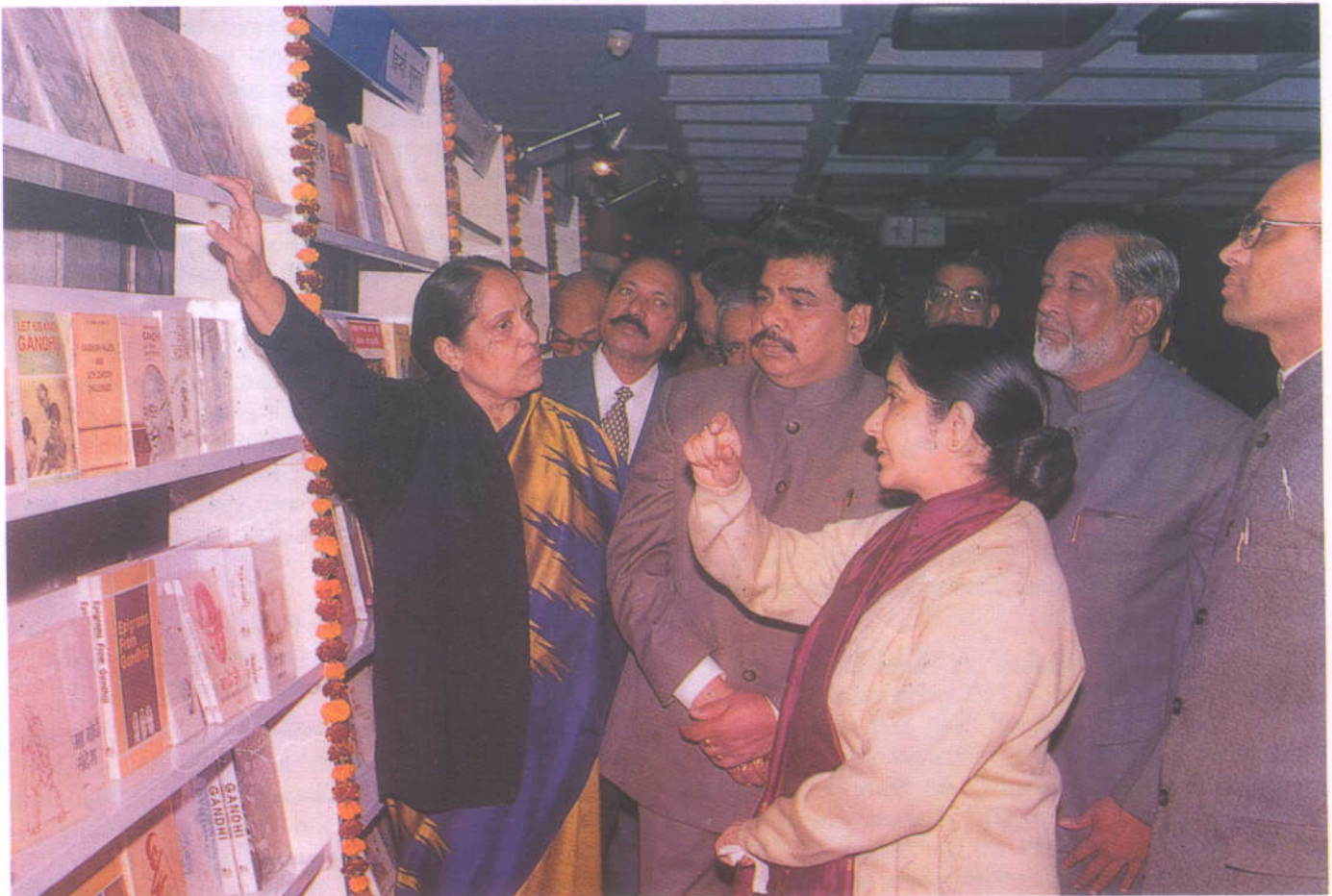
The Division's books like *History of Freedom Movement in India* (4 volumes) by Dr. Tara Chand, *Economic History of India* by R.C. Dutt, *Bharat Mein Angrezi Raj* by Pt. Sunderlal have acquired the

status of classics. Other books like *Gazetteer of India*, *The Gospel of Buddha* by Paul Carus, *This India* by Sheila Dhar, *Indian Classical Dance* by Kapila Vatsyayan, *Basohli Painting* by M.S. Randhawa, *Madhubani Painting* by Mulk Raj Anand and books on various Indian schools of painting are immensely popular.

Journals

Besides books, the Division brings out 21 journals including *Employment News* in English, Hindi and Urdu; *Yojana* in 13 languages; *Kurukshetra* in Hindi and English; *Ajkal* in Hindi and Urdu and *Bal Bharati* in Hindi. These journals are a good mix of information on issues of national importance and social concerns and are popular among students preparing for Civil Services and other competitive examinations.

Yojana, brought out in 13 languages viz., Assamese,



The Speaker of Lok Sabha Shri G.M.C. Balayogi inaugurates an exhibition put up by Publications Division, New Delhi, 12 December 2000

Bengali, English, Gujarati, Hindi, Kannada, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu and Urdu, carried thought-provoking articles during the year on measures being taken for the development of weaker sections, 11th Finance Commission Report, Information Technology, etc. The Independence Day Special issue had the topical theme of *Population and Development* and the Republic Day (January 2001) special is devoted to the New Agricultural Policy.

Kurukshetra, devoted to rural development, is brought out on behalf of the Ministry of Rural Development. The special issue of April 2000 of *Kurukshetra* featured a detailed analysis of employment-generation programmes and strategies in the rural areas. The Annual Number of October 2000 evaluated in detail the progress achieved so far in the vital aspects of the rural sector, the bottlenecks being faced and future prospects of initiatives in rural development.

Bal Bharati, children's monthly journal in Hindi, carries short stories, poems, pictorial stories and informative material for young readers. This year being the start of the millennium, *Bal Bharati* serialised articles on major historical developments

the past thousand years in Indian and World History. On the occasion of the Sydney Olympics, the September 2000 issue provided comprehensive information on the Games.

Ajkal, a literary magazine in Hindi and Urdu, brought out a number of special issues and covered different aspects of Indian culture and literature.

Employment News/ Rozgar Samachar, published in English, Hindi and Urdu every week — is the largest circulated career guide today with an average circulation of around 5.4 lakh copies per week. The weekly has carved a niche among the country's educated unemployed and carries information about job vacancies in Central/ State Government departments, public sector undertakings, educational institutions and reputed public organisations. Regular columns in the editorial pages of *Employment News* include a lead article, Diary of Events, Letters to the Editor, Quotations, besides Career Guidance and other important information. Efforts are underway to appoint agents in unrepresented (including rural/ remote and interior) areas to increase its availability.

Bharatendu Harishchandra Awards

The Bharatendu Harishchandra Awards instituted to

List of Awardees (first prize) of the Bharatendu Harishchandra Awards

| Category | 1994, 95, 96 | 1997 | 1998 | 1999 |
|-----------------------|---|---|--|---|
| Mass Communication | Late Shri Harmal Singh for "Filmein Kaisa Banti Hain" | Shri Krishna Kumar Bhargava for "Vishwa Uchcharan Kosh" | Shri Shyam Sunder Sharma for "Hindi Prakashan Ka Itihas" | Dr. Manohar Prabhakar for "Patrakari Lekhan Ke Aayam" |
| National Integration | One Award shared by Dr. Devendra Chand Das for "Asma Sushma Manorama" and Shri Amar Nath Singh for "Rashtriya Ekta Aur Sampradayik Sadbhav" | - | - | - |
| Women's problems | One award given to Smt. Asha Rani Bhora for "Stree Sarokar" | - | Smt. Kshama Sharma for "Stree Ka Samay" | - |
| Children's Literature | Shri Devendra Mewari for "Suraj ke Angan Main" | Shri Zakir Ali Rajnish for "Samay Ke Paar" | Kum. Alka Pathak for "Insaan Ka Beta" | Shri Govind Sharma for "Kalu Kawwa Avem Anya Kahaniyan" |

encourage original creative writing in Hindi on mass communication are also given for children's literature, books on national integration and women's issues. The awards were given away in June 2000 for the years 1994-1999.

Revenue

In 1999-2000, the Division earned a revenue of Rs 30.21 crore which was Rs 8.85 crore more, earned in 1998-99 (Revenue in 1998-99 was Rs 21.36 crore). It was also able to earn a profit of Rs 3.93 crore in the year 1999-2000 the highest ever achieved so far. The Division earned a revenue of Rs 25.33 crore up to 31 December 2001 and it is expected to rise to Rs 33 crore.

Sales Network

The sales outlet for the books, journals and CDs of the Publications Division are its emporia in New Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Thiruvananthapuram, Patna and Lucknow and about 400 agents. In addition, the Yojana offices located at Ahmedabad, Bangalore and Guwahati and PIB offices

at Bhopal, Indore, Jaipur undertake the sales. The Division participated in major book fairs like World Book Fair, Kolkata Book Fair and Delhi Book Fair. It participated/ organised 106 book exhibitions from April to November 2000. It independently organised book exhibitions at Nagpur, Amravati, Aurangabad and New Delhi.

Major Programmes on Hand

The Division now has a programme to bring out CDs on different schools of painting like miniature paintings of Himachal Pradesh and Rajasthan, paintings of Raja Ravi Varma, paintings of Bengal, and of artists like Nandlal Bose and Rabindranath Tagore.

Another area chosen for producing CDs is on virtual reality tours of famous monuments like Taj Mahal, Red Fort and Madurai Meenakshi Temple.

A series of CDs are also proposed on appreciation of Hindustani and Carnatic music. These CDs will explain and illustrate the various terms and processes used in music.

(Annexure)
Regionwise List of Field Publicity Units

ANDHRA PRADESH

- | | | |
|--------------|-------------|-------------------|
| 1. Hyderabad | 5. Kurnool | 9. Nizamabad |
| 2. Cuddapah | 6. Medak | 10. Srikakulam |
| 3. Guntur | 7. Nalgonda | 11. Visakhapatnam |
| 4. Kakinada | 8. Nellore | 12. Warangal |

ARUNACHAL PRADESH

- | | | |
|-------------|--------------|---------------|
| 1. Itanagar | 5. Khonsa | 9. Seppa |
| 2. Anini | 6. Nampong | 10. Tawang |
| 3. Along | 7. Daporijo | 11. Tezu |
| 4. Bomdilla | 8. Passighat | 12. Ziro |
| | | 13. Yingkiang |

ASSAM

- | | | |
|--------------|------------|--------------------|
| 1. Guwahati | 5. Barpeta | 9. North-Lakhimpur |
| 2. Dhubri | 6. Haflong | 10. Nowgong |
| 3. Dibrugarh | 7. Jorhat | 11. Silchar |
| 4. Diphu | 8. Nalbari | 12. Tezpur |
| | | 13. Dhemaji |

BIHAR (N)

- | | | |
|--------------|---------------|----------------|
| 1. Patna | 5. Bhagalpur | 9. Muzaffarpur |
| 2. Begusarai | 6. Kishanganj | 10. Forbesganj |
| 3. Chapra | 7. Munger | 11. Sitamarhi |
| 4. Darbhanga | 8. Motihari | |

JHARKHAND & CENTRAL BIHAR

- | | | |
|------------|---------------|---------------|
| 1. Ranchi | 4. Gaya | 7. Jamshedpur |
| 2. Dhanbad | 5. Gumla | 8. Daltonganj |
| 3. Dumka | 6. Hazaribagh | 9. Chaibasa |

GUJARAT

- | | | |
|--------------|----------------|--------------|
| 1. Ahmedabad | 5. Godhra | 9. Rajkot |
| 2. Ahwa | 6. Himmatnagar | 10. Surat |
| 3. Bhavnagar | 7. Junagarh | 11. Vadodara |
| 4. Bhuj | 8. Palanpur | |

JAMMU & KASHMIR

- | | | |
|--------------|------------|--------------|
| 1. Jammu | 6. Kangan | 11. Poonch |
| 2. Baramulla | 7. Kargil | 12. Rajouri |
| 3. Chadoora | 8. Kathua | 13. Shopian |
| 4. Doda | 9. Kupwara | 14. Srinagar |
| 5. Anantnag | 10. Leh | 15. Udhampur |

KARNATAKA

- | | | |
|--------------|----------------|--------------|
| 1. Bangalore | 5. Chitradurga | 9. Mangalore |
| 2. Belgaum | 6. Dharwad | 10. Mysore |
| 3. Bellary | 7. Gulbarga | 11. Shimoga |
| 4. Bijapur | 8. Hassan | |

KERALA

- | | | |
|-----------------------|---------------|---------------|
| 1. Thiruvananthapuram | 5. Kottayam | 9. Quilon |
| 2. Cannanore | 6. Kozhikode | 10. Trichur |
| 3. Ernakulam | 7. Malappuram | 11. Alleppey |
| 4. Wynad | 8. Palghat | 12. Kavaratti |

CHHATISGARH & EAST M.P.

- | | | |
|-------------|--------------|-------------|
| 1. Raipur | 5. Jabalpur | 9. Rewa |
| 2. Balaghat | 6. Jagdalpur | 10. Shahdol |
| 3. Bilaspur | 7. Kanker | 11. Sidhi |
| 4. Durg | 8. Ambikapur | 12. Mandala |

MADHYA PRADESH (WEST)

- | | | |
|---------------|----------------|-------------|
| 1. Bhopal | 5. Gwalior | 9. Mandsaur |
| 2. Chattarpur | 6. Hoshangabad | 10. Sagar |
| 3. Chhindwara | 7. Indore | 11. Ujjain |
| 4. Guna | 8. Jhabua | |

MAHARASHTRA AND GOA

- | | | |
|---------------|----------------|---------------|
| 1. Pune | 7. Kolhapur | 12. Ratnagiri |
| 2. Amarvati | 8. Nagpur | 13. Satara |
| 3. Aurangabad | 9. Nanded | 14. Sholapur |
| 4. Mumbai | 10. Nasik | 15. Wardha |
| 5. Chandrapur | 11. Ahmednagar | 16. Panaji |
| 6. Jalgaon | | |

MEGHALAYA, MIZORAM & TRIPURA

- | | | |
|------------------|----------------|---------------|
| 1. Shillong | 5. Kailashahar | 9. Tura |
| 2. Aizawl | 6. Lunglei | 10. Udaipur |
| 3. Jowai | 7. Saiha | 11. Nongstoin |
| 4. William Nagar | 8. Agartala | |

NAGALAND & MANIPUR

- | | | |
|------------------|---------------|--------------|
| 1. Kohima | 5. Mokokchung | 9. Ukhrul |
| 2. Churachandpur | 6. Mon | 10. Senapati |
| 3. Imphal | 7. Tamenglong | |
| 4. Chandel | 8. Tuensang | |

NORTH-WEST

- | | | |
|---------------|--------------|---------------|
| 1. Chandigarh | 4. Dharmsala | 7. Hissar |
| 2. Amritsar | 5. Ferozepur | 8. Jalandhar |
| 3. Ambala | 6. Hamirpur | 9. Rikong Peo |

10. Ludhiana
11. Mandi
12. Nahan
13. Narnaul

14. Delhi (I)
15. Delhi (II)
16. Pathankot

17. Rohtak
18. Shimla
19. Chamba

ORISSA

1. Bhubaneswar
2. Baripada
3. Berhampur
4. Bhawanipatna

5. Balasore
6. Cuttack
7. Dhenkanal
8. Jeypore

9. Keonjhar
10. Phulbani
11. Puri
12. Sambalpur

RAJASTHAN

1. Jaipur
2. Alwar
3. Barmer
4. Bikaner
5. Ajmer

6. Jaisalmer
7. Jodhpur
8. Kota
9. Dungarpur
10. Sikar

11. Sriganganagar
12. Udaipur
13. Sawaimadhopur
14. Sirohi

TAMIL NADU & PONDICHERRY

1. Chennai
2. Dharmapuri
3. Coimbatore
4. Madurai

5. Pondicherry
6. Ramanathapuram
7. Salem
8. Thanjavur

9. Tiruchirapalli
10. Tirunelveli
11. Vellore

UTTAR PRADESH (CE)

1. Lucknow
2. Azamgarh
3. Banda
4. Gonda
5. Gorakhpur

6. Jhansi
7. Kanpur
8. Lakhimpur Kheri
9. Allahabad
10. Mainpuri

11. Rae Bareli
12. Sultanpur
13. Varanasi

UTTARANCHAL & U.P. WEST

1. Dehradun
2. Aligarh
3. Bareilly
4. Agra
5. Gopeshwar

6. Meerut
7. Moradabad
8. Muzaffarnagar
9. Nainital
10. Pauri

11. Pithoragarh
12. Ranikhet
13. Uttarkashi

WEST BENGAL (N)

1. Siliguri
2. Gangtok
3. Jalpaiguri

4. Jorethang
5. Kalimpong
6. Malda

7. Raiganj
8. Cooch Behar

WEST BENGAL (S)

1. Kolkata
2. Barrackpore
3. Berhampur
4. Burdwan

5. Bankura
6. Car Nicobar
7. Chinsurah
8. Midnapore

9. Port Blair
10. Ranaghat
11. Calcutta (FW)

MEDIA UNITS/AUTONOMOUS BODIES/PSUs— FILMS SECTOR

FILMS DIVISION

The aim and objectives of the Films Division, focused on the national perspective, are to educate and motivate the people towards enlisting their active support and participation in the implementation of national programmes and to project the image of the land and heritage of the country to Indian and foreign audiences. The Division also aims at fostering the growth of the documentary film movement, which is of immense significance to India in the fields of national information, communication and integration.

The Division also releases documentaries and news-

reels made by the State Governments in theatres. It sells prints, stock shots, video-cassettes and distribution rights of documentaries and feature films in India and abroad.

