



# **MINISTRY OF INFORMATION AND BROADCASTING**

**Annual Report  
1995-96**

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# 1

## OVERVIEW

1.1 The Ministry of Information & Broadcasting, through the mass communication media consisting of radio, television, films, the press, publications, advertising and traditional modes of dance and drama, during 1995-96, continued to play an effective role in helping the people to have access to free flow of information. It also catered to the vital needs of education and entertainment of all sections of the society, striking a careful balance between public interest and commercial needs, in its delivery of services.

1.2 In support of the developmental needs of the Ministry, an outlay of Rs.3,634 crores had been allocated under the Eighth Five Year Plan (1992-97). The annual plan allocations given during the four years (1992-96) were of the order of Rs.1,858.80 crores. These plan resources have been utilised for bringing about significant improvement in infrastructure development, particularly of the electronic media—for installation of transmission, studio and programme production facilities. Special attention has been given to strengthen



AIR and DDI Pavillion at an exhibition

### Highlights of 1995-96

#### AIR

- Establishment by the AIR of state-of-the-art MULTI-TRACK RECORDING STUDIOS at Bombay and Madras.
- Introduction of FM RDS Paging Service.
- Introduction by the AIR of satellite based SKY RADIO SERVICE.
- Development of Bangalore into one of the BIGGEST TRANSMISSION COMPLEXES in the world. (Commissioning of four 500 KW SW transmitters)
- Laying of the foundation by Prime Minister of the BROADCASTING HOUSE at New Delhi.

#### Doordarshan

- Dedication, by Prime Minister of INSAT 2C to the nation.
- Addition of DD-CNNI channel and DD-Movie Club.
- Commissioning of 106 TV projects in 25 States.

#### Films

- "Namak Ki Kankari" a documentary on Dandi March produced at the 125th birth anniversary of Mahatma Gandhi.

- The Twenty-seventh International Film Festival of India conducted at New Delhi.
- The Ninth International Film Festival for Children and Young People conducted at Hyderabad.
- Administration Block of Satyajit Ray Film and Television Institute, Calcutta, completed.
- In pursuance of Assam Accord, grant of Rs. 8.79 crores to Jyoti Chitraban Film Studio, Guwahati approved.
- Earnings from export of films cross Rs.23 crores.

#### Publications

- Four awards in Art Category won by Publications Division for Excellence in Book Production.

#### Media Policy

The Sub-Committee of the Parliamentary Consultative Committee headed by Shri Ram Vilas Paswan, MP (Lok Sabha) presented a report on National Media Policy.

regional and local facilities. Local language programmes for broadcasting and telecasting have been given a special boost not merely for the benefit of people living in the respective States but for the benefit of various linguistic groups of people living elsewhere in India and abroad. This has been rendered feasible by recourse to satellite based broadcasting. Significant support has been secured for the purpose from the Department of Space in terms of access to INSAT facilities.

1.3 The national networks of AIR and Doordarshan and other mass communication media have given

special attention to programmes relating to issues of national concern like unity and integrity of the country, environment protection, primary/elementary education, eradication of illiteracy as also issues relating to women, children, primary health, agriculture and rural development.

1.4 Sustained support has been given to the film industry through international film festivals bringing about interaction between producers, directors and technicians so as to bring about enhancement of film production technology and entertainment value. Continued support was given to public institutional

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infrastructure established for production of quality films. At the end of 1994-95, export earnings of the film industry rose to over Rs.23 crores.

1.5 The Press Information Bureau (PIB) played a sustained role in projecting a balanced image of the nation within and outside the country. The PIB also projected the dimensions of economic reforms

objectively through programmes like the Economic Editors' Conference.

1.6 The Field Publicity organisation helped the Ministry in inter-personal contacts at the grass-roots level, mainly to generate awareness amongst the people about socio-economic issues and about their civic rights and obligations.

# 2

## ALL INDIA RADIO

### Network

2.1.1 All India Radio has at present (as on 31 March 1996) 185 radio stations operating in the country. This includes 177 full-fledged stations, four relay centres, one auxiliary centre and three exclusive Vividh Bharti Commercial centres. During 1995-96, eight radio stations at Mussoorie, Rourkela, Puri, Joranda, Jowai, Daman, Mokokchung and Diphu have been added to the AIR network. AIR presently provides radio coverage to a population of 97.3

per cent spread over 90 per cent area of the country. The growth of the network over the various five year plans is presented in the graphs on the following pages.

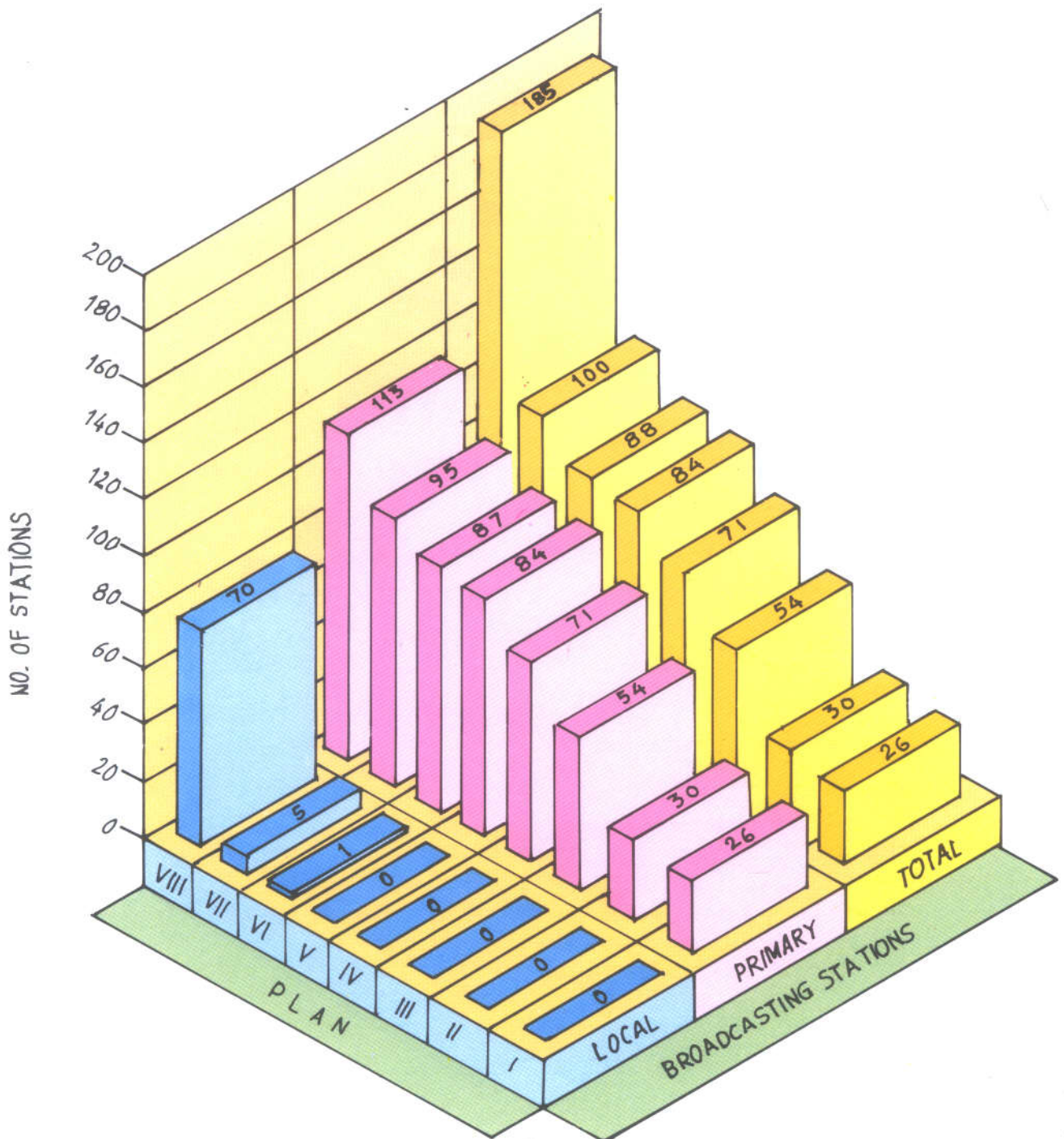
2.1.2 The concept of local radio station was introduced in the AIR network during the Sixth Plan when six such stations were planned as pilot projects. The number of local radio stations in the country today is 72.

2.1.3 The Computer Division of All India Radio has undertaken the job of computerisation and auto-

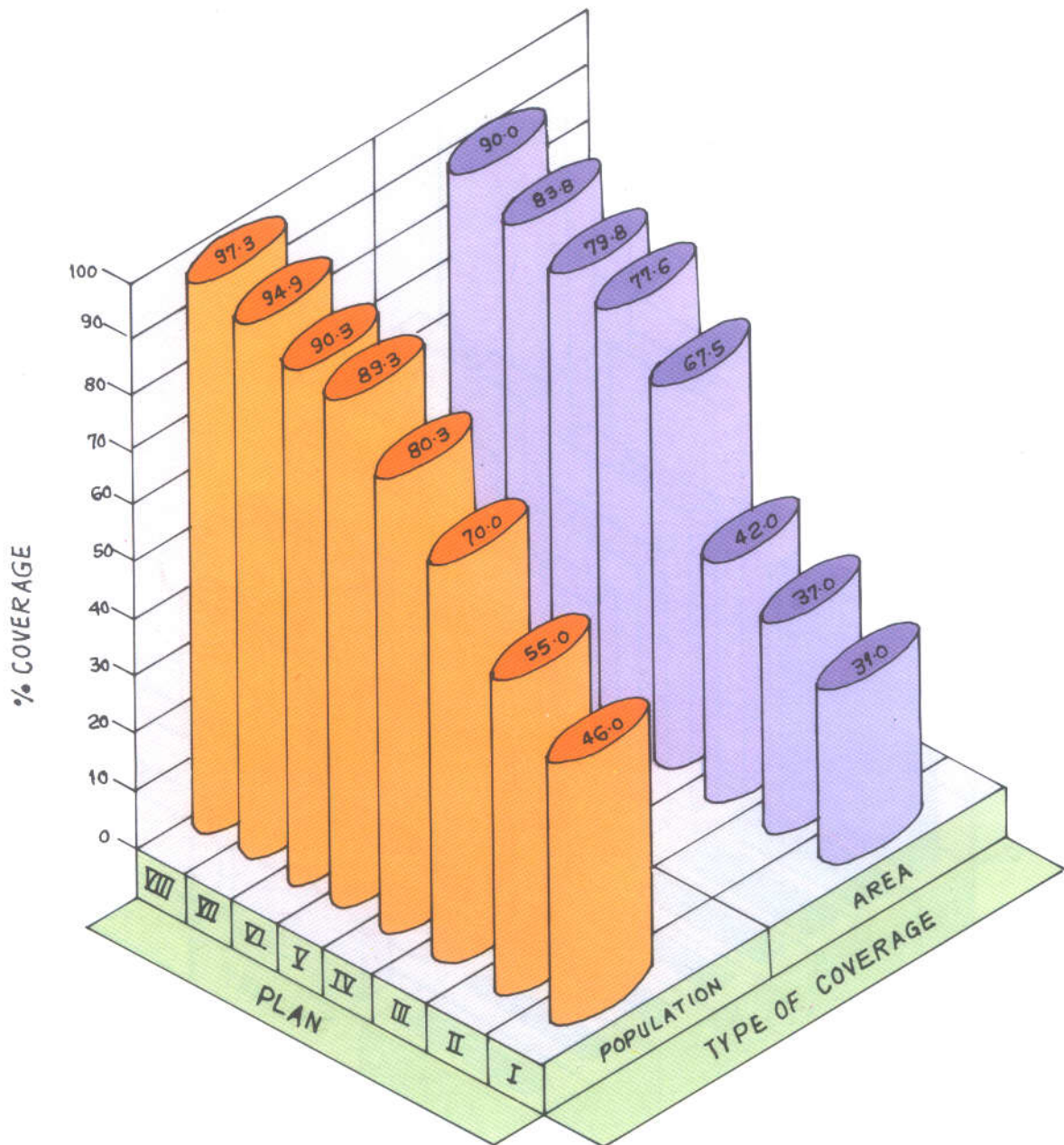


Renowned vocalist Pt. Jasraj performing in Akashvani Sangeet Sammelan 1995.

AS ON 31.3.96



GROWTH OF RADIO STATIONS IN SUCCESSIVE PLANS



POPULATION & AREA COVERAGE AFTER SUCCESSIVE PLANS



## ALL INDIA RADIO

### FM Broadcast and other Projects likely to be commissioned during 1996-97

#### FM Projects

1. Delhi 2nd Ch.	5 KW FM Tr.
2. Jammu (CBS)	2x5 KW FM Tr.
3. Bhadarwah	2x3 KW FM Tr.
4. Hissar	Local Radio Station
5. Jodhpur (VB)	2x3 KW FM Tr.
6. Aligarh	2x3 KW FM Tr. (Relay)
7. Lucknow	2x5 KW FM Tr. (Stereo)
8. Dhubri	2x3 KW FM Tr. (Relay)
9. Guwahati (CBS)	2x5 KW FM Tr.
10. Churachandpur	Local Radio Station
11. Shillong	2x5 KW FM Tr. (Stereo)
12. Asansol	2x3 KW FM Tr. (Relay)
13. Siliguri (CBS)	2x5 KW FM Tr.
14. Calcutta (2nd Ch.)	5 KW FM Tr.
15. Jamshedpur (CBS)	2x3 KW FM Tr.
16. Mumbai (2nd Ch.)	5 KW FM Tr.
17. Jabalpur (CBS)	2x5 KW FM Tr.
18. Vishakhapatnam(CBS)	2x5 KW FM Tr.
19. Coimbatore (CBS)	2x5 KW FM Tr.
20. Madras (2nd Ch.)	5 KW FM Tr.
21. Kodaikanal	2x5 KW FM Tr., MP St. and S/Qtrs.

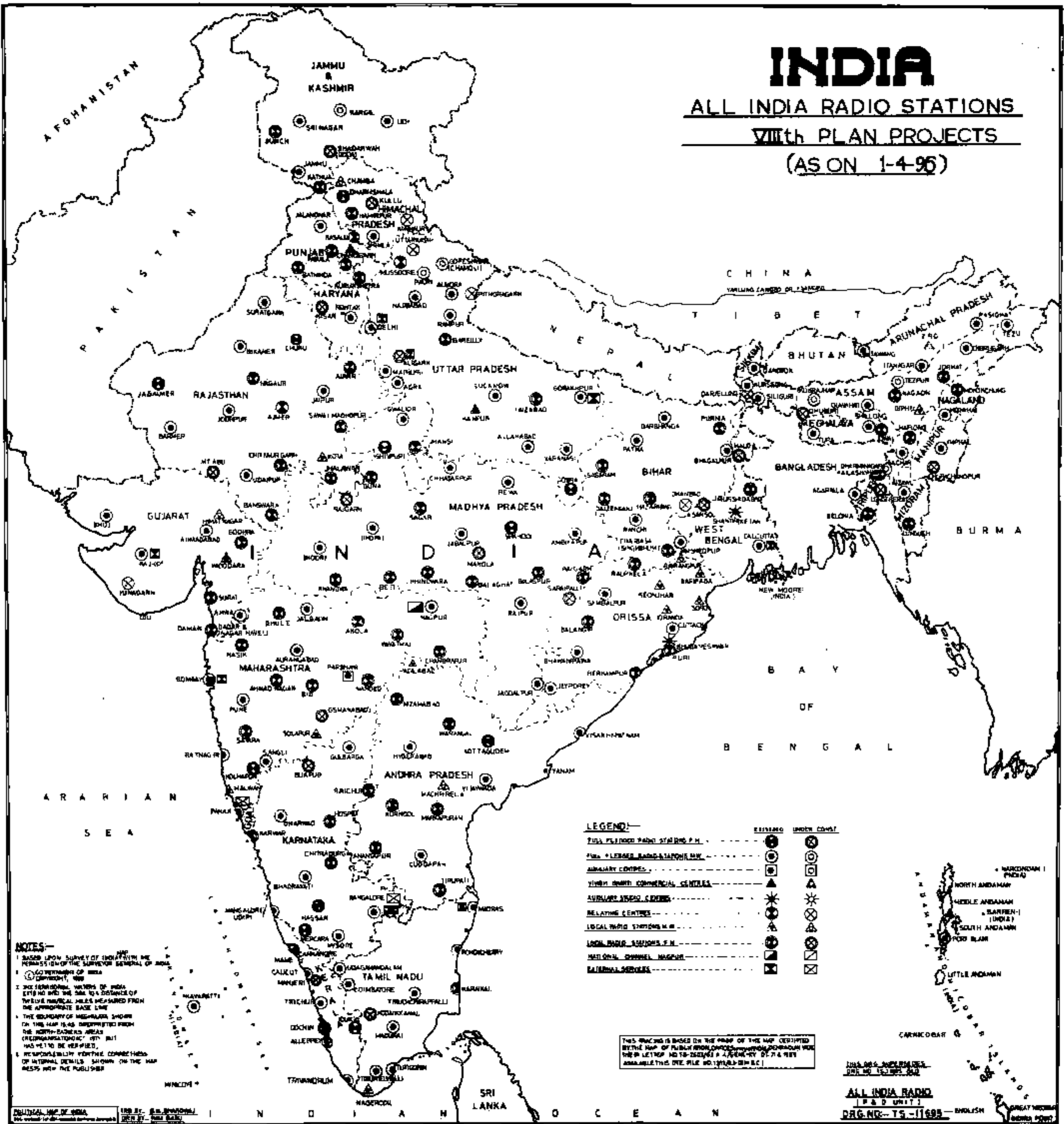
#### Other Projects

1. Delhi (VB)	20 KW MW Tr.
2. Delhi (NC)	20 KW MW Tr.

3. Rampur	20 KW MW Tr.
4. Pithoragarh (Relay)	1 KW MW Tr.
5. Delhi (Phase II)	Refurbishing of Studios
6. Delhi	Regional Workshop
7. Jalandhar	200 KW MW Tr.
8. Chamoli	1 KW MW Tr., St. and S/Qtrs.
9. Gorakhpur	100 KW MW Tr.
10. Kokrajhar	2x10 KW MW Tr., Type I (R) St. and S/Qrs.
11. Sambalpur	100 KW MW Tr.
12. Kurseong	50 KW SW Tr.
13. Ziro Local Radio Station	1 KW MW Tr., MP Studios
14. Guwahati	Refurbishing of Studios
15. Guwahati	100 KW MW Tr.
16. Tezpur	2x10 KW MW Tr., St. and S/Qtrs.
17. Ranchi	50 KW SW Tr.
18. Jeypore	50 KW SW Tr.
19. Calcutta	200 KW SW Tr.
20. Calcutta	Refurbishing of Studios
21. Calcutta	Additional Studio facilities
22. Mumbai	Refurbishing of Studios (Phase-II)
23. Mumbai	Regional Workshop
24. Mumbai	Consolidation of VB Service (Phase-I)
25. Mumbai	Gulf Studio Type III
26. Parbhani	2x10 MW Tr.
27. Hyderabad	200 KW MW Tr.
28. Gulbarga	2x10 KW MW Tr.
29. Alleppey	200 KW MW Tr.
30. Thiruvananthapuram	Type IV Studios
31. Coimbatore	20 KW MW Tr.
32. Madras	Regional Workshop
33. Pondicherry	20 KW MW Tr.

# INDIA

## ALL INDIA RADIO STATIONS VIIIth PLAN PROJECTS (AS ON 1-4-95)



**NOTES—**

1. BASED UPON SURVEY OF INDIA WITH THE PERMISSION OF THE SURVEYOR GENERAL OF INDIA (DEPARTMENT, 1988)
2. CO-ORDINATES OF INDIA
3. THE INTERNATIONAL BOUNDARIES OF INDIA EXTEND TO THE DISTANCE OF 100 KILOMETRES FROM THE APPROPRIATE BASE LINE
4. THE BOUNDARY OF MIZORAM SHOWN ON THE MAP IS AS DERIVED FROM THE NORTH BOUNDARY AREAS (REORGANISATION ACT, 1956) HAS YET TO BE VERIFIED.
5. RESPONSIBILITY FOR THE CORRECTNESS OF INTERNAL DETAILS SHOWN ON THE MAP RESTS WITH THE PUBLISHER

**LEGEND—**

	EXISTING	UNDER CONST.
FULL TIME RADIO STATIONS P.M.	●	⊗
P.M. + LEASER RADIO STATIONS P.M.	⊙	⊗
AUXILIARY CENTRES	⊠	⊠
VISIB. COMM. CENTRES	▲	▲
AUXILIARY STATION CENTRES	★	★
RELATIVE CENTRES	⊕	⊕
LOCAL RADIO STATIONS P.M.	⊙	⊗
NATIONAL CHANNEL MASTER	⊠	⊠
EXTERNAL SERVICES	⊠	⊠

THIS PRINTING IS BASED ON THE MAP OF THE MAP CERTIFIED BY THE MAP OF PUBLIC INFORMATION, GOVERNMENT OF INDIA FOR THE YEAR 1985-86 (SERIES A) (GEN. BY D. 74 1985) AVAILABLE THIS DATE FILE NO. 13043-10-85 C.

THIS DATA REPRESENTS THE STATUS AS ON 1-4-95  
**ALL INDIA RADIO**  
 (P & D UNIT)  
 DRG NO. TS-11695—ENGLISH

### Objectives of AIR

- Upholding unity and integrity of the country and democratic values enshrined in the Constitution.
- Fair and balanced flow of information of national, regional, local and international interest without any ideological orientation.
- Projecting the composite culture of India.
- Informing, enlightening, educating, entertaining and enriching all sections of the society.
- Projecting the developmental activities of the nation in all their facets including agriculture, education, health and family welfare and science and technology.
- Serving the rural illiterate, under-privileged and handicapped sections of the society, apart from minorities and tribal populations.
- Promotion and projection of equity and social justice.

mation in the areas of MIS, transaction processing and office automation. About 20 softwares for various application areas have been developed and implemented. Apart from this, the Computer Division looked after the implementation of computerisation schemes at Ayanagar and CSU Bombay. The entire operation of commercial billing and scheduling has been automated. The Division has also used in-house programmer to develop bilingual software for paybill and the same is being used for Broadcasting House Delhi. A

customer built software was also developed in-house for use in commercial billing at CSU Thiruvananthapuram.

2.1.4 Presently AIR is utilising INSAT-ID and 2A for distribution of radio programmes throughout the country. Seven radio networking (RN) carriers are operational with INSAT-ID in CXS band. Uplink stations for these RN carriers are: (a) Delhi—four channels, (b) Mumbai, Calcutta—one channel each and (c) Madras. Four RN channels are uplinked from Broadcasting House, Delhi Earth Station with INSAT-2A in C-Band and these programmes are being received by Mumbai, Chinsurah, Nagpur, Ahmedabad, Bhopal, Guwahati, Hyderabad, Rajkot, Madras, Bangalore, SPT Bangalore, Aligarh, Gorakhpur, Dharwar, Alleppy and Cuttack AIR stations.

2.1.5 With the availability of INSAT-2 additional 23 RN channels in CXS-1 of INSAT-2A have been operationalised. The distribution of uplinks for these channels are: Delhi seven, Mumbai two (VB), Srinagar, Ahmedabad, Bangalore, Jaipur, Shimla, Lucknow and Itanagar one each. Receive facility for 'S' Band has been provided to All India Radio

### Growth of AIR

	1990-91	1995-96	Growth (%)
No. of stations	108	185	71
No. of transmitters	197	293	49
Radio coverage (area) (%)	84.6	90.6	06
Radio coverage (population) (%)	95.4	97.3	02
Broadcast duration on			
FM metro channel (in hours)	05.5	24	
Commercial revenue (Rs. in crore)	35	64	83
Budget (Rs. in crore)	355.58	511.79	43.93

Centres (186 as on date), besides transportable up-link terminals for relay of DB Programmes directly from the spot.

2.1.6 All India Radio has a number of modernisation and expansion schemes at hand. The major schemes under implementation are: (i) Broadcast centres at 35 places; (ii) To strengthen the external service of All India Radio seven High Power Short Wave Trs. of 250 KW each are being provided—at Delhi (five) and Aligarh (two); (iii) For expansion of radio coverage in the country, four High Power Medium Wave Trs. of 200 KW each at Calcutta, Jalandhar, Alleppy and Hyderabad and four High Power Medium Wave Trs. of 100 KW each at Guwahati, Sambalpur, Jagdalpur and Gorakhpur are being provided; (iv) Direct digital stereo recording facilities at four metros; (v) Vividh Bharti services in the country are being consolidated by computerised networking; (vi) Permanent archival facilities for refurbishing of old and degraded archival material on discs and tapes and their transfer on to optical discs for long term preservation are being provided; (vii) FM RDS Paging Service introduced at 17 selected centres utilising the existing FM broadcast network is being extended to more centres in a phased manner; (viii) Digital editing and dubbing facilities are being provided at four metropolitan cities; (ix) A Staff Training Institute for the training of technical personnel is being set up at Bhubaneswar (Orissa). State-of-the-art teaching facilities are being provided at the Institute; and (x) A permanent set up for housing the External Services Division/News Services Division is being provided at Delhi. The centre will be provided with most modern state-of-the-art facilities.

### **News and Current Affairs**

2.2.1 All India Radio is now putting out 305 news bulletins daily with a total duration of 39 hours and 20 minutes. Out of those, 104 bulletins are broadcast in the services of a duration of 12 hours 20 minutes while 136 bulletins go on air everyday from 41 Regional News Units for a duration of 18 hours

16 minutes. In the External Services, 65 news bulletins are beamed daily to different countries for a duration of 8 hours 59 minutes.

2.2.2 During 1995-96, as many as 15 short duration bulletins in English and Hindi were introduced on the FM Channel of AIR, Delhi. Besides, a five minute Tulu bulletin from AIR, Mangalore, a second Konkani national bulletin from AIR, Panaji; a news commentary from AIR, Vijayawada and a Radio Newsreel from AIR, Itanagar were introduced to give a fillip to the local coverage from these stations.

2.2.3 Two high-tech studios of International Standards exclusively for news broadcasts were set up at the instance of NSD, AIR. From these studios, the phone-in voice-casts from AIR correspondents and experts are directly fed into the bulletins.

2.2.4 On the national scene, the highlights of the coverage during the period under review included: passing away of former Prime Minister Morarji Desai, assassination of Punjab Chief Minister Beant Singh in a bomb blast, fall of the Mayawati government in Uttar Pradesh and later dissolution of the State Assembly, major train accident near Ferozabad in Uttar Pradesh, the situation in Jammu & Kashmir, floods in several parts of the country, launching of several schemes for the welfare of the Scheduled Castes and Scheduled Tribes, Minorities and the rural poor.

2.2.5 On the international scene, the coverage was dominated by the Golden Jubilee of the United Nations, the Eleventh NAM Summit in Colombia, the G-15 Summit in Argentina, CHOGM in Auckland, SAARC Summit in New Delhi, the fourth UN World Conference on Women in Beijing, assassination of Israeli Prime Minister Yitzhak Rabin, ethnic violence in Karachi and 'Operation Riviresa' against the LTTE in Sri Lanka.

2.2.6 AIR news bulletins and news-based programmes laid special emphasis on the schemes announced for the welfare of the Scheduled Castes/

Scheduled Tribes, minorities and the rural poor. Coverage on this front included: the mid-day meal schemes for primary school children under the National Programme of Nutrition Support, National Social Assistance Scheme and Rural Group Insurance, Pension Scheme for Provident Fund Subscribers in the Private Sector, Indira Awas Yojana, Mahila Samridhi Yojana, Prime Minister's Rozgar Yojana etc. The New Economic Policy and the Revamped Public Distribution System also figured prominently.

2.2.7 India's technological advancement and all-round development taking place in the country in different spheres received wide coverage in AIR bulletins. The aspects covered included launching of the country's indigenously-developed fastest computer system, linking of the country with the world's largest computer network—INTERNET, dedication to the nation of the sophisticated Army Static Switched Communication Network, unveiling of the first indigenously built Light Combat Aircraft (LCA) in Bangalore, laying of the foundation stone of the 3400 crore rupee Gas Cracker Project at

Gengakhat in Assam, introduction of Radio Paging Service, launching of Cellular Phone Service and the third channel of Doordarshan.

2.2.8 The President's fortnight-long tour to Trinidad, Chile, Namibia and Zimbabwe and the Vice-President's visits to Italy and the United States were covered. The Prime Minister's visits to Maldives, France, Malaysia, Turkmenistan, Kyrgyzstan, Ghana, Argentina and Burkina Faso were adequately noticed. Similarly, the visits of dignitaries from abroad were noticed. These included: the Iranian President, Mr. Hashmi Rafsanjani; the Nepalese Prime Minister, Mr. Manmohan Adhikari; the Danish Prime Minister, Mr. Paul Nyrup Rasmussen; the President of Male, Mr. Alpha Oumer Kanare; the Mauritius Prime Minister, Dr. Anerood Jugnauth, Namibian Prime Minister, Mr. Hege Geingob; first lady of the United States, Hillary Clinton and the Russian Vice-Premier, Mr. Yuri Yarov. The coverage scene during the period January to March 1996 was dominated by the Budget Session of Parliament, presentation of the Railway



Scene from a play being presented before an invited audience in programme 'Hasya Tarang'

Budget and the interim Union Budget, announcement of General Election to the Lok Sabha and six State Assemblies and the Election Process, various Supreme Court Judgements and filing of chargesheets against some politicians by the CBI. A Special Election Cell was set up in the News Services Division, AIR to make arrangements for the quick announcements of Lok Sabha/Assembly election results over AIR. NSD had planned special programmes to discuss and analyse the emerging election scenario. Experts in AIR Studios in Delhi and some important cities discussed the performance of the different political parties. These programmes went live on the air.