The Division is broadly divided into four wings, viz., Production, Distribution, International Documentary, Short and Animation Film Festival and Administration.

Production

The production wing is responsible for production of documentary films, newsmagazines, and short feature



The President Shri K.R. Narayanan presenting Dada Saheb Phalke Award, 1999 to Hrishikesh Mukherjee, 18 September 2000

films specially designed for rural audience, animation films and video films. With headquarters at Mumbai, the Division has three production centers at Bangalore, Kolkata and New Delhi. Documentaries are made on varied themes like agriculture, art and architecture, industry, international scene, food, health care, science & technology, trade and commerce, tribal welfare and community development, etc. In order to encourage individual talent in the documentary sector the Division reserves about 40 per cent of its production schedule for allotment to independent film-makers. Assistance is rendered to all the Ministries and Departments of Government, including public sector organisations.

The Newsreel Wing of the Division covers important news events all over the country to make fortnightly news-magazines and for compilation of archival material.

The Cartoon Film Unit of the Division started in 1954, is now equipped with facilities for production of puppet/computer animation films. Some of the animation films made by the Division have won recognition internationally.

The Commentary Section of Films Division is involved in dubbing of films and news magazines into 14 Indian languages and foreign languages from the basic version (English/Hindi).

The Delhi Unit of the Division produces instructional and motivational films for the Ministries of Agriculture, Defence and the Department of Family Welfare. The regional production centers of the Division at Kolkata and Bangalore produce short fiction films on socially relevant themes for the rural audience. Made in 16mm format, these films are evolved on a storyline with a mix of education and entertainment.

The short fiction films made in Tamil, Telugu, Malayalam, Bengali, Assamese, Oriya and several other dialects of the north eastern and southern regions as well as in northern and western regional languages and dialects utilise the local talent of the areas being covered. These films which have a tremendous impact on the rural masses, aim at highlighting the projects and schemes designed by the Government to bring social and economic justice to the people.

Distribution

The Distribution Wing of the Films Division has 10 branch offices located at Bangalore, Mumbai, Kolkata,

Hyderabad, Lucknow, Chennai, Madurai, Nagpur, Thiruvananthapuram and Vijayawada. Each branch office caters to about 1500 cinema theatres. In the year 2000-2001 (up to 30 November 2000), the Division covered 12,312 cinema theatres all over the country with an audience of about nine to ten crore per week. Non-theatrical exhibition of films is effected through supply of prints to the 16mm mobile units of the Directorate of Field Publicity and other Departments of the Central Government, as well as the State Governments. Roughly, 4 to 5 crore people are covered by these units per week. In addition to the above, the documentary films of Films Division are also telecast on the national and regional channels of Doordarshan. Educational institutions, film societies and other social organisations all over the country also borrow films of the Division from the libraries maintained in the distribution branch offices. The Division also sells videocassettes of its films to Railways, Public Sector Undertakings, Central and State Government Departments, educational institutions and private parties for non-commercial use.

Prints of selected films are distributed by the External Publicity Division of the Ministry of External Affairs to Indian Missions abroad. The National Film Development Corporation Ltd. and private agencies also arrange for distributing the Division's films internationally. Films produced by the Division are also commercially exploited on royalty basis by overseas video and TV networks.

International Documentary, Short and Animation Film Festival

Films Division organises the "Mumbai International Film Festival for Documentary, Short and Animation Films" which is biennial in nature. The first festival was held from 1-7 March 1990. Its 7th edition is scheduled to be held from 3-9 February 2002. Outstanding films in the competition categories are selected by an International Jury for awarding Gold and Silver Conches along with cash prizes. Established in 1996 the "Dr.V.Shantaram Award" is conferred upon a senior documentary film-maker from India during the festival for his/her achievement in the field of documentary film-making.

Administration

The Administration Wing provides necessary facilities like finance, personal general stores to other wings of the Division. It is responsible for all matters relating to

establishments, management of stores and workshops, and general administration.

The Films Library of Films Division with a computerised information system is a treasure of valuable archival material of India's contemporary history and its rich heritage. The archives provide vital footage for production of various films and are a source of revenue through sale of stock shots for the Division. The total collection of the film library is about 1.9 lakh films which include original picture negative, dupe/inter negative, sound negative, master/inter positives, saturated prints, international tracks, predub sound negatives, 16 mm prints, library prints and answer prints etc. Films of archival value are being transferred to DVD format and DVDs of 950 films have been printed so far. Details of film library are available on the website of the Division as well.

Performance

During the period from 1 April to 30 November 2000, 21 newsmagazines and 57 documentaries/short feature and video films were produced by the Division, out of which 62 films were in-house productions and 16 films were made by independent producers. Between April to November 2000, the Division released 12,386 prints of 27 documentaries and 17 newsmagazines in the theatrical circuits. The Division also sold 34 prints and 2,465 video/betacam cassettes of its films for non-commercial use in India and abroad. The total revenue earned by the Division up to 30 November 2000 amounted to Rs 727.65 lakh, which includes Rs 22.72 lakh earned from sale of stock shots, prints and video/betacam cassettes.

National campaigns like uplift of SC/STs, untouchability, bonded labour, national integration, illiteracy, etc., were given sustained publicity and communication support by the Division.

Some films produced by FD

A Glimmer of Hope

Sacred Groves

Sarangi

Dholavira

Hindi Ki Vihās Yatra

Jyoti

Biographical films under production

Smt. Ramadevi

Sonal Mansingh

Dr. Shivaram Karanth

Kasturba Gandhi

Sister Nivedita

Smt. Vijayalakshmi Pandit

Teejan Bai

Shri Biju Patnaik

During the period from 1 April to 30 November 2000, Films Division participated in six National and 39 International Film Festivals with 50 and 203 films respectively.

Award Films Produced by FD

National Awards :

And the Bamboo Blooms

Darkness of Terror

Mallika Sarabhai

Kalamandalam Gopi

Maharashtra State Award:

News Magazine No. 380-Dharavi

DIRECTORATE OF FILM FESTIVALS

The Directorate of Film Festivals was set up under the Ministry of Information & Broadcasting in 1973 with the prime objective of promoting 'good cinema'. Since then the Directorate has provided a platform for the best in Indian Cinema by holding the National Film Festival every year. It has also proved to be a vehicle for promoting cultural understanding and friendship at international level. Within the country it has made the newest trends in world cinema accessible to the general public. The activities of the Directorate include, organising National Film Awards; organising International Film Festival of India; participation in International Film Festivals abroad; selection of Indian 'Panorama Films; conduct of Indian Film Weeks abroad and Foreign Film Weeks in India under Cultural Exchange Programmes; special film expositions on

behalf of the Government of India from time to time; print collection and documentation.

National Film Awards

The jury screenings for the 47th National Film Festi-

val commenced in June-July 2000. 95 feature films, 81 Non-Feature films and 14 books were entered for awards in various categories and 15 film critics also entered the fray for award for Best Film Critic of the Year.

NATIONAL FILM AWARDS

| | |
|--------------------------|---|
| Best Feature Film: | Vanaprastham (Malayalam) directed by Shaji N. Karun |
| Best Non-feature film: | Dui Patan Ke Beech Mein directed by Shri Arvind Sinha |
| Best Book on Cinema: | Marathi Chitrapat Sangeetachi Vatchal by Ms. Aruna Damle and Malayala Cinemayum Sahityavum by Sh. Madhu Ervankara |
| Best Film Critic (1999): | Sh. I. Shanmugha Das |
| Dada Saheb | |
| Phalke Award (1999): | Sh. Hrishikesh Mukherjee |

International Film Festival of India

The 31st International Film Festival was organised in the month of January 2000. Beginning with the year 2001, the month for holding the International Film Festival has been shifted from January to October. Accordingly, the 32nd International Film Festival will be held in Bangalore from 10 - 20 October 2001.

The Indian Panorama, which showcases the best of the Indian films of the year, is held as a separate

Section of the International Film Festival of India. The Indian Panorama, 2000 was successfully held with IFFI, 2000 in New Delhi from 10 - 20 January 2000. The next Indian Panorama will be held as a separate Section of IFFI in October 2001.

Participation in Foreign Film Festivals

The various films selected in the Indian Panorama participated in 50 International Film Festivals between April and November 2000.

Award-winning Films

| Name of film | Name of Award |
|---|--|
| Feature film Vaanaprastham | Special Jury Prize in Istanbul International Film Festival |
| Non-feature film In the Forest Hangs a Bridge | Asian Gaze Award for the creative Asian short film in the Pusan Asian Short Film Festival. |
| Shams Vision | Prix de la Meilleure Realisation Cinematographique at the 2nd International Film Festival of Arts & Crafts, Belgium |
| Blindfolded | First Film of the Director Award in Message to Man at the Documentary, Short and Animation International Film Festival, St. Petersburg, Russia |
| Short Feature Jibon | Best Director award in Pyongyang International Film Festival |

The Directorate of Film Festivals extended assistance to the Director of the non-panorama film UTTARA (The Wrestlers), Shri Buddhadeb Dasgupta for participation in the recently concluded Venice International Film Festival where the film won the award for the Best Director.

Cultural Exchange Programmes

Under the Cultural Exchange Programme, film festivals of specified countries were organised by the Directorate of Film Festivals in collaboration with Foreign Missions and Agencies. During the period from April to December 2000, six film festivals were organised in which films from European Union, PR of Korea, Poland, Iceland, Japan and Greece were screened. While the European Union Film Festival was held in New Delhi and Kolkata, the festival of films from Japan was held in Mumbai, Bangalore, and Kolkata. Likewise, the festival of films from Greece was held at New Delhi and Imphal. A festival of films from Iceland was held in Delhi and Mumbai. The President of Iceland participated in this festival. Film Delegations from DPR of Korea, Poland and Greece participated in their respective festivals held in India.

Indian Film Weeks were organised in China, France, North Korea, Brazil, Sri Lanka, and Chicago (USA). Apart from this a retrospective of Smita Patil's films is being organised in collaboration with ICCR in Berlin, Moscow, London and Sao Paulo (Brazil) between December 2000 and March 2001. Two Film Weeks in collaboration with the respective Indian Consulates are being organised in Bahrain and the Netherlands.

An Indian film delegation consisting of three officers also visited China in December 2000 to further explore areas of co-operation between the two countries.

A Decade of German Cinema was also celebrated in India with Festivals of Films from Germany organised in Kolkata and Bangalore.

CHILDREN'S FILM SOCIETY, INDIA (CFSI)

The Children's Film Society, India (CFSI) (earlier known as the National Centre of Films for Children and Young People (N'CYP), based in Mumbai (with branch offices in New Delhi and Chennai), established

in May 1955, is engaged in the production of films, television serials, featurettes and animation films for children and young people. It endeavours to provide healthy entertainment to the younger generation by exhibiting films and serials in theatres and on television. Rights of foreign films are also purchased by CFSI and the same are exhibited after dubbing them in Indian languages.

Films produced by CFSI are entered in various International Film Festivals and National Film Festivals. CFSI also organises its own International Film Festival, which is held every alternate year. Hyderabad is the permanent venue of this biennial event. CFSI also conducts various types of Workshops as a promotional activity, such as Animation Workshop, Video Workshop, and Script Writing Workshop. The main objectives of the Society are, to bring together and promote films from all over the world and thereby entertain and educate children and help them to acquire a more critical sense of appreciation of the film-art; to encourage exchange of ideas/points of view between film-makers and children and to foster an understanding between them; to exhibit the best films for children showing artistic beauty and varying cultures.

Marketing

CFSI endeavours to reach the maximum number of children, even in remote areas, through the following activities:

- Organisation of 35mm/16mm shows.
- Sale of Videocassettes.
- Organisation of Mini Film Festivals/Participation in International Film Festivals.
- Telecast on DD/Regional Kendras.
- Organisation of Film Bonanzas/Workshop.
- Organisation of CFSI's International Children's Film Festivals.

Awards

CFSI's film **THE GOAL** was awarded 'The Best Children's Film' at the 47th National Film Festival 2000. During the year, three of CFSI feature films MALLI, NANDAN and KABHI PASS KABHI FAIL have won awards at different International Film Festivals.



Children performing at the inaugural function of Children's Film Festival, New Delhi, 18 August 2000

Children's Film Bonanza

As in previous years, this year also, the CFSI conducted Children's Film Bonanza at Chennai, Kolkata and in New Delhi from 10-15 May 2000, 17-31 May 2000 and 18-27 August 2000. A total of 38 films were screened during these Film Bonanzas.

Release of CFSI films on National Network

CFSI's Award-winning film KABHI PASS KABHI FAIL was telecast at the National level and its award winning film HALO was shown on Regional Kendras of Mumbai and Chennai.

Sahara TV has purchased Satellite Rights of 48 films

for telecasting the same on their Network. Zee TV has also purchased Satellite Rights of five films for telecast on their Network. TV rights for telecast of 10 feature films have been sold to Lubina Productions, Amman, Jordan for telecast of CFSI's films in East Gulf.

Sale of Video Cassettes

A total of 1,456 VHS cassettes have been sold to various schools, Institutions and private parties since January, 2000 fetching an income of Rs 4, 04,005.

International Film Festivals

CFSI regularly participates in International Children's Film Festivals held all over the World.

15-20 May 2000

15th International Children's Film Festival held at Poznan, Poland

15-19 October 2000

Festival of Children's Film held at Rio-de-Janeiro, Brazil.

14-20 October 2000

15th International Children's Film Festival held at Tehran, Iran.

NATIONAL FILM ARCHIVE OF INDIA

The National Film Archive of India (NFAI) was set up as a media unit of the Ministry of Information and Broadcasting in February 1964. Headquartered at Pune, NFAI has three regional offices at Bangalore, Kolkata and Thiruvananthapuram.

Its three principal objectives are:

- (i) to trace, acquire and preserve for posterity, the heritage of Indian cinema;
- (ii) to classify, document data and undertake research relating to films; and
- (iii) to act as a centre for dissemination of film culture.

During April-December 2000, NFAI acquired 60 fresh titles, 161 duplicate prints, 30 free deposits, 45 video cassettes, 225 books, 83 disc records, 600 slides, 109 pre-recorded audio cassettes, 120 press clippings, 1,988 stills, 418 song booklets, 436 wall posters, 2 audio compact discs and 4 DVDs.

NFAI's distribution library has about 26 active members throughout the country and it also organises joint screening programmes on a weekly, fortnightly and monthly basis in six important centres. Another important programme is the film-teaching scheme comprising long and short term Film Appreciation Courses conducted in collaboration with FTII and other educational and cultural institutions.

NFAI has been a member of the International Federation of Film Archives since May 1969. This facilitates NFAI in getting expert advice, know-how and material on preservation techniques, documentation, bibliographies, etc. It also facilitates exchanges of rare films with other archives under archival exchange programmes.

At the international level, NFAI organised Retrospectives of Australian, French and Czech films in co-ordination with the Australian High Commission, French Embassy and Czech Consulate respectively. Joint screening programmes of German, Belgium and Swedish films were also organised with Alliance Francaise. Seven Tamil films of yesteryears were supplied to National Film Corporation of Sri Lanka for a Tamil Film Festival held in Colombo and

Candy. A festival of Sri Lankan films was jointly organised by NFAI, FFSI and Ashay Film Club. The films "Panchagni" and "Aaknen" were supplied for a Retrospective of popular Indian Cinema organised by the Indian Embassy in Adis Ababa. "Palanka" and "Chinnamul" were sent to the 14th Fribourg International Film Festival in Switzerland. Three Hindi films, "Pyaasa", "Awara" and "Street Singer" were sent to UCLA, Los Angeles (USA) for screening as part of a programme "Musicals of the Millennium".

During the year, detailed checking was carried out to identify the material to be copied or repaired. 132 reels (37,082.75mtrs.) of nitrate-base films were transferred to safety base. Three films "Durga" (1939), "Prem Nagar" (1940) and "Jivacha Sakha" (1948) were copied onto Master Positive from the original nitrate negatives. "Pavallakkodi" (1949), the first Tamil talkie film, was prepared in Dupe negative.

The NFAI completed the monograph project on 'Himanshu Rai' under the scheme of Publications and Research.

NATIONAL FILM DEVELOPMENT CORPORATION LTD

The National Film Development Corporation Ltd. (NFDC) formed from the amalgamation of the erstwhile Film Finance Corporation Ltd (FFC) and the Indian Motion Picture Export Corporation. Ltd. (IMPEC) is the central agency established to promote good cinema in the country. The primary mandate of the NFDC is to plan, promote and organise an integrated and efficient development of the film industry in accordance with the economic policy and objectives laid down by the Government from time to time.

Financing and Production

NFDC encourages the concept of low-budget films, high in quality content and thematic values.

During the year 2000-01, (up to Nov.2000), 3 films in different languages were completed and six films are under production. Two films DAMAN (Hindi) by Kalpana Lajmi and BITIYA (Hindi) by Ashok Chakradhar funded by the Ministry of Health and Family Welfare, are also under production.

Award-winning Films of NFDC

National Awards

| | |
|--------------------|---|
| BISWAPRAKASH | - Best Feature film in Oriya |
| LADO (Haryanvi) | - Indira Gandhi Award for Best First Film of a Director |
| HARI BHARI (Hindi) | - Best Film on Family Welfare |
| KAIREE (Hindi) | - Best Film on other Social Issues |

Maharashtra State Awards

| | |
|--------------------|---|
| GAABHARA (Marathi) | - Best Film, Best Supporting Actor and Best Art Direction |
|--------------------|---|

The Corporation during the year limited its acquisition of Foreign Films only for Television and Satellite rights and 28 such films were acquired during the year (upto November 2000).

During the year 2000-01 (up to November 2000) 46 films were exported, the export realisation for the relevant period amounting to Rs 40.27 lakh. The Corporation is expected to export about 100 titles during the year with estimated foreign exchange earnings of Rs 150 lakh.

NFDC's 16 mm Film Center, Kolkata provides production and post production facilities to the film industry of the Eastern Region.

The laser-subtitling services provided by NFDC's laser subtitling unit are of international standards in qualitative subtitling. Subtitling in all the Latin character foreign languages and Arabic are being done in this unit. The unit is equipped with two laser-subtitling machines with the latest MillenniaV solid state technical features and digital beta cam equipment.

NFDC's video edit suits in Mumbai caters to the requirements of promo capsuling as well as the preparation of promotional materials with facilities for quality checking. Apart from catering to the in-house requirements it also provides technical services to Doordarshan.

The Corporation's Theatre Financing Scheme ensures creation of additional seating capacity and provides exhibition outlets for good cinema. So far 129 theatres have become operational utilising this scheme.

NFDC assisted Film Societies and State Governments to organise film weeks at various centres during the year, evoking good response support from the people

as this is the only occasion for many to see quality cinema. The National Film Circle continued to be active during the year both in Nehru Centre and NCPA.

The Cine Artistes Welfare Fund of India (CAWFI) set up by the Corporation in 1992 extends financial assistance to needy cine artistes of yesteryears. The Corpus of the Trust as on date has grown to Rs4.16 crore. So far, more than 760 cine artistes have been provided pension and other benefits. Presently about 580 cine artistes are availing themselves of financial assistance from the trust. During the year up to November 2000, an amount of Rs 35 lakh was disbursed as pension to cine artistes.

CENTRAL BOARD OF FILM CERTIFICATION (CBFC)

The Central Board of Film Certification (CBFC), set up under the Cinematograph Act, 1952, certifies films for public exhibition in India. It consists of a Chairperson and other non-official members. The Board has its headquarters at Mumbai and nine regional offices located at Bangalore, Kolkata, Chennai, Cuttack, Guwahati, Hyderabad, Mumbai, New Delhi and Thiruvananthapuram. The regional offices are assisted in the examination of films by advisory panels consisting of persons from different walks of life.

During the year 2000, the CBFC issued a total of 3,186 certificates (2,361 for celluloid films and 825 for video films). Out of 855 Indian feature films certified during the year 2000, 447 were granted 'U' certificates (unrestricted public exhibition), 111 'UA' certificates (unrestricted public exhibition with parental

guidance, for children below the age of 12 years) and 297 'A' certificates (exhibition restricted to adults only). Among 252 foreign feature films certified in 2000, 26 were granted 'U' certificates, 45 'UA' certificates and 181 'A' certificates. 2 films were certified in the category of 'Others'. A total of 67 Indian feature films and 30 foreign feature films were denied certification as they failed to meet one or more of the film certification guidelines. Some of them were subsequently certified in their revised versions.

During 2000, the Board certified 1058 Indian short films (967 'U' certificates, 28 'UA' certificates and 63 'A' certificates) and 194 foreign short films (26 'U' certificates, 43 'UA' certificates and 125 'A' certificates).

The Board certified 825 video films during the year 2000. Out of these, 111 were Indian feature films (107 'U' certificates, 3 'UA' certificates and 1 'A' certificate), 38 foreign feature films (21 'U' certificates, 6 'UA' certificates and 11 'A' certificates); 503 Indian short films (500 'U' certificates and 3 'A' certificate); 167 foreign short films (130 'U' certificates, 10 'UA' certificates, 1 'A' certificate and 26 'S' certificates) and 6 films ('U' certificates) belonging to 'others' category.

Workshops were arranged at various regional centers for the benefit of the members of the advisory panels and examining officers. Various issues involved in examination of films were discussed at these workshops and examined portions from selected films were screened to illustrate the various guidelines for certification of films.

SATYAJIT RAY FILM & TELEVISION INSTITUTE

Satyajit Ray Film & Television Institute was established by the Government of India in 1995 as an **autonomous academic institution** under the Ministry of Information and Broadcasting. The Institute was subsequently registered under the West Bengal Societies Registration Act, 1961.

Located in Kolkata and named after the legendary film maestro Satyajit Ray, the Institute, the second of its kind in the country, is a **National Center offering post-graduate diploma courses in film and**

television. Besides offering regular courses, the Institute also has provision for research and explorative studies in sociology and culture as well as technology of film & television.

Objectives of the Institute:

- a. To impart practical and theoretical training in all aspects of film & television programme conception and production including introduction to allied fields;
- b. To grant certificates, diplomas, honours diplomas and such other certificates, diplomas, advanced diplomas as may be instituted by the Governing Council to the trainees on successful completion of prescribed courses of study; and
- c. To co-ordinate the activities of education and skill development in the field of film & television programme conception and production.

Management and Organisational Framework

SRFTI is a fully-funded autonomous institution under the Ministry of Information and Broadcasting, run by a Society constituted by the Government of India. The Society is headed by a President and runs the Institute through a Governing Council (GC), constituted with select members of the Society. The Governing Council is responsible for all executive functions of the Institute. As per its bye-laws, the President of the Society is also the Chairman of the Governing Council. The GC is assisted by

- a) Standing Finance Committee
- b) Academic Council and
- c) Technical Committee

Besides this, the GC is assisted by such bodies as may be constituted by the GC from time to time. The Society, Governing Council and Standing Finance Committee are represented by the Government through ex-officio members who are officials of the Ministry. The General Meeting of the Society is normally held once a year while the Governing Council and other bodies meet periodically, at least three or four times.

During the year under review, the Governing Council and the Standing Finance Committee met once. The

Core Committee on Syllabus met on several occasions during the year to finalise the syllabus, which is currently at its final stage to be placed before the Academic Council for ratification and subsequently to GC for approval.

Facilities in the Institute:

The faculty room of the institute is equipped with VHS/VCD/LD viewing facilities and one DVD editing room with cut-to-cut editing facility and a DVD camera with accessories for departmental exercises.

Two large studios are equipped with state-of-the-art technology and a separate Digital Audio Workstation for sound-recording, sound-editing, and track-laying at the post-production stage.

The film section has 10 steenbok editing suits and a large hall with 10 editing tables, synchronizers, splicers, etc. There is also one dust-free negative cutting chamber with four cutting tables. The video section has six analog video editing suites facilitating editing work in SVHS, U-matic and Beta formats. In addition, there is also one Avid Media Composer with film cut and dubbing option, six Pic-Syncs and a Movieala available for film editing. The Department is further equipped with computers for multi-media and animation work apart from a still photography section.

The fast growing library of the Institute has a vast range of books and magazines on cinema, television, media, technology, performing arts and other related subjects. The library is also collecting pre-recorded video films in different formats. There is also a substantial collection of audio-cassettes and CDs. The library has a large reading hall, a well-equipped video viewing room with several viewing booths and a music room with several booths for listening to and studying music. At present the library has a collection of 3570 books, nearly 800 VHS cassettes, LDs, DVDs and VCDs. The audio section has 450 audio CDs and cassettes. Work on computerisation of the cataloguing system by using CDS/ISIS package is in progress. The library also provides Internet facility.

The film library of the Institute caters to the needs of the students and faculty for their continuous reference. At present, the library has a collection of 1382 films (feature: 496 and documentary: 886). The Cine

Central, a Kolkata-based film society has deposited with the Institute a good collection of films donated to them by different foreign embassies. The Institute has also procured used prints, both Indian and foreign from NFDC and other organisations. The masterpiece films by eminent Indian film-makers like Satyajit Ray, Ritwik Ghatak, Mrinal Sen, etc., are also available in the library.

The institute has a wide range of facilities for preview, screening both in celluloid and video format, and related activities. The 370 capacity multi-purpose Main Theatre is equipped with 35 mm xenon projectors. The Preview Theatre has 72 seats and is equipped with two 35 mm and 16 mm xenon projectors and a video projector. In addition, there is an Open Air Theatre with a capacity of over 500 viewers equipped with 35 mm film projection facilities.

Academic Affairs of the Institute

Courses Offered:

The Institute is offering 3-year Post Graduate Diploma Courses leading to:

1. Diploma in Film Direction
2. Diploma in Motion Picture Photography
3. Diploma in Editing
4. Diploma in Sound Recording.

The first batch of 32 students enrolled in 1996 when the Institute was still shaping up, despite several constraints have since completed their course and eight Diploma Films produced have been assessed and all 32 students declared passed. The present batch (2nd batch) of 32 students (3 dropouts) was enrolled in 1997.

The Governing Council declared 1998-1999 and 1999-2000 as "Zero Year" for the admission of new students because of infrastructural deficiency.

The second batch students are now in the final stage of their Course. In connection with the different exercises during their course, the students visited Prasad Film Laboratory, Chennai, Kalinga Laboratory, Bhubaneswar and Film & Television Institute of India, Pune to gain practical experience in different areas of film and television production. The Editing

department students had an exhaustive tour to FTII and the Mumbai Film Industry to study the new trends in editing equipment in the market.

Student Exchange Programme

An exchange programme with Potsdam Film School in Germany was initiated in collaboration with the Goethe Institute, Berlin, keeping in view the Festival of Germany in India (from 30 September 2000 to 31 March 2001).

Screening Programme

During the period under review, nearly 128 Feature Films were screened for the students and faculty. Among the renowned directors whose films were screened were: Satyajit Ray, Ritwik Ghatak, Buddhadev Dasgupta, John Abraham, Istvan Szado, Mrinal Sen., Miguel Littin, Jiri Menzel, Karel Kachyna, Renoir, etc. The Institute also organised Retrospectives of selected works of Jean Luc Goderd, L. Bunuel, Marcel Carne, Agnes Vard and G Arabind. The students also attended the Calcutta International Film Festival in November 1999 and the International Film Festival of India (New Delhi) in January 2000.

National Film Archive

To help easy access of old classics in cinema for students, the Institute has provided accommodation to the Kolkata branch of the National Film Archive of India within its premises.

EU-India project

The Institute started an innovative project, the 'European Union-India (EU-India) Media Meeting Point' under the auspices of the European Commission. It is a partnership between MAGICA in Rome and SRFTI for initiating and promoting film collaborations and possible co-productions between Europe and India. In addition to supervising and offering consultancy on the scripts, the project has also prepared some important "discussion papers" with the intention of creating an on-going database on financing sources in Europe and India. On termination of the contract, the project has been wound up w.e.f 15.12.2000.

FILM AND TELEVISION INSTITUTE OF INDIA

The Film Institute of India was set up by the Government of India in 1960 under the Ministry of Information and Broadcasting. Following the addition of Television Wing in 1970, the Institute was redesignated as Film and Television Institute of India (FTII). The Institute became a Society in October 1974 under the Registration of Societies' Act, 1860.

The Institute is a member of the International Liaison Center of Cinema and TV School (CILECT) to which all leading Film and TV schools the world over are affiliated. A member of the faculty and a student generally participate in the meetings of the CILECT. This enables the Institute to keep abreast of the latest trends in film-making and TV production in the world, and in Film & Television teaching.

The Institute is governed by a Governing Council, headed by a Chairman. The academic policies and plans of the Institute are formulated by the Academic Council. Matters involving finance are controlled by the Standing Finance Committee.

The Film and Television Institute of India (FTII) provides the latest education and technological expertise in the art and technique of film making and television production. In-service training is provided to officers of all grades of the Doordarshan and others.

The FTII introduced a re-structured syllabus from the academic year commencing from 7 February 2000 and 64 students were admitted to the Basic Course. According to the syllabus there are three self-contained independent courses of different levels, each of duration of one academic year (40 weeks).

The Institute consists of two Wings: The Film and the TV Wing. The Film Wing has been offering courses leading to Diploma in Film Direction, Motion Picture Photography, Audiography and Film Editing.

The TV Wing has been offering in-service training to the personnel of Doordarshan covering all categories of staff in TV Production, Technical Operations, Graphics and Set Design, etc. However, the curriculum of the main diploma courses has been altered from the current academic year to suit the needs of the convergence technology today. With the new syllabus students of the Institute will now develop

conceptual and technical skills necessary for both professions.

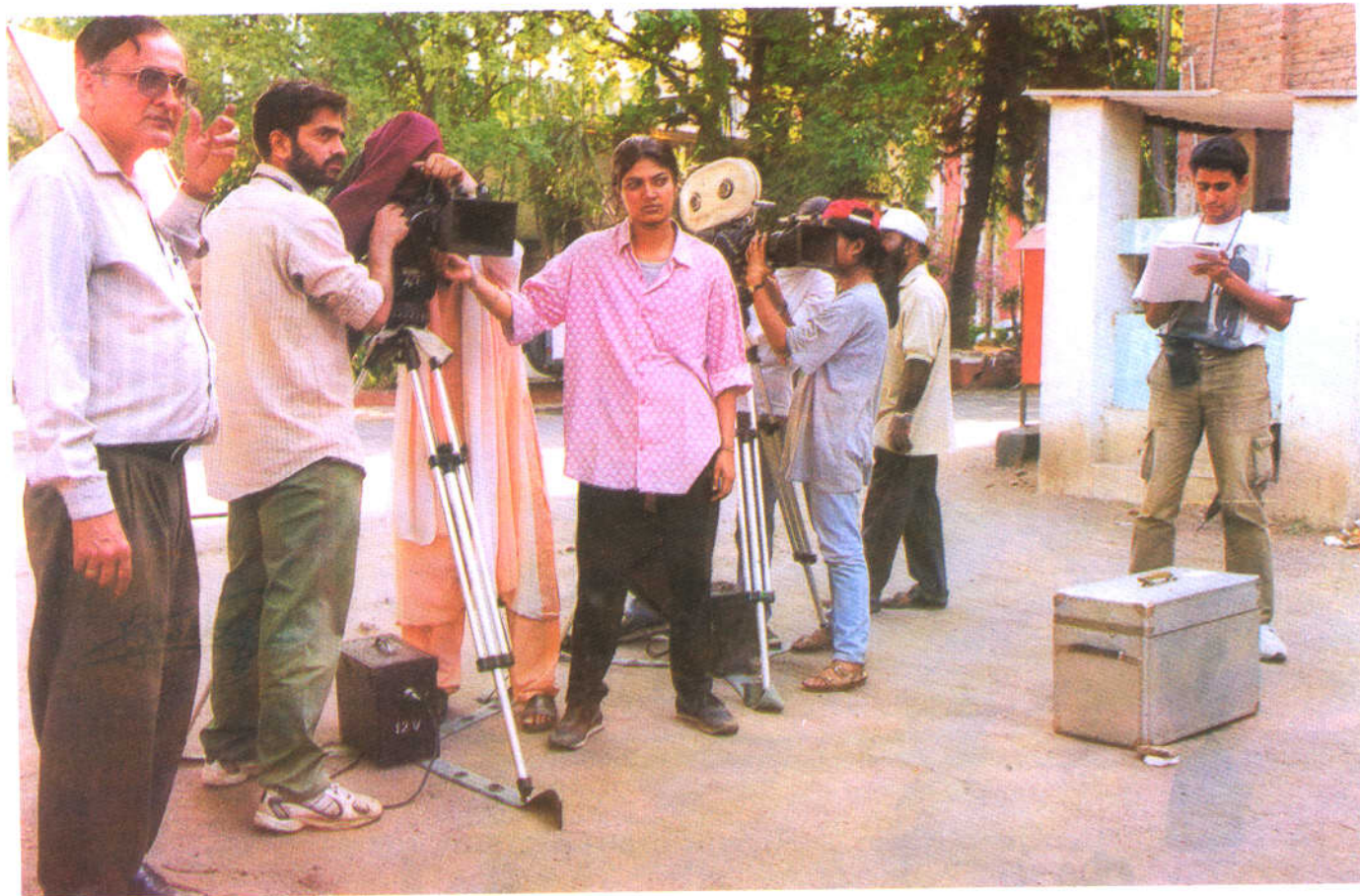
Film Appreciation Course

A four-week full-time course in Film Appreciation was held from 22 May to 17 June 2000 under the joint auspices of Film and Television Institute of India and National Film Archives of India. There were 61 participants including journalists, film-makers, feminist-activists, teachers and media-persons.

Participation in Film Festivals

Films made by Diploma students are regularly entered in various National/International Film Festivals in order to give exposure to students' work in India and abroad. During the year, the Institute participated in the following festivals/Events:

- i) 5th International Film Festival of Kerala held between 31 March - 7 April 2000.
- ii) International Cinema Students Festival, Tel Aviv, Israel held between 27 May - 3 June 2000.
- iii) 47th National Film Awards. 'Of Confucious Spots and Toyguns' directed by Deep Prakash won the Special Jury Award and Best Editing for a Non-feature film award. 'Fire' directed by Vinod Subramanian was given Special Mention.
- iv) CINEFONDATION of Cannes Film Festival, France held between 10 - 21 May 2000.
- v) Karlovy Vary Film Festival, Czech Republic, held between 5 - 15 July 2000.
- vi) 15th International Film Festival, CINEMA JOVE, Valencia, Spain held between 17 - 27 June 2000.
- vii) 30th Giffoni Film Festival, Salerno, Italy held between 15 - 22 July 2000.



Campus activities of the 1st year students of Film and Television Institute of India

- viii) Cinema Tout Ecran International Film Festival of Film and Television, Geneva, Switzerland held between 30 October - 5 November 2000.
- ix) CILECT MINI FESTIVAL, Ebeltoft held in September 2000.
- x) FAMU 2000, Prague, Czech Republic held between 27 - 30 April 2000.
- xi) Asia Pacific Film School Competition in India sponsored by Kodak was organized. 'Short Film about War' selected as a national winner for its supremacy in cinematography. Student Cinematographer Aniket Khandagale won the Award.
- xii) 10th International Student Film Festival 'Cinestud', Amsterdam, the Netherlands held between 10 - 18 November 2000.
- xiii) Festival of Video films 'Kshanik 2000' held at St. Xavier's College, Kolkata between 21 - 23 December 2000.