2.2.9 The government's resolve to bestow power to the people at the grassroots levels through Panchayats was widely publicised in AIR news bulletins and programmes. In this connection, the State Panchayat Ministers' meeting, the two-day National Conference of the Heads of Panchayati Raj bodies and Panchayat elections in Uttar Pradesh and Andhra Pradesh were given wide coverage. Civic elections in Goa, Gujarat, West Bengal, Karnataka and Uttar Pradesh were also adequately covered.

2.2.10 AIR have mounted a large number of programmes at national, regional and local levels to explain to the people the various benefits of the social welfare schemes and ways and means of availing themselves of the benefits of the schemes. Several Stations have arranged programmes for educating the young entrepreneurs on setting up of small scale industries, particularly with the help of Prime Minister's Rozgar Yojana.

2.2.11 Major national and international sports events were prominently covered in the news bulletins. Some of them were: World Chess Championships, French Open Tennis Championships in Paris, Wimbledon Tennis Tournament, US Open Tennis, the return of Monica Seles to international tennis circuit, World Badminton Championships, World Table Tennis Championships, Commonwealth

Freestyle Wrestling Championships, Asia Cup One-Day Cricket Tournament at Sharjah, Test Cricket Series between England and West Indies, India-New Zealand Cricket Series, the Four-Nation Hockey Tournament, National Shooting Championships, National Aquatic Championships, Commonwealth Shooting Championships, Rajiv Gandhi International Judo Championships, 44th Senior National Volleyball Championships, All India Surjit Singh Memorial Hockey Tournament and the 28th Junior All India National Hockey Championships.

2.2.12 Important discussions and day-to-day proceedings in both Houses of Parliament were prominently covered in the news bulletins. A round-up of the proceedings and important contributions made by the Members were given in the programmes 'Today in Parliament' (daily) and 'This Week in Parliament' (weekly on Saturdays) during the session both in Hindi and English simultaneously. Reviews of the proceedings of State Legislatures were broadcast from the RNUs in capital stations.

2.2.13 The fire tragedy at Dabwali town in Sirsa district of Haryana on 23 December 1995 was extensively covered by All India Radio. The 2100 hrs English bulletin carried a voice-cast from the AIR: Chandigarh Correspondent apart from the condolence messages and statements from the Prime Minister and the Chief Ministers of Punjab and Haryana. In the following days, AIR highlighted various developments connected with the fire tragedy in the major and hourly bulletins as well as news-based programmes.

2.2.14 The launching of the second generation Indian Remote Sensing Satellite IRS-1C from Baikonur in Kazakhstan on 28 December 1995 was the lead story in the morning and afternoon bulletins of the day. The evening 2045 hrs Hindi and 2100 hrs English bulletins carried a detailed report from the AIR Bangalore Correspondent on various aspects of the satellite, quoting ISRO sources.

2.2.15 AIR prominently covered the commissioning of the first indigenously built Light Combat



A group of folk dancers from Leh performing before an invited audience at the Akashvani Annual Awards function 1995

Aircraft (LCA) by the Prime Minister in Bangalore on 17 November 1995. It was the lead story in all the three major bulletins of the day with our Bangalore Correspondent filing a voice-cast in the 2100 hrs English bulletin.

2.2.16 A number of special programmes have been broadcast on National Hook Up and from Regional Stations to mark the celebration of Centenary of Cinema. International Film Festival held in Delhi in the month of January 1996 was provided extensive coverage.

2.2.17 A sustained campaign for voter awareness was launched from all All India Radio stations to make the listeners aware of the value of vote in a democracy and their rights and responsibilities as a voter keeping in view the forthcoming General Elections.

### External Services Division

2.3.1 External Services of All India Radio has been projecting the Indian point of view on matters of national and international importance through its

various programmes broadcast in 24 languages (16 foreign and 8 Indian) spanning a period of about 70 hours a day. The major services are General Overseas Service, Urdu Service and Hindi Service. ESD transmitters, directed to SAARC countries continue to carry 2100 hours bulletin in English, originally meant for Home Services.

### All India Radio on the INTERNET

2.4.1 Keeping in view the tremendous potential of this mode of communication, some of the leading broadcasting organisations, such as, ABC, CBC, VOA, BBC, etc. have set up their home pages on INTERNET and they are providing news update and other important information about their programmes on network.

2.4.2 On 2 May 1996, All India Radio also got connected to this Information Superhighway by introducing an experimental On-line Information Service on the INTERNET. AIR daily news update, commentary on current topics and highlights from Indian Newspapers are being fed regularly, once a



day, in text mode. The system and the home page design for this pilot service have been carried out by the Research Department of All India Radio. This pilot service is also being maintained from Research Department. The address for the AIR site is : <http://air.kode.net>.

2.4.3 Results of Indian Elections 1996 were also fed regularly on this AIR INTERNET site. These results were updated every hour. This AIR service on INTERNET has received world wide acclaim and has become very popular in even less than a month. In the first ten days itself, more than 7.5 lakh hits (accesses to the AIR server) were reported. Most of the users are non-resident Indians and diplomats/officials all over the world. Practically each and every user has highly appreciated the efforts made by AIR in starting this service. They have felt that this will not only provide them latest information but will also help them coming closer to their motherland. The experience gained from this experimental service will be very useful for starting a regular information service of AIR on INTERNET.

### Central Monitoring Service

2.5.1 The Central Monitoring Service of All India Radio (CMS) monitors the broadcasts and telecasts of important Radio and Television networks. During the year CMS monitored everyday on an average 225 news bulletins and nearly 100 news based programmes from 26 countries in 13 languages (eight Indian and five foreign). Besides feeding flashes to the News Room of All India Radio the CMS disseminated the monitored information on a selective basis to the External Services Division of All India Radio, various media units and several Govt. Departments including the Ministry of External Affairs to keep them informed of the events and developments and statements of interest/relevance to India.

2.5.2 Today's Radio Report (TRR), a daily compilation of the monitored material is a major output service of CMS. The CMS also prepares a weekly

analytical report highlighting the trends in foreign broadcast and an exclusive report on Kashmir on a weekly basis. The reports tell in a consolidated manner what the world thinks and says about India. They serve as a useful guide in the task of formulation of policies and programmes.

2.5.3 The CMS located in Delhi has two field units, at Jammu and Calcutta for monitoring Television telecasts.

### Music

2.6.1 Music, the main entertainment medium comprises 39.2 per cent of the total broadcast time of AIR. Besides classical music—North Indian and Carnatic, AIR broadcasts regional, folk, light and film music as also Western music. During the year, in National programme of music, artistes of national and international reputation were featured while Thyagaraja Aradhana Music Festival from Thiruvaiyur was broadcast.

2.6.2 Akashvani Sangeet Sammelan, 1995 that was aired this year featured prominent artists like Pt. Jasraj (Vocal), Shiv Kumar Sharma (Santoor), Siyaram Tiwari (Dhrupad/Dhamar), S.K. Bakre (Vocal), Bhajan Sopori (Santoor), Singh Bandhu (Vocal) and Jagdish Prasad Pandit (Vocal) in Hindustani Music and in Carnatic Music, Dr. Sheikh Chinna Moulana (Nagaswaram), R. Vedavalli (Vocal), Nagai Muralidharan (Violin), Karaikudi R. Mani and Party (Laya Vinyasam), R.R. Keshvamurthy (Violin), P. Unnikrishnan (Vocal) and O.S. Thyagrajan (Vocal).

2.6.3 Community Singing Cell also organises and coordinates the broadcast of Community songs in different languages over AIR stations to support and strengthen National Integration. The National Orchestra's compositions are also broadcast from AIR stations regularly.

### Sports

2.7.1 To ensure communication flow on various sports and sporting events, AIR broadcasts daily

sports bulletin in Hindi and English for a duration of five minutes each besides a weekly sports newsreel in English for 10 minutes and monthly sports magazine in Hindi and English.

2.7.2 In addition to the coverage of International and National sporting events, like Olympics, Asian Games, South Asian Federation Games, World Cup Hockey, World Cup Cricket, AIR also encouraged traditional games, like Kho-Kho, Kabaddi, etc. through broadcast of running commentaries in order to popularise them among the youth of the country and to encourage sports talents in the domain of traditional sports and games. The main feature of this year's coverage was the 'Wills World Cup Cricket Tournament' which was given extensive coverage by AIR.

### Release of Archival Material

2.8.1 During 1995-96, archival recordings of various eminent musicians were released to HMV, INRECO and T-SERIES. It includes the recordings of Late Pt. Chinmoy Lahiri (Vocal), Pt. Nikhil Banerjee (Sitar), V.G. Jog (Violin), Smt. Girija Devi (Vocal), Bismillah Khan & Party (Shahnai), Dr. Balamurali Krishna (Carnatic Vocal) and Begam Akhtar (Vocal). A total of 38 hours dubbing supplied to commercial companies fetched AIR Rs.2,16,000 as royalty.

### Transcription and Programme Exchange Services (T&PES)

2.9.1 Transcription and Programme Exchange Services (T&PES) comprises of Sound Archives, Programme Exchange Library, Transcription Unit, Central Tape Bank, Foreign Programmes Library and Satellite Transmission. Sound Archives is enriched with the speeches of present and former Presidents and Prime Ministers of India, besides other VIPs. This year 14 names from different fields have been identified for the recording of Radio autobiographies. PEU Library contains approximately 6800 tapes of spoken words programmes,

musical features, Indian classical music and folk music. Transcription Unit caters to the need of transcribing the speeches of the Presidents and the Prime Ministers. It procured 135 transcripts, recordings of the speeches delivered by President and Prime Minister from April 1995 till date. Under the Cultural Exchange Agreement, T&PES received 136 programmes from United Nations, 59 from Australia, 55 from VOA, 105 from Germany, three from France and nine from SAARC countries since April 1995. A Folk Music and Tribal Music section has been started separately to make it more rich.

2.9.2 A bimonthly bulletin entitled 'Vinimay' is being published regularly for circulation among AIR stations.

### Spoken Word

2.10.1 This year's Patel Memorial Lecture was delivered by Justice Ranganath Mishra, Chairman, National Commission for Human Rights on 13 October 1995, the subject being, 'Why do we remember Sardar Patel today?' Dr. Rajendra Prasad Memorial Lecture, 1995 was delivered by Ms. Nirmala Deshpande, an eminent Gandhian and social activist on 1 December 1995 on the subject—'Sarvadharam Sambhaav'.

2.10.2 On the eve of the Republic Day AIR organises a 'Sarva Bhasha Kavi Sammelan'.

### Drama

2.11.1 About 80 stations of AIR broadcast plays on various prominent languages projecting the current socio-economic issues like communal harmony, unemployment, illiteracy, environmental pollution, etc. Besides 'Hasya Tarang' a programme of wit and humour, 'Natya Sandhya' programmes were presented before the invited audience this year. To infuse new life into Radio Drama, an All India Competition for Radio Playwrights in 19 prominent languages has been launched. A professionally designed workshop on Drama production was conducted by AIR, Cuttack in April 1995.

## Audience Research Unit

2.12.1 The Audience Research Unit of AIR has brought out a compendium—All India Radio, 1995 (Facts and Figures). During 1995-96, Audience Research Units have completed (i) Survey of Multi-Media Publicity Campaign on Rural Development Schemes at five places, viz., Nalgonda (A.P.), Chitradurga (Karnataka), Hamirpur (U.P.), Raigarh (M.P.) and Gumla (Bihar); (ii) Survey on IGNOU Broadcasts of All India Radio, Shillong and (iii) General Listening Survey at four places namely Bangalore, Baripada, Najibabad and Kurseong.

## Central Feature Unit, Hindi (CFU-H)

2.13.1 Central Feature Unit (Hindi) produces features on different topics on National level which are broadcast in regional languages as well. From April to December 1995, 22 features in Hindi were broadcast which covered subjects like AIDS, Drugs, Oral Cancer, Lok Adalat, Panchayati Raj and Mahila Panch, Social Justice, Indira Vikas Yojana, Human Rights and Child Labour and Mahatma Gandhi's 125th Centenary. Besides, features were broadcast on Kashmir's Charar-e-Sharif titled 'Aman Ke Saye Mein Barood Ki Surange' and 'Sisakate Chinar'. The employment schemes introduced by the Government were highlighted through the feature 'Chauraha Par Kharha Yuva'.

## Farm and Home

2.14.1 Farm and Home Programmes broadcast daily for the rural audience are based on agriculture practices, weather report, rural development schemes, Women and Child Development, etc. Environmental protection programmes, Mahila Samridhi Yojana, National Social Assistance Scheme, Multi-Media Campaign on Rural Development and Schemes like IRDP, JRY, DWCRA, Panchayati Raj, Watershed Management get due notice in the rural programme.

## Family Welfare

2.15.1 More than 9000 family welfare programmes are beamed every month from almost

all AIR stations in all languages/dialects. Importance of girl child, Pulse Polio Immunisation, rights of the child and care of pregnant women and children are highlighted. Stations also started programmes to create awareness of AIDS.

2.15.2 The Pulse Polio immunisation campaign was launched by the Government. Radio support to observance of Pulse Polio Immunisation days were 9 December 1995 to 20 January 1996. The Pulse Polio Immunisation campaign is perhaps one of the most successful campaigns ever organised by the media. All India Radio extended extensive communication support to this campaign which comprised of :

- i) Continuous publicity in the nature of radio spots, announcements and information items in various programmes, particularly addressed to women and rural audience.
- ii) Interviews with messages from medical officers, medical practitioners, opinion leaders, programmes of talks/discussions/dialogues in support of this immunisation programme highlighting that oral polio vaccine is safe and can be given even to children who are sick. This immunisation would help to eliminate wild polio virus.
- iii) Intensive publicity in consultation with the local authorities providing information about the location where this facility was provided for immunization.

2.15.3 Special care was taken in respect of interior and remote areas. Stations located in the remote areas and local radio stations in the interior areas sent their OB teams in advance to get motivation and support from the local leaders, opinion makers, doctors and health and other Officials.

## Special Programmes

2.16.1 During 1995-96, a number of programmes were broadcast to mark the 125th Birth Anniversary of Mahatma Gandhi. Prime Minister's Gandhi Memorial Lecture arranged by UNESCO in Paris was



An AIR presenter in conversation with a visitor

relayed live on 12 June 1995. Two-day Panchayat Adhyaksh Session held in Delhi in which Prime Minister participated was relayed live on 10 October 1995. On 24 October 1995 a Radio-bridge 'Khagras-95' was broadcast live tracing the 'Solar Eclipse' from Delhi, Neem Ka Thana, Bhind, Allahabad to finally at Diamond Harbour. In addition to various programmes, the speech of Prime Minister delivered in special session of UN General Assembly to celebrate the Golden Jubilee of UN was broadcast on 25 October 1995. The Inaugural Session of SAARC Summit held in Delhi was covered live on 2 May 1995 and adequate coverage was provided to the First Conference of the Association of Speakers of SAARC Conference of Parliamentarians held in Delhi from 22-24 July 1995.

2.16.2 During the period, AIR mounted various programmes in connection with the Birth Centenary Celebrations of Acharya Vinoba Bhave and Shri Morarji Desai and also arranged programmes in connection with the Centenary of Cinema. Besides, it planned various programmes for broadcast in

connection with the Birth Centenary of Netaji Subhas Chandra Bose.

2.16.3 During 1995-96, six conferences of the Station Directors from various zones were held. From amongst the issues discussed, focus was laid on new possibilities for generating revenue by AIR stations; emergence of FM and its full utilisation.

2.16.4 For off-loading FM slots over four Metros—Delhi, Calcutta, Mumbai and Madras, the tenders have been invited and the slots will be allotted to the highest bidders.

### Commercial

2.17.1 The popular Vividh Bharati Service provides entertainment for more than 14 hours a day from 35 centres, including short wave transmitters at Mumbai, Madras, Delhi and Guwahati. Vividh Bharati is the main service of AIR which generates revenue through commercial advertisements over its different centres. The total revenue earned by Vividh Bharati Service and Primary Channels during the year 1995-96 was Rs.80.97 crore, thus ex-

## Revenue Earned from Commercials on the Vividh Bharati and Primary Channels

(Figures in Rupees)

Year	Vividh Bharati	Gross Revenue Earned—Primary Channel		
		Phase-I	Phase-II	Total
1975-76	6,25,87,679	—	—	6,25,87,679
1976-77	6,85,54,222	—	—	6,85,54,222
1977-78	7,82,06,252	—	—	7,82,06,252
1978-79	8,90,75,436	—	—	8,90,75,436
1979-80	10,31,43,702	—	—	10,31,43,702
1980-81	12,51,32,824	—	—	12,51,32,824
1981-82	15,23,44,716	—	—	15,23,44,716
1982-83	15,39,89,422	72,64,000	—	16,12,53,422
1983-84	16,00,34,250	42,30,500	—	16,42,64,750
1984-85	15,93,58,046	66,78,500	—	16,60,31,546
1985-86	17,54,89,035	50,06,275	2,13,84,761	20,22,80,071
1986-87	17,71,77,765	1,06,68,575	5,20,92,195	23,99,38,535
1987-88	19,26,24,082	88,13,025	8,51,64,751	28,66,01,858
1988-89	21,99,92,445	84,81,675	9,60,45,546	32,45,20,666
1989-90	23,72,28,116	68,02,372	10,59,36,265	35,06,55,753
1990-91	25,25,09,742	64,71,500	13,40,37,024	39,30,18,255
1991-92	34,89,00,000	83,62,000	17,00,68,000	52,73,00,000
1992-93	37,66,00,000	1,38,00,000	19,87,00,000	58,91,00,000
1993-94	36,96,00,000	1,93,00,000	25,46,00,000	64,35,00,000
1994-95	35,44,00,000	58,00,000	28,37,00,000	84,32,00,000
1995-96	37,32,30,000	1,45,48,000	42,19,79,000	80,97,57,000

ceeding the target presented in the table as details of revenue earned by Radio commercials from 1975-76 to 1995-96.

2.17.2 Marketing of commercial time over AIR has been taken in an extensive manner. For the first time a target of Rs.80 crore has been fixed for the year 1995-96. Commercials were extended to 10 more Primary channel stations and all the Local

stations. Marketing of programmes, like Radio Sangeet Sammelan, India-New Zealand Cricket matches, Wills World Cup, etc. has also been taken up. Sponsored programmes based on film music on Primary channel and guide commercials in local stations are also allowed.

2.17.3 The agencies were given more incentives to attract for booking of Radio commercials. Moni-

toring of revenue earning has been intensified both at Directorate and Central Sales Unit level. Review meetings of CBS Heads are also carried out to know the position. After constant efforts the revenue earned upto November 1995 from Radio commercials was found to be Rs.53.5 crore. This is excluding the amount of Rs. eight crore (approximately) which will accrue from FM Licencees and RDS Radio Paging.

### **Akashvani Annual Awards**

2.18.1 All India Radio presents Akashvani Annual Awards to outstanding broadcasts of every calendar year in different disciplines and subjects. These are plays, documentaries, musical productions, innovative programmes, best Farm and Home programmes, programmes on family welfare and of Yuva Vani. Special prizes 'Lassa Kaul Awards' on National Integration and 'Correspondent of the Year' for excellence in News Reporting are also awarded. There is also an award for a special Topic Documentary. This year's subject is 'Tolerance'. An award at national level is given to the Best Choral Singing Group (Senior and Junior Groups) for a competition held for children at various regional centres. A new award for 'Audience Research/Reports' has been introduced from this year (1995 Awards). AIR also awards the Best Commercial Broadcasting Service Centre and for Technical Excellence to encourage research and development efforts besides the Best installed and Maintained Station. AIR award scheme also honours talented producers/broadcasters for their creative efforts in these competitions.

### **Research**

2.19.1 Research Department of AIR and DD is engaged in research and developmental activities incorporating latest state-of-the-art technology in Radio and TV broadcasting. The major achievements of the Research Department are: (i) Commissioning of FM-RDS Paging at 16 major cities; (ii) Digital Audio Broadcasting for 12 mono programmes or six stereo programmes can be accommodated in a single DAB channel, a large number of programmes in different regional languages can be broadcast and

the service may be made available in all regions simultaneously through Satellite or terrestrially; (iii) A system for Automatic Radio Reception and logging for monitoring in non-real time has been developed and installed at International Receiving and Monitoring Stations, Todapur, New Delhi; (iv) Development of a software package 'PLATINUM' by R&D under the aegis of Asia-Pacific Broadcasting Union for complete network planning of broadcast service in VHF/UHF bands, which can be used by broadcasters world over; (v) Evolvement of a software using Computer Aided Design for economical and efficient acoustic design of any broadcast studio; (vi) For effective monitoring of modulation of transmitter, a simple system has been evolved with a low-cost interface unit which is integrated in a conventional radio receiver and an input/output card is added in the P.C.; (vii) Development of a voice-cast unit for interactive radio which can create connectivity between clusters of participants/listeners and the broadcasting studio; (viii) A 'Denoiser System' for removing noise from old audio recordings; (ix) An auxiliary channel for voice/data transmission on 38 KHz sub-carrier has been developed using existing satellite RN system without disturbing programme distribution and (x) Sky Radio Service, through satellite and cable network, which gives a choice of selection from 20 regional language radio programmes to a listener stationed at any corner of the country.

### **International Relations**

2.20.1 Under Cultural Exchange agreement SAARC Quiz at National Level was organised in February 1995 and an Indian team comprising two student members was sent to Dhaka for the finals. AIR participated in Commonwealth Music Rostrium, and Guangdong International, Shanghai Music Festival and Prix-Italia. Besides, two workshops were conducted in collaboration with Deutche Welle.

### **Public Relations**

2.21.1 AIR programmes scheduled for broadcast are being publicised in the national dailies besides their publicity over microphone to keep the listeners

informed well in advance. During 1995-96, AIR has also started consolidated advertisements for music and other special programmes.

2.21.2 From time to time AIR organises programmes before invited audience to come in close contact with the listeners. The programmes organised in this respect during 1995-96, include Akashvani Sangeet Sammelan, Natya Sandhya, Patel Memorial Lecture, Rajendra Prasad Memorial Lecture, Akashvani Annual Award, Hasya Tarang and Light Music Concert. Besides, AIR participated in Broadcasting Cable Satellite India—1995 Exhibition, held at Pragati Maidan, New Delhi from 24-28 October 1995. It also arranged 'A Meet for Favourite FM Presenter' day.

### Staff Training

2.22.1 Staff Training Institute (Programmes) AIR imparts in-service training to the various cadres of programme staff including administrative staff. Besides there are six regional training centres at Lucknow, Thiruvananthapuram, Cuttack, Hyderabad, Shillong and Ahmedabad to cater to the regional Radio Stations. Since April 1995, the Institute conducted 17 training programmes imparting training to 309 officials and has planned 11 others by the end of March 1996. All the six regional training centres also conducted training programmes to meet the regular training needs.

2.22.2 The Staff Training Institute (Technical) AIR caters to the training needs of technical staff of All India Radio and Doordarshan. During 1995-96, the Institute conducted 98 courses imparting training to 1438 technical personnel from AIR and DD. UNDP project for upgrading Training Institute for new and emerging technologies in Broadcasting has been completed. One more training institute is coming up at Bhubaneswar.

### Educational Programmes

2.23.1 The FM Service of AIR, Delhi started 24 hours service daily, w.e.f., 14 February 1995 followed by AIR—Bombay, Calcutta and Madras.

2.23.2 During 1995-96, the broadcast of 'Radioscope'—National Science Magazine started from April 1995 with regular inputs from all over the country. It has gained popularity among the listeners who are regularly sending good feedback and the best respondents are being awarded by Vigyan Prasar of National Council for Science and Technology, Government of India.

2.23.3 'Dahleez' is a serialised soap-opera on adolescent issues and its broadcast in regional languages from seven states of AIR have been started this year.

2.23.4 The broadcast of 'Tinka Tinka Sukh' another serial on better quality life will commence shortly which is the first developmental in-house programme on primary channel being sponsored for full length of one year.

### UNDP Project

2.24.1 The existing All India Radio Archives at Akashvani Bhavan, New Delhi has been provided with latest technical facilities for audio signal refurbishing and optical storage of programmes for bringing improvement in the quality of archival material and for long-term preservation and use. The facilities, which comprise the following, have been provided under a UNDP-assisted project of three years duration with effect from May 1992 to May 1995:

Audio Signal refurbishing labs — 2

Optical disc transfer/recording lab — 1

2.24.2 With the help of the manpower trained abroad under the ITU fellowships, it has now become possible for AIR to clean the old and degraded recordings to a good extent and then transfer them on to the optical disc medium (Compact Disc Recordables). The Compact Disc Recordables can be played on a standard CD player.

### Future Plans of AIR

2.25.1 All India Radio has been broadcasting science programmes from its very inception in all languages. As on date 21 science cells are functioning in All India Radio. The stations in which science



A cultural programme presented on the occasion of the laying of the foundation stone of a Medium Wave transmitter at Kota, Rajasthan

cells have been created are broadcasting at least two science programmes per day. As part of Phase-I creation of Science Cells, it is proposed to set up two Science Cells (Units) at Aizawl and Port Blair to disseminate scientific information in a systemic way.

2.25.2 In the years to come, in addition to expanding the primary coverage of All India Radio, there are plans for introduction of FM stereo channel from all the capital stations and other largely urban cities. There are plans for setting up community radio stations in the uncovered pockets and in dialect-specific areas. To start with, this scheme is being introduced for 19 stations chosen in the tribal areas. Extension of telelink facilities from state capitals and other major cultural centres is also being planned. There are plans to introduce value added schemes like RDS Paging Service from more cities. AIR has broken fresh grounds by introduction of laboratories

for retrieval of archival material from old audio tapes and discs by refurbishing. Schemes are being planned for commercially exploiting those facilities in addition to providing betterment for in-house archival material.

2.25.3 There are plans to strengthen the external services network by installing more super power shortwave transmitters and also by using the satellites.

2.25.4 A project for studios of ESD/NSD has been approved by the Union Cabinet and the work of this project is being taken up. This project shall have the most modern studios for sound broadcasting with state-of-the-art equipment. Besides this, in the existing studios centres there are plans to introduce CD players and digital audio techniques and automation in the existing studio of the AIR network as well.



# 3

## DOORDARSHAN

### Network

3.1.1 Doordarshan over the years has seen unprecedented expansion, and in the process, has become one of the major transmitting networks in the world. Doordarshan is presently telecasting programmes on 19 channels (DD-I to XIX), with a network of 403 Programme Production Centres and 792 Transmitting Stations of varying powers, providing service to about 85.8 per cent of the country's population, covering an estimated 68.4 per cent area of the country.

3.1.2 Programmes on all these 19 channels ex-

cept DD-XII and DD-XIX are disseminated through INSAT satellites (presently 1D, 2A and 2B satellites are in operation). Uplinking facilities for the purpose have been established at various Doordarshan stations in the country. Movie Club and International Channel programmes are disseminated through PAS-4 satellite.

3.1.3 As on 31 March 1996, programmes of Primary Channel (DD-I) are being relayed by 743 transmitters of varying power.

- (a) High Power (10 KW/1 KW) Transmitters - 77
- (b) Low Power (300W/100W) Transmitters - 526
- (c) Very Low Power Transmitters/Transponders-140



A view of the Central Production Centre, New Delhi

For terrestrial transmission of DD-II channel programmes, 42 Transmitters including six High Power Transmitters are in operation in big cities. In addition,

High Power Transmitters are in operation at the metropolis of Delhi, Bombay, Calcutta and Madras for terrestrial transmission of DD-III programmes.

### TV PROJECTS COMMISSIONED DURING 1995-96

S. No.	STATE		PROJECT
1.	ANDHRA PRADESH	LPT	: Kosgi; HPT - Nandyal, LPT; Komareddy Norayanpet
2.	BIHAR	PGF	: Daltonganj, LPT; Patna(DD-II), Sheikhpura, Sapoul
3.	DELHI	HPT	: Delhi (DD-III)
4.	GUJARAT	LPTs	: Devgarh Baria, Ider, Shyamlaji
5.	HARYANA	LPT	: Mandi Dabwali (DD-II)
6.	HIMACHAL PRADESH	STUDIO:	Shimla
		VLPTs	: Jogindernagar, Baijnath, Palampur Sarkaghat, Kharapathar, Theneder, Shivbader, Veer
7.	JAMMU & KASHMIR	HPT	: Leh
		LPTs	: Leh (DD-II), Kathua
		VLPTs	: Budhal, Kalakot, Thanamandi, Kud, Batot, Ardhkwari, Uri, Baramulla, Tithwal
8.	KARNATAKA	LPTs	: Kumta, Hungond, Bhatkal
9.	KERALA	LPTs	: Cochin (DD-II), Kanangarh, Calicut (DD-II), Chengannur
10.	MADHYA PRADESH	PGF	: Raipur
		LPTs	: Ashoknagar, Maihar, Khurai, Sironj, Raghogarh, Kukdeshwar
		VLPTs	: Pakhanjore, Budhni
11.	ASSAM	LPTs	: Hojai, Sonari, Lumding, Hatsinghmori Morgheretta, Tinsukhia
		VLPT	: Digboi
		HPT	: Baghmara
12.	MEGHALAYA	LPTs	: Tura (DD-II), Shillong (DD-II)
13.	NAGALAND	LPT	: Kohima (DD-II)

14.	MANIPUR	LPT	:	Imphal (DD-II)
15.	RAJASTHAN	LPT	:	Bansi
16.	ARUNACHAL PRADESH	PGF	:	Itanagar
17.	MAHARASHTRA	HPT	:	Mumbai (DD-III)
		LPTs	:	Chikhli, Mohekkar, Nagpur (DD-II) Brahampuri, Arvi, Karanja, Deorukh, Rajapur, Mhasle
18.	MIZORAM	STUDIO:		Aizawl
		HPT	:	Lunglei
		LPT	:	Aizawl (DD-II)
19.	ORISSA	PGF	:	Sambalpur (interim)
		LPTs	:	Narsingpur, Dashrathpur, Kendrapara, Bonai, Tirtol, Dudharkot (DD-II), Sambalpur (DD-II) Dhenkanal (DD-II), Durgapur, Kuchinda
		VLPTs	:	Lalitgiri (DD-II), Rourkela (DD-II)
20.	TRIPURA	LPT	:	Agartala (DD-II)
21.	PUNJAB	LPT	:	Abohar
22.	TAMIL NADU	HPT	:	Madras (DD-III), Rameshwaram (permanent set up)
		VLPT	:	Valliyur
		LPTs	:	Marthandom, Gudiyatham, Arani
23.	UTTAR PRADESH	PGF	:	Bareilly
		LPTs	:	Lalganj, Kanpur (DD-II)
		STI (T)	:	Lucknow
24.	WEST BENGAL	STUDIO:		Calcutta (DD-II)
		HPT	:	Calcutta (DD-III)
		LPT	:	Kalna
25.	ANDAMAN & NICOBAR ISLANDS	PGF	:	Port Blair

PGF : PROGRAMME GENERATION FACILITY

HPT : HIGH POWER TRANSMITTER

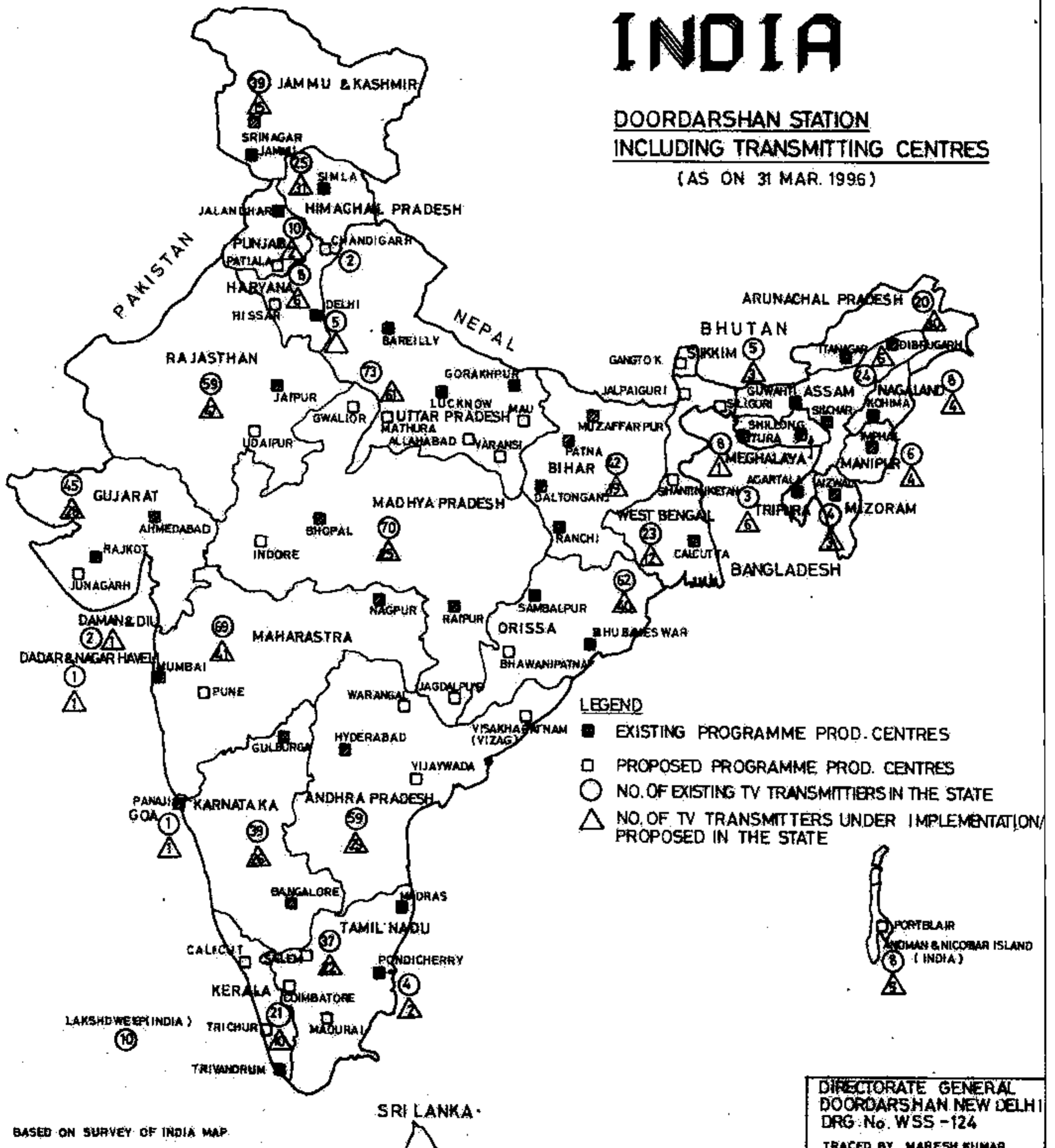
LPT : LOW POWER TRANSMITTER

VLPT : VERY LOW POWER TRANSMITTER

# INDIA

## DOORDARSHAN STATION INCLUDING TRANSMITTING CENTRES

(AS ON 31 MAR. 1996)



3.1.4 As on 31 March 1996, 40 Programme Production Centres are in operation in various parts of the country. In addition, a Central Production Centre comprising two large studios equipped with modern and sophisticated technical facilities is in operation at Delhi. This centre caters to high quality programme production. Also there is a production centre at Guwahati equipped with modern equip-

percent population of the country is expected to be brought under TV coverage as against 85.8 percent population covered at present. Also, there would be improvement in coverage in the areas presently served. To extend reach of DD-II channel programmes, additional Low Power Transmitters are envisaged to be commissioned in big cities. At Bangalore and Hyderabad, High Power Transmit-

### Progress of Doordarshan

		Years	
		1990	1995-96
Programme Production Centres	(Nos.)	18	38
Programme Output	(Hours per week)	300	1300
Transmitters	(Nos.)	519	772
Transmission	(Hours per week)	11	1021
Satellite Channels	(Nos.)	Nil	19
(Only two terrestrial channels)			
Regional Networks	(Nos.)	20	34
Primary Viewers	(In millions)	150	250
Area covered	(Percentage)	54.5	68.4
Population covered	(Percentage)	76.3	85.4
Commercial earnings	(Rs. in crore)	254	398
Budget	(Rs. in crore)	602	1513

ment which produces programmes for being relayed by various TV stations in the North Eastern part of the country.

3.1.5 Fifteen colour outdoor broadcast (OB) vans each equipped with four cameras and other associated equipment and a large OB van equipped with six cameras and nine electronic field production (EFP) and 12 Mini Vans are available in the network. Besides, Electronic News Gathering (ENG) equipment is available at all the programme producing stations for coverage of outdoor activities.

### Development Programme

3.2.1 For the purpose of expansion of coverage (DD-I) about 500 Transmitter Projects are presently under implementation/envisaged to be set up. With the commissioning of above transmitting, over 92

ters are envisaged to be set up in replacement of the existing Low Power Transmitters.

3.2.2 To augment in-house production, 32 Studio/Programme Generation Facility projects are under implementation/proposed to be set up, as part of VIII Plan schemes. In addition, a National Studio Complex at Delhi, viz., Doordarshan Bhawan comprising seven Studios of size varying from 50 sq. mtrs. to 432 sq. mtrs. and associated technical facilities to be housed in an eleven storeyed building is under implementation.

3.2.3 The current five year plan (1992-97) of Doordarshan lays stress on consolidation of existing facilities and modernisation/augmentation of facilities at various stations in view of fast changing technologies. The developmental activities taken up by Doordarshan during the current plan also include

computerisation of news system and introduction of multilingual transmission of programmes in a limited way through the LPTs system developed by M/s. C-DAC. Besides, a decision to introduce CCD cameras for use in ENG; Studio and OB vans has been taken and Betacam recording format is being adopted in major Kendras in a phased manner. A number of ENG based production facilities have been envisaged at various locations of the country to augment the programme production from various States. Computerisation of office management has been taken up. Doordarshan is prepared to absorb new technologies in the field of broadcasting.

### **DDI National Channel**

3.3.1 The main aim of the National Programme is national integration, inculcating a sense of unity and making people proud that they are Indians. The National Programme was started on 15 August 1982 and has been extended in stages to include programmes in the mornings, afternoons etc. At present about 80 hours of programmes are telecast in the National Network. The programmes include education, information and entertainment roughly in the proportion of 30:40:30.

3.3.2 A large number of topical events are covered live in the National Programmes.

3.3.3 The proceedings in the two Houses are available on two Low Power Transmitters in Delhi and thus can be received within a radius of 10-15 kilometers around Parliament House.

3.3.4 The telecast timings of the National Network were rationalised during this year to make DD-I and DD-2 complementary to each other. The entertainment package on DD-I now begins at 9.30 p.m. and it has been possible to extend the prime time beyond 10.30 p.m. The afternoon hour has also been made more attractive with long running serials, sandwiched between socially relevant programmes.

### **Regional Segment**

3.4.1 All the Doordarshan Kendras originate programmes in their respective regional languages.

The major Kendras originate about 25 hours of programmes each week while other Kendras for one to 10 hours a week. Rural development is one of the major concerns in the regional programmes. With Satellite uplinking it has been possible to provide common programmes for viewers in 13 States.

### **National Programme Highlights**

- Republic Day Parade
- Independence Day Speech
- Rath Yatra of Puri
- Thyagaraja and Tansen Festivals
- Inauguration of National & International Film Festivals
- Proceedings in the Parliament
- Question Hour in Lok Sabha and Rajya Sabha—direct telecast
- Sansad Samachar
- Today in Parliament
- Address of the President to the Joint Session of Parliament
- Presentation of Union Budget
- Railway Budget

### **Educational TV**

3.5.1 Doordarshan has given high priority to programmes on education from the beginning. The school telecasts started from Delhi in 1961 itself. As a part of SITE continuity, programmes for school children were started in 1982. At present school programmes produced by Doordarshan are telecast in the regional segment from Delhi, Bombay and Madras and programmes produced by the State Institute of Education are telecast in Hindi, Marathi, Gujarati, Oriya and Telugu for relay by all transmitters in the particular language zone.

3.5.2 The higher education TV programmes pro-

### **Social Objectives of Doordarshan**

- Promotion of national integration; catalysing of social change; and stimulation of scientific temper among the people.
- Dissemination of message to promote population control and family welfare.
- Dissemination of essential information and knowledge to stimulate enhanced agricultural production.
- Promotion of environment preservation and ecological balance.
- Projection of social protection for women, children and the less privileged.
- Promotion of interest in games and sports.
- Creation of values to appreciate artistic and cultural heritage.

duced by UGC and IGNOU are telecast 13 hours each week on the National Network. There is a proposal to have a channel devoted exclusively to educational programmes.

#### **News Bulletins and News Magazines**

3.6.1 Doordarshan News telecasts 13 bulletins including Headlines every day from the Headquarters in Delhi. During the year 1995 two new bulletins were added—India News (English) and Bharat Samachar (Hindi). These bulletins are of 15 minute duration and are beamed to the viewers outside the country through Doordarshan India International Channel. The telecast of headline news at 10.30 p.m. and 11.30 p.m. was also introduced during the year. Doordarshan News is also providing news capsules every day to CNN besides regular other contributions. Other regular news features are: (a) two weekly news round-ups telecast on Sundays—one is meant specially for the hearing impaired and is telecast in sign language at 1.00 p.m. for 15 minutes, the other is in Sanskrit language and is telecast at 1.15 p.m. for 10 minutes; (b) Weekly Samachar Diary telecast on Monday. During 1995 the telecast of news bulletins, specially the major bulletins, has been brought on the prime time. The major news bulletin in Hindi is now telecast at 8.30 p.m. and English news bulletin at 9.00 p.m., both for 20 minutes, on National Network. However, when

Parliament is in Session, these two prime time news bulletins are telecast for 15 minutes followed by Parliament review in both Houses—Sansad Samachar in Hindi and Parliament News in English—for a duration of 15 minutes each.

3.6.2 During 1995, major events that were covered by Doordarshan News included the Prime Minister's address to the United Nations on the occasion of the completion of 50 years of UN; NAM Summit in Columbia; G-15 Summit in Argentina; SAARC Summit in Delhi and Mashobra (Shimla). The Prime Minister's visits to Malaysia, Turkmenistan, Kyrgyzstan, Burkina Faso, Ghana and Egypt as also the President's visits to Chile, Portugal, Zambia and Zimbabwe were covered by special teams. The other major events covered during the year were the Solar eclipse in India; UN Women's Conference in Beijing; unprecedented floods in a number of States; Charar-e-Sharif crisis; major train accident in Ferozabad; Milk Miracle in several parts of the country; Kerala and UP local elections; political crisis in UP, Gujarat and Maharashtra; Enron Project crisis; PM's announcement of package measures for J&K; Assassination of Israel's Prime Minister, Mr. Yitzhak Rabin; tragedy at Nagpur during the cricket match between India and New Zealand; cricket series between India and New Zealand; World Weight Lifting Champi-

onship in China; Champions Trophy in Hockey; launching of INSAT-2C; Boeing plane crash in Delhi and all other major events.

3.6.3 In most of these events, Doordarshan News was the first one to break the news well ahead of all agencies including foreign agencies/broadcasting organisations and Doordarshan visuals were later used by other networks, such as Reuters, CNN, BBC and ANI. Doordarshan News was also the first in showing the visuals of the bomb blast in Chandigarh on 31 August 1995 in which the Chief Minister of Punjab, Mr. Beant Singh was killed. Doordarshan News has received wide appreciation from Eurovision News (EBU), Asia Vision (ABU) and Associated Press Television (APTV).

3.6.4 Doordarshan News has given wide coverage to birth centenaries of important leaders such as Mahatma Gandhi, Pandit Jawaharlal Nehru, Baba Sahib Dr. B.R. Ambedkar, Smt. Indira Gandhi, Sardar Vallabh Bhai Patel and Pandit Govind Ballabh Pant and several other leaders.

### Current Affairs

3.7.1 Doordarshan telecasts a number of programmes dealing with topical subjects. There are programmes in the magazine format dealing with the developments in Kashmir and North-East telecast once a week on the National Network. A programme 'The World This Week' is being telecast for many years. A magazine in Hindi, 'Parakh', is now being telecast on the North India Network. This year Doordarshan has started a programme, 'Apex Judgement', a weekly round-up of Supreme Court judgements on matters that have the wide public interest.

3.7.2 A large number of current affairs programmes are also telecast on DD-2. Some of them are: (A) Daily Programmes: (1) Aaj Tak: A 20-minute programme covering national and international events in Hindi started in July 1995, is being telecast from Monday to Friday at 9.30 p.m. in the sponsored category. (2) News Tonight: A 30-minute news-based programme in English covering events

of the country and abroad is telecast from Monday to Friday at 10.00 p.m. in the sponsored category. (3) News Headlines: A 2-minute News Headlines is telecast in English at 8.00 p.m. and 11.00 p.m. from Monday to Saturday. (4) Surkhiyan: The News Headlines in Hindi of 2-minute duration is being telecast in the sponsored category at 7.00 p.m. from Monday to Saturday and at 9.00 p.m. from Monday to Thursday and Saturday; and (5) First Edition: The programme, began last year as a commissioned programme, was reformatted and converted into a sponsored programme. It is now being telecast at 8.00 a.m. for 45 minutes on Monday to Friday and for 60 minutes on Saturdays and Sundays. It includes important headlines published in daily newspapers and analytical reportings of major events in the country and abroad. (B) Weekly Programmes: (1) Karobarnama is the first business programme telecast in Hindi which covers all developments in the fields of economy, industry, commerce and agriculture. The 25-minute programme started during the last year is telecast under the commissioned category on Wednesdays at 9.00 a.m. (2) Perceptions: A 30-minute programme on major topics concerning different fields of activity in India is being telecast on Mondays at 9.00 a.m. as a commissioned programme; (3) India This Week: A 30-minute programme covering major events of the week is being telecast on Saturdays at 9.40 p.m.; and (4) Newstrack: A programme dealing with the background to major events of the week is telecast in English on Saturdays at 10.10 p.m. under the sponsored category.

3.7.3 As the new channel DD-3 was launched, the telecast of new current affairs programmes also began during the last year. Some of the programmes being telecast on DD-3 are: (1) News Hour: One hour long news programme in Hindi and English is being telecast at 8.30 p.m. from Monday to Friday. (2) Business News: Produced in Hong Kong, the 30-minute programme in English dealing with business news of Asia is telecast at 6.00 p.m. from Monday to Saturday; and (3) Market Tonight: A 15-minute



current affairs programme dealing with news from stock markets is being telecast in English from Monday to Friday at 11.00 p.m.

3.7.4 Current affairs programmes are also telecast on Saturdays and Sundays on major public issues of the week in the form of panel discussion and magazine-type presentation.

## Sports

3.8.1 Doordarshan covered the major sporting event, SAF Games-95 held in Madras during December 1995. Besides opening and closing ceremonies, most of the major sports events (10 out of 14) were telecast live from 9.00 a.m. to 7.00 p.m. on different channels. The magnitude of the event could be judged from the fact that seven OB Vans, 14 ENG Units and about 500 personnel were deployed for the coverage.

3.8.2 During the year Doordarshan telecast live all the major sports events held in India and around the world for a total duration of more than 600 hours. Apart from this, more than 200 hours of recorded sports programmes were also telecast during the period under various categories. Besides, more than 130 sports events organised in various parts of the country during the year were also covered by Doordarshan.

3.8.3 Important international events telecast live by Doordarshan during the year included World Chess Championship Semi-Finals held at Shanghai Nagar, Hyderabad; Davis Cup matches played in India; Indira Gandhi Gold Cup International Hockey Tournament; World Professional Squash series, Mumbai; Grand Slam Billiards Championship, Hyderabad; World Billiards Championship, Mumbai; various ATP Challenge and Satellite Tennis events; Four Nations Hockey Championship, Chandigarh; Junior World Power Lifting Championship, New Delhi; Rajiv Gandhi International Judo Championship and Asian Judo Championship, New Delhi; 2nd World Ladies Professional Snooker Championship, New Delhi; Asia Clubs' Cup Foot-

ball Championship, Calcutta; World Volleyball Championship, Madras; World Korfball Championship, New Delhi; 1st Commonwealth Shooting Championship, New Delhi; Commonwealth Cup Handball, Cochin; International Athletic Meet, New Delhi; India-England Women's Cricket Series; etc. Besides, World Master Cricket Tournament, Mumbai and India-New Zealand Cricket Series were covered by Doordarshan as co-productions.

3.8.4 Other major international sports events telecast live by Doordarshan during the year were Copa America Soccer; European Cup Winners' Cup Finals; European Championship Cup Finals; F.A. Cup Soccer Final; World Professional Chess Championship Finals, etc. As in the past, well known Grand Slam Tennis events like Australian Open, U.S. Open, Wimbledon and French Open were also telecast live by Doordarshan. On domestic front, finals of most of the National Championships and important tournaments were covered by Doordarshan and telecast live. Other important events which could not be telecast live due to technical reasons were covered and highlights were shown. Most important domestic sports bonanza covered by Doordarshan during the year was Great Himalayan Expedition (HIMEX) organised by Indian Army, which included high altitude Skiing, Rafting, Ballooning, Motorcycle/Car Rallies, Mountaineering, Gliding, etc.

3.8.5 Special attention was given to sports events organised in North East. North Eastern Sports Festival held at Agartala was covered extensively. Junior National Football Championship for Dr. B.C. Roy Trophy played at Shillong; One day Cricket Match between Indian and Rest of the World played at Silchar; 2nd Women's One Day International between India and England at Guwahati; International and National Tent Pegging Championship held at Dibrugarh; Rohitshwar Saikia Gold Cup Major Ranking Badminton Tournament played at Guwahati; National Invitation Tennis Tour Championship Finals at Silchar; National School Games at Agartala, etc., were covered.

3.8.6 Rajiv Gandhi Tribal Games held in Vijayawada; Invitation Kabaddi Tournament, Calcutta; Nehru Boat Race, Alleppey; A.R. Mallu Memorial Gymnastic Tournament, Hyderabad; National Cricket for Blinds and Rajasthan Rural Sports Festival held at Udaipur were covered and telecast during the year. For the first time in Doordarshan's history, a golf event was covered live this year. Besides, live telecast of Horse Racing was also allowed.

### Special Audience Programme

3.9.1 Doordarshan telecasts a number of programmes specially targeted to women, children, youth, etc. These programmes are in the form of serials, documentaries, Telefilms, spots, quickies, short films, etc., to focus on issues like gender discrimination, male dominance, etc., and also on social maladies like early marriage, sexual exploitation, atrocities on women, etc. Some purposeful and message oriented programmes on women telecast in 1995 to popular acclaim were Sampark, Sahas, Aarsi

Social Watch, Ashraya, Kal Kothari, Karvaten, Women in Politics, Shraap, Machhlighat, etc. Some programmes have been approved under commissioning scheme such as Nari, Sandhya, Nirnay, Status of Indian Women, Sahara, Pratham Mahila (first women in different professions), Small Voices—Small Victories, Taaliyan, Patien Ki Mehfil, Main Abla Nahin Hoon, etc.

3.9.2 Doordarshan telecasts some programmes which are primarily concerned with the girl child, focussing on the roles attributed to female children in traditional Indian Society. Apoorva, Aparajita, Mangri, Indu, Mamta, Akanksha, etc., are some of the films which have been telecast.

3.9.3 Children's programmes are designed especially to include informative and educational messages in an entertaining way to infuse positive values among them for their healthy mental and physical growth. Special care is taken to avoid such programmes which may negatively influence their formative minds. Serials, Cartoon films, animation



Information and Broadcasting Minister Shri P.A. Sangma at a Doordarshan Studio

films, short telefilms, etc., are produced and telecast at times when children can watch television, mostly in the afternoon on weekdays and day time on Sundays. Some noteworthy programmes telecast by Doordarshan are Suno Kahani, Football Ki Wapsi, Hip Hip Hurray, Zara Hat Ke, Meetha Meetha Bol, Vantoosh Ke Fantoosh, Chand Sitare, etc. Bramhand, a series on universe done by Prof. Narlikar was of special interest. In addition to these programmes, children's films and serials supplied and sponsored by other agencies/organisations are also telecast in this category. Some programmes, such as Hari Bhari Phulwari, Chori Chupe, Basta, Nanhe Jasoos, Khel Khel Mein Seekhen, etc., have been approved under the commissioned category.

3.9.4 Programmes of interest to youth are regularly produced and telecast by Doordarshan, dealing with themes like the problems of youth, tenets of non-violence, career guidance, projection of patriotic values, highlights of remedial measures for drug addiction and alcoholism, development of scientific temper and on general awareness, etc. Mukti, Perna, etc., are some of the programmes telecast in this category. Some more programmes like Career Path, Spice, Break Free, Nirman, Teen Talk, Neena Gupta Talk Show, etc., have been telecast in 1995.

3.9.5 In order to make the masses aware about the need to protect environment, Doordarshan has approved some programmes under the commissioning scheme on the subject. These are Living on the Edge, Aaj Bhi Khare Hain, Talab, Forests of India, Prayas, Nature Plus, Save Bhitarkanika, Partners in Peril, etc. 'Living on the Edge' is being telecast on a weekly basis and is very well received by the viewers.

3.9.6 To create positive feeling towards handicapped persons and to encourage disabled and old persons to live with confidence and determination, Doordarshan telecasts programmes specially produced for this. Some programmes, Baisakhiyan, Roshani Ka Safar, Reaching for the Skies, Aakhiri Padav, Jayen to Jayen Kahan, etc., have been telecast in 1995.

3.9.7 Developments made in the field of science are covered by Doordarshan regularly. Turning Point, a science magazine is being telecast every week and has been received very well by the audience as revealed by Audience Research Survey of Doordarshan. This programme was honoured with prestigious international award, Prix Jules Verne, Franch in October 1995. Doordarshan is getting ten regional language versions of Turning Point produced, besides the Hindi version. Another programme titled Kyon Aur Kaise was also telecast. One hour special telecast of total solar eclipse was successfully telecast on 24 October 1995. Apart from this, regional Kendras of Doordarshan are also producing science programmes on fortnightly and monthly basis. Quest and Science Quiz are produced by DDK, Calcutta.

### Commissioning of Programmes

3.10.1 Doordarshan has been assigning programmes to outside producers and providing funds under Special Software Schemes. The programmes cover a wide range of subjects and the formats of presentation include telefilms, serials, feature films, documentaries, new features, field based programmes, interviews, etc. Some of the programmes telecast under this category during the year are Upasana, India Quiz, Turning Point, On the Edge, Sahas, Aarsi Social Watch and Sampark. A large number of programmes on rural development were also commissioned for production under the guidance of the concerned Ministries. Commissioning of programmes in regional languages was also done at some of the major Kendras.

### Sponsorship of Programmes

3.11.1 Under its new Sponsorship Scheme, Doordarshan invited proposals in the year 1990. Out of the about 400 serials approved, the pilots of 75 serials have already been approved for slotting. Some of the slotted serials are already on the air. The selection of serials is made with a view to provide a variety of themes all through the week. Besides, a

number of important national/international events like Miss World Pageant, 1995 were telecast under sponsored category. Doordarshan has created an additional Hindi chunk between 7.30 p.m. and 8.30 p.m. exclusively for catering to the needs of the States of Delhi, Madhya Pradesh, Uttar Pradesh, Bihar and Rajasthan. A number of film based programmes were also telecast under the sponsorship scheme, earning Doordarshan sizeable revenue.

### Films and Film-Based Programmes

3.12.1 Presently, Doordarshan telecasts Hindi Feature Films on its National Network on Fridays and Saturdays, generally on sponsorship basis, at 9.20 p.m. On Fridays, when Parliament Session is on, it is telecast at 9.30 p.m. On Sunday afternoons at 1.25 p.m. regional language films are telecast on rotation in alphabetical order. Award winning, Panorama entry, silver jubilee hits, etc., are only entitled to be telecast in this slot. On Sunday evening Hindi Feature Films are telecast at 4.00 p.m. Over Delhi and other Kendras located in the Hindi Speaking States, while the regional Kendras telecast films in their respective languages.

3.12.2 Rangoli, a programme containing Hindi Film songs sequences is telecast on Sundays at 7.10 a.m. to 8.10 a.m. on sponsorship basis. Chitrahar, also based on Hindi Film songs is telecast on Wednesdays at 7.50 p.m. to 8.30 on sponsorship basis. Both these programmes are being produced by outside parties, at present who ensure a guarantee earnings to Doordarshan.

### Central Production Centre

3.13.1 The Central Production Centre produces programmes which other Kendras are not in a position to handle. In the last two years CPC has also undertaken the task of producing long dramatic serials. Some of them have already been telecast and some are waiting for a suitable chunk in the National Network. Many of CPC productions have been sold to foreign TV networks.

3.13.2 During the year CPC's serial Dawat, a recipe show of 27 episodes, was sold to Singapore TV Network. Many other programmes have been sent in exchange to other countries. CPC has the distinction of inviting prominent persons of national fame to perform for the National Programme of Music and National Programme of Dance. Recording of the programme before invited audience is yet another feature of CPC.

#### Performance of CPC during the year at a glance

Total hours of programme production	200 hrs.
Total programmes telecast	120 hrs.
Increase in production over previous year	23 %

3.13.3 Some of the other serials produced by CPC telecast/being telecast were/are Fiqre Chand, Fariyad, Dhalti Sham Ka Suraj, Chaka Chak Homes, Swapna Santati, Dumb Dancer. Some of the other programmes produced by the CPC were Question Forum and Round Table.

### DD-2 Metro Entertainment Channel

3.14.1 Metro Hour Scheme was introduced by Doordarshan as a pilot scheme on 26 January 1993 with programmes of one hour duration and presently 15 hours per day are telecast and the Metro Channel is reaching out 97 million people from more than 40 cities in various parts of the country. The channel is now identified as DD-2.

3.14.2 The action plan drawn up for 1994-95 envisaged accomplishing two basic goals, i.e. (i) to build the channel organically and help attain a character of its own, and (ii) from a mere entertainment channel to groom it into a full fledged, vibrant, versatile and quickly responsive channel providing for variety and meeting the demands of a cosmopolitan audience. In order to achieve these goals the following strategies were adopted: (i) Periodical reviews/restructuring of programmes introduced; (ii) The fixed Point Chart carefully orchestrated into a well drawn up matrix of audience—specific timings and programmes targeted at them.

3.14.3 Morning Transmission (7.00 a.m.—10.00 a.m.) of the Metro Entertainment Channel consists of programmes on environment/flora and fauna for children, devotional music, fitness programme, information on stock market and a breakfast show which, besides providing wholesome entertainment, also carries some topical and public interest information. A programme on job opportunities has also been included thrice a week in morning transmission. Afternoon and Evening Transmission (12.00 noon—7.00 p.m.) spell includes a two hour single metro slot for regional programmes followed by programmes for housewives, eg., teleshopping, consumer awareness and sports, children's serials, quiz, science journals and music for youth. Family serials are also telecast. There are MTV programmes daily between 5.00 p.m. to 7.00 p.m. (and then 12.00 midnight to 1.00 a.m.). Metro Club, an exclusive programme targeted at Youth audience, is being telecast five days a week at 7.00 p.m. Late Evening and Prime Time Transmission (7.00 p.m.—9.30 p.m.) of the channel consists of programmes which are worthy of family viewing. In order to give a major boost to telecast of current affairs the slots of 9.30 p.m. to 10.00 p.m. have been exclusively devoted to news and current affairs programmes by private producers. A two minute news headlines in Hindi (at 7.00 p.m. and 9.00 p.m.) and English (at 8.00 p.m. and 11.00 p.m.) have also been introduced. Late night slots are utilised for various talk shows, live coverages, foreign soaps, cultural programmes, etc. MTV programmes are telecast again daily between 12.00 midnight to 1.00 a.m. Apart from English feature films on Friday/Saturday late nights, Hindi feature films are telecast on Saturday and Sunday afternoon.