The Institute will also participate in the following Film Festivals during the year

- i) Films Division Film Festival to be held between 3 - 9 February 2001 at New Delhi.
- ii) International Short Film Festival Clermont Ferrand, France to be held between 26th January, 2001 and 3rd February, 2001.
- iii) International Short Film Festival, Oberhausen, Germany to be held between 3rd and 8th May, 2001.
- iv) 48th National Film Awards, New Delhi to be held.

Workshops/Seminars

To strengthen the academic input for the students, Workshops/Seminars are regularly organized by eminent film-makers from India and abroad.

INTERNATIONAL COOPERATION

INDIA AND UNESCO

India is a founder member of UNESCO which is one of the specialized agencies of the United Nations Organisation. UNESCO's main goal is to promote international cooperation in the field of education, science and technology, social sciences, culture and mass communication. In order to promote the communication capabilities of developing countries, the 21st 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 inception and has been a member of the Inter-governmental Council (IGC) and also of the IPDC Bureau. India is playing a leading role in its activities over the years and invariably been attending the meetings/seminars of IPDC or its sponsored programmes. In the recent past, India represented in the UNESCO youth and the Media Conference held in Sydney from 26th to 29th November, 2000. The idea of this Conference was to emphasise the role of the media to give enough opportunity to the young people to help in overcoming the shortcomings in values, ethics, images and lifestyles and to explore full possibility of the potentiality which are often neglected.

INDIA NEWS POOL DESK AND NON-ALIGNED NEWS AGENCIES POOL

The Non-Aligned News Agencies Pool (NANAP), formally constituted in 1976 for the purpose of correcting imbalances in the global flow of information, is an arrangement for exchange of news and information among the national news agencies of non-aligned countries, viz., Asia, Africa, Europe and Latin America. Its affairs are managed by a Coordinating Committee elected for a term of three years. India is, at present, a member of the

Coordinating Committee. The cost of running the pool is borne by the participating members.

During the year under review, Press Trust of India continued to operate the India News Pool Desk (INPD) of the NANAP. The highlight of the year was a special meeting of some members of the Coordinating Committee hosted by Tanjug of Yugoslavia in Belgrade on September 14 and 15, 2000. Invitees comprised Antara of Indonesia, IRNA of Iran, MENA of Egypt, PL of Cuba, PTI, Tanjug and ZANA of Zambia. PTI was represented by a senior journalist G. Sudhakar Nair who made a suggestion for harnessing e-mail and Internet for giving news exchange under NANAP a boost. The meeting accepted the offer of Tanjug to host the next regular meeting of the Coordinating Bureau in Belgrade in April, 2001.

Other highlights of the year were news exchange agreements with the Syrian Arab News Agency (SANA), Sudan News Agency (SUNA) and the WAM news agency of UAE, and visits by heads of news agencies of Maghreb Arabe Presse (MAP) of Morocco and News Agency of Nigeria (NAN). Two engineers of the Gorkhapatra newspaper group of Nepal also got a fortnight-long training from PTI in Delhi on computerized handling of news transmission and reception. On the anvil is a news cooperation agreement with the Kuwait News Agency (KUNA) which is expected to be signed later this month.

India continued to contribute substantially to the news file of the Pool network during the year with news flow from PTI averaging between 7,000 to 8,000 words per day. Reception of news at INPD from the other participating agencies during the year ranged between 15,000 to 20,000 words per day with about a tenth of the matter received being used.

PLAN AND NON-PLAN PROGRAMMES

Plan Outlay

Planning Commission has revised the outlay for the Ninth Plan (1997-2002) from Rs. 2970.34 crores to Rs. 2843.05 crores. The approved Annual Plan 2000-01 outlay of the Ministry of I&B is Rs. 709.35 crores (DBS: Rs. 270.00 crores + IEBR: Rs. 439.35 crores). The sector wise break up of the Ninth Plan (1997-2002) and Annual Plan 2000-01 is as under:

(Rupees in lakhs)

| Sl.No. | Sector | Approved 9th Plan outlay (1997-2002) | Approved Annual Plan 2000-01 outlay |
|--------|----------------------------|--|---|
| 1. | <i>BROADCASTING SECTOR</i> | 2567.05 | 640.44 |
| | PRASAR BHARATI | | |
| | A) AIR | 805.40 | 140.00 |
| | B) DOORDARSHAN | 1761.65 | 500.44 |
| 2. | <i>INFORMATION SECTOR</i> | 93.30 | 19.72 |
| 3. | <i>FILMS SECTOR</i> | 182.70 | 49.19 |
| | Total | 2843.05 | 709.35 |

The statement showing details of the Budget for Plan and Non-Plan programmes in respect of the Ministry of Information & Broadcasting is at Appendix-II.

The physical and financial achievements of the media units with regard to plan programmes during 2000-01 are indicated below:-

INFORMATION SECTOR

Press Information Bureau

For the Annual Plan 2000-01, an amount of Rs. 210.00 lakhs has been allocated in SBG. The allocation has been reduced to Rs. 136.30 lakhs at

RE stage of AP 2000-01.

The main thrust of IX Plan of PIB has been its continued efforts to improve the network for dissemination of information relating to the policies and programmes of Government. This is being achieved by transmission of information of news value and this process is being speeded up through expanding the computer network. The Bureau has also developed a PIB web site in the INTERNET, thus making its material available for international consumption.

2. The Bureau proposes to set up a National Press

MINISTRY OF INFORMATION AND BROADCASTING

ANNUAL PLAN 2000-2001

(Rupees in Lakhs)

| S. No. | Media Units | Proposed Outlay 2000-2001 | Approved Outlay 2000-2001 |
|--------|------------------------|------------------------------|------------------------------|
| 1 | 2 | 3 | 4 |
| I. | INFORMATION SECTOR | | |
| 1 | PIB | 210.00 | 210.00 |
| 2 | Publication Division | 200.00 | 98.00 |
| 3 | DAVP | 135.00 | 135.00 |
| 4 | IIMC | 462.00 | 462.00 |
| 5 | Photo Division | 120.00 | 120.00 |
| 6 | DFP | 165.00 | 165.00 |
| 7 | Song & Drama Divn. | 225.00 | 225.00 |
| 8 | RR&TD | 14.00 | 14.00 |
| 9 | MAIN SECTT. | | |
| 10 | i) Sookhana Bhavan | 200.00 | 200.00 |
| | ii) Computerisation | 25.00 | 25.00 |
| | iii) Main Sectt. (LAN) | 67.00 | 67.00 |
| 10 | BECIL (IEBR) | 151.00 | 151.00 |
| | DBS | 100.00 | 100.00 |
| | Total (I) | 2074.00 | 1972.00 |
| | DBS | 1923.00 | 1821.00 |
| | IEBR | 151.00 | 151.00 |
| II. | FILM SECTOR | | |
| 1 | Films Division | 700.00 | 700.00 |
| 2 | NFAI | 135.00 | 135.00 |
| 3 | FTII, Pune | 550.00 | 550.00 |
| 4 | SRFTI, Kolkata | 800.00 | 800.00 |
| 5 | DFP | 1030.00 | 920.00 |
| 6 | CFSI (formerly NCYP) | 700.00 | 650.00 |
| 7 | NFDC (IEBR) | 1070.00 | 1070.00 |
| 8 | CBFC | 81.00 | 90.00 |
| 9 | Grant-in-aid to FFSI | 4.00 | 4.00 |
| | Total (II) | 5070.00 | 4919.00 |
| | DBS | 4000.00 | 3849.00 |
| | IEBR | 1070.00 | 1070.00 |
| III. | BROADCASTING SECTOR | | |
| 1 | All India Radio | 28115.00 | 14000.00 |
| | DBS | | 6500.00 |
| | IEBR | | 7500.00 |
| 2 | Doordarshan | 82800.00 | 50044.00 |
| | DBS | | 14830.00 |
| | IEBR | | 35214.00 |
| | TOTAL (III) | 110915.00 | 64044.00 |
| | DBS | 68201.00 | 21330.00 |
| | IEBR | 42714.00 | 42714.00 |
| | GRAND TOTAL M/O I & B | 118059.00 | 70935.00 |
| | DBS | 74124.00 | 27000.00 |
| | IEBR | 43935.00 | 43935.00 |
| | (File X/AP 2000-01) | | |

Centre in New Delhi with a separate building of its own during IX Plan. The land for construction for the building was already allotted during 1994-95. Further progress could not be made initially in preparing the estimates for the building and actual construction of the building due to lack of clarity regarding the FAR applicable to the land allotted for the purpose and related matters. While FAR in respect of this area has since been resolved and an alternate plot located within the Zonal Development Plan of Institutional Area of Raisina Road re-allotted because of encroachment on the plot earlier allotted, since a portion of 2 bungalows occupied by Members of Parliament fall within the plot allotted now to Press Information Bureau, the matter has been taken up at the highest level to allot alternate accommodation to the Members of Parliament and hand over the land to Press Information Bureau encumbrance free.

3. Under the Scheme 'Modernisation and Computerisation of the Activities of PIB' it is proposed to modernise the working of the Bureau by providing and updating latest equipment and means for communication network. Three offices are proposed to be modernised by setting up of MMCs during this year.

4. During the first three of IX Plan, good progress could be achieved in the computerisation activities of the Bureau. The same tempo is proposed to be continued during 2000-2001. During 2000-2001, it is proposed to purchase upgraded/advanced computers servers, digital video/still cameras etc.

5. Though the Scheme 'Provision of Greater Mobility in PIB's offices' was approved in VIII Five Year Plan, it could not be implemented due to procedural problems relating to purchase of vehicles and creation of posts. This scheme aimed at acquiring duty vehicles for 1 Regional office and 13 Branch offices in addition to 1 for PIB Hqrs. during the IX Plan. However, during the current financial year, Ministry of I&B has approved hiring of vehicles for 7 vehicle days in a month by those Branch offices where vehicles are not available at present from November, 2000. The Scheme is accordingly being implemented.

6. The aim of the Scheme 'Opening of branch offices of Press Information Bureau under TSP' is to widen the information dissemination network through PIB in tribal areas through language/dialect

newspapers and other media under Tribal Sub Plan in the North Eastern States. For this purpose, the Bureau initially proposed to set up a branch office during IX Plan at Itanagar in Arunachal Pradesh which was the only State capital where no Press Information Bureau office has been set up. Since the constitution of three more States, viz. Chhattisgarh, Uttaranchal and Jharkhand during 2000-2001, three more offices are proposed to set up at the State capitals of these States. In fact, one office with 2-3 staff drawn on tour from other offices has been set up at Raipur during the current financial year.

7. Under the Scheme 'Coordinating & Organising of Press Parties in Tribal Areas under Tribal Sub Plan', it is proposed to take small groups of journalists/columnists to North East and also from North East to other areas so as to contribute through the Press Media to the cause of National Integration. The scheme is being implemented fully during 2000-2001.

Programmes under Tribal Sub Plan (TSP)/ Special Component Plan (SCP)

The following two Schemes under TSP are being implemented by this Bureau during IX Plan. There are no Schemes under SCP.

1. Opening of Branch office of PIB - It has been proposed to set up a Branch office of PIB at Itanagar. The Ministry of I&B has approved the Scheme and sanctioned purchase of equipment for the branch office at Itanagar in 1997-98 subject to approval for creation of posts. However, no post was sanctioned for this office without which it is not possible to set up the office. Ministry of I&B had intimated that the proposal for setting up of branch office at Itanagar be taken up after the SIU study to be conducted by Ministry of Finance is over but the Bureau has requested to delink the SIU study from setting up of the Itanagar office. Earlier, Ministry of I&B informed that Ministry of Finance has asked to open the office in Itanagar by re-deploying posts from other offices. However, it was informed that it would not be possible to re-deploy posts from existing offices of PIB for manning PIB, Itanagar. Ministry of Finance has now advised for locating matching savings by abolishing posts elsewhere for creating posts at Itanagar. The matter is being considered. After the

constitution of 3 more states viz. Chhattisgarh, Uttaranchal and Jharkhand during the current financial year this scheme now envisages opening of 3 more offices at the state capitals of the newly constituted States. One office at Raipur which also comes under Tribal belt, has already been set up with a skeleton staff drawn from other offices on tour.

2. Coordinating and Organising of Press Parties to Tribal Areas under Tribal Sub-plan-This Scheme is being implemented fully. The total plan allocation for the five year period is Rs. 50.00 lakhs. During 2000-2001, it is expected that an expenditure of Rs. 10.00 lakhs would be incurred on the Scheme.

North-East component provision in Annual Plan 2000-2001

The following Schemes are being implemented by this Bureau during 2000 2001 in the North Eastern Region including Sikkim.

1. Opening of Branch office of PIB - It has been proposed to set up a Branch office of PIB at Itanagar. The Ministry of I&B has approved the Scheme and sanctioned purchase of equipment for the branch office at Itanagar in 1997-98 subject to approval for creation of posts. However, no post was sanctioned for this office to set up the office. Ministry of I&B had intimated that the proposal for setting up of branch office at Itanagar be taken up after the SIU study to be conducted by Ministry of Finance is over but the Bureau has requested to delink the SIU study from setting has asked to open the office in Itanagar by re-deploying posts from other offices. However, Ministry of I&B was informed that it would not be possible to re-deploy posts from existing offices of PIB for manning PIB, Itanagar and requested to take up the issue of creation of new posts with ministry of Finance instead of re-deploying the existing staff.

2. Coordinating and Organising of Press Parties to Tribal Areas under Tribal Sub-Plan - This Scheme is being implemented fully. During 2000-2001, it is expected that an expenditure of Rs. 5.00 lakhs would be incurred on the Scheme for North Eastern Region.

3. Setting up of Mini Media Centres - Out of three MMCs proposed to be set up this year, one is proposed to be set up at PIB, Agartala and an

amount of Rs. 7.14 lakhs has already been sanctioned for this purpose.

4. Computerisation of the activities of PIB - Under this Scheme, it is proposed to purchase/upgrade computers for North Eastern offices of the Bureau and an amount of Rs. 5.00 lakhs is likely to be incurred in this regard during the current financial year.

Publications Division

An amount of Rs. 98.00 lakhs allocated in SBG of Annual Plan 2000-01 has been reduced to Rs. 92.94 lakhs at RE stage.

Hardware and Software for computers has been purchased for computerisation of the Division. Modern gadgets such as photocopiers, fax, electronic typewriters have also been purchased for various Sales Emporia of this Division. The officials have undergone various training courses to sharpen their skills in publishing and editing. In the Annual Plan 2001-02, a provision of Rs. 96 lakhs has been proposed for its activities.

Some of the important titles expected to be out in next few months are: *Bharatiya Panchang Pranalee*, *Antariksha Mein Bharat*, *Marine Archeology of India*, *Bharatiya Shastra Manjusha*, *Common Indian Flowers*, *Wood Carvings of Gujarat* and *A Century of Indian Tennis*.

The Division's books like *History of Freedom Movement in India* (in 4 volumes) by Dr. Tara Chand, *Economic History of India* by R.C. Dutt, *Bharat Mein Angrezi Raj* by Pt. Sunderlal have acquired the status of classics. Other books like *Gazetteer of India*, *The Gospel of Buddha* by Paul Carus, *This India* by Sheila Dhar, *Indian Classical Dance* by Kapila Vatsyayan *Basohli Painting* by M.S. Randhawa, *Madhubani Painting* by Mulk Raj Anand and books on various Indian schools of painting are immensely popular.

The Division has been bagging awards for Excellence in Book Publishing instituted by Federation of Indian Publishers, a private body.

It has been giving Bharatendu Harishchandra Awards to encourage original creative writing in Hindi in various disciplines of mass communication. Awards

on children's literature, books on national integration and women's issues are also given.

Besides books, the Division brings out 21 journals including *Employment News* in English, Hindi and Urdu; *Yojana* in 13 languages; *Kurukshetra* in Hindi and English; *Ajkal* in Hindi and Urdu and *Bal Bharati* in Hindi. The Division's journals are a good mix of information on issues of national importance and social concerns and are immensely popular among students preparing for Civil Services and other competitive examinations.

Yojana is brought out in 13 language viz., Assamese, Bengali, English, Gujarati, Hindi, Kannada, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu and Urdu. During the period under report, *Yojana* carried though provoking articles on measures being taken for weaker sections, 11th Finance Commission Report, Information Technology etc. The Independence Day Special issue had the topical theme of Population and Development and the Republic Day (January, 2001) Special was devoted to new Agricultural Policy.

Kurukshetra, devoted to rural development is brought out on behalf of Ministry of Rural Development. The special issue of April 2000 of *Kurukshetra* featured a detailed analysis of employment generation programmes and strategies in the rural areas. The Annual Number of October, 2000 evaluated in detail the progress achieved so far in the vital aspects of rural sector, the bottlenecks being faced and future prospects of rural development initiatives in the country.

Bal Bharati, a children's monthly journal in Hindi carries short stories, poems, picture stories and informative material for young readers. This year being the start of the millennium, *Bal Bharati* serialised articles on the major historical developments of the last 1000 years in Indian and World History. On the occasion of the Sydney Olympics, the September, 2000 Issue provided comprehensive information on Olympic Games.

Ajkal, a literary magazine in Hindi and Urdu brought out a number of Special Issues and covered different aspects of Indian culture and literature.

Employment News/Rozgar Samachar, published in English, Hindi and Urdu every week - is the largest

circulated career guide today with an average circulation of around 5.40 lakhs copies per week. The weekly has carved a niche among the country's educated unemployed. It carries information about job vacancies in Central/State Government departments, Public Sector Undertakings, Educational Institutions and reputed public organisations. Regular columns in the editorial pages of *Employment News* include a lead article, Diary of Events, Letters to the Editor, Quotations, besides Career Guidance and other important information. Efforts are now underway to appoint agents in un-represented rural/remote and interior areas to increase the availability of the journal there.