### Regional Language Satellite Services

3.15.1 To provide additional software in the major languages of the country, many of which are spoken by more than 50 million, Doordarshan has started a number of Regional Language Satellite

channels (DD-4 to DD-11 and DD-13) with programmes in Assamese, Bengali, Gujarati, Kannada, Kashmiri, Malayalam, Marathi, Oriya, Punjabi, Tamil and Telugu). The programmes on these channels include the regional service, which is available terrestrially in the concerned States and additional programmes which could be received through the use of dish antenna. As the foot prints of the INSAT satellite cover the whole country, the regional language programmes are now available for all people in the country, irrespective of their place of residence. Thus, RLSS facilitates telecast of more programmes in regional languages and provides access to regional programmes for viewers throughout the country. Whereas regional services are received terrestrially in the respective States and via satellite outside the States, the RLSS (exclusive satellite programmes) is received via satellite in and outside the State.

3.15.2 Doordarshan regional language satellite channels were started on 1 October 1993, carrying programmes in Assamese, Bengali, Gujarati, Kannada, Kashmiri, Malayalam, Marathi, Oriya, Tamil and Telugu. The programmes were telecast five days a week in non-prime time in the four DD satellite channels. On 1 February 1994 three separate channels, i.e. DD-4 (Kannada, Malayalam, Tamil and Telugu) and DD-6 (Kashmiri, Gujarati, Marathi and Punjabi) were uplinked from Delhi.

3.15.3 On 15 August 1994, separate channels were started for each language, uplinking the programmes from State capitals, integrating regional services single metro programmes with RLSS. Thus, starting separate channels for each language facilitated programmes for longer duration in prime time in the language for viewers within the State and regional programmes, including news in the language being available for viewers throughout the country. The RLSS programmes constitute infotainment programmes, films, film songs, serials and plays.

**DD-3**

3.16.1 DD-3 channel was formally launched on 14 November 1995. The transmission hours in the beginning were from 6.00 p.m. to 11.00 p.m. A day transmission from 11.30 a.m. to 1.00 p.m. was added from 14 December 1995.

3.16.2 It is proposed to extend transmission from 7.00 a.m. to midnight when the transmission of DD-3 channel shifts to INSAT-2C. At present, the terrestrial transmission is from Delhi, Mumbai, Calcutta and Madras with support on INSAT-2B. Terrestrial transmission is being extended to other cities like Bangalore and Ahmedabad in stages.

3.16.3 The programme telecast on DD-3 include 'A News Hour', where the developments in the day are not only reported but are analysed in depth with interviews with specialists in the field, a round table discussion on topical events and many other programmes on current affairs. Literature, theatre, dance, music and other performing arts and issues on environment, consumer's rights, gender discrimination, etc., are covered on the channel. Special arrangements have been made to include some programmes from BBC and the Discovery Channel on DD-3.

**DD (International)**

3.17.1 Doordarshan India, the international channel of Doordarshan was launched on 14 March 1995 with the help of an ASIASAT-I transponder which had been leased for a period of six months. The service was from Mondays to Fridays from 9.00 a.m. to 12.00 p.m. IST. The service had to be discontinued after the expiry of six month period on 13 September 1995. The transmission was resumed from 15 October 1995 after hiring a new transponder on PANAMSAT-4 transponder. The telecast timings continue to be the same, but now the service is available on all the seven days of a week.

3.17.2 The programme mix consists of news, current affairs, business round-up, film-based

programmes, classical music and dance, light music, family serials, etc. The footprint of PAS-4 transponder through which the service is being beamed covers SAARC countries, Gulf, West Asia, Central Asia, North Africa and Europe.

**DD-CNN Channel**

3.18.1 Under DD-CNN agreement, which came into force, w.e.f., 30 June 1995, CNN has been allowed to produce and transmit upto 24 hours a day of news and information programming for re-transmission on a DD transponder. Further, DD has a right to insert a minimum of two and a half-hours' slots and a maximum of eight and a half-hours' slots of fully produced news and current affairs programmes, seven days a week. Further, CNN shall have no editorial control over DD programming. However, CNNI programming CNN shall abide by the broadcasting/advertisement codes of Doordarshan though DD would have no editorial control over CNNI programming. In addition to the above arrangement on the satellite channel of Doordarshan, CNN has been allowed a minimum of one hour transmission time a day of programmes of entertainment or current affairs in which the decision of DD as to accept or otherwise of programmes for terrestrial telecast shall be final and binding on both parties. For the satellite programming, which is inclusive of programming and DD's own production programmes, the advertisement revenues will be shared on a 50 : 50 basis between DD and CNN.

**Programme Advisory Committees**

3.19.1 With the objective of getting advice of experts in various fields, Programme Advisory Committees are set-up in major Doordarshan Kendras. The panel of experts drawn up from various disciplines and interested groups available in the region. A statement showing names of Doordarshan Kendras where Advisory Committees are functioning and the subjects covered, are in the given box.

3.19.2 The nomination of experts as non-official members is made in consultation with the Informa-

### **Doordarshan Programme Advisory Committees**

#### **functioning at**

Delhi, Calcutta, Mumbai, Madras, Bangalore,  
Thiruvananthapuram, Shimoga, Jalandhar,  
Bhubaneswar, Jaipur, Guwahati, Lucknow,  
Ahmedabad and Hyderabad

tion Department of the concerned States. The Programme Advisory Committee reviews the programmes telecast since the last meeting and also makes suggestions for improvement in programmes and on the matters concerning planning and production of programmes of the ensuing period. Meetings are presided over by the Directors of the concerned Kendra and assisted by the head of the engineering wing and the officers on the programme side. In addition to the above, Doordarshan Kendras are also associated with the Inter Media Publicity Coordination Committees with a view to coordinate programmes with the different media units in the State and monitor the progress.

### **Audience Research**

3.20.1 The main function of the Audience Research Unit of Doordarshan is to give feedback on the programmes telecast on Doordarshan Network. Audience Research Units have been established in 19 cities and the research work is coordinated by the Audience Research Unit at the Directorate level. Professionally trained people are managing the work of audience research. A system of giving ratings on the National, Metro and the main Regional Networks of Doordarshan was introduced in 1993 and this has been strengthened. Information is collected from duly constituted panels in 30 cities and the work is organised in such a way that every week information from 18 cities are available covering a total sample of 4000. The members of the panel represent a cross sections of the TV viewing public in the respective cities. The ratings are publicised

over the air and also through major newspapers. At present about eight national dailies and weeklies carry the ratings on a regular basis.

3.21.2 The Audience Research Unit also serves as a data bank to the Directorate and the Kendras. The Units in the various Kendras bring out annual compilations of the statistics about the activities of the Kendras. The Audience Research Unit at the head-quarter brought out 'Doordarshan 1995' which contains a wealth of information about the media, situation in the country with special focus on Doordarshan. The information in this handbook is being extensively used by the advertisers and the advertising agencies as also the media research agencies. The Audience Research Unit is also involved in collecting the feedback in various other ways. Field and telephone surveys are conducted on a regular basis and also the voluntary feedback received in the form of letters from the viewers, etc., are analysed. The Unit is also interacting with universities, etc., to monitor the research done by them on the media.

### **Council for Public Service Communication**

3.21.1 The Council for Public Service Communication (Lok Seva Sanchar Parishad) was set up in January 1987, with a view to promote the production of quickies, short films and messages on issues of public importance like national integration, environment, consumer awareness and drug abuse, etc. The Council is a non-official body where all members offer their services voluntarily. The cost for the presentation of the programmes/quickies like laboratory charges and transport is generally met by the advertisers through the Indian Society of Advertisers. The creative inputs and technical supervision is done by the advertising agency free of cost. Doordarshan telecasts these messages without charges.

3.21.2 The Lok Seva Sanchar Parishad in collaboration with the Ford Foundation has launched a Public Service Communication Initiative wherein the emphasis is on environment and sustainable

development, social justice and women's issues. Public Service Films/Spots/Documentaries/Telefilms on these issues would be produced and

broadcast. The Parishad is also launching a campaign on social responsibility wherein the emphasis is on good civic behaviour, courtesy and team work.

### Doordarshan, Phase II Project : An Overview

1. Building I (Tower B) : Two Basements, Ground Floor and Ten Floors above.
2. Building II (Tower C) : Two Basements, Ground Floor and One Floor above.  
(Seven Floors to come up in future.)  
(Tower A already constructed under Phase I and in use for Doordarshan Directorate).
3. Total Plinth Area Sanctioned : 31265 Sq. Mtrs. Plus 8413 Sq. Mtrs. as additional car parking space in the Basements.
4. Facilities being provided:
 

Studios :	1.	593 Sq. Meters	--	1
(Total Eight )	2.	425 Sq. Meters	--	1
	3.	234 Sq. Meters	--	1
	4.	133 Sq. Meters	--	1
	5.	50 Sq. Meters	--	2
	6.	67 Sq. Meters	--	1
	7.	36 Sq. Meters	--	1
	8.	Post Prod. Rooms	--	6
	9.	Edit Booths	--	25
	10.	Voice over Booths	--	4
	11.	Audio Video Booths	--	3
5. Outlay :
 

Total amount of Govt Sanction : Rs.8160.43 lakh  
(Under works Head Rs.4928.00 lakh and under Equipment Head Rs.3232.43 lakh.)
6. Target date of completion of the Project :
  1. Civil Works
    - a) Technical : September 1996
    - b) Entire work including site development : June 1997
  2. Installation Works : January 1998
  3. Commissioning : March 1998



## DOORDARSHAN : A PROFILE

### 1. TRANSMITTERS AND VIEWERSHIP

TRANSMITTERS	Nos.	VIEWERSHIP	Nos.
DD-I	743	DD-I	27 crores
DD-II	42	DD-II	10 crores
DD-III	4	DD-III	0.5 crores
PARLIAMENT	2	Others	4 crores
KASHMIR	1		

### 2. DOORDARSHAN FAMILY

- DD-1 National Network
- DD-2 Metro
- DD-3 Infotainment
- DD-4 Malayalam
- DD-5 Tamil
- DD-6 Oriya
- DD-7 Bangla
- DD-8 Telugu and Punjabi
- DD-9 Kannada
- DD-10 Marathi and Kashmiri
- DD-11 Gujarati
- DD-12 Movie Club
- DD-13 North East and Assamese
- DD-14 Rajasthan
- DD-15 M.P.
- DD-16 U.P.
- DD-17 Bihar
- DD-18 DD CNN
- DD-19 DD International

### 3. Doordarshan : Service Mix

	Network	Regional
● Information	40%	30%
● Education	25%	40%
● Entertainment	35%	30%
● Film-based	11%	10%

### 4. Earnings of Doordarshan in the last five years

Year	Rs. (In crore)
1991-92	300.61
1992-93	360.23
1993-94	372.93
1994-95	398.02
1995-96	430.13

### 5. Sourcing of Doordarshan Programmes

	Network	Regional
● In-house Production	70%	70%
● Commissioned	3%	2%
● Sponsored	9%	18%
● Royalty	5%	8%
● Other Sources	13 %	2%

# 4

## FILMS

### Films Division

4.1.1 The Ministry of Information and Broadcasting over the last 47 years through an exclusive Films Division, has been securing the active participation of the public in nation building activities, using the film medium. The Ministry has made significant contribution to the free flow of information by promoting the growth and development of the documentary film movement in the country.

4.1.2 The Films Division produces documentaries/news magazines from its headquarters at

Mumbai, films on agriculture, defence and family welfare from Delhi and featurettes from its regional centres at Calcutta and Bangalore. The Division caters to over 12,911 cinema theatres all over the country and to non-theatrical circuits like units of the Directorate of Field Publicity, mobile units of the State Governments, Doordarshan, field units of the Department of Family Welfare, educational institutions and voluntary organisations. The documentaries and newsreels of State Governments are also featured in the Division's releases on the theatrical circuit. The Division also sells prints, stock shots,



Thespian Dilip Kumar receiving Dada Saheb Phalke Award 1994 from the President Dr. Shanker Dayal Sharma

video cassettes and distribution rights of documentaries and featurettes in India and abroad.

4.1.3 Simultaneously, it also seeks to project the image of the land and preserve its history, culture and heritage on film for viewing by Indian and foreign audiences. The Division also aims to foster the growth of the documentary film movement—which is of immense significance to India in the field of information, communication and integration.

vides assistance to various Ministries and Departments of Government, including public sector organisations, in producing documentary films.

4.2.3 The Newsreel Section of the Production Wing prepares the fortnightly news magazines and also compiles archival material. The Cartoon Film Unit of the Division prepares animation sequences for the documentaries and news magazines and is now equipped for production of puppet films. It has gained distinction through a steady output of anima-

### Films Division : Highlights 1995-96

● News Magazines produced	32
● Documentaries produced	70
● Short/Featurette films produced	243
● Films produced departmentally	56 (160 reels)
● Films produced by independent producers	14 (83 reels)

4.1.4 The organisation of the Films Division operates through four wings each in charge respectively of Production, Distribution, International Documentary and Short Film Festivals and Administration.

#### Production

4.2.1 In addition to the headquarters at Mumbai, three production centres of the Division are located at Bangalore, Calcutta and Delhi. The Division produces through its own directors and producers nearly 60 per cent of the films on its annual production programme. Documentaries are produced on a wide range of themes and topics that encompass different spheres of human activity and endeavour.

4.2.2 Normally, the Division reserves about 40 per cent of its production schedule for allotment to independent film makers with a view to encouraging individual talent and fostering the documentary movement in the country. The Division also pro-

tion films which have won recognition all over the world. The Commentary Section looks after the dubbing of films and news magazines into 14 Indian languages besides foreign languages (whenever required) from the basic version in English or Hindi.

4.2.4 The Delhi unit of the Division has the responsibility of producing instructional and motivational films for the Ministries of Agriculture and Defence and the Department of Family Welfare.

4.2.5 The regional centres of the Division at Calcutta and Bangalore produce rural oriented featurettes in 16 mm on socially relevant themes. These films are evolved on a storyline to spread the message of social and national issues such as family welfare and communal harmony and focus on such social evils as dowry, bonded labour, untouchability etc.

4.2.6 Rural oriented featurettes are produced in Tamil, Telugu, Kannada, Malayalam, Bengali,

Assamese, Oriya and several dialects of the North Eastern region and the Southern region. They make use of local talent for script writing and acting to maintain the flavour of the language and the region. Such production has made its impact by gaining a closer identification with the rural population in respect of schemes designed to bring social and economic justice to the people, while, at the same time, improving their future prospects. This scheme has now been extended to making films in Northern and Western regional languages and dialects.

### Distribution

4.3.1 The Distribution Wing of the Films Division has branch offices in the ratio of one branch to 1,500 cinema houses. At present, there are 10 distribution branch offices located at Bangalore, Mumbai, Calcutta, Hyderabad, Lucknow, Madras, Madurai, Nagpur, Thiruvananthapuram and Vijayawada. In 1995-96 the Division covered 12,911 cinema houses spread all over the country with an audience of about nine to ten crore per week.

4.3.2 The Wing also supplies prints to the 16mm mobile units of the Directorate of Field Publicity and the Departments of Central as well as State Governments. On a rough basis, the number of people covered by these units is estimated to be around 4 to 5 crores every week. In addition, documentary films are also telecast on the national as well as regional networks of Doordarshan. During April 1995 to March 1996, 57 films of this Division were released to Doordarshan for telecast. Educational institutions and social organisations all over the country borrow films of the Division from its libraries maintained in its distribution branch offices.

4.3.3 Video cassettes are sold to railways, public sector undertakings, Central and State Government departments, educational institutions and private parties for non-commercial use. During April 1995 to March 1996, 1799 cassettes were sold for non-commercial use.

4.3.4 The External Publicity Division of the Ministry of External Affairs distributes prints of selected films to the Indian Missions abroad. The



Veteran Documentary Film maker B.D. Garga receiving Dr. V. Shantaram Award for a lifetime achievement in Films from Mrinal Sen

National Film Development Corporation Ltd. and private agencies arrange for the international distribution of the films. The films are also commercially exploited, on royalty basis, for overseas video and TV networks.

#### International Documentary and Short Film Festivals

4.4.1 The Films Division has been entrusted with the task of organising the Mumbai (Bombay) International Film Festival for Documentary, Short and Animation films. It is a biennial event. The fourth Mumbai (Bombay) International Film Festival was held from 29 January to 5 February 1996. This time 55 countries participated in the festival, which attracted 290 films in different sections. A special feature of the festival was the presentation of the 'Dr. V. Shantaram Award' for lifetime achievements to the veteran documentary film maker Shri B.D. Garga.

#### Administration

4.5.1 The Administration Wing provides the necessary facilities like finance, personnel, stores and equipment to other wings of the Division. It is responsible for all matters relating to establishment, stores, accounts, factory management and general administration.

#### Performance

4.6.1 During April 1995 to March 1996 the Division produced 32 news magazines and 70 documentaries/short-featurette films (243 reels). Out of this, 56 films (160 reels) were produced departmentally and 14 films (83 reels) were produced through independent producers.

4.6.2 The Division provided sustained publicity and communication support through its documentaries, news magazines and 16mm featurette films for important national campaigns like communal harmony, national integration, eradication of untouchability, family welfare programme etc.

4.6.3 Among the films produced by the Division

for important national campaigns were (i) Pulse Polio Immunisation, (ii) Employment Assurance Scheme, (iii) Naya Prakash (on evil effects of alcohol), (iv) Kavi Sammelan (on family welfare programme), (v) Devil's Wheel (on dowry problem), (vi) Mutual Trust (rights and obligations of tax payers) and (vii) Majhi (on national integration).

4.6.4 During the period under report the Division completed a biographical film on Mahatma Gandhi. A number of films on various other eminent personalities are under production.

4.6.5 As a part of multi-media campaign on rural development, the Films Division took up ten special films on the schemes being implemented by the Ministry of Rural Development for the benefit/uplift of the rural masses. The Division is also producing a film of 45-60 minute duration on the Conference of Chairpersons of Panchayats held in New Delhi on 9-10 October 1995 in which the Prime Minister and other Central Ministers participated. The film will include interviews with participants and their views about the restructuring of Panchayats after the 73rd Constitutional Amendment.

#### Films made on subjects of national importance

- Pulse Polio Immunisation
- Employment Assurance Scheme
- Naya Prakash (evils of alcohol)
- Family Welfare
- Evils of the Dowry System (The Devil's Wheel)
- Rights and obligations of tax payers
- National Integration

4.6.6 On the eve of the celebration of 100 years of world cinema and the arrival of cinema in India, the Division has produced a film on the subject entitled 'I am 100 Years Young'. A shorter version of this film has been made under the title 'Flash Back'.

4.6.7 The Division has been participating in various National/International film festivals. Dur-



Nana Patekar receiving the Best Actor Award for 1994 from the President Dr. Shanker Dayal Sharma

ing April 1995 to March 1996 the Division participated in three national and nine international festivals by entering 42 and 21 films respectively. Several of its films have won awards and recognition at these festivals.

### Revenue

4.7.1 During April 1995 to March 1996 the Division released 21,691 prints of 39 documentaries and 25 news magazines in the theatrical circuit. The Division also sold 417 prints and 1799 video cassettes of its films for non-commercial use in India and abroad. The total revenue earned by the Division during 1995-96 is Rs. 642.12 lakh. This also includes Rs.5.58 lakh earned from sale of stock shots.

### Directorate of Film Festivals (DFF)

4.8.1 The Directorate of Film Festivals (DFF) was set up by the Government of India under the Ministry of Information and 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 an International level. Within the country, it has made the newest trends in world cinema accessible to the general public.

### National Film Awards

4.9.1 The 42nd National Film Festival commenced its Jury screening in April 1995. The feature film jury was chaired by Shri Chetan Anand and the non-feature jury by Shri Kumar Sahani. Ms. Udaya Tara Nayar was the chairperson of the committee set up to adjudge the best writing on cinema. 105 feature films, 72 non-feature films, 15 books and 21 articles were entered for the awards. The President, Dr. Shankar Dayal Sharma, gave away the awards at a ceremony held on 17 July 1995 at Vigyan Bhavan in New Delhi. The best feature film award was bagged by 'Unishe April' (Bengali) directed by Shri Rituparno Ghosh while Shri Nandan Kudhyadi's 'Rasayatra'

### **Directorate of Film Festivals Activities**

- Organisation of National Film Awards
- Selection of Indian Panorama Films
- Special film programmes on behalf of Government
- Print collection and documentation
- Conducting and participating in Cultural Exchange Programmes in India and abroad
- Participation in international Film Festivals abroad
- Organisation of International Film Festivals of India

got the award for the best non-feature film. The award for the best book on cinema went to 'Abhinayam Anubhavam' (Malayalam) by Padmashree Bharat Gopy and Ms. Rashmi Doraiswamy was given the best film critic award for 1994. The Dada Saheb Phalke Award for 1994 was conferred on the veteran actor Shri Dilip Kumar for his outstanding contribution to Indian cinema.

#### **International Film Festival**

4.10.1 The 27th International Film Festival of India (IFFI) was organised in New Delhi from 10-20 January 1996. The festival marked the return of a specialised Competition Section after the 1987 festival; 19 feature films from 13 Asian countries were shown in this Section. There was a very distinguished jury headed by the famous French actress and director, Jeanne Moreau. Others on the jury with her were the Hungarian film maker Marta Meszaros, whose retrospective was also shown, Japan's Tadao Sato, the Oscar winner from the United States, Ms. Susan Seidelman and Shyam Benegal, noted Indian film director.

4.10.2 This festival had as many as 217 feature and 14 non-feature films in various Sections from 43 countries, including India. The largest of these was in the Cinema of the World Section, 96 from 35 countries, featuring films that have won awards or

acclaim at various film festivals. Thirty six films in the Retrospectives of the films of Denys Arcand of Canada, Gene Kelly of the United States, Marta Meszaros of Hungary and Nanni Moretti of Italy were screened. The Tributes to Germany's Rainer Werner Fassbinder, China's Zhang Yimou and France's Louis Malle featured six films. The Heritage Section, devoted to the Centenary of Cinema had ten films by the legendary Orson Welles, seven Indian classics and one documentary by the Films Division.

4.10.3 The Indian Panorama had 19 feature films and 13 non-features, while the Mainstream Section selected by the Film Federation of India had 12 block-busters of 1995. In addition, there were twelve films shown in the Focus on Iran.

4.10.4 The award for the best film carrying the Golden Peacock and a cash award of Rs.5 lakh went to the Chinese film 'Blush' made by Li Shaohong. The award for the most promising Asian Woman Director carrying the Silver Peacock and a cash award of Rs.2.50 lakh went to another Chinese film 'On the Beat' made by Ning Ying. The Special Jury Award was shared by two films, 'The Blue Veiled' by Iranian director Rakshan Bani Etemad and 'The Freedom Gang' by Leyla Assaf Tengroth from Lebanon.



## Activities Abroad

4.11.1 During the period under report, the Directorate participated in more than 70 International Film Festivals held abroad. A number of Indian films and film makers made their presence felt on the international film scene by winning awards, participating in seminars and functioning as jury members.

4.11.2 Anand Patwardhan's 'Father, son and Holy War' was screened in the Berlin International Film Festival. 'Vidheyan' by Adoor Gopalakrishnan was entered in a number of film festivals and won the Special Jury Award and Fipresci Award in the Singapore Film Festival. 'Swaham' by Sh. Shaji N. Karun won the third prize at Burgame Film Festival. 'Charachar' by Buddhadeb Dasgupta won the Prix du Public Award in Fribourg. 'Sammohan' by Padmakumar was entered in the Fukuoka Asian Film Festival. It won the Special Mention Award. Shri Padma Kumar attended the festival. It also won the Special Award in Mannheim. '1942 A Love Story' by Vinod Chopra was screened in several film festivals. The non-feature film 'The Clap Trapped' was screened in 5th Message to Man Film Festival, Russia and Norwegian Film Festival. In the Competition Section of Yamagata Film Festival the film won the Special Mention Award. 'Drohkal' by Govind Nihalani was screened in Moscow, Montreal and Damascus Film Festivals. Shri Govind Nihalani won the Best Director Award in the Damascus Film Festival and received the Award in person. The non-feature film 'The Last Childhood' directed by Pakriswamy and produced by Films Division won the third prize with a cash amount of US 1000 dollars in Damascus. Shri Sayeed Akhtar Mirza served as a member of the jury in the Damascus Film Festival. A Retrospective of Sayeed Mirza's films was also screened. Five films by Mrinal Sen were screened at a Retrospective in the Capetown Film Festival and also at the National Film Festival, Johannesburg. 'Pather Panchali' continued to be in great demand and it was selected as an outstanding film at the Istanbul International Film Festival. 'Indradhanura

Chhai' by Sushant Mishra was screened in Uncertain Regar Section at the Cannes Film Festival. The film won the Grand Prix for the Best Film at Sochi International Film Festival in Russia.

## Cultural Exchange

4.12.1 Twenty Film Weeks of Indian films were organised in various countries. A Retrospective of Satyajit Ray's films was organised in Turkey and festival of 10 Indian films was held in Syria. Five films by Mrinal Sen were screened at a Retrospective in the Cape Town Film Festival and also at the National Film Festival at Johannesburg. A Shabana Azmi Retrospective was held in Jamaica. A Retrospective of films by Indian women Directors was organised in the Netherlands and 25 Indian films were screened in Italy under the Cultural Exchange Programme. Indian Film Weeks were held in Poland, Germany and Turkmenistan. The first Indian Film Festival in Tripoli was held in April 1995.

4.12.2 Among the foreign films screened in India were six Syrian films screened in December 1994 in New Delhi, Hyderabad and Secunderabad, films from Portugal at New Delhi and films from Israel in April 1995 at Mumbai, Thiruvananthapuram and Jamshedpur. A Festival of Western Australia Films was organised in New Delhi and Madras in September 1995. A French film festival on 100 Years of Cinema was screened in New Delhi and Madras in October 1995.

## National Centre of Films for Children and Young People

4.13.1 The National Centre of Films for Children and Young People (N'CYP) is engaged in production of feature films, television serials, short featurettes and short animation films for Children and Young People. The Centre also purchases the rights of foreign films and exhibits them in India after dubbing in Indian languages.

4.13.2 The films produced by N'CYP are entered in various National and International Film Festivals

and have won many awards. N'CYP also holds its own International Film Festival every alternate year. The 9th such Festival was held in November 1995 at Hyderabad. It attracted 143 entries from over 25 countries. In 1995, the Centre's films have participated in 18 International Film Festivals.

4.13.3 During 1995-96, the Centre completed two feature films in Hindi, namely, 'Halo' directed by Santosh Sivan and 'Senani Sena Guruji' based on the life of the well known social worker of Maharashtra directed by Ramesh Deo.

4.13.4 The Centre is utilising the slot available on the National Network of Doordarshan for telecast of the dubbed version of an animation film 'Sindbad the Sailor'. Five films, produced by the Centre earlier, have been dubbed (three in Telugu, one in Tamil and

one in Hindi) to make them available to a larger audience. Four feature films and three short films, rights of which have been obtained by N'CYP, have now been dubbed in Hindi.

4.13.5 Films produced by the Centre are exhibited through district-wise package programmes. This year 85 programmes amounting to 6500 shows were organised for 25 lakh people. Specific efforts are made to take these programmes to new areas.

### National Film Archive of India

4.14.1 The fundamental objective of the National Film Archive of India (NFAI) is conservation, preservation and restoration of films. This is carried out in two stages. The first is preservation of the films in ideal storage conditions. In spite of this, some of the old films are likely to deteriorate over the years.

### National Film Archive of India (Activities)

Preservation	No. of reels	
	16 mm	35 mm
Detailed checking of films	77	1,474
Routine checking of films	2,170	18,804
Nitrate reels transferred to safety base	22	
	(6,047 metres.)	
<b>Dissemination of Film Culture</b>		
	8 (fresh)	80 (renewed)
		88 (Total)
Distribution to Library Members		
No. of films supplied to Library Members		135
Films supplied on special occasions		275
Joint Screenings		196
Films supplied for Film Appreciation Courses		135
Films supplied to FTII for academic screenings		377
Films supplied for screenings to Members of Parliament		1
Films supplied for Producers/copyright owners for video copying		31
Viewing facilities extended to research workers		29 Indian 7 Foreign
No. of films shown		170

**National Film Archive of India  
(Acquisition during 1995-96)**

Items	As on 31.12.94	Jan'95 to March'96	As on 31.3.96
Films	13,031	252	13,283
Video Cassettes	1,216	107	1,323
Books	21,429	579	22,008
Periodicals	128	(-) 9	119
Bound Volumes of periodicals	570	166	736
Scripts	21,403	306	21,709
Pre-recorded Cassettes	289	103	392
Stills	98,620	1,740	1,00,360
Wall Posters	6,478	572	7,050
Song Booklets	6,424	671	7,095
Audio Tapes (Oral history)	153	—	153
Press Clippings	1,36,273	—	1,36,273
Pamphlets/Folders	7,312	304	7,616
Slides	3,436	578	4,014
Microfiche	42	—	42
Microfilms	1,957	—	1,957
Disc records	1,904	483	2,387

Such films are identified and copied before they get completely decomposed. This is done at the second stage. A detailed statement of NFAI's important activities is presented below.

4.14.2 With headquarters at Pune, NFAI has three regional offices at Bangalore, Calcutta and Thiruvananthapuram. Its distribution library of 16 mm films extends facilities to members throughout the country. Apart from films loaned through the library, 35 mm films are also supplied for special occasions, anniversary programmes, retrospectives, etc. Regular joint screening programmes at impor-

tant centres like Bangalore, Calcutta, Bombay, Hyderabad and Thiruvananthapuram expose audiences to the history of Indian cinema and the best of world cinema.

4.14.3 NFAI is a member of the International Federation of Film Archives since May, 1969 which enables it to get expert advice and material on preservation techniques, documentation, bibliographies etc. and to exchange rare films with other archives under the archival exchange programme.