The Division has computerised the subscribers list of its various journals and computerisation of advertising, accounts, despatch and inventory control of books and journals is in progress.

Directorate of Advertising & Visual Publicity

An amount of Rs. 135.00 lakhs allocated in SBG of Annual Plan 2000-01 has been retained at RE stage also for the activities of DAVP.

1. Developmental Publicity Programme : (Rs. 65.00 lakh)

Targets :

a) Outdoor Publicity : (Rs. 25.00 lakh)

Achievements :

To spread the message of National Integration and promote Communal Harmony among the masses, 400 kiosks were put on display in the states of Uttar Pradesh, Rajasthan, J&K and Gujarat. The message displayed was 'Unity is India's Real Strength'. The same message was also displayed through 580 bus panels in the states of Madhya Pradesh, Rajasthan, Gujarat, Orissa, Nagaland and Uttar Pradesh. Through the medium of Wall Paintings, 100 each in Gujarat and Bihar, the message was also spread in rural parts of the country. Two animation displays were also used in the state of Uttar Pradesh to drive home the message.

In the Southern parts of the country, 200 bus back panels and 250 Wall Paintings were put on display

with the message 'Milay Hath Hamara Tumhara - Bade Desh Aage Hamara' in the respective regional languages. The states covered included Kerala, Andhra Pradesh, Tamil Nadu and the Union Territory of Pondicherry.

The message of Communal Harmony and National Integration was also publicised through bus back panels and inside bus panels in the north-eastern region, as per instructions of the Ministry.

b) Dissemination of Information through Electronic Media (Rs. 40.00 lakhs)

To mark the celebrations of 50 years of India's Republic and to promote patriotism among the masses, audio-video spots were produced and broadcast / telecast over AIR / Doordarshan to spread the message. As part of this exercise, two audio spots of 60 seconds duration each on 50 Years of Indian Republic were produced and broadcast over AIR, including 15 stations of the north-eastern region. Similarly, Jingles were also produced in seven regional languages to mark the celebrations.

To check the spread of Malaria in different parts of the country, jingles were produced on the theme to educate the masses.

2) STRENGTHENING OF DAVP AND IMPROVEMENT OF MOBILITY (Rs. 70.00 lakhs)

Under this scheme, the Designing Studio located in PTI Building at the headquarters has been renovated and equipped with computers and the latest software available in the market. The artists are being encouraged to work on computers and for this purpose special training programmes with the help of ET&T were organised to train the staff. As part of the computerisation of DAVP, internet facilities have been provided on most of the computers through LAN.

The Accounts Wing of DAVP has also been fully computerised. In house training programmes are also being organised to impart training to the personnel working in the Accounts Wing. Similarly, necessary equipment like photocopiers, fax machines etc. have also been purchased and supplied to the Regional Offices as part of modernisation exercise.

As the Ninth Five Year Plan has been formulated as non-job oriented plan (as per the directives of the

Ministry), a sum of Rs. 2.75 lakhs has been earmarked under the sub head 'Mobility' to meet the transportation needs of the staff at the headquarters and the regional offices. This is being done by hiring of taxis and other vehicles for effective functioning and better implementation of the plan schemes.

Indian Institute of Mass Communication, New Delhi

The Institute has an approved outlay of Rs. 4.62 crore for Plan Schemes which was reduced at the level of RE stage to Rs. 2.62 crore. The reduction is primarily due to fact that IIMC has avoided heavy expenditure of capital nature on creating infrastructure for the branches while it continues to conduct specialised and short courses in these branches. During 2000-2001, the Institute has undertaken six research and evaluation projects, out of which four projects have been completed and the work is in progress on the remaining two projects.

The Institute has acquired latest equipment in printing, computer and audio video technology for imparting training in various branches of communication. It has well-equipped sound and television studios which are capable of handling all kinds of shooting, indoor or outdoor, editing and classroom production. The computer facilities in the Institute provide learning opportunities to the students. There are three workshops, computer school, multimedia and DTP available for different groups of students at a time. All the workshops, departments and the rooms of the Institute are on LAN server and have INTERNET facilities. The Institute acquired Short-Cut digital audio Editor 360 System, C-DAC Multi-Promoter System with its accessories which are functional and are being used by students of diploma and specialised short courses.

The construction of a 400 seat multipurpose auditorium at IIMC, New Delhi has more or less been completed. The electrical work and renovation of the auditorium is in progress and is likely to be completed by the middle of next financial year. The construction work at IIMC, Dhenkanal is almost complete. For the other branches, it has been decided to run training programmes without investing heavy capital expenditure on infrastructure like building etc.

NORTH-EAST COMPONENT IN ANNUAL PLAN 2000-2001

Indian Institute of Mass Communication, Dimapur

An outlay of Rs. 1 crore has been allocated for IIMC branch at Dimapur primarily for Civil Works. However, the allocation has been reduced to a token provision of Rs. 5 lakhs only due to the fact that IIMC has avoided heavy expenditure of capital nature creating infrastructure for the branches while it continues to conduct specialized & short courses on hiring building at Dimapur.

Photo Division

An amount of Rs. 120.00 lakhs allocated in SBG of Annual Plan 2000-01 has been retained at RE stage also for the activities of Photo Division.

"Modernisation of Photo Division" Scheme which has been included in the IXth Five Year Plan aims at equipping the Division with the latest modern equipment to keep pace with the trends in the photographic industry. During the year 2000-2001, the scheme envisages modernisation of Photo Division's Regional Offices at Chennai, Mumbai Kolkata and Guwahati with the following equipment, which is under the process of procurement:-

| Sl. No. | Description of equipment | Nos. |
|---------|--|------|
| 1. | Kodak large format inkjet Printer 60" Model 3062 (for Head Office) | 1 |
| 2. | Kodak Digital Camera Model DCS-620 | 4 |
| 3. | Kodak Thermal Printer Model 8660 | 4 |
| 4. | Kodak RFS scanner Model 3570 | 4 |
| 5. | Data Transmission kit CDMA consisting of Firm ware V3.2, CDMA digital carrier, data cable, DCS kit, Software and modern configuration file | 4 |

Targets 2001-2002

Most of the intended equipment has been installed and the balance is under process of installation. During the year 2001-2002, the Division would be meeting the amount of Rs. 26.00 lakhs proposed for annual Plan 2001-2002 on their maintenance, servicing and spares etc.

Directorate of Field Publicity

An amount of Rs. 165.00 lakhs allocated in SBG of Annual Plan 2000-01 has been reduced to Rs. 151.70 lakhs at RE stage.

The DFP's main achievements during 2000-2001 are indicated below:

CONDUCTED TOURS

Seven Conducted Tours of opinion leaders are planned this year within the approved outlay of Rs. 10.00 lakh. Out of the seven tours, four have already taken place. The remaining three conducted tours will be held during the last two months of the current financial year. Special care has been taken to take opinion leaders from defferent walks of life to North Eastern India, and their counterparts to the rest of India so that they feel the pulse of the land, its people, its culture and heritage.

COMPUTERISATION

The major achievement of the Directorate of Field Publicity in the field of computerization is the transition to the use of E-mail. Routine correspondence with the 22 Regional Offices, except Itanagar, and the DFP Hqrs. is Now carried out on E-mail. This major shift to the electronic mode has been made possible by providing the latest computers and INTERNET connection to the Regional Offices. Altogether 5 training programmes on Windows, MS Office and E-mail were conducted. All the computers at the DFP Hqrs. were also brought under the Local Area Network.

PROCUREMENT OF FILMS AND CASSETTES

The Directorate has so far procured a total of 147 documentary films, incurring an expenditure of Rs. 44 lakh out of the total allocation of Rs. 75.00 lakh. Out of Rs. 44 lakh Rs. 10.00 lakh has been incurred to procure films for the SSB. Orders have already been booked for the remaining amount, including episodes of Doordarshan serials.

OPENING OF NEW UNITS

So far, an expenditure of Rs. 22.98 lakh has been incurred for the maintenance of 8 Field units (which were created during 97-98), as against the approved

outlay of Rs. 70.00 lakh. There is no special outlay earmarked for the special component plan in the 9th Five Year Plan.

NORTH-EAST

Expenditure on Plan scheme implementation in the North-Eastern states:

| | | |
|-----------------|---|----------------|
| Films | : | Rs. 14 lakhs |
| Computerisation | : | Rs. 1 lakh |
| Conducted Tour | : | Rs. 10.2 lakhs |

During the year, an expenditure of Rs. 14 lakhs was incurred for procuring, dubbing and duplication of films for distribution to the Field Publicity Units located in the North-East region. Three conducted tours of rural opinion leaders, one group each from Arunachal Pradesh, Nagaland & Manipur and North Bengal (which includes Sikkim) regions were taken out to northern and southern India. Four conducted tour parties, one each from Bihar, U.P., Madhya Pradesh and Karnataka visited various areas in the North-Eastern states. The total expenditure on conducted tours to and from the North-east region amounted to Rs. 10.2 lakh. The four Field Publicity Units opened during 1997-98 in the North-Eastern states being maintained, and opening of two more units is under consideration with the Ministry.

Song & Drama Division

An amount of Rs. 225.00 lakhs allocated in SBG of Annual Plan 2000-01 has been reduced to Rs. 193.60 lakhs at RE stage of AP 2000-01.

Awareness generation activities on various governmental programmes are carried out under the Plan Schemes of the Division.

Under the Sensitive areas and Inner Line Publicity Schemes, the Division has undertaken special publicity in the sensitive areas of North-Eastern states, J&K, Punjab and other border regions of the country. The objective of the Schemes is to integrate the people living in the border with the rest of the country and counter the propaganda from across the border. The Sound & Light Units of the Division presented programmes "Jatiki Oppri Swathanthriam" at Srikakulam in Andhra Pradesh, "Karnataka Vaibhav" at Hampi, in Karnataka, "Jag Chanan Hoya" at Sri

Ganga Nagar in Rajasthan and "Dharohar" at Nainital in UP & at Delhi.

This Division is operating the following schemes:

Tribal Centre at Ranchi

The Division has a Centre at Ranchi under the Tribal Project Plan to utilise the folk forms by the tribal artists from Madhya Pradesh, Bihar and Orissa. The basic concept of the scheme is to provide incentive to the tribals to present programmes in their own idioms. The salient feature of the project is to get programmes prepared by the Tribal Troupes utilising their age old traditional forms.

Sensitive Area & Inner-Line Publicity Scheme

Special publicity is undertaken by the Division in sensitive and inner line areas such as Jammu and Kashmir, Punjab and north Eastern Region with a view to counter the propaganda from across the border and to bring the people of these areas to the national mainstream. All the Border Centres undertake special publicity campaigns in their respective areas with the help of Departmental troupes, Private Regd. Parties and empanelled casual artists in close collaboration with Special Services Bureau, B.S.F. and other Defence agencies.

Sound and Light Units

There are three Sound and Light Units—one at Allahabad, one at Bangalore and one at Delhi. This medium is used to educate the masses in general and youth in particular regarding cultural heritage of the country, life style, teachings and philosophy of great personalities, freedom struggle of India and imparting knowledge regarding major historical events.

Programme Designing Unit

For preparing suitable programme packages on various developmental themes, the programme designing units were set up in all the eight Regional Centres at Bhopal, Delhi, Chandigarh, Kolkata, Lucknow, Pune, Guwahati and Chennai. These units, besides preparing new programme packages, are required to train the departmental artists, empanelled casual artists and number of private registered parties.

Tribal/Hilly/Desert Area Publicity Scheme

This scheme is aimed at bringing the isolated tribals, people living in the hilly and desert areas into the mainstream of the country and to create awareness amongst them regarding the developmental activities around them by devising programmes which are intelligible to them.

Upto November, 2000 a total number of 4670 programmes have been presented by the Division under all the Plan Schemes.

Research, Reference & Training Division

An amount of Rs. 14.00 lakhs allocated in SBG of Annual Plan 2000-2001 has been retained at RE stage of AP 2000-01. Library Software has been procured at an amount of Rs. 1.76 lakhs. Training in Computer application has also been imparted to the employees. Supply of Compactors and Computers at a cost of Rs. 12 lakhs for the Library Record Room is also in process.

Soochna Bhavan

An amount of Rs 200.00 lakhs allocated in SBG of Annual Plan 2000-2001 has been reduced to Rs. 35 lakhs at RE stage.

The construction of Phase IV of Soochna Bhawan to house the various Media Units of the Ministry in a single complex is under progress. A provision of Rs. 200 lakhs has been earmarked for the scheme during the current financial year. However, due to the segregation of Prasar Bharati Account from the Central Accounting System, funds could not be released in time, a system for release of funds which could be finalized only in November 2000. Hence, in the RE 2000-2001, a provision of Rs. 35 lakhs has been made. So far, expenditure to the tune of Rs. 14 lakhs has been incurred.

Main Secretariat (LAN)

An amount of Rs. 67.00 lakhs allocated in SBG of Annual Plan 2000-01 has been retained at RE stage for Local Area Network of Main Secretariat.

A proposal for providing Local Area Networking (LAN)—a computerization scheme—in the Main Sectt. of the Ministry under the Plan Scheme "Modernisation

of Pay & Accounts Organisation" has been mooted in pursuance of the Government's policy for applying the information technology in Government's departments and earmarking 1-3% of the Plan outlays/budgets for the same. The scheme which was formulated in consultation with the NIC envisages provision of 111 computers and allied equipment for the various sections of the Main Sectt. The ultimate objective of this scheme is to establish a paperless office where all intra-office transactions are done electronically. Moreover, all the computers in the network will have access to the INTERNET. The total expenditure involved in the implementation of the scheme is Rs. 241.19 lakhs. The Planning Commission had agreed to include the scheme in the Ninth Five Year Plan subject to the condition that the same will be accommodated within the total 9th Plan outlay of the Ministry and no additional budgetary support will be provided.

During 1998-99, a sum of Rs. 7.00 lakhs was incurred for modernization of one Room. In 1999-2000, a total sum of Rs. 131.62 lakhs was incurred under the scheme for purchase of 53 computers for installation in different Sections/Offices of the Main Sectt. as well as for making the LAN functional. Further, a series of training programme have been conducted at NIC on Computer Awareness for the officers and staff of the Main Sectt.

During 2000-2001, a provision of 67 lakhs has been made under this scheme out of which, expenditure to the tune of Rs. 41.50 lakhs has been incurred for renovation of a Room, provision of modular furniture with accessories, computers and establishment of LAN. During the current year also, the officers and staff of the Main Sectt were sent for Computer Awareness Programme at NIC, CGO Complex.

Computerisation of Pay & Accounts Office

An amount of Rs. 25.00 lakhs has been allocated in SBG of Annual Plan 2000-01 and the same amount has been retained at RE stage also for the computerization activities of PAO (Secretariat), New Delhi.

Broadcast Engineering Consultants India Ltd.

BECIL had targeted earnings of Rs. 1.51 crores as

Internal and Extra Budgetary Resources for Annual Plan 2000-01 which was subsequently enhanced to Rs. 1.80 Crores in RE. The main focus of operations of BECIL is to continue execution of consultancy and turnkey projects in the field of Broadcast engineering.

During the period April 2000 to December 2000, BECIL completed 8 projects such as (i) Setting up of Backhaul Contribution Links for Sun TV, Chennai (ii) Integration of vehicle based C-Band DSNG system for Sun TV, Chennai (iii) Providing Disaster Warning System for Fishermen of Gujarat for Gujarat Maritime Board, Gandhinagar (iv) Integration supply & testing of dual Band DSNG System for Kashir Channel for Doordarshan (v) Supply of C-Band Redundancy System for Doordarshan etc., costing Rs. 13.50 crores. Another 15 projects such as (a) Consultancy on Architectural Acoustics of Rajasthan Legislative Assembly, Jaipur for Public Works Department, Rajasthan (b) Consultancy for Audio/Video facilities and Acoustics for Parliament Library Complex, CPWD, New Delhi (c) Consultancy for interior design for Rajasthan Vidhan Sabha for Public Works Department, Rajasthan etc. costing Rs. 6.87 crores are in progress.

FILMS SECTOR

Films Division

An amount of Rs. 700.00 lakhs allocated in SBG of Annual Plan 2000-2001 has been enhanced to Rs. 723.00 lakhs at RE stage of AP 2000-01.

Films Division has been producing short fiction films specially for rural viewers of the southern and eastern parts of the country through its regional production centres at Bangalore and Kolkata including headquarters at Mumbai. The story based films shot in local surroundings with music and idiom of the regional languages and dialects are being highly acclaimed by the rural viewers.

Each film is about one hour duration with all entertainment elements of a regular feature film and specially designed to make the rural viewers identify themselves. Both the centres are trying to reach the far flung and backward areas in the North, East and South of the country. 6 short fiction films have been completed till Nov., 2000 and 9 films are in the

completion stage/rough cut stage. Subjects untouchability, bonded labour, uplift of SC/ST, illiteracy etc, are taken up in the Production Programme.

Films Division have envisaged a Scheme "Creation of Marketing and Sales Promotion Cell" for Films Division films for getting adequate publicity both at the national and international level. This will help attracting the common man towards our films and also explores possibilities of earning revenue in foreign exchange. The Films Division proposes to transfer its films on Beta/DVD/VCDs for showing these to the prospective buyers.

The 6th Mumbai International Film Festival was held between 3-9 February, 2000. The preparatory activities for the 7th MIFF to be held in the year 2002 have started. Necessary Entry Forms have been printed and the Meetings of the Organising Committee have taken place.

Motion picture techniques and technology of film production have made great advances in all the developed countries. 95 Officers/Officials have been deputed for various training programmes during the year at the expenditure of Rs. 1.91 lakhs till October, 2000.

Apart from films/documentaries made by Films Division in celluloid format there has been a growing demand for programmes in video format from the various Ministries etc. In view of this it has been proposed to develop and equip Films Division for making programmes in video format from various Ministries/Departments. At present CFU is producing animation films and also undertaking animation sequences for documentary films. Due to present demand for computerised animation films, it is also proposed to augment CFU by introducing Computergraphy. Two Plan Schemes under the names of "Modernisation and replacement of obsolete equipment of Films Division" & "To develop & equip Films Division with video facilities for making programmes in video format including computergraphy for Cartoon Film Unit" with the combined outlay of Rs. 458 lakhs have been earmarked for the purpose of procurement of sophisticated cine equipment and replacements of obsolete equipment.

It is proposed to establish Information Facilitation

Counter/Complex in the Gulshan Mahal Building as the Renovation of Gulshan Mahal is at completion stage. At present video library, book library have been located in the building.

National Film Archives of India (NFAI)

An amount of Rs. 135.00 lakhs allocated in SBG of Annual Plan 2000-01 has been enhanced to Rs. 143.00 lakhs at RE stage for seven continuing schemes and two new schemes of NFAI. During April-December 2000, NFAI acquired 60 fresh titles, 161 duplicated prints, 30 free deposits, 45 video cassettes, 225 books, 83 disc records, 600 slides, 109 pre-recorded audio cassettes, 120 press clippings, 1,988 stills, 418 song booklets, 436 wall posters, 2 audio compact discs and 4 DVDs. Civil construction work of specialized vaults for nitrate films has been completed. NFAI also conducted the annual four-week Film Appreciation Course in May-June 2000 in Pune and short-duration courses at other centres.

Under the scheme publications and research, monograph project on 'Himanshu Rai' was completed this year.

Film & Television Institute

The Annual Plan 2000-2001 for FTII, Pune was Rs. 550 lakhs which has been reduced to 365 lakhs at the RE stage. The outlay has been provided for purchase of equipment and machinery, civil and electrical works, Ccomputerization and modernization. Upto February, 2001, an amount of Rs. 211.33 lakhs has been utilised on these items. The major equipment machinery purchased by the Institute include CD writer, film coder, camera, non-linear editing system, spare parts, projector, computers etc.

Satyajit Ray Film & Television Institute

In the Annual Plan 2000-2001 for SRFTI Rs. 600 lakhs as Grants-in-aid was approved. (enhanced to Rs. 950 lakhs at RE stage because of additional requirement for land compensation payment) for the following Continuing Schemes:-

1. Academic Courses on
2. Film Direction

3. Motion picture photography
4. Editing
5. Sound

Against this grant, during the year 2000-2001, the institute has conducted courses on Film Direction, Motion Picture Photography, Editing and Sound Diploma Film Exercises. The students have completed their Diploma course in December 2000.

Apart from this, with the Grants-in-aid the institute also does maintenance of buildings and heavy electrical installations. During this year the Institute has purchased the following equipment:

1. 3 camera set up, which is one of the sophisticated film equipment in the world.
2. Fair Light audio stations.

Out of the grant of Rs. 600 Lakhs the Institute, with the approval of the Ministry, has released Rs. 50 lakhs to CCW for construction of building.

For the year 2000-2001, Rs. 350 lakhs has been sanctioned under Capital head out of which Rs 200 lakhs has been earmarked for acquisition for land and Rs 150 Lakhs for construction by CCW, AIR. Construction work is nearing completion.

Directorate of Film Festivals

The Annual Plan outlay for the year 2000-2001 of DFF is Rs. 9.20 crore which was reduced to Rs. 6.82 crore in RE on account of non-utilisation of the budget for IFFI, the dates of which have been shifted from January 2001 to October 2001. The Directorate organized the 47th National Film Festival in September, 2000. 95 feature films, 81 non-feature films and 14 books were entered for awards in various categories. 15 film critics also entered their work for the award for Best Film Critic of the Year. The award for Best Feature Film was bagged by *VANAPRASTHAM* (Malayalam), directed by Shaji N. Karun. The film *DUI PATAN KE BEECH MEIN* directed by Shri Arvind Sinha received the award for Best Non-feature film. The award for the Best Book on Cinema went to the two books i.e. Marathi Chitrapat Sangeetachi Vatchal by Aruna Damle, and *MALAYALA CINEMAYUM SAHITYAVUM* by Madhu Erankara. Shanmugha Das was conferred the award for Best Film Critic for the year 1999.

The prestigious Dada Saheb Phalke Award for 1999 was conferred upon Hrishikesh Mukherjee.

The dates for holding the International Film Festival have now been changed from January to October every year. Accordingly, the 32nd International Film Festival will be held in Bangalore from 10th to 20th October 2001.

During the period under review, 6 film festivals have been organized in which films from European Union, DPR of Korea, Poland, Iceland, Japan and Greece were screened. While the European Union Film Festival was held in New Delhi and Kolkata the festival of films from Japan was held in Mumbai, Bangalore, and Kolkata, Likewise, the festival of films from Greece was held at New Delhi and Imphal. A festival of films from Iceland was held in Delhi and Mumbai. The President of Iceland participated in this festival. Film Delegations from DPR of Korea, Poland and Greece participated in their respective Festivals held in India.

Indian Film Weeks were organized in China, France, North Korea, Brazil, Sri Lanka, and Chicago (USA). Apart from this, a retrospective of Smita Patil's films is being organized in collaboration with ICCR in Berlin, Moscow, London and Sao Paolo (Brazil) between December 2000 and March 2001. Two Film Weeks in collaboration with respective Indian Consulates are being organized in Bahrain and Netherlands.

The Siri Fort Auditorium Complex, which was constructed by the Delhi Development Authority during Asiad, 1982, was acquired from the Delhi Development Authority in the year 1986-87, and no major renovation/repairs/upgradation were undertaken since then. As a result, the Complex was in the dire need of renovation and upgradation of facilities. The renovation work of the Auditorium, including upgradation/replacement of sound and lighting system, etc. has been undertaken in two phases. Work on the first phase of the Scheme, involving an expenditure of Rs. 4.97 crores, commenced in October/November, 1999 and was successfully completed. Work on the second phase involving a total estimated cost of Rs. 3.77 crores has already started and would be completed by 31st March 2001.

Children's Film Society, India

The Plan outlay for the current year is Rs. 6.50 crore revised to Rs 3.78 crore in RE. During the year under review 12 films including feature, short live action and animation are slated for completion, CFSI has already completed dubbing of 2 Persian films (*Nanhelala & Her Children* and *The Fish*) in Hindi and has already taken up dubbing of another Persian film (*Little Man*) in Hindi. CFSI has also dubbed 7 Indian films into various Indian languages.

The State as well as District level programmes are being continued. It is estimated that shows covering the audience of about 15 lakhs would be conducted during the year. In addition the district level festivals were organised in various States by the Mumbai, Delhi and Chennai offices; notable programmes being those in Maharashtra, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Delhi and Uttar Pradesh, Haryana. Shows were also conducted in North Eastern States and backward/tribal areas covering an audience of nearly 10 lakhs.

CFSI participates in several International Children's Film Festivals with its films and a number of awards have been won. Apart from providing an opportunity to interact at the International level, it also provides useful exposure to CFSI films. CFSI also conducts its own Competitive International Film Festival for Children and Young People every alternate year. The next International Children's Film Festival is scheduled to be held at Hyderabad in November, 2001.

As promotional activity, CFSI organises various types of Workshops/Bonanzas, such as animation Workshop, Video Workshop and Script Writing Workshop in various parts of the country. CFSI conducted Children's Film Bonanza at the following centres:

- i) At Nandan Theatre, Calcutta from 17-31 May, 2000. 23 films were screened during this period.
- ii) At Chennai from 10-15 July, 2000 which involved screening of 10 films in 10 theatres.
- iii) At Siri Fort Complex in New Delhi from 18-27 August, 2000 where a package of 5 films was screened.

CFSI's award winning film *KABHI PASS KABHI FAIL* was telecast at a National Level. Its award winning film *HALO* was also shown on Regional

Kendras of Mumbai and Chennai. Sahara TV has purchased satellite rights of 48 films for regularly telecasting the same on their Network. T.V. rights for telecast of 10 feature films have also been sold to Lubina Productions, Amman, Jordan for telecast.

CSFI's film THE GOAL was conferred the award of 'Best Children's Film' at the 47th National Film Festival, 2000. During the year, three CFSI feature films, namely, MALLI, NANDAN, and KABHI PASS KABHI FAIL have won awards at different International Film Festivals.

In its endeavour to increase dissemination of children's films, CFSI sold approximately 1550 VHS cassettes

to various schools, institutions and private parties, which has generated a revenue of about Rs. 4.00 lakhs.

National Film Development Corporation

NFDC had targeted earnings of Rs. 10.70 crores as Internal and Extra Budgetary Resources for Annual Plan 2000-01. They kept the same target at Revised Estimates stage also.

The scheme-wise approved Plan outlay for 2000-2001 together with physical targets and estimated achievements there against are indicated below. The financial and physical targets (proposed) for the Annual Plan 2000-2001 are also indicated:

(Rs. in lakhs)

| Sr. Scheme No. | Outlay Approved 2000-01 (Original) | | Estimated Achievements | | Estimates for 2001-2002 | |
|---|------------------------------------|------|------------------------|------|-------------------------|------|
| | Fin. | Phy. | Fin. | Phy. | Fin. | Phy. |
| 1. Film Financing and production Financing of Equipment | 540 | 28 | 267 | 8 | 412 | 15 |
| 2. Theatre construction (Loan & Jt. Venture) | 60 | 4 | 10 | 1 | 50 | 2 |
| 3. Imports (Theatrical Video & TV rights) | 250 | 150 | 185 | 55 | 250 | 68 |
| 4. Projects | 220 | - | 150 | - | 150 | - |
| Total | 1070 | | 612 | | 862 | |

No Plan support is envisaged for the Corporation during the Ninth Five Year Plan and the entire funding of Plan schemes would be from the internal resources of corporation.

Central Board of Film Certification

During the year 2000-2001, the approved Plan outlay for CBFC is Rs. 90 lakh, retained at the same

level at RE stage, for its five Continuing Schemes. One of the schemes, 'Establishment of Computerised Management System' envisages computerization of the Regional Offices and the Headquarters of CBFC at Mumbai. So far, computers have been installed at Kolkata, Hyderabad, Bangalore and Chennai. It is proposed to install computers at the remaining Regional Offices at Thiruvananthapuram, New Delhi.

Cuttack and Guwahati during this year. Steenbeck editing machines have been imported and installed in the Regional offices at Bangalore, Hyderabad, Thiruvananthapuram and Mumbai. Action has been initiated for procuring a Steenbeck editing machine for the Regional Office at Calcutta under the scheme 'Augmentation of Infrastructural Facilities' in Regional Offices of CBFC. Under the scheme 'Organisation of Training Courses and Studies', an evaluation of study on 'Sex and violence in films' has been entrusted to the Indian Institute of Mass Communication.

Grant-in-aid to Federation of Film Societies of India

FFSI has been allocated Rs. 4.00 lakhs as grant-in-aid for its activities in SBG of Annual Plan 2000-2001 and the same amount has been retained at RE stage also.

PRASAR BHARATI

1. All India Radio

AIR has an approved plan outlay of Rs. 140 crores (Rs. 119 crores on Capital side and Rs. 21 crores for Revenue Schemes) for the year 2000-2001. This included Rs. 20 crores on account of Special J&K package (Hardware Rs. 19 crores + Software Rs. 1 crore). In the Revised Estimates, the outlay for AIR has been kept at Rs. 145.62 crores (Rs. 118.00 crores on Capital side and Rs. 27.62 crores on Revenue side). In the Revised Estimates, the J&K Special package Component comprised of Rs. 19.00 crores (Hardware Rs. 18.00 crores+Software Rs. 1.00 crore) The Revised Estimates also included an amount of Rs. 26 lakhs provided from the Non-Lapsable Central Pool of Resources for Development of AIR services in North-Lapsable Central Pool of Resources for development of AIR services in North-East & Sikkim.

(A) EXISTING NETWORK :

| | |
|--------------------|-----|
| (1) Stations : | 207 |
| (2) Transmitters : | |
| MW | 148 |
| SW | 55 |
| FM | 121 |
| Total | 324 |

| | |
|-------------------------|--------|
| (3) Coverage: | |
| Coverage by Area: | 89.49% |
| Coverage by Population: | 98.81% |

(B) ACTIVITIES:

This year broadcasting facilities have been further strengthened. Power of existing transmitters has been increased and studio facilities have been modernised at a number of stations.

- (1) Radio coverage in the North-East Region has been strengthened by commissioning new radio stations at Ziro (Arunachal Pradesh), Tezpur (Assam), Mon and Tuensang in Nagaland, Nongstoin and William Nagar in Meghalaya, and Saiha in Mizoram. New Radio Station at Kodaikanal (Tamil Nadu) with 10 kW FM Tr. studio and staff quarter has been commissioned.
- (2) New Vividh Bharati Channels with 10 kW FM Transmitter have been introduced at Jammu, Guwahati, Coimbatore, Jabalpur and Jamshedpur (6 kW FM Tr.).
- (3) At Bangalore the existing 1 kW MW transmitter of Vividh Bharati has been upgraded to 10 kW FM Transmitter.
- (4) For strengthening staff training facilities a new Staff Training Institute (Technical) for engineering personnel has started functioning at Bhubaneswar.
- (5) A stereo channel with 10kW FM transmitter has been commissioned at Lucknow.
- (6) Two high Power Short-wave Transmitters of 250 kW each have been commissioned at Khampur, Delhi to strengthen the external services.
- (7) As a part of J&K Special Plan the existing 6 kW FM Tr. at Kathua has been upgraded to 10 kW FM Tr.
- (8) The existing 1 kW MW Tr. of Vividh Bharati at AIR, Srinagar has been upgraded by a 10 kW FM Tr. and stereo studio facilities have been provided.

North East & Sikkim

An amount of Rs. 14.70 crores has been earmarked

as NE component of the Annual Plan 2000-2001 in respect of AIR. In addition, an amount of Rs. 26 lakhs has been provided from the Non-Lapsable Central Pool of Resources for development of AIR services in North-East & Sikkim at the Revised Estimates stage.

J&K special package

In the Annual Plan 2000-2001, an amount of Rs. 20 crores (Hardware Rs. 19 crores + Software Rs. 1 crore) has been provided to AIR under the Special J&K package for development of Radio services in Jammu & Kashmir. In the Revised Estimates stage, the amount has been fixed as Rs. 19.00 crores (Hardware Rs. 18.00 crores + Software Rs. 1.00 crores).

Expansion of Border Area coverage:

(a) North-Eastern Region

Radio coverage in the North-East Region is being expanded. In the current Plan 9 AIR stations have been commissioned at Ziro in Arunachal Pradesh, Kokrajhar, Tezpur & Dhubri in Assam, Mon & Tuensang in Nagaland, William Nagar & Nongstoin in Meghalaya & Saiha in Mizoram. A new 100 kW MW Transmitter in place of 50 kW has been provided at Guwahati. Vividh Bharati Service with 10 kW FM Transmitter has also been started at Guwahati.

New Radio Stations are being set up at Churachandpur, Dharmanagar, Longtherai, Changlang, Khonsa, Nutan Bazar and Phek. At Silchar 20 kW MW transmitter in place of 10 kW, at Imphal 300 kW MW transmitter in place of 50 kW and at Kohima 100 kW MW transmitter in place of 50 kW MW is being provided. New FM Channels with stereo-playback facilities are being provided at Shillong, Imphal, Agartala and Aizawl. A special plan for boosting radio coverage in the North-eastern region is also under consideration of the Government.

(b) Jammu & Kashmir

Radio coverage in J&K is being strengthened. At Srinagar the 1 kW MW Tr. of Vividh Bharati has been upgraded by a 10 kW FM Transmitter and stereo facilities have been provided in the studios. At Jammu Vividh Bharati channel with 10 kW FM

Transmitter and stereo studio facilities has been introduced. A 50 kW SW transmitter is being provided at Jammu and at Leh the existing 10 kW MW Transmitter is being upgraded to 20 kW MW transmitter. Besides a special plan has also been recently approved by the Government for further expanding the coverage in J&K. The plan is being implemented in a set-time-frame.

PLAN PERFORMANCE

Doordarshan

Doordarshan has an approved Plan outlay of Rs. 500.44 crores (Rs. 340.44 crores on Capital side and Rs. 160 crores for Revenue Schemes) for the year 2000-2001. This included Rs. 80 crores on account of Special J&K package (Hardware Rs. 60 crores + Software Rs. 20 crore). In the Revised Estimates, the Plan outlay for Doordarshan has been kept at Rs. 483.18 crores (Rs. 310.44 crores in Capital side and Rs. 172.44 crores on Revenue side). In the RE, the J&K Special package Component comprised Rs. 73.50 crores (Hardware Rs. 30.00 crores + Software Rs. 43.50 Crores). The Revised Estimates also include an amount of Rs. 4.20 crores provided from the Non-Lapsable Central Pool of Resources for development of Doordarshan services in North-East & Sikkim.

Significant activities during 2000-2001

During the year 2000-2001 (till December 2000), special emphasis was given to expansion of Metro Channel (DD-II) coverage. The main achievements during the year are as under:

- i) 41 transmitters, out of which 22 were high power transmitters, were commissioned for Metro channel.
- ii) 5 studios were commissioned during the year (Gwalior, Jagdalpur, Indore, Bhawanipatna and the augmented Ranchi studio).
- iii) 3 High Power Transmitters, 46 Low Power Transmitters and 23 Very Low Power Transmitters were commissioned during the year (till December 2000 for expansion of Primary channel (DD-I) coverage.
- iv) One High Power Transmitter each at Srinagar,

Kolkata and Chennai were commissioned for relay of the regional language channels Kashir, Bangla and Podhigar respectively.