4.14.4 NFAI is now housed in a new building complex. It has three air-conditioned basement

vaults with capacity to store about 1,50,000 reels in a manual mobile storage system. This has enabled centralised storage of a large part of the Archive's holdings and facilitated easy checking and handling of films. The building complex has a 330-seat auditorium and a 30-seat preview theatre where NFAI's film circle screenings on membership basis and screenings for FTII students are held on a regular basis.

4.14.5 NFAI conducted its annual 4-week Film Appreciation Course in Pune and collaborated with other agencies in organising several short duration courses in other centres.

4.14.6 NFAI, as the nodal agency for the Centenary Cinema Celebrations, is organising several events such as exhibitions, retrospectives and seminars during 1995-96. The national level celebrations of the Cinema Centenary started with the inaugural function held on 26 November 1995 in Hyderabad.

4.14.7 NFAI has an excellent collection of books and periodicals on Indian and international cinema and other allied arts in its book library. A documentation section collects information and ancillary material on Indian cinema by way of stills, booklets, wall posters, disc records, audio tapes, film reviews, articles etc. A detailed statement of recent acquisitions by NFAI has already been shown in the box.

### **Film & Television Institute of India**

4.15.1 The Film & Television Institute of India (FTII) consists of a Film Wing and a Television Wing. The Film Wing offers courses in different disciplines of cinema like Direction, Cinematography, Sound Recording & Sound Engineering and Film Editing. The Institute has now introduced the following new courses from the 1996 academic year:

- Diploma in Scenic Design (Film & TV)
- Diploma in Production (Film & TV)
- Short-film Certificate Course in Acting (Film & TV)

4.15.2 The TV Wing offers in-service training to the staff of Doordarshan. Apart from the basic course in television production and technical operations, short-term courses are also conducted in specialised areas. It also conducts courses and workshops in collaboration with the Asia Pacific Institute for Broadcasting Development (AIBD), Kuala Lumpur, Malaysia. The Institute is a member of Centre International deliason Des Ecoles de Cinema at de Television (CILECT). The faculty members and the students of the Institute regularly participate in CILECT programmes.

4.15.3 During the year, 104 students including 11 from abroad attended training in various courses at the Institute.

4.15.4 The FTII and the National Film Archive of India jointly organised a four-week course in Film Appreciation from 22 May to 17 June 1995. Seventy three participants comprising university teachers, film critics, journalists, librarians, film society members and media officials attended the course. The Institute also conducted 7-day film appreciation courses—two at Bombay and one at Thiruvananthapuram. A 10-day course in script writing and video film making was conducted at Lal Bahadur Shastri National Academy of Administration, Mussoorie.

4.15.5 In the TV Wing, apart from the Television Production Orientation Course for Indian Information Service Probationers, the following courses were conducted:

- Two TV orientation workshops for Station Directors, Programme Controllers, Executive Producers and Asstt. Station Directors of Doordarshan.
- Two Video Courses for film wing students.
- Two trainers' training programmes for the Video Executives and Cameraman Grade I of Doordarshan.

4.15.6 On the recommendations of the Syllabus Review Committee set up by the Ministry, the



Information and broadcasting Minister Shri P.A. Sangma at FTII, Pune

pattern of courses conducted by the TV Wing has been restructured. On this basis, at present an Induction Course for Programme Executives and Assistant Station Directors is in progress.

### Satyajit Ray Film & Television Institute

4.16.1 The Satyajit Ray Film & Television Institute (SRFTI), Calcutta was initially approved as a subordinate office under this Ministry. Subsequently, it has been registered as a Society under the West Bengal Registration of Societies Act, 1961 with effect from August 1995. The Governing Council of the Institute has since been constituted. The Institute is scheduled to become operational in 1996-97.

### National Film Development Corporation

4.17.1 The National Film Development Corporation Limited (NFDC) established on 11 April 1980 aims at bringing improvement in the quality of cinema in India and increasing its access. To achieve this objective and to promote the cause of a healthy film movement in the country, the NFDC undertakes several activities.

4.17.2 NFDC promotes the concept of low-budget films. The production of low-budget but high quality films is one of the possible remedies to the problem of financing film-making in our country.

4.17.3 The Corporation launched its programme of co-productions with the highly successful film 'Gandhi' directed by Sir Richard Attenborough, followed by 'Salam Bombay', 'Unni', 'Maya Memsaab' etc. The two international co-productions recently completed are 'Making of a Mahatma', a joint-venture between NFDC and the South African Broadcasting Corporation and 'Jaya Ganga' an Indo-French venture. Two other international co-productions with the British Film Institute, one on Ritwick Ghatak and one on the Cinema Centenary are under production.

4.17.4 During 1995-96 three films titled 'Devi Ahilyabai' (Hindi) by Nachiketa Patwardhan 'Rui Ka Bojh' (Hindi) by Subhash Chand Agarwal and 'Doomsday (Malayalam) by P.A. Abdul Azeez were sanctioned under co-production agreements between

NFDC and Doordarshan. Of the films approved earlier under this category, 16 films have either been completed or are under production.

4.17.5 During 1995-96, the Corporation had taken on its own production of the film 'Yugant' by Aparna Sen, which has been completed.

4.17.6 The Theatre Financing Scheme was formulated and put into execution by NFDC to ensure creation of additional seating capacity in the country and to provide outlets for good cinema. During the year 1995-96 three theatre loans were sanctioned and loan amounting to Rs.19 lakh was disbursed.

4.17.7 The Corporation imports about 30 to 40 films a year. It is the endeavour of NFDC to expose Indian audience to a variety of films from different countries. However, owing to limited resources, stress is laid on good quality family entertainers. During the year 1995-96, 19 films for theatrical and non-theatrical rights, 113 films for TV rights, 14 films for video rights and 18 TV episodes were imported by the Corporation. It also released Indian films in 16 centres in different circuits.

4.17.8 During 1995-96 the Corporation organised Panorama Film Festivals at 11 centres in different parts of the country. It also organised several important retrospectives and film weeks like Retrospective of Israeli Films; East Meets West—German Comedy; Festival of Films from Indian Panorama Package; Chinese Film Week; The Familiar and the Foreign—German Film Package; and Czech Film Session.

4.17.9 During 1995-96 the Corporation exported 101 titles to different countries and earned Rs.149.71 lakh.

4.17.10 NFDC continued exhibition of its own and acquired films on various Doordarshan channels. The Corporation helped Doordarshan in launching the Movie Club, the first free-to-air Movie Channel in India. It also tied-up with Doordarshan and

launched Movie Club channels in Tamil, Kannada, Bengali and Malayalam.

4.17.11 Video Cassette marketing activity has suffered a major set-back due to multiple choice now available to the viewers following the establishment of various satellite channels. However, during the year 1995-96, the Corporation released 18 titles in the market. In order to fight video piracy, NFDC continued its support to the Indian Federation Against Copyright Theft (INFACT).

4.17.12 To keep pace with the fast changing technology, the Corporation has, besides modernising the existing projects, also commissioned new technical projects. It has set up a Laser Sub-titling Plant at Bombay the only one in the sub-continent. This would ensure international quality sub-titling at very competitive rates. During the year 1995-96, 131 films have been sub-titled on laser. NFDC continued to sub-title films in multiple languages for the Sunday telecast of regional films. The Corporation has also commissioned a Special Effects set-up Studio in Mumbai, which has become operational during the year.

4.17.13 NFDC's Film Centre at Calcutta provides production and post-production facilities whereas the Corporation's Video Centre in Madras provides good quality film transfer facilities.

4.17.14 The Cine Artistes Welfare Fund of India (CAWFI), set up by the NFDC with a corpus of Rs.3.55 crore, has been extending pension and other benefits to needy cine artistes of yesteryears. During 1995-96 an amount of Rs.33.49 lakh has been disbursed under various schemes to 477 cine artistes.

4.17.15 The Corporation continued to take effective steps for implementation of various schemes for use of Hindi. Incentive schemes were continued in the Corporation to promote use of Hindi. The NFDC was awarded the first prize and a rotating shield from 'Aashirwad', a literary Socio-cultural organisation for Official Language Implementation and

**CENTRAL BOARD OF FILM CERTIFICATION**  
**INDIAN FEATURE FILMS CERTIFIED IN 1995**

(REGIONWISE-LANGUAGEWISE)							(THEATRICAL FILMS)			
Language	MUM	CAL	MAD	BAN	THIR	HYD	ND	CUT	TOTAL	
Hindi	123	-	22	4	2	6	-	-	157	
Tamil	-	-	129	7	6	23	-	-	165	
Telugu	4	-	67	17	6	74	-	-	168	
Kannada	-	-	-	89	-	-	-	-	89	
Malayalam	-	-	67	2	10	4	-	-	83	
Marathi	21	-	-	-	1	-	-	-	22	
Punjabi	12	-	-	-	-	-	-	-	12	
Nepali	11	-	-	-	-	-	-	-	11	
Gujarati	9	-	-	-	-	-	-	-	9	
Bengali	1	23	1	-	-	-	-	1	26	
Bhojpur	3	1	2	-	-	-	-	-	6	
Rajasthani	3	-	-	-	-	-	-	-	3	
Assamese	1	2	1	-	-	-	-	-	4	
Haryanvi	1	-	-	-	-	-	-	-	1	
English	3	-	6	-	9	-	-	-	18	
Manipuri	-	2	-	-	-	-	-	-	2	
Tulu	-	-	-	1	-	-	-	-	1	
Nagpuri	-	1	-	-	-	-	-	-	1	
Bodo	-	1	-	-	-	-	-	-	1	
Urdu	1	-	-	-	-	-	-	-	1	
Silent Background	-	-	-	1	-	-	-	-	1	
Music										
Sindhi	1	-	-	-	-	-	-	-	1	
<b>TOTAL</b>	<b>194</b>	<b>31</b>	<b>297</b>	<b>121</b>	<b>34</b>	<b>107</b>	<b>-</b>	<b>11</b>	<b>705</b>	

MUM-Mumbai, CAL-Calcutta, MAD-Madras, BAN-Bangalore, THIR-Thiruvananthapuram,  
 HYD-Hyderabad, ND-New Delhi, CUT-Cuttack.

outstanding work in Hindi.

### Central Board of Film Certification

4.18.1 The Central Board of Film Certification set up under the Cinematograph Act, 1952 certifies films for public exhibition in India. It consists of a Chairman and 25 other non-official members. The Board has its headquarters at Mumbai and nine regional offices located at Bangalore, Mumbai, Calcutta, Cuttack, Guwahati, Hyderabad, Madras, New Delhi and Thiruvananthapuram. The Guwahati office was inaugurated on 4 February 1996. The regional offices are assisted in the examination of films by advisory panels consisting of eminent personalities from different walks of life. Shri Shakti Samanta, a distinguished film-maker, continues to be the Chairman of the Board. The Board was reconstituted on 7 March 1996.

4.18.2 During the calendar year 1995, the Board issued a total of 3,532 certificates—2,204 for theatrical films and 1,328 for video films. The number of Indian feature films certified was 795. Regionwise and languagewise details of these films are presented below.

4.18.3 Out of 795 Indian feature films certified during 1995, 503 were granted 'U' certificates (Unrestricted public exhibition) (63.27 per cent), 122 'UA' certificates (parental guidance for children below the age of 12 years) (15.35 per cent) and 170 'A' certificates (exhibition restricted to adults only) (21.38 per cent). Among the 220 foreign feature films certified in 1995, 49 were granted 'U' certificates (22.27 per cent), 21 'UA' certificates (9.55 per cent) and 150 'A' certificates (68.18 per cent). A total of 21 Indian films and 14 foreign films were initially refused certificates by the Board, as they were found to be violative of one or more of the statutory film certification guidelines. Some of them were subsequently certified in their revised versions or on the

orders of the Film Certification Appellate Tribunal.

4.18.4 During 1995 under the theatrical films category, the Board certified 850 Indian short films (798 'U' certificates, 23 'UA' certificates and 29 'A' certificates) and 330 foreign short films (203 'U' certificates, 29 'UA' certificates and 98 'A' certificates).

4.18.5 Regarding video films, the Board certified a total of 1,328 films. Out of this, 111 were Indian feature films, 108 foreign feature films, 581 Indian short films, 498 foreign short films and 30 films belonging to 'Others' category.

4.18.6 Complaints regarding excessive depiction of sex and violence in films continued to be received during the year. As the rules have already been amended to give 50 per cent representation to women in committees constituted by the Board, follow-up action to reconstitute the advisory panels providing for due representation to women has been taken. While the advisory panels at Bangalore, Mumbai, Cuttack, Hyderabad, Madras, New Delhi and Thiruvananthapuram have been reconstituted, action to reconstitute the remaining panels has been initiated.

4.18.7 Workshops were arranged at various regional centres for the benefit of the members of advisory panels and examining officers. At these workshops, the Chairman urged the participants to apply the guidelines strictly and uniformly so as to curb the excessive depiction of sex and violence in films.

4.18.8 The Board continued to collect 'cess' for the welfare of cine-workers from each applicant of Indian feature films for theatrical release.

4.18.9 The work relating to grant of No Objection Certificate (NOC) for import of foreign films under the New Import Policy continued to remain with the CBFC. NOCs for 253 feature films and 339 video



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films were issued during the year. An amount of Rs.31.60 lakh was realised as scrutiny fee.

### **Federation of Film Societies of India**

4.19.1 The Federation of Film Societies, an apex body of the film societies in the country, is given grants-in-aid by this Ministry to propagate film

consciousness and development of audience taste in the field of cinema. These Film Societies aim at developing film culture. A budgetary provision of Rs.3 lakh now provided in 1995-96 for the purpose of grants-in-aid to the Film Societies and the same has been released in lump sum before the end of the financial year.

# 5

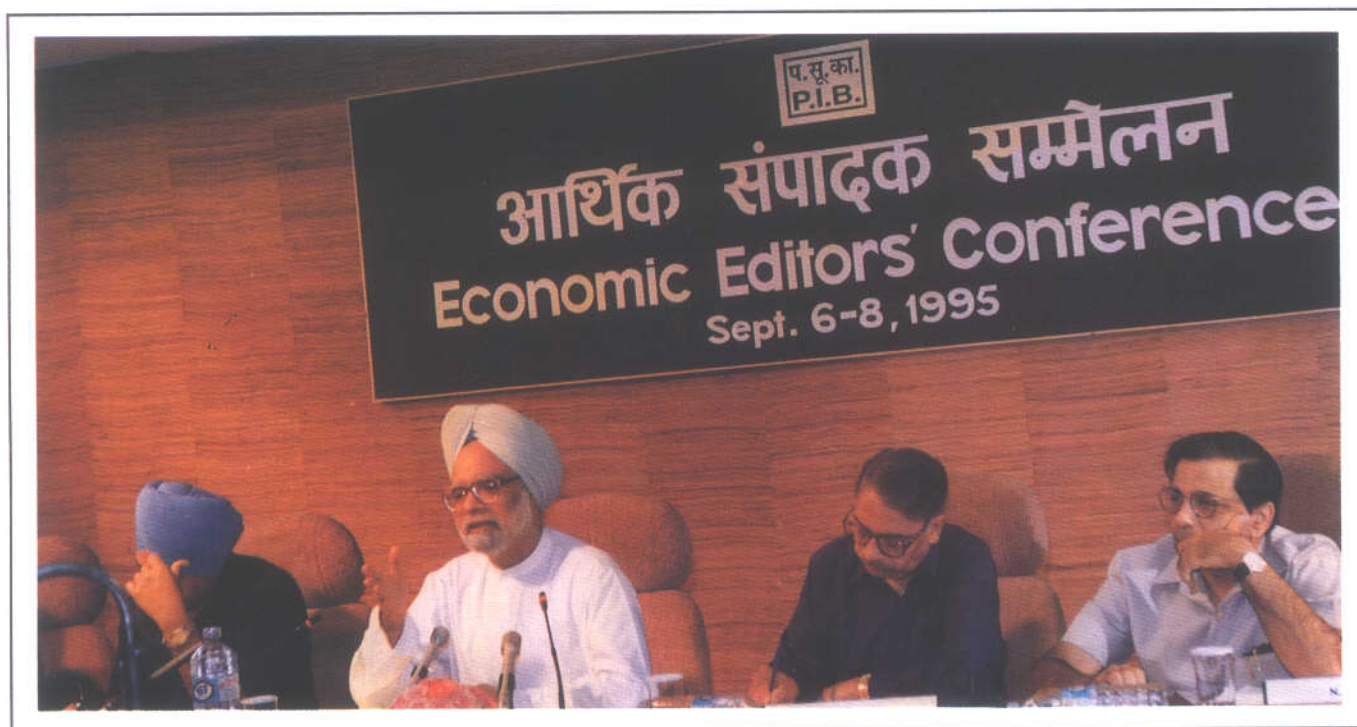
## PRESS PUBLICITY

### Press Information Bureau (PIB)

5.1.1 The Press Information Bureau (PIB) is the nodal agency for disseminating information on Government policies, programmes and achievements. The Bureau, from its Headquarters and through its network of 40 Regional/Branch offices, disseminates information to the media—print, audio, visual and electronic. It provides feedback on people's reactions to Government's policies and programmes as reflected in the media.

5.1.2 The officers of PIB Headquarters are attached to various Ministries/Departments to help them in disseminating information to the media and provide feedback to their assigned Ministries. The Regional/Branch offices of the Bureau supply printed material to newspapers all over the country in English and Hindi apart from regional languages.

5.1.3 The PIB is linked with 20 of its Regional/Branch offices over computer. The Bureau also has a PIB window in the INTERNET system which



Finance Minister Shri Manmohan Singh addressing Economic Editors' Conference organised by PIB

## Regional/Branch Offices of the PIB

Name of Regional Office	Branch Office	Office-cum-Information Centre	Information Centres	Camp Office	Total
1. <b>NORTHERN REGION</b> Chandigarh	1. Jammu 2. Shimla	1. Srinagar 2. Jalandhar	-	-	5
2. <b>CENTRAL REGION</b> Bhopal	1. Jaipur 2. Indore 3. Kota 4. Jodhpur				5
3. <b>EAST CENTRAL REGION</b> Lucknow	1. Varanasi 2. Kanpur 3. Patna	-	-	-	4
4. <b>EASTERN REGION</b> Calcutta	1. Cuttak 2. Agartala	Gangtok	Port Blair	Bhubaneswar	6
5. <b>NORTH EASTERN REGION</b> Guwahati	Shillong	1. Kohima 2. Imphal	Aizawl	-	5
6. <b>SOUTH CENTRAL REGION</b> Hyderabad	1. Vijaywada	-	-	-	3
7. <b>SOUTHERN REGION</b> Madras	1. Calicut 2. Madurai 3. Thiruvananthapuram 4. Cochin	-	-	-	5
8. <b>WESTERN REGION</b> Mumbai	1. Nagpur 2. Pune 3. Panaji 4. Ahmedabad 5. Rajkot 6. Nanded	-	-	-	7
<b>Total - ROs=8</b>	24	5	2	1	40

makes material available for international consumption. The PIB releases are now being faxed through computers to local newspapers as well as to resident correspondents of a few important outstation newspapers. The features and graphics are also released in all the languages through the PIB network of Regional/Branch offices.

5.1.4 In order to facilitate access to information from the Government sources at Headquarters, the Bureau provides accreditation facilities to Media

5.1.6 The Bureau, for the first time, provided booklets giving an overview of the policies as well as developments in different sectors. These booklets, broadly covering the developments of various ministries/departments since 1947, were well received. An exercise has been undertaken to produce nearly 40 booklets incorporating the major achievements of ministries/departments.

5.1.7 A number of public awareness campaigns were launched to inform the general public about the

### **Some highlights of PIB during 1995-96**

● Number of Assignments covered by Headquarters	1976
● Number of news photos released to Newspapers	1185
● Number of photo prints released	216260
● Number of ebonoid blocks supplied to small and medium newspapers	671
● Number of photos added to the Photo Library	2537
● Number of Press Releases	30203
● Number of Features released	2632
● Number of Press Conferences organised	1147

persons. A total of 1270 journalists, cameramen and technicians are accredited with PIB Headquarters.

5.1.5 During the year, the Bureau produced a compilation of highlights of policies, programmes and implementation in respect of 46 major departments of the Government of India. This was done in May 1995 to provide at one glance, an overview of the policies and programmes and their implementation over the period starting mid-1991. The compilation provides a ready reference on various developments in the Government sector. These highlights were updated and released again during January 1996.

policies of the Government in the area of food security. Press tours were arranged to cover the Public Distribution System network in various States. Wide publicity was accorded to Government policy as regards diversification and commercialisation of agro-industry. A number of press conferences and special briefings were organised on the urgent need to change the arbitration laws of the country in the changed economic scenario to ensure speedy settlement of commercial disputes. Publicity campaigns were also launched for the efforts of the Government in simplifying various procedures of law for the benefit of the common man.



Press Clipping Unit of PIB at work

5.1.8 A major publicity campaign was launched in November 1995 to highlight the Prime Minister's Integrated Urban Poverty Eradication Programme. Wide publicity was also accorded to programmes like Revamping of Integrated Development of Small & Medium Towns (IDSMT), approval of guidelines for Mega-City Scheme, launching of the mid-day meal programme in primary schools, launching of National Elementary Education Mission, launching of the Indira Mahila Yojana, setting up of Dr. B.R. Ambedkar Central University, progress of the Mahila Samridhi Yojana, the Rashtriya Mahila Kosh and drafting of the National Policy on Women. Elaborate publicity was given to the Fourth World Conference on women in Beijing to focus on India's role.

5.1.9 A multi-media campaign was launched to give the media a first-hand knowledge about the progress made in various Rural Development projects. For this purpose, the Regional and Branch officers conducted press tours to campaign areas.

Apart from this, wide publicity was accorded to the national level Panchayati Raj Sammelan.

5.1.10 Publicity was also accorded to the introduction of Value Added Services in the Telecom Sector like cellular mobile, Radio Paging, Mobile Radio Trunked, modernisation of public sector steel plants and the need for better quality-management in the secondary sector.

5.1.11 The Bureau played a major role in co-ordinating the media activities during the SAARC Summit held in May 1995 and the SAARC Foreign Ministers' Meet held in December 1995. Wide coverage was given to the Economic Editors' Conference held in New Delhi during September 1995.

5.1.12 Publicity was given through print and electronic media, to the launching of LCA and the battle tank, 'Arjun' by the Prime Minister. The successful launching of INSAT 2C was also given wide coverage.

# 6

## REGISTRATION OF NEWSPAPERS

### Registrar of Newspapers for India

6.1.1 The office of the Registrar of Newspapers for India (RNI) is an attached formation of the Ministry of Information and Broadcasting. As part of its statutory functions, it verifies and regulates the availability of titles of newspapers, registers them, verifies circulation claims and brings out an Annual Report 'Press in India' containing detailed information on newspapers. As part of non-statutory functions, the office issues Entitlement Certificates to the small & medium category of newspapers/periodicals whose annual entitlement of newsprint is less than 200 M.Ts. for purchase or getting allocation of indigenous newsprint from the scheduled newsprint mills. In addition to this, RNI certifies essentiality for the import of printing machinery and allied materials required by the newspapers.

6.1.2 During April 1995 to March 1996, RNI scrutinised 22,114 applications for titles received from the publishers, of which 10434 were cleared and the remaining were not found available. During the same period, 2656 newspapers/periodicals were issued registration certificates and circulation claims of 2004 newspapers/periodicals were verified which is inclusive of 108 cases in respect of which circulation claims have been deleted.

6.1.3 The Annual Report 'Press in India-1994' containing detailed information on print media was printed and released for sale. The 'Press In India-1995' was also compiled and is expected to be released shortly.

6.1.4 By a Gazette Notification, issued by Ministry of Commerce, the newsprint has been placed under 'Open General Licence' with effect from 1 May 1995 and all types of newsprint including glazed newsprint have become freely importable by all persons. There is no customs duty on imported newsprint. Similarly, newsprint produced by indigenous newsprint mills is free from excise duty when purchased by the newspapers registered with RNI. However, in order to safeguard the interests of small & medium newspapers, Ministry of Industry, Department of Industrial Policy and Promotion, has issued an order to reserve one third of total production of indigenous newsprint by the Scheduled Newsprint Mills for Small and Medium Newspapers. Under this Policy, RNI has been authorised to issue Entitlement Certificates for procurement of indigenous newsprint from the scheduled mills from the reserved quota to the publications whose total annual entitlement is less than 200 M.Ts. and whose circulation is below 75,000 copies per publishing day.

### Printing Machinery

6.2.1 Applications of 19 newspaper establishments were recommended for import of printing machinery and allied equipment during the period from 1 April 1995 to 31 March 1996. Apart from this, 15 applications for grant of 'B' Category Certificates were finalised during the same period.

### Proposed Amendment of PRB Act

6.3.1 The Special Review Group set up by the

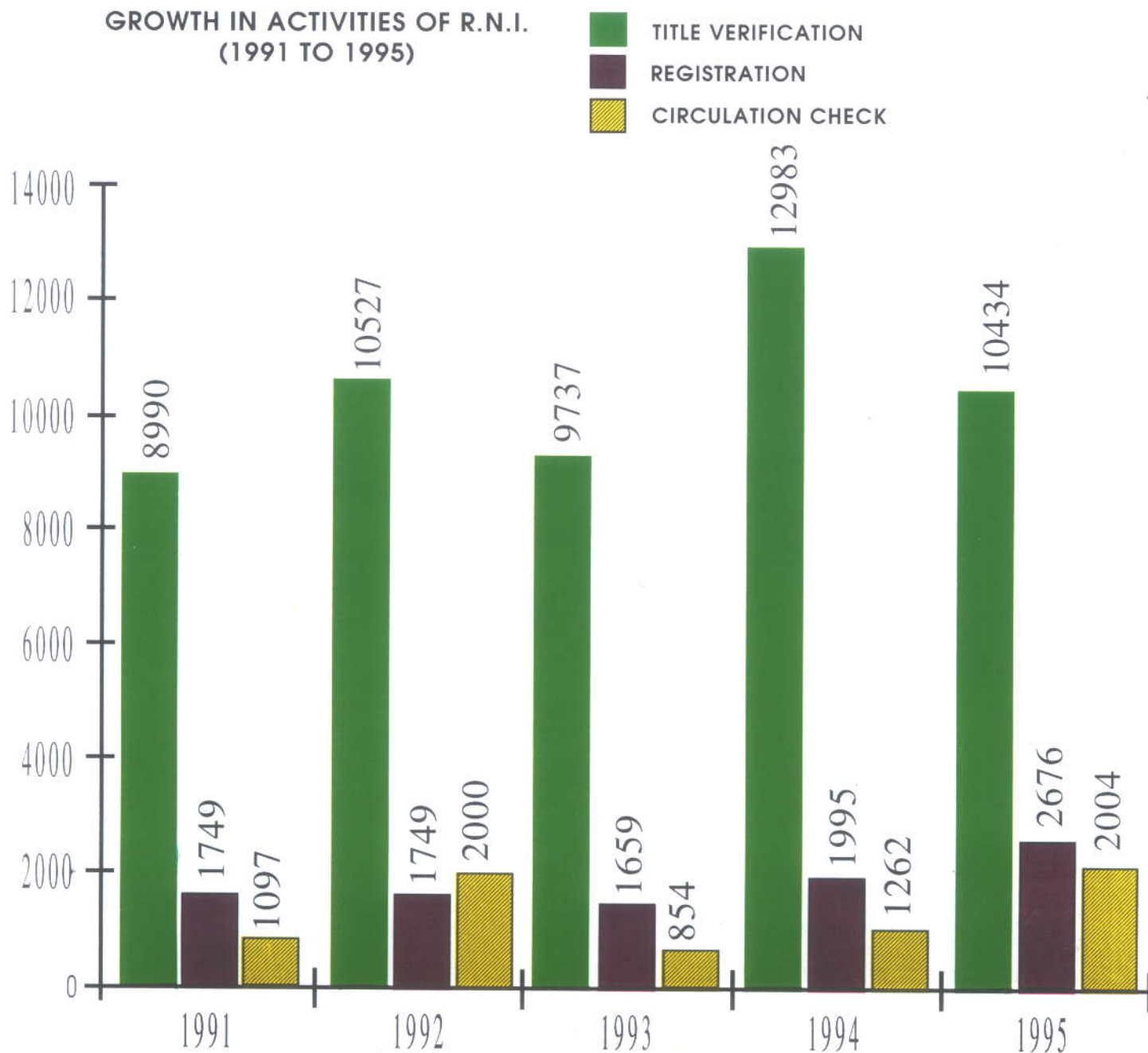
Government to review various provisions of the Press & Registration of Books Act, 1867 submitted its Report to the Government in December 1994. A draft amendment bill based on the recommendations of the Group as accepted by the Government is under process.

### Growth of RNI Activities

6.4.1 During the last five years, the number of

registered newspapers has gone up from 33,330 (in December 1991) to 41,000 (in March 1996). The total circulation of registered newspapers has increased from 53.90 million in December 1991 to 72.30 million in December 1994. During the period (January 1991 to March 1996), more than 50,000 titles were verified. The year-wise reflection of various activities is given in the chart.

**GROWTH IN ACTIVITIES OF R.N.I.  
(1991 TO 1995)**



# 7

## PUBLICATIONS

### Publications Division

7.1.1 The Publications Division is the largest publishing organisation in the Government. Established in 1941 as a branch of the Bureau of Public Information, the Division acquired its present identity in 1944. It seeks to disseminate valuable information and document the multi-faceted culture of our country through its various publications in Hindi, English and other major Indian languages.