- v) Satellite uplinks at Delhi and Jammu were also commissioned. The uplink at Delhi is for AVN news feeds.
- vi) Gyan Darshan, the DD Educational Channel was also started during the year.
- vii) The North East satellite channel began 24 hours transmission in December, 2000.

North East & Sikkim

An amount of Rs. 31.30 cr. has been earmarked as NE component of the Annual Plan 2000-2001 in respect of Doordarshan. In addition, an amount of Rs. 4.20 crores has been provided from the Non-Lapsable Central Pool of Resources for development of Doordarshan services in North-East & Sikkim at the Revised Estimates stage.

Doordarshan projects currently under implementation

in the North-East Region and Sikkim are as below:

- i) 15 transmitters for expansion of Primary Channel (DD-1) coverage.
- ii) 5 transmitters for expansion of Metro Channel (DD-II) coverage
- iii) Replacement of DD-I High Power Transmitters at Guwahati, Silchar and Agartala.
- iv) Studio at Gangtok.
- v) Staff Quarters for DD staff at Guwahati, Kohima, Dibrugarh and Tura.

J&K special package

In the Annual Plan 2000-2001, an amount of Rs. 80 crores (Hardware Rs. 60 crores+Software Rs. 20 crore) has been provided to AIR under the Special J&K package for development of Radio services in Jammu & Kashmir. In the Revised Estimates stage, the amount has been fixed as Rs. 73.50 crores (Hardware Rs. 30.00 crores+Software Rs. 43.50 crores).

ADMINISTRATION

The Ministry of Information and Broadcasting, as per the Allocation of Business Rules, has the mandate to inform, educate and entertain through the print and electronic media as also films.

Mandate of the Ministry of Information and Broadcasting

- 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.
- Organisation of film festivals and cultural exchanges for the purpose.
- Advertising and Visual Publicity on behalf of the Government of India.
- Handling of Press relations to present the policies 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.
- 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.

Main Secretariat

The Main Secretariat of the Ministry is headed by the Secretary who is assisted by an Additional Secretary, an Additional Secretary-cum-Financial Advisor, three Joint Secretaries and one Chief Controller of Accounts. There are 11 officers of the level of Director/Deputy Secretary, 15 officers of the rank of Under Secretary, 41 other gazetted officers and 285 non-gazetted officials in the different wings of the Ministry.

Information and Facilitation Centre

The Information and Facilitation Counter of the Ministry was opened on 4th May 1997 in pursuance of the decision of the government to make the administration more transparent and responsive.

Mother Charter

On the recommendations made in the Conference of Chief Ministers on effective and responsive administration, this Ministry had prepared and hosted its Mother Charter on the Website of the Ministry (<http://www.mib.nic.in>).

Public Grievances

A Public Grievances Cell is functioning in the Main Secretariat of this Ministry. In order to tone up the Grievance Redressal System of the Ministry and all its constituent units time limits have been fixed for completion of various activities coming under the purview of the grievances redressal mechanism.

PROVISION FOR ADEQUATE REPRESENTATION OF SCs/STs/OBCs

In pursuance of the declared policy of the Government, the Ministry has been making all out efforts to provide adequate representation to the Scheduled Castes, Scheduled Tribes and Other Backward Classes in the services and posts under its control in accordance with the orders issued by the

Government in this regard. The Ministry is making constant efforts to ensure that the difference between the targeted percentage of reservation and actual representation of SCs/STs/OBCs in various services and posts in the Ministry including its attached and subordinate offices is reduced to the minimum. The percentage of the SC and ST employees in the Ministry including its Attached and Subordinate offices as on 1.1.2000 is as under :

| | Group A | Group B | Group C | Group D |
|-----------|---------|---------|---------|---------|
| SC | 13.2% | 12% | 16% | 34.6% |
| ST | 6.3% | 4% | 9.2% | 13% |

2. A cell has been functioning in the Ministry under the supervision of a Liaison Officer of the rank of Director for coordination and monitoring work relating to implementation of reservation policy. Rosters are maintained by the attached and subordinate offices, autonomous bodies and the public sector undertakings under the administrative control of this Ministry.

3. Training of Officers belonging to SCs/STs/OBCs in services under various training programmes in India and abroad is receiving adequate attention. The reservation policy in respect of SCs/STs/OBCs is also being strictly followed in services/posts in attached/subordinate offices, autonomous bodies and public sector undertakings under the administrative control of this Ministry.

Use of Hindi as the Official Language

It has been the endeavour of the Ministry to ensure progressive use of Hindi in official work in the Ministry and its Media Units etc. The Director (OL) in the Ministry is responsible for monitoring and overseeing the implementation of the various statutory provisions and policies framed by the Department of Official Language, Ministry of Home Affairs in the Official Language Act, 1963 and Official Language Rules, 1976. The Hindi Cell of the Ministry also

ensures progressive use of the Official Language in official work through the quarterly progress reports received from various Media Units. These reports are reviewed and evaluated in the meetings of official Language Implementation Committee constituted under the Chairmanship of Joint Secretary(P). The meetings of Official Language Implementation Committee are held regularly every quarter. The Annual Programme 2000-2001 issued by the Department of Official Language was circulated among all officers and sections including attached & subordinate offices of the Ministry for implementation of Official Language Policy.

During the year five offices under Ministry were inspected by the Director (OL), the position was reviewed and remedial action suggested on the spot. To enhance the use of Hindi in official work in the Ministry, 21 employees were nominated for Hindi training in Prabodh, Praveen and Pragya courses and 17 typists & 18 stenographers were also nominated for Hindi typing/stenography training during the year under review. As a result of the concrete efforts, all papers/documents under section 3(3) of the Official Language Act were issued both in Hindi and English and letters received in Hindi were invariably replied to in Hindi.

To encourage employees working in Hindi, workshops were organised during the year in the Ministry. More than 13 officials were trained in these workshops. In addition, for promoting the use of Hindi, "Hindi Fortnight" was organised in the Main Secretariat of the Ministry from September 14-28, 2000. During this period many competitions like essay writing, typing, debate, noting/drafting, stenography, poetry, antakshari, translation and slogan writing etc. in Hindi were organised in the Ministry. 127 officials participated in the various competitions. Out of them, 34 officials won the cash award. Eight officials won cash award under the incentive scheme of Department of Official Language.

There is a Hindi Salahkar Samiti under the

chairmanship of the Minister to review the progress made in the use of Hindi and devise ways and means for increasing the use of Hindi in official work in the ministry and other attached/subordinate offices under its administrative control. Hon'ble Minister of I&B convened two meetings during the period under review. Various ways and means were devised by the non-official members of the Samiti for promoting use of Hindi in official work of the Ministry and its attached and subordinate offices. As a result, the use of Hindi is increasing in the official work.

The Second Sub-Committee of the Committee of Parliament on Official Language inspected ten offices under this Ministry during the year (upto 8th February 2001). A senior officer represented the Ministry during these inspections. The suggestions made by the Committee were noted and remedial action initiated.

Internal Work Study Unit

The Internal Work Study Unit unfailingly continued with its efforts to increase administrative and fiscal efficiency by suggesting measures which would not only yield economy in expenditure but also make the units administratively more competitive. The unit has prepared/finalised reports in respect of: i) Regional Offices of National Film Archive of India at (a) Kolkata; (b) Thiruvanthapuram; & c) Bangalore; and ii) Regional Office of Directorate of Field Publicity at Ahmedabad. Implementation of these reports would annually entail indirect saving to the tune of Rs.4,33,679/-. Besides this, before the end of the current financial year, the Internal Work Study Unit plans to undertake/finalise the study of the Research Reference and Training Division, Information and Publicity Department of the Union Territory of Lakshadweep; and Regional Office of Directorate of Field Publicity at Shillong.

2. On the Organisation and Method (O&M) side, besides monitoring compliance with the various aspects of checks on delay, record management

activity was accorded special attention. Two special drives on record management were launched during the period. Together with the monthly efforts on recording activities, this has resulted in recording 7,118 files, reviewing 14,213 files and weeding out 4,733 files. O&M inspections of sections/desks were carried out to ensure that various provisions of the Manual of Office Procedure are adhered to in day-to-day transactions of business.

3. IWSU functions as the nodal agency of the ministry for implementation of the suggestion scheme(s) sponsored by the Department of Administrative Reforms & Public Grievances for Central Government employees as well as members of public.

Accounting Organisation

Consequent upon the departmentalisation of Government accounts in 1976, the Comptroller & Auditor General of India was relieved of the responsibility of compiling and keeping the accounts of transactions relating to the Civil Ministries of Central Government. The Secretaries of Central Ministries/Departments were declared as Chief Accounting Authorities. The Secretary of the Ministry of Information & Broadcasting, besides being the administrative head of the Ministry, is also the Chief Accounting Authority. The Secretary is assisted in this function by the Additional-Secretary & Financial Adviser and the Chief Controller of Accounts.

2. The Chief Controller of Accounts, Ministry of Information & Broadcasting with 14 Pay & Accounting Units under its control came into existence with a staff compliment of 475, in 1976. They were catering to the needs of 204 DDOs in 1976. At present (as on 31-12-2000), there are in all 604 DDOs, 525 of Prasar Bharati and 79 DDOs of other units, under 14 PAOs with a staff complement of 489. The PAOs continue to deal with the payment & accounting functions of Prasar Bharati even after its delinking from the Governmental system with

effect from 1st April, 2000 pending issue of administrative orders.

3. The Chief Controller of Accounts, Min. of Information & Broadcasting is in overall charge of functions relating to payments, accounting of receipts and payments, internal audit and management accounting in the Ministry of Information & Broadcasting. Under Article 150 of the Constitution of India, the President of India is responsible for the submission of the Certified Annual Appropriation Accounts and the combined Finance Accounts of the Union to the Parliament. This responsibility of the Government to Parliament is discharged through the Controller General of Accounts, Min. of Finance. This mandate of the Controller General of Accounts is carried out by the Chief Controller of Accounts in respect of transactions relating to Ministry of Information & Broadcasting.

4. The Chief Controller of Accounts discharges the above functions through the Principal Accounts Office at New Delhi with the assistance of 1 Controller of Accounts, 2 Deputy Controller of Accounts and 14 Pay & Accounts Offices. The Pay & Accounts Offices are located at Delhi, Mumbai, Kolkata, Chennai, Lucknow, Nagpur and Guwahati. The Accounting Organisation is mainly responsible for :-

- a) Expenditure control over Appropriations.
- b) Timely accounting of receipts.
- c) Compilation and Consolidation of Accounts of the Ministry of Information & Broadcasting for onward submission to the CGA, Ministry of Finance.
- d) Formulation of Revenue Receipts, Public Accounts, Interests and repayment of loans, Interest payments, Pension and Retirement benefits, Budget Estimates on behalf of the Ministry (Grant No. 55).
- e) Ensuring prompt payments.

- f) Speedy settlement of Pension, Provident Fund and other claims.
- g) Internal audit of the Ministry and Media Units.
- h) Making available accounting information to concerned authorities.

In addition, the Internal Finance Advice functions for the Directorate of Film Festivals, Press Information Bureau, Publications Division & Reference, Research and Training Division are also performed by Controller of Accounts & Deputy Controller of Accounts.

5. During April, 2000 to October, 2000, 45,203 bills (including 3737 claims of gazetted officers processed by PAO, IRLA) were processed by all the PAOs. In addition, 964 Pension/Revision of Pension/Family Pension cases and 326 GPF Final Payment cases in respect of retired Government servants were also finalised during this period.

VIGILANCE

The vigilance set up of the Ministry is functioning under the overall supervision of the Secretary. In this work, he is assisted by the Chief Vigilance Officer (at the level of Joint Secretary), Deputy Secretary(Vigilance), and other subordinate staff. While vigilance units in attached and subordinate offices of the Ministry are headed by Vigilance Officers, those in the Public Sector Undertakings and Registered Societies are supervised by their respective Chief Vigilance Officers. Vigilance activities of the attached and subordinate offices, Public Sector Undertaking and Registered Societies are coordinated by the Chief Vigilance Officer of the Ministry.

Concerted efforts were made to simplify the procedures in order to minimise the scope for corruption. Persons of doubtful integrity were identified and a close watch was maintained over such officials. Sincere efforts were also made to rotate the Staff posted at sensitive points. Regular

and surprise inspections were carried out by senior officers to ensure proper observance of rules and procedures. During 2000-2001, 195 regular and 99 surprise checks were carried out and 19 persons were identified for being kept under surveillance. In addition, 41 areas have been selected for being kept under surveillance by the different media units of this Ministry. During the period, 'Agreed' and 'Doubtful Integrity' list of officers of Gazetted status of the Ministry and its Media Units have been reviewed and up-dated. The agreed list consists of 25 officers and doubtful integrity list consists of 65 officers. The activities of these officers are constantly and closely monitored. Besides, as a continuation of the anti-corruption drive launched by the Government on the 50th Anniversary of the Independence of our country, C.V.O. has been nominated as the Liaison Officer to deal with the complaints forwarded by the Prime Minister's Office. During the period under report, 2 complaints have been received from Prime Minister's Office of which 1 complaint has been disposed of. On the directions of CVC, a Vigilance Awareness Week from 31.10.2000 was observed by the Ministry of I&B and its Media Units. During the week a number of competitions like debate, speech etc. on vigilance related topics were organised and entries of articles, cartoons etc. were invited. A vigilance newsletter titled "Ever Vigilant" was also brought out for the first time to create vigilance awareness and arouse public concern, which yielded positive response.

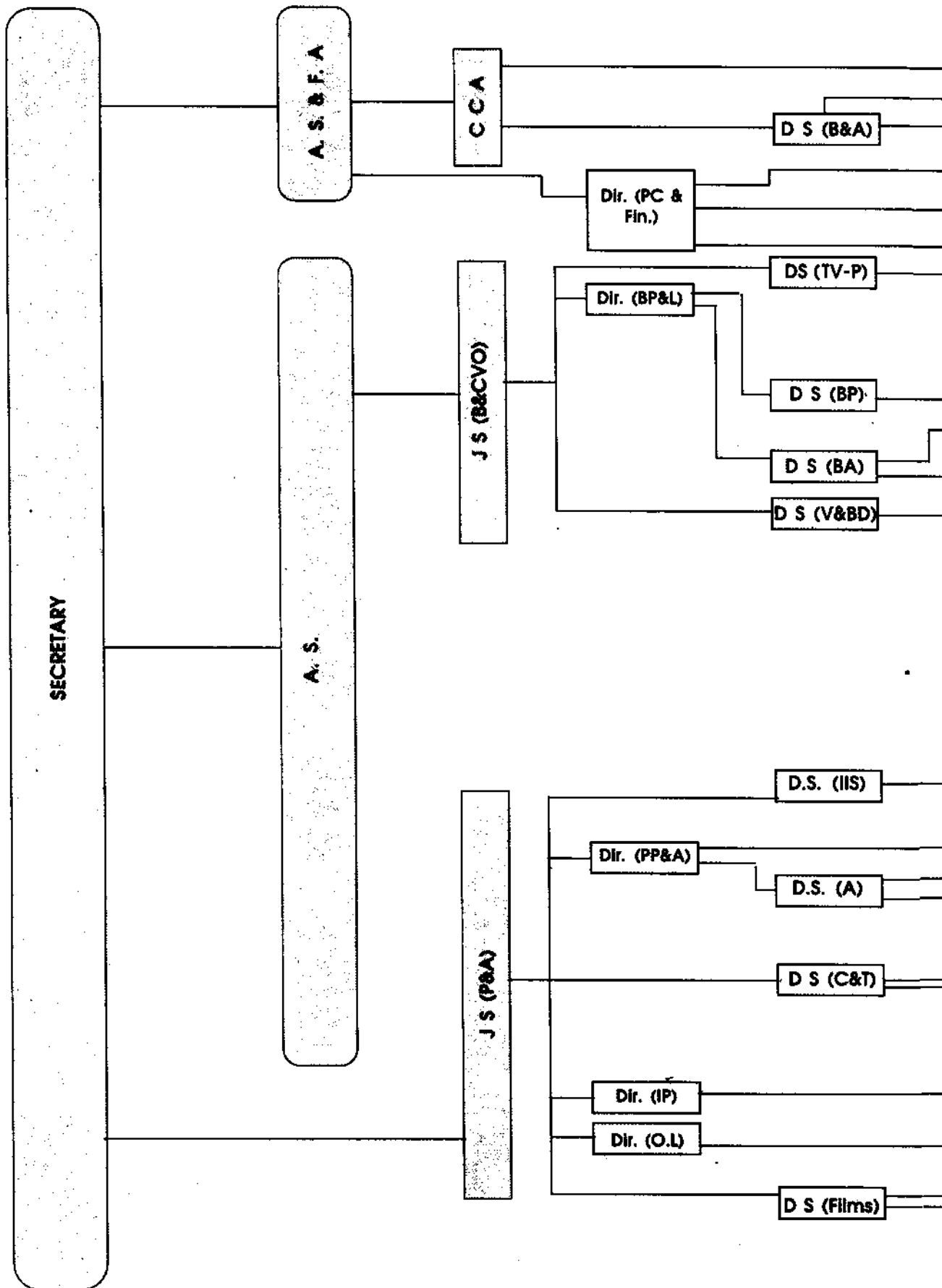
During the period April 2000 to January 2001, 165 fresh complaints were received in the Ministry and its Media Units etc., from different sources. These were examined and preliminary enquiries were ordered in 98 cases, including 2 cases entrusted to CBI. Preliminary inquiry reports in respect of 42 cases were received during the year. Regular departmental action for major penalty was initiated in 34 cases and for minor penalty in 6 cases. Major penalties have been imposed in 9 cases and minor penalty in 10 cases. Two persons retired prematurely and 3 cases were closed after consulting Central Vigilance Commission. In addition, one appeal was decided