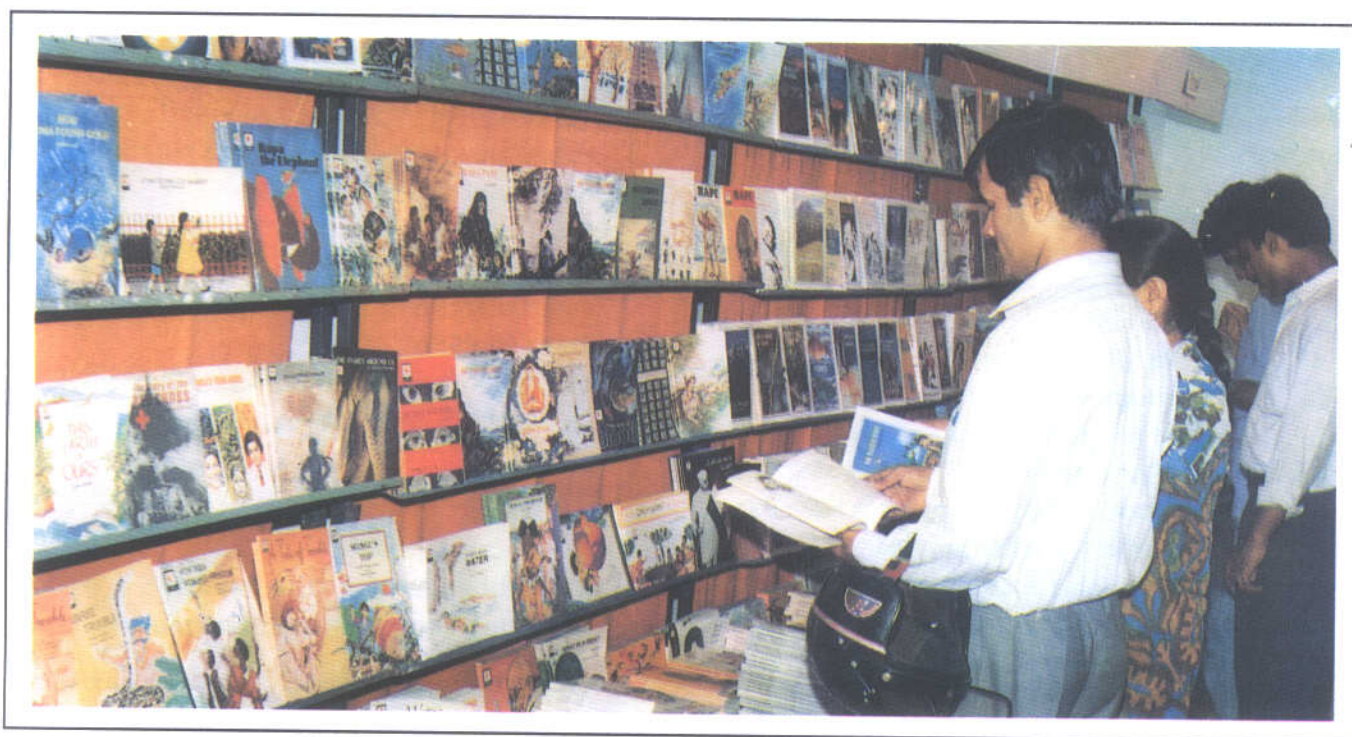
### Books

7.2.1 During 1995-96, one hundred titles were released in English and Hindi besides 14 in different regional languages. Among the important titles released were: 'P.V. Narasimha Rao: Selected Speeches' Vol.III and Vol.IV, 'Forgotten Monuments of Orissa-Vol.I', 'National Parks of India', 'Gandhi Ordained in South Africa', 'Towards Food For All—Ideas for a New PDS', 'Ancient India',



A Book Release Function organised by the Division





An exhibition of books organised in the Book Gallery of the Division

'India-1995', 'Mass Media in India 1994-95', 'Bhartiya Vigyan Mein Naitikta', 'Doordarshan: Dasha Aur Disha', 'Hindi Aur Uski Upbhashayein', 'Bharat-95', 'Budh Gatha', 'Sanyukt Rashtra Bachchon Ke Liye', 'Premchand Ki Vichar Yatra', 'C.K. Naidu', 'Kaka Saheb Gadgil (Marathi)', 'K. Kamaraj (Tamil)', 'Hamari Tahzeebi Virasat (Urdu)', 'B.R. Ambedkar (Gujarati)', 'Bal Gangadhar Tilak (Gujarati)', etc.

### Journals

7.3.1. The Division brings out a variety of journals in Hindi, English and other regional languages.

7.3.2 'Yojana', a premier journal of the Division, is devoted to different issues and aspects of economic development. It is published in 13 languages (English, Hindi, Tamil, Telugu, Assamese, Malayalam, Kannada, Oriya, Gujarati, Marathi, Punjabi, Bengali and Urdu). During the year, the Division brought out two special issues of the magazine. While the 125 page Independence Day Special on the theme "Cinema and Society" took a stock of development of Indian Cinema during the last cen-

tury through articles contributed by the leading film writers, critics, etc., the Republic Day Special was devoted to the theme 'Social Welfare' covering all the major welfare activities.

7.3.3 Other themes on which articles were published include: 'The Golden Jubilee Celebration of United Nations', 'The Fourth World Women Conference', 'The Eighth SAARC Summit', 'Gender Equality and Uplift of Women', 'Role of Women in Agriculture', 'Employment Generation Schemes', 'Revamped Public Distribution System', 'Panchayati Raj', 'Child Labour', etc. In addition, special articles were also brought out on the conclusion of 125th Birth Anniversary Celebrations of Mahatma Gandhi.

7.3.4 'Kurukshetra', a journal devoted to rural development, is brought out in English and Hindi on behalf of the Ministry of Rural Areas and Employment. During the year, four special issues were brought out. The April Special coincided with the second anniversary of the Constitution 73rd Amendment Act, 1992. It dwelt at length on 'Macro and

### Important Publications (April 1995 to March 1996)

#### English

1. P.V. Narasimha Rao : Selected Speeches Vol. IV
2. Pahari Paintings of the Nala Damayanti Theme
3. Mohandas Karamchand Gandhi—An Indian Patriot in South Africa
4. India 1995 : A Reference Annual
5. The Language of Music
6. Prominent Mystic Poets of Punjab
7. National Parks of India
8. Towards Food For All : Ideas for a New P.D.S.
9. Andhra Kesari T. Prakasam, (BMI)
10. Gandhi Ordained in South Africa
11. Mass Media in India 1994-95
12. United Nations in the Service of the Common Man

#### Hindi

1. Bharat 1994
2. Rashtrakavi Maithilsharan Gupt
3. Prachin Kathaen
4. Chintan Ke Darpan Mein Vol. II

5. Laghu Udyog Vikas Ke Liye
6. Hindi Aur Uski Upbhashayeln
7. C.K. Naldu
8. Aajkal Anukramanika
9. Prachin Bharat
10. Yoga Sachitra
11. Quotable Quotes—Subramania Bharati
12. Quotable Quotes—Vinoba Bhave

#### Regional Languages

1. K. Kamaraj (Tamil)
2. Kaka Saheb Gadgil, (BMI (Marathi))
3. Hindustani Tehzeeb Ka Musalmanon Par Asar (Urdu)
4. Mantrikapatti (Television) (Malayalam)
5. V.O. Chidambaram Pillai (Tamil)
6. B.R. Ambedkar, BMI (Gujarati)
7. Rabindranath Tagore, BMI (Gujarati)
8. Bal Gangadhar Tilak, BMI (Gujarati)
9. India Chuthru Choozhal (Tamil)

Micro Studies on Grassroots Democracy'. The August Special coincided with the Fourth World Women Conference. Both were well received. The Annual number critically analysed the theme 'Land Reforms' and also carried articles on Mahatma Gandhi and Vinoba Bhave. The January-February '96 Special Issue highlighted the crucial role of Media in rural development. Similarly, the Hindi edition of 'Kurukshetra' brought out three special issues. The April issue was devoted to 'Panchayati Raj', while its October Special was devoted to 'Land Reforms'. The Ministry of Rural Areas and Employment got printed 5,500 and 11,000 additional copies of English and Hindi editions of the April Special and distributed the same among sarpanches and other members of Panchayats during the Panchayati Raj conferences.

magazine, is brought out by the Division. Keeping in view the U.N. Convention for Rights of the Child, a special issue was brought out in April on the theme 'Rights of the Child'. The magazine organised a creative writing competition for children on this subject and prize winning entries were published in the April '95 issue. Issues were brought on the themes of 'Hundred Years of Cinema' (September '95), Science (February '96) and World Cup Cricket (March '96).

7.3.6 The magazine continued to carry stories/poems promoting national integration, scientific temper and humanitarian values in addition to articles on Gandhi, Vinoba Bhave, Pandit Nehru, etc. A series on Indian States and Union Territories covering the diversity of the land, people, culture and underlying elements of unity is appearing continuously, besides

7.3.5 'Bal Bharati', a popular Hindi children's

**SALES EMPORIA**

MUMBAI-400 038 Commerce House Currimbhoy Road Ballard Pier	MADRAS-600 006 Rajaji Bhavan Besant Nagar Complex
CALCUTTA-700 069 8 Esplanade East	NEW DELHI-110 001 Super Bazar Connaught Place
HYDERABAD-500 004 State Archaeological Museum Building Public Gardens	PATNA-800 004 Bihar State Coop Bank Building Ashoka Rajpath
LUCKNOW-226 001 27/6, Ram Mohan Roy Marg	THIRUVANANTHA PURAM-695 001 Near Govt. Press

a series on National Laboratories.

7.3.7 'Ajkal', a literary monthly magazine, is published in Hindi and Urdu. Ajkal (Hindi) has brought out two special issues—one was commemorative issue on completion of its Golden Jubilee year and the other was devoted to the Father of the Nation on conclusion of his 125th Birth Anniversary Celebrations. Similarly, Ajkal (Urdu) also brought out two special issues—one was devoted to the great

poet Josh Malihabadi and the other on the veteran short story writer Upendra Nath Ashk. Special articles and poems were also published on the conclusion of 125th Birth Anniversary Celebrations of Mahatma Gandhi.

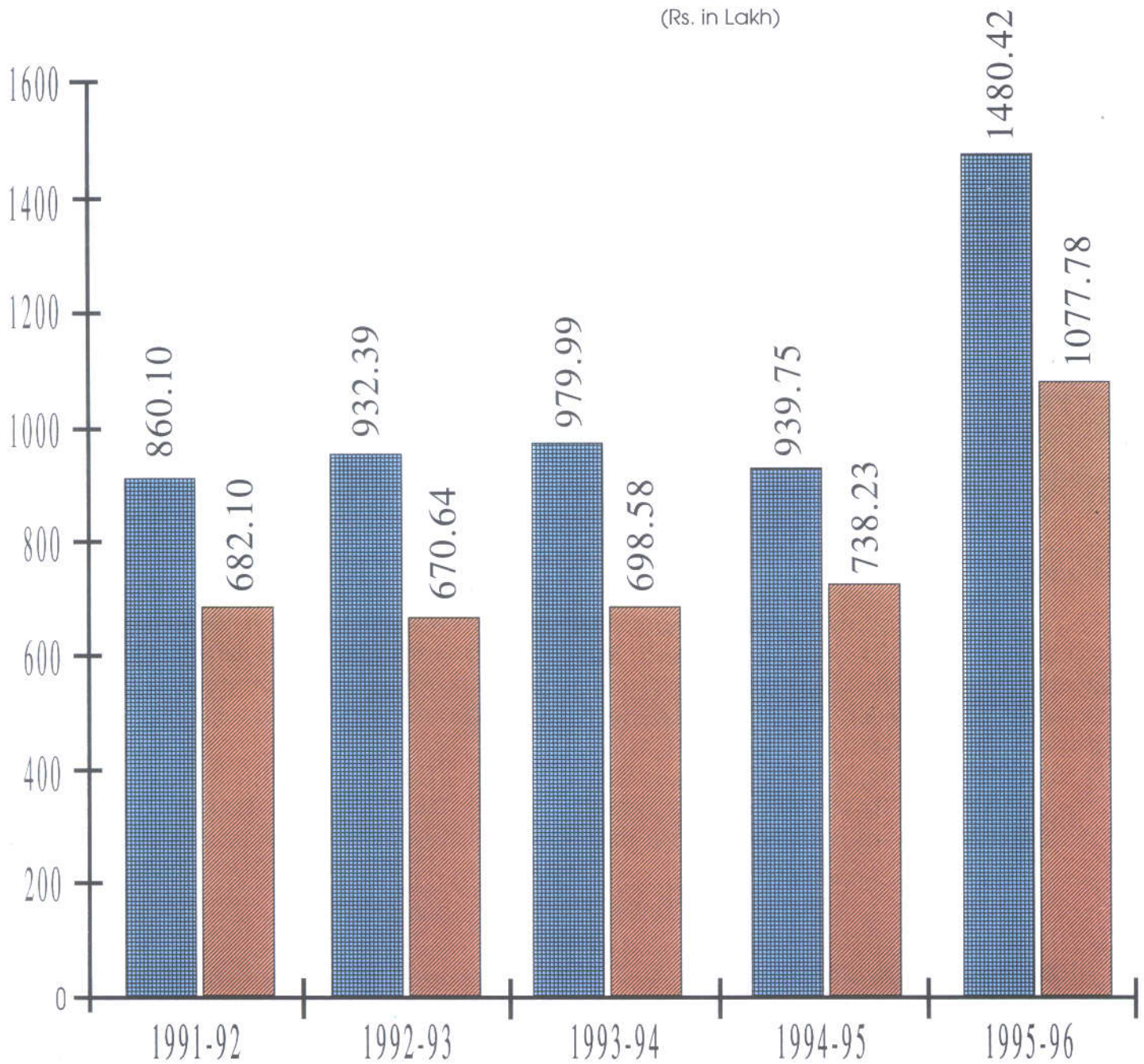
7.3.8 'Employment News', a unit of Publications Division, publishes 'Employment News' in English and 'Rozgar Samachar' in Hindi and Urdu every week. The journal provides information on job vacancies in Central and State Government sectors. It also carries guidance material for candidates preparing for various competitive examinations and interviews. Keeping in view the popularity of 'Diary of Events' and "Apni Hindi Savaren", the journal introduced a new feature on Prime Minister's Rozgar Yojana on 15 August 1995 to help the interested entrepreneurs in the country. It provides all information in brief for launching an enterprise. The 'Wonders of the World' series, started in January 1995, continued upto June 1995. It was widely appreciated. The average print order during 1995-96 was 5 lakhs a week registering a growth of 13,161 copies per week over the same period of the previous year.

**Marketing**

7.4.1 The Publications Division markets its books and journals through its own sales outlets

**Important Exhibitions and Revenue Earned**

S.No.	Fair/Exhibition	Venue	Gross Sales (Rs. in lakh)
1.	Delhi Book Fair	New Delhi	1.50
2.	AIFACS Book Exhibition	New Delhi	7.00
3.	Bangalore Book Exhibition	Bangalore	2.00
4.	Hyderabad Book Fair	Hyderabad	0.60
5.	Grand Book Exhibition	Office Premises	3.00
6.	India History Congress Conference	Calcutta	0.26
7.	World Book Fair	New Delhi	4.00
8.	Super Bazar Book Exhibition	New Delhi	3.00



REVENUE AND EXPENDITURE CHART OF  
EMPLOYMENT NEWS  
(1991-1995)



REVENUE



EXPENDITURE

located at Mumbai, Madras, Lucknow, Calcutta, Hyderabad, Patna, Thiruvananthapuram and New Delhi and a large network of booksellers. In addition, a permanent book gallery has been opened at Patiala House, New Delhi to increase the sales potential. To increase awareness about its publications, the Division continued to publish the quarterly newsletter started last year.

### Exhibition

7.5.1 To increase its sales and to create awareness about its publications, the Division participates in Book Fairs and organises exhibitions on a large scale. During 1995-96, the Division participated/organised 62 Exhibitions/Fairs. A major exhibition was organised at the AIFACS gallery in New Delhi from September 22-29, 1995. Besides a record sale

of nearly Rs.7.00 lakh, it attracted about 1.25 lakhs visitors. Among the other major exhibitions organised were at Sales Emporium, Super Bazar, New Delhi from June 15-25, 1995 and at Permanent Book Gallery in Patiala House from December 14-24, 1995 which recorded sales of Rs.3.20 lakh and Rs.3.10 lakhs respectively.

7.5.2 The Publications Division earned a total revenue of about Rs.16 crore 85 lakh during 1995-96 through sales of books and journals as compared to about Rs. 11 crore 19 lakh of the previous year registering an increase of more than Rs. 5 crore 66 lakh. The Employment News revenue accounted for Rs.14 crore 80 lakh 42 thousand as compared to Rs. 9 crore 39 lakh 75 thousand during 1994-95 registering an increase of Rs. 5 crore 40 lakh 67 thousand.



Noted Hindi poet Neeraj at a function 'Neeraj Sandhya' organised by the Division

# 8

## FIELD PUBLICITY

### Directorate of Field Publicity (DFP)

8.1.1 The Directorate of Field Publicity (DFP), an inter-personal media unit of the Ministry, came into being in 1953 known by the name 'Five Year Plan Publicity Organisation' and it functioned directly under the administrative control of the Ministry of Information & Broadcasting. Gradually its area of operations extended beyond the Five Year Plans and the Organisation was renamed as the

Directorate of Field Publicity in December 1959.

8.1.2 The Directorate, by virtue of its being a grassroot level organisation, has been playing a pivotal role in the task of national integration and development with active involvement of people. It has been using communication modes including group discussions, public meetings, seminars, symposia and competitions of various kinds for purveying its myriad messages to the people at large. Films



A rally on the theme of rural development organised as part of the Multi-Media campaign

and live entertainment media are also utilised to communicate the intended messages. The organisation also gathers people's reactions to various programmes and policies of the Government, their implementation down the village level and report back the same for appropriate action and corrective measures. The Directorate thus works as a two-way channel of communication between the Government and the people.

### Organisation

8.2.1. The Directorate with its headquarters in New Delhi, has a total of 260 Field Publicity Units and 22 Regional Offices. Out of the 260 units, 156 are General Units, 72 Border Units and 30 Family Welfare Units. A list of the Regional and Field Publicity Units is given at the end of the chapter.

### Performance

8.3.1 The DFP Units reach to the people through film shows, oral communications and special programmes such as elocution/essay/painting competitions, rallies, rural sports events, healthy baby shows, and photo exhibitions.

### National Integration and Communal Harmony

8.4.1 A number of multi-media campaigns called Sadbhavana Samarohs were organised during 1995-96 to promote national integration and communal harmony. Three-week long Sadbhavana Samarohs were held in Punjab and J&K in March-April 1995 in continuation of similar campaigns

held earlier in West Bengal and Madhya Pradesh. DFP units participated in a two-week Sadbhavana Samaroh organised in Ladakh region of J&K in July 1995. The campaigns were conducted with close coordination of state governments, voluntary organisations, educational institutions, Services Selection Board and local bodies. Programme package consisted of various interactive activities such as seminars, symposia, public meetings and rallies supported by film shows and live entertainment programmes. Dignitaries of Central and State Governments were closely involved in these high profile communication campaigns. The theme was 'Development with Harmony'.

8.4.2 Publicity activities on national integration and communal harmony were integrated with important occasions like 125th Birth Anniversary of Mahatma Gandhi, 100th Birth Anniversary of Acharya Vinoba Bhave, Sadbhavana Day/Fortnight, Quami Ekta Day/Week and Independence Day etc. some of the notable programmes on national integration were organised by the units located in border states viz Arunachal Pradesh, Assam, UP, J&K, Nagaland and Mizoram. Group communications, elocution contests, rangoli competitions and various other activities were organized by the units of Nainital (UP), Baroda and Himatnagar (Gujarat), Udhampur, Anantnag, Doda, Kathua, Kargil, Poonch and Leh (J&K), Seppa, Ziro, Nampong, Daporijo and Bomdilla (Arunachal Pradesh), Jorethang, Gangtok (Sikkim), Rikong Peo (Himachal Pradesh), Udaipur (Tripura), Jowai (Meghalaya), Aizawl, Lunglei (Mizoram), Chandel, Imphal (Manipur) and Mon, Kohima (Nagaland).

### Rural Development and Panchayati Raj

8.5.1 Rural Development and Panchayati Raj received special attention in the activities of the DFP. Four phases of three-week multi-media campaign on Rural Development were organised in collaboration with the Ministry of Rural Areas and Employment. The first phase of the three-week

#### Field Units' Performance (April 1995 - March 1996)

<b>Film Shows</b>	<b>53,713</b>
<b>Oral Communications</b>	<b>58,476</b>
<b>Special Programmes</b>	<b>9,974</b>
<b>Photo Exhibitions</b>	<b>37,309</b>

campaign conducted in October 1995 covered 36 districts in Gujarat, Maharashtra, MP, Rajasthan, West Bengal and Karnataka, the second phase organised in November 1995 also covered 36 districts in Andhra Pradesh, Bihar, UP and Orissa, while the third phase launched in 27 districts in Assam, Manipur, Arunachal Pradesh, Mizoram, Tripura, Meghalaya, Nagaland, J&K, Haryana, Tamil Nadu and Kerala and the entire states of Sikkim and Goa. The fourth phase of the campaign was carried out in January-February 1996 covering 58 districts in 15 states.

8.5.2 Variety of activities including Kisan Sammelans, Mahila Sammelans, Rallies, Public Meetings, Rural Sports, Discussion Groups, Question and Answer Sessions, Symposia were organised along with film shows, photo exhibitions, distribution of print material and song and drama programmes to promote public participation in rural development activities aimed at benefiting those living below poverty line. The main schemes identified for the publicity were IRDP, TRYSEM, JRY, Indira Awaas Yojana, Employment Assurance Schemes, PMRY, DWCRA, Improved Tools for Rural Artisans, Rural Health and Sanitation and Irrigation facilities. Besides the National Social Assistance Programme

(NSAP) with its four components, viz., Mid-day Meal for School Children, Family Benefit Scheme, Old Age Scheme and Maternity Benefit Scheme, role of Panchayats and increased emphasis on benefits to women were also highlighted. Earlier during the year similar campaigns were organised in Andhra Pradesh, Bihar, Maharashtra, Orissa and UP. These multi-media campaigns were coordinated with District Rural Development Agencies and Panchayati Raj bodies.

8.5.3 The DFP continued intensive publicity on various aspect on health and family welfare during the year. A week long campaign was organised by several field units in July 1995 culminating on 11 July 1995, the World Population Day focussing on the socio-economic and environmental consequences of rapid increase of population. Four workshops for content enrichment of the field functionaries were held at Hyderabad, Patna, Jaipur and Bhopal during the year. All the units provided intensive publicity support to the Pulse Polio Immunisation campaign launched by the Government of India with the cooperation of State Governments. The campaign aimed at creating wide awareness about the massive Pulse Polio Immunisation on 9 December 1995 and 20 January 1996.

### Multi-Media Campaign on Rural Development

Phase	Districts Covered	States
Ist (Oct. 1995)	36	Gujarat, Maharashtra, M.P., Rajasthan, West Bengal and Karnataka
IInd (Nov. 1995)	36	A.P., Bihar, U.P., Orissa
IIIrd (Dec. 1995)	27	Assam, Manipur, Arunachal Pradesh, Mizoram, Tripura, Meghalaya, Nagaland, J&K, Sikkim and Goa
IVth (Jan. 1996)	58	15 States*

\*Names not available



8.5.4 Publicity on Family Welfare followed the Area Approach Plan with emphasis on the 90 weak districts and the 24 saturation districts identified for intensive coverage by the DFP. Inter-personal communication such as women's meet, youth camps, healthy babies shows, quiz contests, workshops, etc., were supported by audio-visual aids including featurettes and documentaries. Units in Rajasthan launched an intensive drive to educate the people on evils of child marriage on the occasion of Aakha Teej. While units in Bihar, Orissa, UP, Rajasthan, Delhi, Andhra Pradesh, West Bengal and Assam organised mass education programmes on water borne diseases during floods in August-September 1995, in North-eastern region, the units arranged various programmes on prevention and management of malaria.

8.5.5 The strategy on publicity support to AIDS prevention adopted by the DFP is to sensitise the field functionaries on epidemiology on AIDS, its socio-economic and human implications and infor-

mation needs followed by mass education programmes. During 1995-96, DFP units carried out publicity on AIDS awareness through the workshops organised by the Units in Kerala, Assam, West Bengal, Karnataka, Rajasthan, Manipur, Nagaland, Meghalaya, Mizoram and Arunachal Pradesh; a ten day campaign launched in Andhra Pradesh along the National Highway No. 5 covering Vishakhapatnam and Srikakulam districts; special classes on prevention of HIV infections held by the units in Kerala and an awareness campaign for truck drivers organised by Kota unit of Rajasthan. Besides, North-Lakhimpur, Halflong and Nalbari units in Assam organised intensive campaign on prevention of AIDS and massive drives on AIDS awareness were organised at Calcutta, Jalpaiguri and Cooch-Bihar in West Bengal. Gulbarga, Belgaum and Chitradurga units in Karnataka organised workshops for voluntary organisations on prevention of AIDS. The Directorate also brought out a print item with slogans on AIDS prevention.

8.5.6 Two workshops at Dehradun and Guwahati



A Field Publicity Van carrying the message of AIDS Awareness

were organised for senior officers of the DFP to discuss formulation, implementation and monitoring AIDS prevention publicity strategy. Publicity material received from the State Governments and the Ministry of Health and Family Welfare was widely distributed. World AIDS Day observed on 1st December was utilised to focus on the consequences of the dreaded disease.

### Interpersonal Experiment and Evaluation Project

8.6.1 A five-month-long Inter-personal Experiment and Evaluation Project on dry land rice cultiva-

#### Fairs & Festivals Covered

Fair/Festival	Venue
Nauchandi Mela	Meerut
Rath Yatra	Puri
Ganesh Puja	Rajasthan
Gangaur Mela	Rajasthan
Onam	Kerala
Kamakhya Mela	Guwahati
Shudh Mahadev fair	Udhampur
Adi Badri Mela	Chamoli
Tripuri Industrial Cultural & Art Fair	Tripuri
Sunderban Mela	Sunderban

tion was conducted in selected 16 villages of Dhenkanal, Keonjar, Phulbani and Puri districts in Orissa. Four units of the Field Publicity were deployed to provide communication support for plant protection, harvest and storage methods of the new variety of rice developed by the Central Rice Research Institute, Cuttack. The field functionaries of the DFP mobilised the farmers and held group discussions and question & answer sessions in coordination with the technical agencies to explain them the desired practices of the specific farming.

### 125th Birth Anniversary of Mahatma Gandhi

8.7.1 During June to October 1995, the Field

Publicity Units throughout the country organised a variety of activities in connection with the 125th Birth Anniversary of Mahatma Gandhi, which include film shows, seminars, elocution contests, Gandhi Yatras, poetic symposia etc. Udhampur unit in J&K organised a symposium on Mahatma Gandhi's vision of India. Seminars and rallies were organised by Gulburga unit in Karnataka. A number of Gandhi Grams selected by State Government in UP were covered by Ranikhet, Nainital, Pithoragarh and Gopeshwar units. In Kerala, Kottayam unit organised a five-day Gandhi Darshan programme consisting of public meetings, photo exhibitions and special classes. Several units in Gujarat, Maharashtra, West Bengal, Punjab, Tamil Nadu and Karnataka also organised programmes on Mahatma Gandhi. Appropriate films like 'Then Came Gandhi', 'Namak Andolan' and 'Do or Die' were utilised to enhance the effectiveness of the programmes. First phase of rural development campaign was launched on 2nd October, the birth anniversary of the father of the nation.

### Fairs and Festivals

8.8.1 A number of important fairs and festivals were covered during the year by the Field Publicity Units by mounting publicity activities. Some of them are Nauchandi Mela in Meerut district, Rath Yatra of Puri, Ganesh Puja and Gangaur Mela in Rajasthan, Onam festival of Kerala, Kamakhya Mela of Guwahati, Shudh Mahadev fair of Udhampur, Adi Badri in Chamoli district of UP, the Tripuri Industrial Cultural and Art fair and the Sunderban Mela. The occasions were appropriately utilised to propagate national integration and communal harmony, cultural unity, and eradication of social evils and development of scientific temper, etc.

### Literacy

8.9.1 In coordination with Saksharta Samitis, the units organised live entertainment programmes and film shows to highlight the importance of elementary education for all and functional literacy.

### Days/Weeks Observed

International Year of Tolerance  
 50 Years of the UN  
 Road Safety Year 1995  
 World Population Day  
 World Environment Day  
 International Women's Day  
 International Literacy Day  
 World Safety Day  
 World Thrift Day  
 World Health Day  
 Day against Drug Abuse

World AIDS Day  
 International Family Day  
 Independence Day  
 Republic Day  
 Gandhi Jayanti  
 Children's Day  
 Dr. Ambedkar Jayanti  
 Sadbhavana Day/Week  
 Quami Ekta Day/Week  
 Rai Das Jayanti

The units in Karnataka and Tamil Nadu organised campaigns in coordination with Nehru Yuvak Kendra. Literacy was projected as the most important tool in women's empowerment.

### New Economic Policy

8.10.1 The units of the DFP continued to educate the masses on Liberalised Economic Policies and Revamped public Distribution System, India' joining the WTO. The Hassan unit in Karnataka organised a poetic symposium on New Economic Policies and GATT. Barpeta unit in Assam also held communication programme on GATT. Relevant films including Chetna, Asha Ki Kiran, Samaya Ke Sath, etc., were utilised to project the New Economic Policies.

### Days, Weeks and Fortnights

8.11.1 The Directorate of Field Publicity carried out special publicity programmes in connection with International Year of Tolerance, 50 Years of the UN and the Road Safety Year 1995. Appropriate programmes were also organised in connection with World Population Day, World Environment Day, International Women's Day, International Literacy Day, World Safety Day, World Thrift Day, World Health Day, International Day of the Family. Impor-

tant days of national importance like Independence Day, Republic Day, Gandhi Jayanti, Children's Day, Dr. Ambedkar Jayanti, Sadbhavana Day/Fortnight, Quami Ekta Day/Week, were observed by organising appropriate programmes.

### Women and Child Development

8.12.1 The development of Women and Child continued to be a priority issue of field communication during the year. Important schemes like Mahila Samridhi Yojana, Integrated Child Development Services (ICDS), Indira Mahila Kosh, Indira Mahila Yojana and various components for women in the rural development schemes were taken up for creating awareness and educating the masses so as to promote women's empowerment. Drives against social evils like Child Marriage, Dowry, discrimination against girl child were also taken up by the Units. Reservation for Women in the Panchayati Raj Institutions was also integrated with the overall publicity campaigns. The units also organised programmes on Rights of the Child. The programme package consisted of exhibition of appropriate films like Bahu Bhi Beti Hoti Hai, Naari Too Narayani, Nikah, Subah Hone Tak, Asha Ka Pratik, Wapsi and A Willing Glove. These programmes were organised in coordination with women's Organisations and local bodies.

### Eradication of Untouchability

8.13.1 Untouchability is a crime against humanity. This was the refrain of the publicity programmes organised by various field units in connection with eradication of untouchability. Appropriate occasions like Sant Rai Das Jayanti, Dr. Ambedkar Jayanti, Buddh Poonima, Gandhi Jayanti etc., were effectively utilised to educate the masses on the evils of untouchability. Films such as Sant Rai Das, Cry for Justice, Ancient Curse, For Happier Tomorrow etc., were utilised.

### Prohibition and Drug Abuse

8.14.1 The Field Publicity Units screened various films including alcoholic drink, Boond Boond Zahar, Jam Aur Anjam and Bottled Cannibal to highlight evils of drinking and drug abuse and to promote prohibition.

### Environment and Forestry

8.15.1 Kottayam unit in Kerala organised a seminar and a essay competition for college students at Idukki on the subject of environment. The unit also

observed World Environment Day by organising Quiz and Painting competitions. Wynad unit in Kerala organised an interactive programme in coordination with Silent Vally National Park Authorities. Chandigarh unit organised an essay competition on environment protection.

### Workshops and Training Courses

8.16.1 The Directorate organised two workshops one for its Joint Directors at Dehradun and other for the Field Publicity Officers of North Eastern states at Guwahati, both of two days duration. The Guwahati workshop was addressed by the then Minister of Information & Broadcasting, Shri P.A. Sangma, whereas the then Ministry of I&B, K.P. Singh Deo addressed the meet at Dehradun. Besides, a six week training course for Field Publicity Assistants was organised at Dhenkanal by the Indian Institute of Mass Communication. Four workshops on Health and Family Welfare for FPOs/FPAs at Hyderabad, Patna, Jaipur and Bhopal. In addition, workshops on several other topics were also organised.



A view of the Sadbhavana rally in the Punjab

### Field Publicity Offices (Regionwise)

#### Andhra Pradesh

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

#### Arunachal Pradesh

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

#### Assam

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

#### Bihar (North), Patna

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

#### Bihar (South), Ranchi

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

#### Gujarat

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

#### Jammu & Kashmir

- |                 |            |              |
|-----------------|------------|--------------|
| 1. Anantnag     | 6. Kangan  | 11. Poonch   |
| 2. Baramulla    | 7. Kargil  | 12. Rajouri  |
| 3. Chadoora     | 8. Kathua  | 13. Shopian  |
| 4. Doda         | 9. Kupwara | 14. Srinagar |
| 5. Jammu (Tawi) | 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. Alleppey         | 5. Kottayam   | 9. Quilon              |
| 2. Cannanore        | 6. Kozhikode  | 10. Trichur            |
| 3. Ernakulam        | 7. Mallapuram | 11. Thiruvananthapuram |
| 4. Kalpetta (Wynad) | 8. Palghat    | 12. Kavaratti          |

**Madhya Pradesh (East), Raipur**

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

**Madhya Pradesh (West), Bhopal**

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

**Maharashtra and Goa**

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

**Meghalaya, Mizoram and Tripura**

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

**Nagaland and Manipur**

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

**North-West**

- |               |               |                    |
|---------------|---------------|--------------------|
| 1. Ambala     | 7. Hissar     | 13. Narnaul        |
| 2. Amritsar   | 8. Jalandhar  | 14. New Delhi (I)  |
| 3. Chandigarh | 9. Rikong Peo | 15. New Delhi (II) |
| 4. Dhamsala   | 10. Ludhiana  | 16. Pathankot      |
| 5. Ferozepur  | 11. Mandi     | 17. Rohtak         |
| 6. Hamirpur   | 12. Nahan     | 18. Shimla         |

**Orissa**

- |                 |                |               |
|-----------------|----------------|---------------|
| 1. Balasore     | 5. Bhubaneswar | 9. Keonjhar   |
| 2. Baripada     | 6. Cuttack     | 10. Phulbani  |
| 3. Berhampur    | 7. Dhenkanal   | 11. Puri      |
| 4. Bhawanipatna | 8. Jeypore     | 12. Sambalpur |

**Rajasthan**

- |              |                    |                   |
|--------------|--------------------|-------------------|
| 1. Ajmer     | 6. Jaipur          | 11. Sikar         |
| 2. Alwar     | 7. Jaisalmer       | 12. Sriganganagar |
| 3. Barmer    | 8. Jodhpur         | 13. Udaipur       |
| 4. Bikaner   | 9. Kota            |                   |
| 5. Dungarpur | 10. Sawai Madhopur |                   |

**Tamil Nadu and Pondicherry**

- |               |                  |                   |
|---------------|------------------|-------------------|
| 1. Coimbatore | 5. Pondicherry   | 9. Tiruchirapalli |
| 2. Dharmapuri | 6. Ramanthapuram | 10. Tirunelveli   |
| 3. Madras     | 7. Salem         | 11. Vellore       |
| 4. Madurai    | 8. Thanjavoor    |                   |

**Uttar Pradesh (CE), Lucknow**

- |              |                    |                |
|--------------|--------------------|----------------|
| 1. Allahabad | 6. Jhansi          | 11. Raibarelli |
| 2. Azamgarh  | 7. Kanpur          | 12. Sultanpur  |
| 3. Banda     | 8. Lakhimpur-Kheri | 13. Varanasi   |
| 4. Gonda     | 9. Lucknow         |                |
| 5. Gorakhpur | 10. Malnपुरi       |                |

**Uttar Pradesh (NW), Dehradun**

- |              |                  |                 |
|--------------|------------------|-----------------|
| 1. Agra      | 6. Meerut        | 11. Pithoragarh |
| 2. Aligarh   | 7. Moradabad     | 12. Ranikhet    |
| 3. Bareilly  | 8. Muzaffarnagar | 13. Uttarkashi  |
| 4. Dehradun  | 9. Nainital      |                 |
| 5. Gopeshwar | 10. Pauri        |                 |

**West Bengal (North), Siliguri**

- |                |              |             |
|----------------|--------------|-------------|
| 1. Cooch Behar | 4. Jorethang | 7. Raiganj  |
| 2. Gangtok     | 5. Kalimpong | 8. Siliguri |
| 3. Jalpaiguri  | 6. Malda     |             |

### West Bengal (South), Calcutta

- |                |                |                   |
|----------------|----------------|-------------------|
| 1. Bankura     | 5. Calcutta    | 9. Port Blair     |
| 2. Barrackpore | 6. Car Nicobar | 10. Ranaghat      |
| 3. Berhampore  | 7. Chinsurah   | 11. Calcutta (FW) |
| 4. Burdwan     | 8. Midnapore   |                   |



A Public Meeting organised by a Field Publicity Unit to apprise the villagers of various rural development schemes



# 9

## ADVERTISING AND VISUAL PUBLICITY

### Directorate of Advertising and Visual Publicity

9.1.1 The Directorate of Advertising and Visual Publicity (DAVP) is the primary multi-media advertising agency to inform the people about the activities, policies and programmes of the Central Government and to motivate them to participate in developmental activities. It caters to the communication needs of client Ministries, Departments, some of the autonomous bodies and PSUs in different

languages through the print media, press advertisements, audio-visual publicity on radio and television, outdoor publicity and exhibitions. Themes highlighted by the Directorate include rural development programmes, health and family welfare, upliftment of girl child, immunization, women and child development, national integration and communal harmony, defence, new economic policy, environment, literacy, employment, elections, AIDS, drug abuse and prohibition, customs and central



Information and Broadcasting Minister Shri P.A. Sangma at a DAVP exhibition

excise, income tax and energy conservation, etc.

9.1.2 At its headquarters, the Directorate has several wings like Campaign, Advertising, Outdoor Publicity, Printed Publicity, Exhibitions, Electronic Data Processing Centre, Mass Mailing, Audio-Visual Cell, Studio, etc. DAVP has a network of offices spread all over the country. It has two Regional Offices at Bangalore and Guwahati to coordinate and supervise the Directorate's activities in the region. Two Regional Distribution Centres at Calcutta and Madras look after the distribution of publicity material produced in different languages. The Directorate has 35 Field Exhibition Units which include seven mobile exhibition vans, seven family welfare units and 21 general field exhibition units. One Regional Exhibition Workshop is located at Madras and one Exhibition Kit Production Centre is located at Guwahati which assists the Exhibition

Division at headquarters in designing, fabricating and display of exhibits.

### Special Events

9.2.1 On 6 February 1996 a special exhibition entitled 'Ek Rashtra Ek Pran' which displayed an exclusive sector on the North-Eastern Region was inaugurated by Hon'ble Minister of Information & Broadcasting at Tura. The exhibition also included visuals depicting the land and the people of India, its cultural development, diversity and its achievements over the years. On the same day, field exhibition unit of DAVP was opened by the Hon'ble MIB at Tura, Meghalaya. This unit has been shifted from Itanagar where DAVP had two units including the mobile unit. The field exhibition unit will not only cover the Garo Hills but also adjoining districts of Assam.

9.2.2 The Directorate gave extensive publicity

### DAVP : Field Exhibition Units

No.	Name of Unit	Unit	Name of the State/UT	Jurisdiction
1.	Agartala	Gen	Tripura	Tripura, Mizoram
2.	Ahmedabad	Gen	Gujarat	Gujarat, Rajasthan, Daman and Diu, Dadra and Nagar Haveli
3.	Bangalore	Gen	Karnataka	Karnataka
4.	Bhubaneswar	Gen	Orissa	Bihar (Southern)
5.	Mumbai	Gen	Maharashtra	Maharashtra and Goa
6.	Calcutta	Gen	West Bengal	West Bengal, Sikkim and Bihar (Eastern)
7.	Chandigarh	Gen	Union Territory	Chandigarh, Punjab and Haryana
8.	Guwahati	Gen	Assam	Lower Assam and Meghalaya
9.	Hqrs. No. I	Gen	New Delhi	Entire U.T. of Delhi and Special Assignments all over the country
10.	Hqrs. No. II	Gen	New Delhi	Entire U.T. of Delhi and Special Assignments all over the country

11.	Hyderabad	Gen	Andhra Pradesh	Andhra Pradesh
12.	Indore	Gen	Madhya Pradesh	Madhya Pradesh
13.	Imphal	Gen	Manipur	Manipur
14.	Jammu	Gen	Jammu & Kashmir	Jammu & Kashmir
15.	Jorhat	Gen	Assam	Upper Assam
16.	Kohima	Gen	Nagaland	Nagaland
17.	Lucknow	Gen	Uttar Pradesh	Uttar Pradesh, Western Bihar
18.	Madras	Gen	Tamil Nadu	Tamil Nadu, Pondicherry
19.	Shimla	Gen	Himachal Pradesh	Himachal Pradesh
20.	Thiruvananthapuram	Gen	Kerala	Kerala
21.	Tura	Gen	Meghalaya	Garo Hills, Adjoining Districts of Assam
22.	Jaipur	FW	Rajasthan	Rajasthan, Gujarat
23.	Bhopal	FW	Madhya Pradesh	Madhya Pradesh and Rajasthan
24.	Calcutta	FW	West Bengal	West Bengal, Orissa Entire North Eastern Region
25.	Varanasi	FW	Uttar Pradesh	Eastern U.P.
26.	Lucknow	FW	Uttar Pradesh	U.P. and Bihar
27.	New Delhi	FW	New Delhi	Delhi and Adjoining areas and Special Assignments
28.	Patna	FW	Bihar	Bihar
29.	Ahmedabad	Van	Gujarat	Gujarat, Maharashtra, Goa, Daman and Diu, Dadra and Nagar Haveli
30.	Aizawl	Van	Mizoram	Mizoram
31.	Bikaner	Van	Rajasthan	Rajasthan
32.	Calcutta	Van	West Bengal	West Bengal
33.	Itanagar	Van	Arunachal Pradesh	Arunachal Pradesh
34.	Port Blair	Van	A & N Island	A & N Islands
35.	Shillong	Van	Meghalaya	Assam and Meghalaya

Note : Gen : General Publicity

FW : Family Welfare Unit

Van : Mobile Vans Unit

### HIGHLIGHT OF DAVP ACTIVITIES DURING 1995-96



**PRESS ADVERTISEMENTS**  
162529 Insertions

**PRINTED PUBLICITY**  
33337975 Copies



**OUTDOOR PUBLICITY**  
150756 Displays

**EXHIBITION**  
2025 Days



**BROADCAST/TELECAST**  
19360 Insertions

**AUDIO AND VIDEO SPOTS**  
4598 Productions



**34703975 LITERATURE MAILED**

campaign on an all India basis. Audio-Visual and Outdoor Publicity was also organised on various schemes. The exhibitions 'Gaon Vikas Ki Ore' and 'Ek Rashtra Ek Pran' were held as part of this multi-media campaign in Rural Areas. More than 1.08 crore copies of the printed materials were distributed to Block Development Offices, District Rural Development Agencies, Panchayats, Field Publicity Units, Field Exhibition Units of DAVP and to various other individuals and organisations/offices through direct mail. In addition, DAVP scheduled three weekly sponsored radio programmes starting from January 1996 entitled 'Chalo Gaon Ki Ore', 'Gaon Vikas Ki Ore' and 'Kal Hamara Hoga' in Hindi, English and regional languages.

#### Printing of Material

9.3.1 Printed publicity material was brought out by DAVP during April, 1995—March, 1996 included booklets, folders, posters and leaflets on various themes covering the economy of the country, Rural Development, democratic decentralization, health, labour welfare, culture, international relations, etc. The publicity material was utilised in two multi-media campaigns. Some examples of these are:

- Panchayati Raj—True Swaraj (booklet)
- International Film Festival of India 1996  
—Daily Festival Bulletin  
—Cinema of the World (brochure)  
—Indian Cinema (brochure)
- Union Budget 1995-96  
—Economy on the Upswing—Ascent on Poverty Alleviation (brochure)
- 125th Birth Anniversary of Mahatma Gandhi  
—Mahatma Gandhi—Tallest Indian of the Century, Pearls of Wisdom
- New Vision New Hope
- Drug Abuse  
—Woh Pal aur Pahala Kash (booklet)
- Health  
—Diarrhoea (single sheeter)
- Jallianwala Bagh (brochure)
- 50 Years of United Nations (folder)

to Rural Development Programmes throughout the country. DAVP was the major partner of the special multi-media campaigns on Rural Development. The Directorate contributed by way of producing and distributing six series of posters, seven folders, four booklets and twenty eight leaflets on various schemes of Rural Development, viz., Panchayati Raj, Jawahar Rozgar Yojana, Employment Assurance Scheme, Rural Water Supply and Sanitation, Drought Prone Areas Development Programme, Wastelands Development Programme, IRDP, National Social Assistance Programme, etc. All publicity materials were prepared in different languages of the region. A series of press advertisements in Hindi, English and all regional languages was issued during the cam-

### Themes of Printed Material

#### Rural Development

Panchayati Raj  
Jawahar Rozgar Yojana  
Integrated Rural Development Programme  
Supply of Safe Drinking Water  
Wasteland Development Programme  
Employment Assurance Scheme  
National Social Assistance Programme

#### Economy

Union Budget 1995-96  
Economy on the Upswing  
Income Tax

#### Health

Healthy Blood

Safe Motherhood

Diarrhoea

#### Welfare and Labour

Fight Against Drug Abuse  
Care of Handicapped  
Mahila Samridhhi Yojana  
Commitment to Upgrade Labour Standards

#### Culture and International Relations

SAARC and the Asian Century  
1995—The Year of Tolerance  
100 Years of Indian Cinema  
Festival of Western Australian Films  
French Film Festival (Gaumont)

9.3.2 The Prime Minister's speeches delivered on important occasions were printed in the form of booklets/folders. These include 'Commitment to Upgrade Labour Standards', 'International Cooperation for Social Development', '1995—the Year of Tolerance', 'SAARC and the Asian Century', 'New Schemes for the Poor', 'Ilm-o-Agahi—Fitrata-e-Insani Ka Taqaza', 'Jammu & Kashmir—An Integral Part of Diverse Mosaic of India—Time to Turn the Destiny', 'SAARC Nations to Fight the Challenges of Poverty', 'Economic Cooperation among Indian Ocean States', 'Creative Dialogue to Eradicate Poverty', 'Positive Neutrality Reflects True Secular Spirit', 'Challenges before NAM' and 'ICADAR for Settlement of Disputes'. All these publications were printed and distributed on an all India basis. DAVP also brought out the Independence Day speech of the Prime Minister under the title 'Nation's Progress through People's Determination—New Programmes for the Poor—Our Priority'.

9.3.3 In addition, Stamp folders were printed on 'Tokadi Moharajji', 'Giani Zail Singh', 'Swami

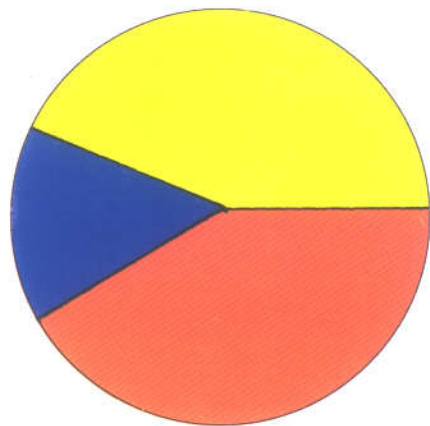
Vivekananda', 'Cricket India', 'Kasturba Trust' and 'Tata Institute' in Hindi and English. Special publication was printed on '5th World Hindi Conference' in Hindi and English. A handbook 'General Elections 1996' was also printed. Information Minister's appeal on Rajbhasha Adhiniyam 1963 was brought out, in the form of a wall hanger. The Directorate also designed and printed the official calendar and diary.

9.3.4 In all, during April 1995—March 1996, the Directorate printed around 3.33 crore copies of 990 publications in Hindi, English and other Indian languages. Mass Mailing was also taken recourse to for the distribution of these printed materials.

### Press Advertisements

9.4.1 Press advertisements were released on behalf of various central Government Ministries/Departments, some of the autonomous bodies and Public Sector Undertakings. Over 5000 newspapers/periodicals were on DAVP's panel for the purpose during the year. Besides release of classified

### LANGUAGE PRINTING IN PERCENTAGE IN THE YEAR 1995-96



- Hindi - 40.3% of Total Printing
- English - 16% of total printng
- Other Languages - 43.7%

tisements) to over 5000 newspapers and periodicals throughout the country in Hindi, English and all regional languages.

#### Exhibitions

9.5.1 DAVP, through its network of 35 Field Exhibition Units including seven mobile exhibitions vans, seven family welfare field exhibition units and 21 general field exhibition units, publicised various socio-economic messages of the Government.

#### Special Exhibitions

9.6.1 On the occasion of Panchayati Raj Sammelan held at New Delhi on 9-10 October 1995, DAVP organised two exhibitions, one on Rural Development and another on Mahatma Gandhi. It also coordinated and helped in organising a comprehensive exhibition of eighteen other Ministries and Departments on various activities in the rural devel-

#### DAVP : Subjects of Advertisements Released

Indira Awas Yojana  
National Integration  
Oil Conservation  
Drug Abuse  
Panchayati Raj  
National Savings Organisation  
125th Birth Anniversary of Mahatma Gandhi  
International Literacy Day  
International Day for Elderly People  
March Towards Social Justice  
Voluntary Blood Donation Day  
Pulse Polio Immunization Programme  
Indira Vikas Patra  
Income Tax

Non Conventional Energy Sources  
Agricultural Sector  
Perfect Health Mela  
Employees Pension Scheme 1995

#### Special Supplements

World Population Day  
World Disabled Day  
Dr. Ambedkar Birth Anniversary  
World Tele-communication Day  
Universal Child Day  
National Disaster Reduction Day  
World AIDS Day  
Schedules of Films of IFFI '96

advertisements related to recruitments, tenders and auctions and display advertisements in various sizes were issued on various publicity themes. Supplements on special days/occasions were also issued.

9.4.2 The DAVP, during the period April 1995—March 1996, released 18,270 press advertisements (17,793 classified and 477 display adver-

opment sector. The exhibition was inaugurated by Minister of Rural Areas & Employment. More than 1,50,000 copies of publicity material on Rural Development including posters, folders and booklets on Panchayati Raj, PM's Employment Assurance Scheme, Rural Water Supply and Sanitation, JRY, IRDP, etc. in Hindi and all regional languages, were

distributed to over 10,000 delegates taking part in the Sammelan.

9.6.2 DAVP put up a prestigious photo exhibition on '100 Years of Cinema in India' in Mauritius from 16-21 October 1995. The exhibition was inaugurated by the Hon'ble Minister for Arts, Culture and Youth Development. It highlighted the growth and development of cinema over the years as well as various milestones. The exhibition received wide publicity and was appreciated by a number of dignitaries in Mauritius.

9.6.3 The exhibitions on '100 Years of Cinema in India' were also put up at Hyderabad, Guwahati, Calcutta, Cuttack and Thiruvananthapuram. The inaugural exhibition was put up in Mumbai during January 1995. On the occasion of the '42nd National Film Festival' at Siri Fort, New Delhi a display of stills, posters and photographs of the Award Winning Films was put up.

9.6.4 Another exhibition was put up on the occasion of 'International Film Festival of India, 1996'. The exhibition was inaugurated by the Hon'ble Minister of State for Information and Broadcasting, Shri P.M. Sayeed.

9.6.5 DAVP also organised an exhibition on the occasion of 'International Film Festival for Documentary and Short Films' at Nehru Centre, Mumbai. The exhibition was inaugurated by the veteran documentary film producer Shri Adoor Gopalakrishnan. The exhibition highlighted the growth, development and milestones of Indian short films over the years. About 10,000 people including film personalities and journalists visited the exhibition

9.6.6 As part of 125th birth anniversary celebrations of Mahatma Gandhi, DAVP put up special exhibitions at Jounpur, Allahabad, Sahibabad, Pondicherry, Karaikal, Haripad & Bombay. Over 35 exhibitions were put up all over the country.

9.6.7 Forty Five exhibitions entitled 'Chota Parivar—Sukh Ka Adhar' on Family Welfare were

put up for more than 400 days in various parts of the country.

9.6.8 DAVP on the occasion of '8th National Photo Contest' at Rabindra Bhavan, New Delhi, organised an exclusive exhibition on 'Life and Environment'. The exhibition was inaugurated by the Minister for Information and Broadcasting, Shri P.A. Sangma. Shri P.M. Sayeed, Minister of State for Information & Broadcasting was also present.

9.6.9 Another exhibition, 'Ek Rashtra Ek Pran' was put up as part of Sadbhavana Samarohs in Orissa, Jammu & Kashmir, Gujarat, West Bengal, Nagaland, Assam, Maharashtra, Himachal Pradesh, Chandigarh, Mizoram, Arunachal Pradesh and Delhi for around 925 exhibition days. A special exhibition on national integration & communal harmony was also organised on the occasion of Nauchandi Mela at Meerut which was visited by a number of people.

9.6.10 During April 1995—March 1996 the Directorate put up 490 exhibitions for 2025 exhibitions days.

### Outdoor Publicity

9.7.1 Outdoor Publicity Wing gave nation-wide publicity to various socio-economic themes like rural development, drug abuse, AIDS awareness, consumer rights, untouchability, presumptive tax, Mahila Samridhi Yojana, handicrafts, navy & army recruitment, ISI mark, 42nd National Film Festival, International Film Festival of India, 1996, etc. For the purpose, hoardings, banners, cinema slides, wall paintings, bus panels, etc. were used.

9.7.2 A massive campaign was launched to highlight the messages on Rural Development Programmes. Programmes like Jawahar Rozgar Yojana, Integrated Rural Development Programme, Prime Minister's Rozgar Yojana, Panchayati Raj, Employment Assurance Scheme, Indira Awas Yojana, etc., were publicised through display of 130 hoardings, 3382 bus panels, 3750 kiosks, 55,752 cinema slides, 200 banners, 50 bus-q-shelters and



Different campaigns of DAVP

2035 wall paintings all over the country in Hindi, English and all regional languages.

9.7.3 An extensive campaign was organised on Drug Abuse Prevention on an all India basis. The message was highlighted through the imagery of three Monkeys of Mahatma Gandhi, 'Drugs Ko Dekhe Nahi—Drugs Ko Chakhe Nahi—Drugs Ki Baat Sune Nahi'. More than 180 hoardings, 1375 kiosks, 120 bus-q-shelters, 900 cinema slides and 50 banners highlighted the message.

9.7.4 An extensive publicity campaign was provided to the IFFI '96 through display of 37 hoardings, 600 kiosks, 100 bus-panels, 100 cinema slides, 120 banners and 28 programme boards highlighting the schedule of films in various cinema halls.

9.7.5 A massive campaign was launched to highlight the message on untouchability. More than 18,000 cinema slides, 1375 kiosks, 275 bus-panels, 120 bus-q-shelters and hoardings were displayed.

9.7.6 DAVP also gave publicity support to Pre-

sumptive Tax Scheme through display of 2290 bus-panels and 200 kiosks.

9.7.7 To highlight the message on Mahila Samridhi Yojana, wall paintings were displayed in Tamil Nadu, Kerala and Karnataka. A full series of cinema slides comprising over 9000 slides were produced in Hindi, English and all regional languages. The cinema slides were screened in cinema halls throughout the country.

9.7.8 DAVP, on the occasion of Nauchandi Mela in Meerut, displayed 200 kiosks, 20 hoardings and 50 bus panels on various social themes.

9.7.9 To mark the Consumer Rights Day, the Directorate displayed 925 bus-panels, 30 hoardings, 100 kiosks and 50 bus-q-shelters.

9.7.10 In all, during the period, April 1995—March 1996, DAVP produced and displayed 584 hoardings, 8180 kiosks, 540 banners, 1,30,120 cinema slides, 2335 wall paintings, 8607 bus panels and 390 bus-q-shelters.



## Audio & Visual Publicity

9.8.1 Audio & Visual Cell gave extensive publicity to various socio-economic themes already referred. Some of them were:

- Pulse Polio Immunization Programme
- Jawahar Rozgar Yojana
- Indira Awas Yojana
- National Social Assistance Programme
- Rajiv Gandhi Drinking Water Mission
- Panchayati Raj
- Employment Assurance Scheme
- Welfare of the Handicapped
- Income Tax Schemes
- Women have Equal Right to Vote
- Kalam Likhte Nahin Itihas
- Drugs Ko Dekhe Nahin—Drugs Ko Chakhe Nahin—Drugs Ki Baat Sune Nahin

9.8.2 A 12-minute documentary film was produced on 'Use and Misuse of ISI Mark' and another film of 20-minute duration on 'Misleading Ads'. The films were dubbed in regional languages also.

9.8.3 Audio spots/jingles were produced on small

family-happy family, mate responsibility, nutrition of pregnant mother, nutrition, ante-natal care, etc.

9.8.4 The Directorate also produced seven weekly radio sponsored programmes, viz. 'Aao Hath Badhayen' on welfare themes, 'Nai Raah Apnao' on non-conventional energy sources, 'Naya Savera' on women and child development, 'Haseen Lamhe' and 'Yeh Bhi Khoob Rahi' on family welfare, 'Apne Adhikar' on consumer protection and 'Khoob Bane Tasveer' on food and nutrition. These programmes were broadcast every week in Hindi and regional languages throughout the country through 30 CBS.

9.8.5 In addition, DAVP scheduled three weekly radio sponsored programmes from January 1996 entitled 'Chalo Gaon Ki Ore', 'Gaon Vikas Ki Ore' and 'Kal Hamara Hoga' on Rural Development. Four tele films were also produced on Family Welfare by the Audio Visual Cell.

9.8.6 During April 1995—March 1996 DAVP produced 4,484 audio programmes and 114 video programmes, spots, quickies, short films which registered around 19,220 broadcasts and 140 telecasts respectively. Besides these, a number of audio and video programmes were broadcast/telecast free on AIR and Doordarshan.