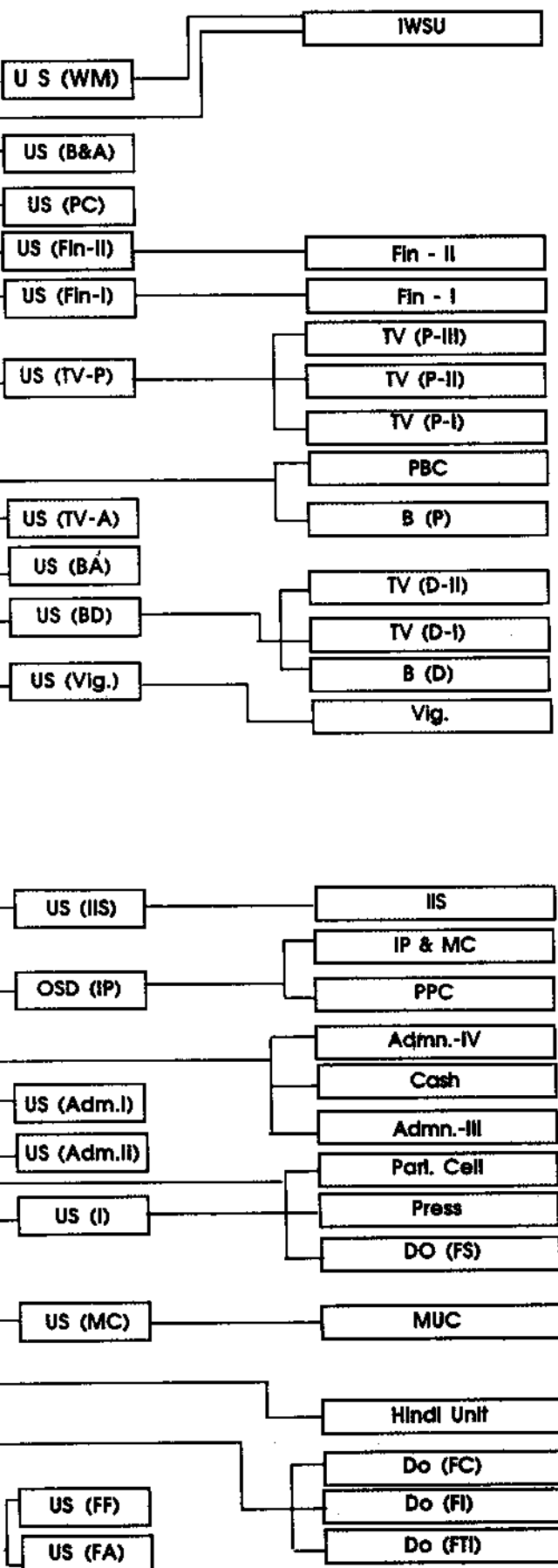
converting the penalty of removal from service into compulsory retirement. During the period under report, 7 officials were placed under suspension and in 15 cases, administrative warnings were issued.

Monthly reports on pending disciplinary cases and fortnightly reports on pending sanction for prosecution are regularly obtained from all the Media Units and forwarded to Department of Personnel & Training. Quarterly reports on the progress on

technical examination of works and also on examination of Stores/Purchase contracts by CTE's Organisation are also obtained from the Media Units and sent to Central Vigilance Commission (CTE's Organisation). In addition, periodical review meetings are conducted by the Chief Vigilance Officer of the Ministry to discuss the pending disciplinary cases in the Media Units as well as in the Ministry.

ORGANISATION CHART OF THE MINISTRY (As on 28.2.2001)



**DESIGNATION IN THE MINISTRY**

| | |
|---------------|--|
| AS&FA | Additional Secretary & Financial Advisor |
| AS | Additional Secretary |
| JS(B & CVO) | Joint Secretary (Broadcasting & Chief Vigilance Officer) |
| JS(P&A) | Joint Secretary (Policy, Media & Administration) |
| CCA | Chief Controller of Accounts |
| Dir (PP&A) | Director (Policy, Planning & Administration) |
| Dir (IP) | Director (Information Policy) |
| Dir (BP&L) | Director (Broadcasting Policy & Legislation) |
| Dir (PC&Fin.) | Director (Plan Coordination & Finance) |
| Dir (OL) | Director (Official Language) |
| DS (V&BD) | Deputy Secretary (Vigilance & Broadcasting Development) |
| DS (TV-P) | Deputy Secretary (Television-Programme) |
| DS (Films) | Deputy Secretary Films |
| DS(C&T) | Deputy Secretary (Coordination & Training) |
| DS (B&A) | Deputy Secretary (Budget & Accounts) |
| DS (BA) | Deputy Secretary (Broadcasting Administration) |
| DS (BP) | Deputy Secretary (Broadcasting Policy) |
| DS (IIS) | Deputy Secretary (Indian Information Service) |
| DS (A) | Deputy Secretary (Administration) |
| US (MC) | Under Secretary (Media Coordination) |
| US (BD) | Under Secretary (Broadcasting Development) |
| US (TV-P) | Under Secretary (Television Programme) |
| US (Vig) | Under Secretary (Vigilance) |
| US (Fin.I) | Under Secretary (Finance-I) |
| US (Fin.II) | Under Secretary (Finance-II) |
| US (I) | Under Secretary (Information) |
| OSD (IP) | Officer on Special Duty (Information Policy) |
| US (Admn.II) | Under Secretary (Administration-II) |
| US (WM) | Under Secretary (Work Measurement) |
| US (BA) | Under Secretary (Broadcasting Administration) |
| US (Ad.I) | Under Secretary (Administration-I) |
| US (B&A) | Under Secretary (Budget & Account) |
| US (IIS) | Under Secretary (Indian Information Service) |
| US (PC) | Under Secretary (Plan Coordination) |
| US (TV-A) | Under Secretary (Television Administration) |
| US (FF) | Under Secretary (Film Festivals) |
| US (FA) | Under Secretary (Film Administration) |
| DO (FS) | Desk Officer (Film Societies) |
| DO (FTI) | Desk Officer (Film & TV Institute) |
| DO (FC) | Desk Officer (Film Certification) |
| DO (FI) | Desk Officer (Film Industry) |
| Admn.III | Administration III |
| Admn.IV | Administration IV |
| B (D) | Broadcasting (Development) |
| B (P) | Broadcasting (Policy) |
| Cash | Cash |
| IIS | Indian Information Service |
| Fin.I | Finance I |
| Fin.II | Finance II |
| Hindi | Hindi Unit |
| IWSU | Internal Work Study Unit |
| IP&MC | Information Policy & Media Coordination |
| MUC | Media Unit Cell |
| PBC | Prasar Bharati Cell |
| Parliament | Parliament Cell |
| PP Cell | Policy Planning Cell |
| Press | Press |
| Vig. | Vigilance |
| TV (D-I) | Television (Development-I) |
| TV (D-II) | Television (Development-II) |

Appendix - II

Mediawise Classification

MINISTRY OF INFORMATION & BROADCASTING
STATEMENT SHOWING THE BUDGET FOR PLAN & NON-PLAN

Demand No. 51 - Ministry of Information & Broadcasting

| S. No. | Name of Media Units/ Activity | B.E. 2000-2001 | | |
|--|--|-----------------|------------------|------------------|
| | | Plan | Non-Plan | Total |
| 1 | 2 | 3 | 4 | 5 |
| REVENUE SECTION | | | | |
| Major Head - "2251"-Secretariat - Social Services | | | | |
| 1. | Main Sectt. (including PAO) | 52,00 | 1,409,00 | 1,461,00 |
| | Major Head "2205"-Art & Culture Certification of Cinematographic films for public exhibition | | | |
| 2. | Central Board of Film Certification | 90,00 | 1,49,00 | 2,39,00 |
| 3. | Film Certification Appellate Tribunal | - | 5,00 | 5,00 |
| | Total Major Head '2205' | 90,00 | 1,54,00 | 2,44,00 |
| Major Head "2220"-Information & Publicity | | | | |
| 4. | Films Division | 3,00,00 | 25,83,20 | 28,8,20 |
| 5. | Directorate of Film Festivals | 4,20,00 | 3,51,50 | 7,71,50 |
| 6. | National Film Archive of India | 1,01,00 | 97,93 | 1,98,93 |
| 7. | Satyajit Ray F. & T.I., Kolkata | 6,50,00 | - | 6,50,00 |
| 8. | Grants-in-aid to Children's Film Society, India (CFSI) | 6,50,00 | 15,00 | 6,65,00 |
| 9. | Grants-in-aid to Film & Television Institute of India, Pune | 5,50,00 | 5,67,37 | 11,17,37 |
| 10. | Grants-in-aid to Film Societies | 4,00 | - | 4,00 |
| 11. | Research, Reference & Training Divn. | 14,00 | 85,00 | 99,00 |
| 12. | Grants-in-aid to I.I.M.C. | 4,62,00 | 3,63,59 | 8,25,59 |
| 13. | Directorate of Advertising & Visual Publicity | 1,35,00 | 51,10,58 | 52,45,58 |
| 14. | Press Information Bureau | 1,12,00 | 1,82,29 | 19,39,29 |
| 15. | Press Council of India | - | 2,27,00 | 2,27,00 |
| 16. | Subsidy in lieu of Interest on loan to PTI | - | 12,25 | 12,25 |
| 17. | Payment for Pro. & Spl. Services | - | 35,00 | 35,00 |
| 18. | Directorate of Field Publicity | 1,65,00 | 19,33,04 | 20,98,04 |
| 19. | Song & Drama Division | 2,20,00 | 13,86,00 | 16,06,00 |
| 20. | Publications Division | 98,00 | 11,26,55 | 12,24,55 |
| 21. | Employment News | - | 16,58,50 | 16,58,50 |
| 22. | Registrar of Newspapers for India | - | 2,19,72 | 2,19,72 |
| 23. | Photo Division | 30,00 | 2,52,48 | 2,82,48 |
| 24. | Contribution to International Programme for the Development of Communication | - | 13,00 | 13,00 |
| | Total: Major Head "2220" | 39,11,00 | 178,65,00 | 217,76,00 |
| | Total: Information, Films and Publicity | 40,53,00 | 194,28,00 | 234,81,00 |

(Rs. in thousands)

| R.E. 2000-2001 | | | B.E. 2001-2002 | | |
|----------------|----------|----------|----------------|-----------|-----------|
| Plan | Non-Plan | Total | Plan | Non-Plan | Total |
| 6 | 7 | 8 | 9 | 10 | 11 |
| 52,00 | 14,93,00 | 15,45,00 | 10,00 | 13,83,00 | 13,93,00 |
| 90,00 | 1,41,00 | 2,31,00 | 1,03,00 | 1,53,50 | 256,50 |
| - | 7,00 | 7,00 | - | 6,50 | 6,50 |
| 90,00 | 1,48,00 | 2,38,00 | 1,03,00 | 1,60,00 | 2,63,00 |
| 300,00 | 2539,78 | 2839,78 | 3,20,00 | 26,27,41 | 29,47,41 |
| 182,00 | 337,80 | 519,80 | 4,30,00 | 3,47,00 | 7,77,00 |
| 9,00 | 100,93 | 199,93 | 1,26,00 | 1,04,98 | 2,30,98 |
| 600,00 | - | 600,00 | 4,94,00 | - | 4,94,00 |
| 378,00 | 15,00 | 393,00 | 4,55,00 | 15,00 | 4,70,00 |
| 365,00 | 533,20 | 898,20 | 5,00,00 | 5,72,44 | 10,72,44 |
| 4,00 | - | 4,00 | 4,00 | - | 4,00 |
| 14,00 | 85,75 | 99,75 | 14,00 | 89,08 | 1,03,08 |
| 262,00 | 330,51 | 592,51 | 2,54,00 | 3,61,61 | 6,15,61 |
| 135,00 | 5089,00 | 5224,00 | 40,00 | 56,05,60 | 56,45,60 |
| 101,30 | 1688,69 | 1789,99 | 1,82,00 | 17,99,68 | 19,81,68 |
| - | 207,13 | 207,13 | - | 2,6,12 | 2,61,12 |
| - | 12,25 | 12,25 | - | 9,80 | 9,80 |
| - | 25,27 | 25,27 | - | 38,22 | 38,22 |
| 151,70 | 1946,14 | 2097,84 | 1,04,00 | 1965,35 | 20,69,35 |
| 193,06 | 1339,20 | 1532,26 | 1,85,00 | 14,41,20 | 16,26,20 |
| 92,94 | 1140,10 | 1233,04 | 90,00 | 12,29,33 | 13,19,33 |
| - | 1682,02 | 1682,02 | - | 17,37,42 | 17,37,42 |
| - | 203,08 | 203,08 | - | 1,98,63 | 1,98,63 |
| 30,00 | 244,15 | 274,15 | 26,00 | 2,50,13 | 2,76,13 |
| - | 14,00 | 14,00 | - | 14,00 | 14,00 |
| 2908,00 | 17534,00 | 20442,00 | 32,24,00 | 186,68,00 | 218,92,00 |
| 3050,00 | 19175,00 | 22225,00 | 33,37,00 | 202,11,00 | 235,48,00 |

| S. No. | Name of Media Units/ Activity | B.E. 2000-2001 | | |
|---|---|------------------|-------------------|--------------------|
| | | Plan | Non-Plan | Total |
| 1 | 2 | 3 | 4 | 5 |
| Capital Section | | | | |
| Major-head "4220"-Capital outlay on Information & Publicity. | | | | |
| A) Machinery & Equipment | | | | |
| 1. | Acquisition of Equipment for Films Division | 3,82,00 | - | 3,82,00 |
| 2. | Acquisition of Equipment for P.I.B. | 40,00 | - | 40,00 |
| 3. | Acquisition of Equipment for Dte. of Field Publicity | - | - | - |
| 4. | Acquisition of Equipment for Song & Drama Division | 5,00 | - | 5,00 |
| 5. | Acquisition of Equipment for Photo Division | 90,00 | - | 90,00 |
| 6. | Acquisition of Equipment for Main Secretariat. | 40,00 | - | 40,00 |
| B) Buildings | | | | |
| 7. | Multi-storeyed building for Films Division - Major Works | 18,00 | - | 18,00 |
| 8. | Construction of Nitrate Vaults/Staff quarters for N.F.A.. | 34,00 | - | 34,00 |
| 9. | Film Festival Complex - Additions and Alterations - Major Works | 5,00,00 | - | 5,00,00 |
| 10. | Setting up of Film & Television Institute at Kolkata - Acquisition of Land & Construction of Building | 1,50,00 | - | 1,50,00 |
| 11. | Soochna Bhavan Building - Major Works | 2,00,00 | - | 2,00,00 |
| 12. | Construction of office and residential accommodation for Field Publicity - Major Works | - | - | - |
| 13. | Setting up of National Press Centre and Mini-media Centre for P.I.B. | 58,00 | - | 58,00 |
| Investment | | | | |
| | Broadcast Engineering Consultants (India) Ltd. | 1,00,00 | - | 100,00 |
| | Total - Capital Section | 16,17,00 | - | 16,17,00 |
| Loans for Broadcasting (Major Head) | | | | |
| Loans to Public Sector and other Undertakings | | | | |
| | Prasar Bharati | | | |
| | Loans and Advances | 170,30,00 | - | 17,030,00 |
| | Capital Outlay on North East Areas | | | |
| | Other Expenditure | | | |
| | Project/Scheme for benefit of North Eastern Region & Sikkim | | | |
| | Lump Sum provision | - | - | - |
| | Total - Capital Section | 186,47,00 | - | 186,47,00 |
| Total - Demand No. 51 | | 270,00,00 | 111,428,00 | 13,84,28,00 |

(Rs. in thousands)

| R.E. 2000-2001 | | | B.E. 2001-2002 | | |
|----------------|-------------|-------------|----------------|-------------|-------------|
| Plan | Non-Plan | Total | Plan | Non-Plan | Total |
| 6 | 7 | 8 | 9 | 10 | 11 |
| 3,82,00 | - | 3,82,00 | 3,18,00 | - | 3,18,00 |
| 30,00 | - | 30,00 | 1,15,00 | - | 1,15,00 |
| - | - | - | - | - | - |
| - | - | - | 5,00 | - | 5,00 |
| 90,00 | - | 90,00 | - | - | - |
| 40,00 | - | 40,00 | 41,00 | - | 41,00 |
| 41,00 | - | 41,00 | 1,10,00 | - | 1,10,00 |
| 44,00 | - | 44,00 | 28,00 | - | 28,00 |
| 5,00,00 | - | 5,00,00 | 50,00 | - | 50,00 |
| 3,50,00 | - | 3,50,00 | 3,05,00 | - | 3,05,00 |
| 35,00 | - | 35,00 | 1,80,00 | - | 1,80,00 |
| 5,00 | - | 5,00 | 21,00 | - | 21,00 |
| 1,00,00 | - | 1,00,00 | - | - | - |
| 16,17,00 | - | 16,17,00 | 11,73,00 | - | 11,73,00 |
| 139,30,00 | - | 139,30,00 | 126,43,00 | - | 126,43,00 |
| - | - | - | 43,65,00 | - | 43,65,00 |
| 155,47,00 | - | 155,47,00 | 181,81,00 | - | 181,81,00 |
| 256,93,00 | 10,98,19,00 | 13,55,12,00 | 340,00,00 | 11,32,11,00 | 14,72,11,00 |