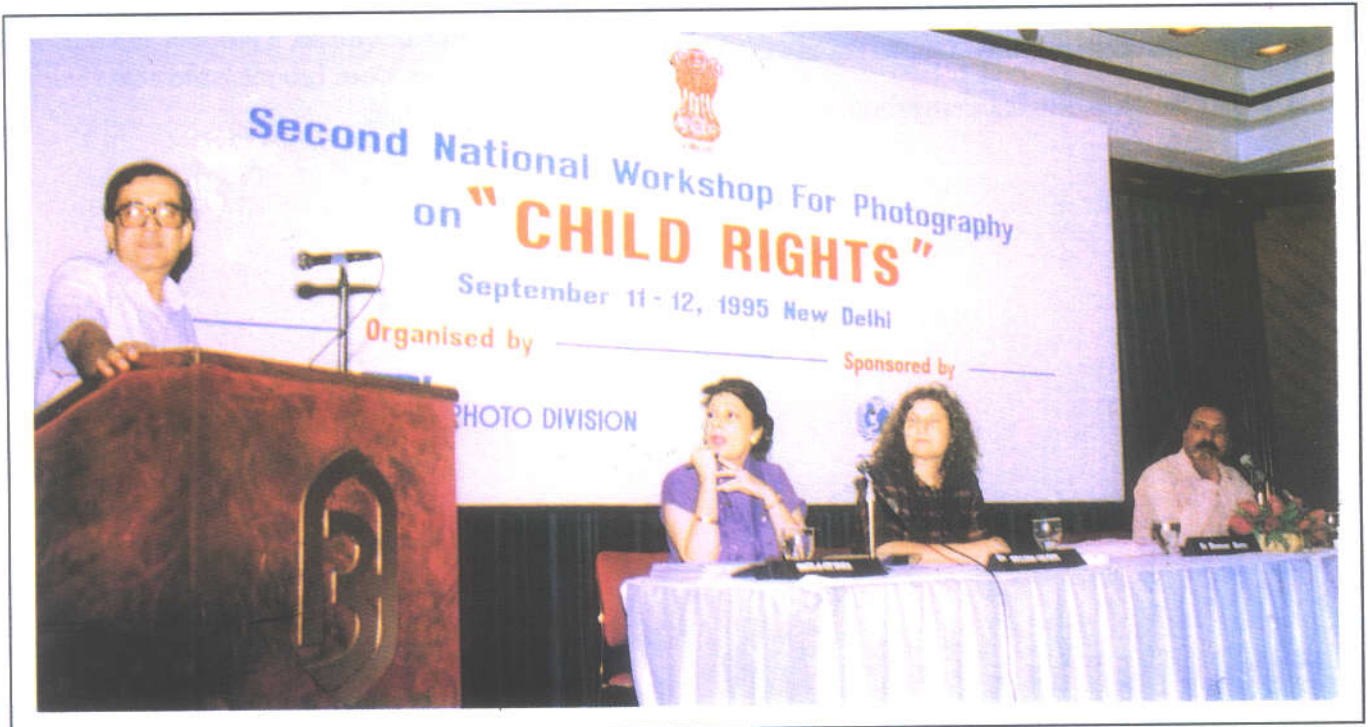
# 10

## PHOTO PUBLICITY

### Photo Division

10.1.1 The main function of the Photo Division is to photographically illustrate the growth, development and social changes in the country and to provide visual support for communication strategies. The Division provides photographic material to the various media units of the Ministry of Information and Broadcasting and other Central and State government ministries/departments including the

President's Secretariat, Vice-President's Secretariat, Prime Minister's Office, Lok Sabha/Rajya Sabha Secretariats and Indian Missions abroad through the External Publicity (XP) Division of the Ministry of External Affairs. The Division also supplies, on payment, black & white and colour photographs and colour slides/transparencies to non-publicity organisations and the general public. During April 1995 to March 1996, the Division earned a revenue of Rs.6.67 lakh.



A view of a workshop organised by the Photo Division

10.1.2 The Division has well equipped laboratories and equipment for handling different kinds of photographic jobs and assignments at its headquarters in Delhi. A Photo Data Bank has also been installed in the Head Office. Work on the network

photographers in the country to participate in the competition by sending a maximum four photographs in two sections i.e. Black & White and Colour, on the theme 'Life and Environment'. In the competition, 611 Black & White and 1132 Colour

#### Assignments carried out by the Photo Division during the year 1995-96

i) News and feature assignments covered (both in black & white and colour).	3,598
ii) Negatives handled (both in black & white and colour).	88,102
iii) Colour slides/transparencies prepared	49
iv) Black & White prints made/prepared	3,55,373
v) Colour prints made/prepared	53,693
vi) Total black & white and colour prints made/prepared	4,09,066
vii) Total Photo Albums/Wallets produced	112

for linking the Photo Data Bank with all regional offices is in progress. The process of recording the photographs into the Photo Data Bank is also in progress. The Division has four regional offices at Mumbai, Calcutta, Madras and Guwahati.

#### Major Coverages

10.2.1 The Photo Division undertook extensive photo coverage of the visits of the President, the Vice-President and the Prime Minister to various parts of the country. The Prime Minister's visits to Malaysia, Egypt, Colombia, U.S.A., Burkina Faso, Argentina and Ghana were also covered. The Division has also done extensive coverage of 8th SAARC Summit held in New Delhi. These photographs were released to the Press all over the country through the Press Information Bureau and the Indian Missions abroad through the XP Division of the Ministry of External Affairs.

10.2.2 The Photo Division also undertook the photo coverage of the visit of foreign dignitaries as well as Heads of State/Government of foreign countries to India.

10.2.3 The Photo Division also organised the Eighth National Photo Contest inviting amateur

entries were received from 595 photographers. The Jury Members, comprising Padmashri Virendra Prabhakar, Shri Madan Mahatta and Shri O.P. Jora, Director Photo Division, screened all the entries and selected 26 award winners—13 each in both sections. In addition to this the Jury also considered 93 photographs for exhibition. The exhibition was inaugurated by Shri P.A. Sangma, MIB on 12 January 1996 in New Delhi.

10.2.4 The Photo Division also organised the Second National Workshop for photography on the theme of 'Child Rights' in collaboration with UNICEF on September 11 & 12, 1995. There were eighty seven professional photographers who participated in the workshop from various News Agencies and Government institutions in the country.

#### Modernisation of the Photo Division

10.3.1 The Photo Division undertook three Plan Schemes under the Eighth Five Year Plan with the aim of modernising the Division and keeping pace with the fast technological changes in the field of photography. The schemes were (a) Modernisation of Photo Division (b) Setting up of a News Photo



Information and Broadcasting Minister Shri P.A. Sangma going round an exhibition of photographs in the North East

Network and (c) Setting up of a Computerised Photo Data Bank.

10.3.2 The last mentioned scheme has been implemented and a Computerised Photo Data Bank has been installed at the Photo Division's headquarters.

The process of linking the Division's Regional Offices with the Headquarters is in progress. The other two schemes are in the process of being implemented. Latest photographic and other allied technical equipment are in the process of being procured/installed in pursuance of these schemes.

## SONG AND DRAMA

### Song and Drama Division

11.1.1 The Song and Drama Division (S&DD) utilises live entertainment media for the purpose of creating awareness among the people about various national programmes of socio-economic significance. It utilises a wide range of performing arts such as drama, dance-drama, puppet shows, folk recitals, folk and traditional plays besides light and sound programmes. The Division is also entrusted with the task of providing entertainment to the

Armed Forces in the forward areas. In all its activities, the Division functions in close collaboration with the Central and State Government agencies.

11.1.2 During major festivals where large number of people congregate, the Division effectively utilises these modes of communication to put across various messages like National Integration, Communal Harmony, Eradication of Untouchability, Prohibition, Health and Family Welfare, New Economic Policy, Revamped Public Distribution Sys-



Artistes of the Song and Drama Division presenting Burrakatha based on themes of rural development

### Song and Drama Division Organisation

Headquarters	:	Delhi
Regional Centres	:	Bhopal, Calcutta, Chandigarh, Delhi, Guwahati, Lucknow, Madras, Pune
Border Publicity Centres	:	Darbhanga, Shimla, Jodhpur, Guwahati, Imphal, Nainital, Srinagar (Jammu)
Departmental Drama Troupes	:	Hyderabad, Patna, Pune, Srinagar, Bhubaneswar, Delhi
Armed Forces Entertainment Troupes	:	Madras, Delhi
Tribal Entertainment Troupe	:	Ranchi
Sound and Light Units	:	Delhi, Bangalore

tem, new schemes launched by the Govt. such as the Jawahar Rozgar Yojana, IRDP, Employment Assurance Scheme, Mahila Samridhhi Yojana etc.

#### Organisation

11.2.1 The Division is headed by a Director and functions at various levels (i) Headquarters at Delhi; (ii) Eight Regional Centres at Bhopal, Calcutta, Chandigarh, Delhi, Guwahati, Lucknow, Madras and Pune; (iii) Seven Border Publicity Centres at Darbhanga, Shimla, Jodhpur, Guwahati, Imphal, Nainital and Srinagar (J&K); (iv) Six Departmental Drama Troupes one each at Hyderabad, Patna, Pune, Srinagar, Bhubaneswar and Delhi besides Armed Forces Entertainment Troupes in Madras and Delhi; two Sound and Light units at New Delhi and Bangalore and one Tribal Centre at Ranchi. These Centres are responsible for preparation and presentation of publicity oriented programmes.

#### Departmental Drama Troupes

11.3.1 During the year under review, the Departmental Drama Troupes presented programmes in various languages. The Pune Centre participated in the Marathawada Festival '95 at Pune and the Bhubaneswar Troupe participated in the famous 'CAR FESTIVAL' in Puri, Orissa. The Orissa Troupe also presented programmes on National Integration

and Communal Harmony throughout the State.

#### Border Publicity Troupes (BPT)

11.4.1 For effective and concentrated publicity in areas adjoining international borders, Border Publicity Troupes presented performances in the border villages in local dialects to provide education, information and entertainment to the people living in these areas; counter anti-national propaganda; make the people aware of our defence preparedness; foster the feelings of national integration and to involve them in the nation's development efforts. These troupes also organised intensive publicity campaigns in coordination with the Directorate of Field Publicity, S.S.B. and State Government agencies and other concerned organisations. During the year, the Guwahati Regional Centre presented performances on the theme of emotional integration in the North-East region. The Division also organised Sadbhavana Samarohs in Punjab, Jammu & Kashmir including Ladakh and Andhra Pradesh. The Shimla Centre participated in the Kulu Dussehra Festival in Himachal Pradesh. Special programmes presented in the Border villages of the country by the Division highlighted the New Economic Policy, Public Distribution System, Rural Development Schemes, Jawahar Rozgar Yojana, Panchayati Raj, Mahila Samridhhi Yojana and other important themes. All

the Border Publicity Troupes participated in the Sadbhavana Samarohs.

### **Armed Forces Entertainment Troupes**

11.5.1 The Armed Forces Entertainment Wing (AFEW) was established in 1967 for entertainment of Jawans in forward areas. During the year, these troupes covered a number of difficult and interior forward areas to entertain the jawans and also presented programmes on Communal Harmony, National Integration and other such important themes. In civil areas, the troupes presented cultural programmes for foreign dignitaries, Members of Parliament and on other special occasions. These troupes also took part in the programmes presented during the special campaigns on Pulse Polio Immunisation, Sadbhavana Samarohs, Sound and Light Programmes etc. These troupes presented 400 performances upto March 1996

### **Sound and Light Programmes**

11.6.1 With an objective of educating the common man in general and the youth in particular about our history, culture and tradition and thereby promoting national integration and communal harmony, two Sound and Light Units are presently functioning at Delhi and Bangalore. The Song and Drama Division mounted Sound and Light Programmes 'Manzilen Aur Bhi Hain' (on the history of India since the Vedic period TO free India) in Ranikhet, 'Krishna Dev Rai' (on the glory of the Vijaynagar Empire) at Khamman and 'AKBAR' in New Delhi. In connection with the 125th Birth Anniversary of Mahatma Gandhi, the Division prepared and presented a new Sound and Light Programme entitled 'Yug Purush' at Porbandar (Gujarat).

11.6.2 A Sound Recording Studio was installed and commissioned at the headquarters at Delhi for preparation of new Sound Tracks of Sound and Light Programmes, preparation of software packages for circulation amongst field offices of the Division.

### **Professional and Special Services**

11.7.1 The Division also utilises registered private parties in the field of performing arts to spread the message of national integration and multi-faceted developmental schemes. Presently 640 private troupes are registered with the Division to present programmes on specified themes of national importance. During the period, these troupes presented more than 30,000 performances upto March 1996. Apart from their utilisation for regular activities of the Division, these troupes were also associated with the Sadbhavana Samarohs and various campaigns on Health and Family Welfare, Pulse Polio Immunisation, AIDS, Rural Development, etc. A special multi-media campaign on Dry Land High Yielding Rice Cultivation was held in 15 selected villages of Dhenkanal district of Orissa. The programmes performed by these troupes are intended to supplement the overall publicity efforts.

### **Utilisation of Tribal and Folk Artists**

11.8.1 The Division has set up a Tribal Centre at Ranchi under the Tribal Project Plan to utilise the folk forms of the Tribal Artists from Madhya Pradesh, Bihar and Orissa. The basic concept of the scheme is to provide incentive to the Tribals to present the programmes themselves in their own idioms. Six hundred and one programmes were presented by the Ranchi Centre upto March 1996.

### **Health and Family Welfare**

11.9.1 During the year efforts were made to conduct different kinds of workshops by utilising the potential, traditional and folk forms in various identified areas. On the occasion of the World Population Day, the Division organised a competition in which Departmental and Private Troupes registered with the Division participated. Prizes were distributed to the winners. After the competition a large campaign on Health and Family Welfare was organised by the field offices throughout the country. The Division also presented special performances on Health and Family Welfare in the Inter-



Artistes of the Division staging Ras Leela

national Trade Fair at Pragati Maidan and performances of the Division were appreciated. The Regional Centres covered identified areas and about 7600 performances on Pulse Polio Immunisation, AIDS, sanitation and IEC activities were presented.

### Fairs and Festivals

11.10.1 The Division organised special programmes during the major fairs and festivals all over the country. Important fairs/festivals covered during the year were Dussehra, Durga Puja in West Bengal, Orissa, Himachal Pradesh, Delhi and Bihu in Assam, Kartik Purnima, Urs and Christmas in different places.

### Intensive Campaign

11.11.1 During the year, multi-media campaigns on various themes were organised by the Division in co-ordination with State and Central Govt. agencies, Nehru Yuvak Kendra, UNICEF and National Aids Control Organisation (NACO) in various parts of

the country. The major campaigns organised during the period were on Rural Area and Employment Schemes, Prevention of Polio, New Economic Policy and Revamped Public Distribution System and Awareness on AIDS.

11.11.2 In view of the growing communal tensions, the Division launched sustained campaigns to promote communal amity and national integration through series of Sadbhavana Samarohs in some states. During the year Sadbhavana Samarohs were organised in the states of Punjab (60 shows), Jammu & Kashmir (55 shows), Andhra Pradesh (160 shows) and Leh Ladakh Region (30 shows).

11.11.3 For effective monitoring of various IEC activities undertaken by the Division throughout the country, a Monitoring and Feed-back Cell at headquarters was set up during the Eighth Plan period. A computer with five terminals was installed at H.Q. for the purpose.



## RESEARCH, REFERENCE AND TRAINING

### Research, Reference & Training Division

12.1.1 The Research, Reference and Training Division (RR&TD) functions as an information servicing agency to 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 material and other facilities for the use of the Ministry, its media units and others engaged in mass communication.

12.1.2 The Division compiles two annual reference works entitled 'India—A Reference Annual', an authentic work of reference on India and 'Mass Media in India', a publication on mass communication in the country.

### Reference Library

12.2.1 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 collections include specialised books on subjects pertaining to Journalism, Public Relations, Advertising and Audio-Visual media, all prominent encyclopaedia series, Year-books and contemporary articles. The Library facilities are

available to accredited correspondents from both Indian and Foreign media and Government officials. The library also receive a number of Indian and foreign periodicals.

### National Documentation Centre on Mass Communication (NDCMC)

12.3.1 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 material available on mass communication.

12.3.2 The information collected by the NDCMC is disseminated through eight regular services. These are—'Current Awareness Service', 'Reference Information Service', 'Bibliography Service', 'Who's Who in Mass Media', 'Honours Conferred on Mass Communicators', 'Media Memory', 'World Media Service' and 'Bulletin on Film'. The Centre brought out 37 papers upto 31 March 1996.

### Indian Institute of Mass Communication

12.4.1 The Indian Institute of Mass Communication (IIMC) was set up in 1965 as a centre for advanced study, research and training in mass communication. It is an autonomous body receiving

funds primarily from Government of India. It conducts teaching and training programmes, organises seminars and contributes to the creation of an information infrastructure suitable for India and other developing countries.

12.4.2 During 1995-96, the Institute conducted two training programmes and four diploma courses. These were: (i) Orientation Course for officers of Indian Information Service, Group 'A'; (ii) Broadcast Journalism Course for personnel of All India Radio and Doordarshan; (iii) Post Graduate Diploma Course in Journalism (English); (iv) Post Graduate Diploma Course in Advertising and Public Relations; (v) Post Graduate Diploma Course in Journalism (Hindi); and (vi) Diploma Course in News Agency Journalism for Non-Aligned Countries.

12.4.3 The Institute also organises a number of refresher courses for personnel working in Government and Public Sector Organisations. Since its inception, it has organised 292 short courses and workshops of varying durations from which nearly

6,626 participants both from India and abroad have benefitted.

### Convocation

12.5.1 At the Annual Convocation held on 24 April 1995 for the academic year 1994-95, 147 candidates of various Post Graduate Diploma courses were awarded diplomas and meritorious students were given awards.

12.5.2 The Convocation of the Branch of the Institute at Dhenkanal was held on 6 May 1995 and here 34 students of the Post Graduate Diploma Course in Journalism were awarded diplomas.

12.5.3 The Validictory Function of the Video Cameraman Course conducted by the Institute on behalf of Government of Madhya Pradesh was held on 7 May 1995 at Bhopal. Here 45 students received their diplomas.

### Academic Session 1995-96

12.6.1 For the three courses viz. Post Graduate Diploma Course in Journalism (English), Post Gradu-



Students from Mauritius attending the course on News Agency Journalism for Non-Aligned countries conducted by IIMC

ate Diploma Course in Journalism (Hindi) and Post Graduate Diploma Course in Advertising and Public Relations, admission was offered to 44 students each in English and Hindi Journalism and 50 students in Advertising and Public Relations. The 26th Course in News Agency Journalism for Non-Aligned countries commenced in December 1995. In the 3rd Post Graduate Diploma Course in Journalism (English) at IIMC Dhenkanal (Orissa) 44 students were admitted. In addition, the Institute conducted 22 short courses, workshops and seminars during the year.

#### **Research and Evaluation Studies during 1995-96**

- **Sadbhavana Samaroh in Andhra Pradesh.**
- **Regional Channel Programmes of Doordarshan—An Evaluation Study.**
- **TV message Analysis—Cultural Indicators, Project Content analysis report of DD-1 and DD-II.**
- **Mahila Swasthya Sangathan—An Evaluation Study.**
- **Multi-Media Campaign for Rural Development.**

#### **Publications**

12.7.1 The Institute brought out quarterly journals 'Communicator' (English) and 'Sanchar Madhyam' (Hindi). The students of Post Graduate Diploma courses and the participants of Diploma

Course in News Agency Journalism brought out laboratory journals as part of their academic pursuit.

#### **Opening of IIMC Branches in the Country**

12.8.1 In order to meet the mass communication infrastructural needs of the people, IIMC has decided to set up its branches in the country on regional basis, at Dhenkanal (Orissa), Kottayam (Kerala), Jhabua (M.P.) and Demapur (Nagaland). Accordingly, the first branch of IIMC was set up at Dhenkanal (Orissa) on 14 August 1993 to serve the people from the Eastern region. Government of Kerala has earmarked 9.74 acres of land for allotment to IIMC for setting up its branch. The second branch started functioning at Kottayam (Kerala) during 1995-96 and organised a workshop on, 'Business of Financial Journalists' for college students from 28-30 December 1995 with 48 participants.

12.8.2 Planning Commission has approved the setting up of IIMC branches at Dimapur and Jhabua. These branches of IIMC will focus on developmental communication keeping in view the local needs of the region.

12.8.3 Government of Nagaland has earmarked 34 acres of land for setting up of IIMC branch at Dimapur. The foundation for the branch was laid on 4 February 1996 by Shri P.A. Sangma, Minister of Information & Broadcasting. Shri S.C. Jamir, Chief Minister of Nagaland was the Guest of Honour. Efforts are being made to ensure that the branch starts functioning soon.

# 13

## INTERNATIONAL COOPERATION

### UNDP Assistance to AIR

13.1.1 Reference has already been made elsewhere in the Report to the implementation of programmes with UNDP assistance to preserve archival material of the AIR and for the upgradation of technical training facilities for manpower development in the organization.

### India-Malaysia Co-operation

13.2.1 During Hon'ble Prime Minister of India's

visit to Malaysia (on 3 August 1995) an MOU was signed between the two organisations. It aims to introduce Direct to Home (DTH) service in India, to be operated by a joint venture company in which DD will have majority share (51%).

13.2.2 In the Direct-to-Home service, the individual subscribers will be able to receive satellite TV channels with a small dish (less than one meter) and an IRD (Integrated Receiver Decoder) installed



Prime Minister Shri Narasimha Rao presenting a model of INSAT-2 to Malaysian Prime Minister Dr. Mahathir Mohammed at Kuala Lumpur

at their premises. It has many features including introduction of digital encrypted channels, pay per view service etc. offering very high picture quality.

13.2.3 The scheme also envisages an elaborate Subscriber Management System (SMS).

13.2.4 An Interim Operative Agreement (IOA) has been approved by the Ministry. This will supplement the MOU and deal with all the matters relating to formation of joint venture company in the country.

13.2.5 The formal signing of this agreement (IOA) will take place after resolution of frequency coordination issues.

13.2.6 A Frequency Coordination meeting between the two administrations of India and Malaysia was held at New Delhi from 20-24 May 1996.

13.2.7 A Joint Steering Committee has been set up for working out modalities of formation of Joint Venture Company. There are three members from MBNS. The first meeting was held at New Delhi on 22-23 April 1996.

13.2.8 The Joint Venture Company (JVC) envisages setting up of broadcast and uplink facilities in New Delhi to make available 16 channels on two Ku-Band transponders available on MEASAT 1 and 32 more channels when MEASAT 3 becomes operational by the end of 1997 in conjunction with the facilities available at Kuala Lumpur.

13.2.9 MBNS proposes to start trial runs of DTH in July/August 1996 and introduce this service by October 1996.

### **India-Russian Federation Co-operation**

13.3.1 An Agreement was signed between the PIB and RIA NOVOSTI during August 1995 for developing cooperation in the area of exchange of information between India and the Russian

Federation. The above Agreement envisages exchange of media personnel from print as well as electronic media and cooperation in information exchange from time to time. There is a proposal for a visit of a group of media persons from the Russian Federation which is expected to take place before the end of the financial year.

### **India and UNESCO**

13.4.1 The Ministry was represented on the delegation to the 28th General Conference of UNESCO held at Paris in November 1995. India supported the activities under the International Programme for Development of Communication (IPDC) established in 1981 and called for free flow of information to be balanced and bidirectional. Other matters urged by India in the Conference were:

- Equipping developing countries with new and comparable technologies to facilitate for them complete and fair access to information.
- Removal of gender-related difficulties in the field of communication.
- Development of a model regulatory code for voluntary adoption by broadcasters so that depiction of violence on television is avoided.
- Manpower training in modern communication technologies.
- Entrustment of management of sectoral information activities in the areas of science, education, etc., to the General Information Programme (GIP) of UNESCO so as to focus attention on professional time and budget flows.
- More broad-based participation of India, through the National Informatics Centre (NIC) in the Regional Informatics Network Programme (RINSCA) under UNESCO's Inter Governmental Informatics Programme (IIP).

# 14

## MEDIA POLICY

14.1.1 'Media' is a pervasive requirement of the entire gamut of socio-economic development, be it education, culture, agriculture, science and technology, industries, labour relations, economic management or international relations. The need for a media policy has, indeed, been raised as an issue and discussed in various fora, including the Parliament, from time to time. A Sub-Committee of the

Parliamentary Consultative Committee of the Ministry of Information & Broadcasting was constituted in March 1994. This Committee, under the Chairmanship of Shri Ram Vilas Paswan, Member of Parliament (Lok Sabha) presented its Report to the Ministry on the 29 March 1996. Implementation of the Prasar Bharati Act, 1990 continued to receive serious attention.



Shri Ram Vilas Paswan presenting the Report on National Media Policy to the Information and Broadcasting Minister Shri P.A. Sangma

## **Paswan Committee Recommendations on National Media Policy**

- There should be a regulatory body to oversee both public and private telecasting/broadcasting. In this connection, the Sub-Committee noted that the provisions of the Prasar Bharati Act, which was unanimously passed by Parliament in 1990 should be kept in mind while framing the regulatory mechanism which should be an independent autonomous authority. The Sub-Committee is of confirmed opinion that no recourse should be taken by the Government to dilute the provision of the Prasar Bharati Act, 1990. This regulatory body may be set up to ensure adherence to the programmes/advertisement codes and other stipulations. This body or similar independent bodies may also develop an effective mechanism for public grievance redressal as well as implementation of its recommendations in respect of such grievances.
- Adequate care should be taken to enable the setting up of non-commercial broadcasting stations to be run by universities, educational institutions, panchayats/local bodies, State Governments, etc.
- The Sub-Committee recognises that for public broadcasting, adequate funding in the form of state support is necessary. The content of programmes or software is often dictated by the funding and therefore the Sub-Committee strongly recommends that this aspect should receive the attention of the government and an institutionalised system be worked out.
- The national broadcasters—Akashvani and Doordarshan—should bear the responsibility to offer a high quality public service broadcasting that informs, educates and entertains the people and also provide coverage to national events like the Republic Day Parade. Taking into account the reach of the national broadcasters, primacy and exclusive responsibility should be provided to them in the matter of coverage of national events like Republic Day Parade, Independence Day, the President's Address to both the Houses of Parliament, etc.
- The rights/obligations and exclusivity of the national broadcasters should be codified through law.
- Whereas the broad policy approach should be the same for radio and television, minor variations/differences can be made in view of the difference in reach and impact of the two media. Programme/advertisement codes should be similar, if not, same. The viewer/listener interest should be kept in mind while spacing the advertisements. A new production style, which is people-oriented should be developed.
- In tune with the policy framework suggested here, the Indian private sector/State Government/NGOs/Local Self Government should be allowed to enter the field of broadcasting/telecasting.
- Appropriate provisions must be made to ensure that the control of private broadcasting does not fall in the hands of companies having major stake in the print medium or vice-versa. Cross-media ownership restrictions must, therefore, be considered.
- Direct or indirect foreign equity participation in companies entering the field of private broadcasting should not be permitted.
- Access on the private channel should be available to the common man through appropriate provisions in the law.
- In view of the Supreme Court's Judgement on airwaves, an independent authority must be set up to control and regulate the use of airwaves. The Sub-Committee felt that the integrity of the Indian Skies is as important as her territorial integrity. This regulatory authority must be set up through a law enacted by the Parliament at the earliest. This Body can combine the functions of the regulatory body or can be a separate body exclusively for controlling the sky waves under the regulatory body.
- The apex regulatory body should be an independent autonomous public authority representative of all sections and interests in the society and should control and regulate the use of air waves in the interests of the public and to prevent invasion of their rights.
- The foreign satellite channels must also be brought within the ambit of the said regulatory body in order to make them amenable to the Indian laws.
- The Sub-Committee felt that in the case of skywaves, efforts should be made to develop an international convention to forge multilateral/regional agreements with countries especially in regard to software.
- The Sub-Committee noted that it will be difficult to pre-censor programmes aired on television in view of vast structure

such a step would call for. By bringing in the private broadcasting/foreign channels within the purview of the Indian legal system, much of laissez-faire that exists can be curbed.

- The Sub-Committee felt that the present programming in electronic media, especially television, needs to be more decentralised to meet the regional/local aspirations. In this connection, the Verghese Committee recommendations regarding decentralised programming, programme autonomy and constitution of five zones for this purpose (viz. South, West, Central, Eastern and North) should be considered by the Government.

- Care should be taken that no monopoly is developed by the private broadcasters, by restructuring the number of channels, especially 'several interest' channels owned by them.

- The Sub-Committee agrees with the broad objectives of national film policy set out by the Working Group on National Film Policy, and we reiterate the same. As a formal declaration of the national film policy would be useful, the Sub-Committee recommends that the Government should formalise the same as early as possible.

- Since the Estimates Committee and the Standing Committee have examined in detail the working of the CBFC as mentioned above, we have nothing further to add except to reiterate their recommendations. These recommendations are discussed elsewhere. The Sub-Committee wishes to add that Government should amend the guidelines for certification of films to curb the distortion of image of eminent leaders in films.

- The production of good short films, both by Films Division and independent producers, needs to be actively encouraged. The Films Division should make efforts to improve the quality of its documentaries and make them more interesting. The Sub-Committee recommends that Government should encourage the growth of Indian documentary film movement. The Sub-Committee suggests in this regard that the Films Division should farm out more and more films to independent producers on its panel. Further, Doordarshan should commission production of documentaries through the Films Division and other agencies.

- It has been stated that it would be very difficult to find sponsors for telecasting documentaries on Doordarshan. The Sub-Committee recommends that the Doordarshan should allot time-slots for at least half-an-hour every day on prime time for documentaries, even if there are no sponsors.

- The Sub-Committee also recommends that the feasibility

of showing documentary films in various educational institutions, schools, colleges and universities should be examined. The Ministry of Human Resource Development should consider the allocation of funds for the purpose.

- With a view to encourage children's films, the Sub-Committee recommends that more infrastructural facilities should be developed for production of animation films.

- The Sub-Committee also recommends that more avenues for exhibition of children's films in each district of the country should be identified.

- During meetings, representatives of the film industry pointed out that though Government called for recommendations from the Film Federation of India for the Dadasaheb Phalke Award, it did not normally accept their recommendation. The Sub-Committee is informed that Government gets recommendations for the Award. To give more credibility to the Government's decision, the Sub-Committee would recommend that a small Committee consisting of eminent persons including those from Film World should be appointed by Government to consider all names received and recommend the name of the person who should be honoured with the Dadasaheb Phalke Award.

- The National Film Awards were instituted in 1953 to provide for a special impetus to regional cinema and to encourage the production of films of aesthetic excellence and social relevance. The Sub-Committee also recommends that the award winning films should be screened at various State capitals and other large towns so that the people in the regional centres may get an opportunity to see them. The Central Government should provide funds to the State Governments to organise such festivals of award-winning films.

- A number of witnesses before the Sub-Committee represented for the full implementation of the recommendations of the High-Power Committee (1990). The Sub-Committee would suggest that the matter should be taken up with the various State Governments/Union Territory Administrations again.

- The Sub-Committee recommends that the State Governments/Union Territory Administrations should be persuaded to rationalise the rates of Entertainment Tax to help the film industry.

- During discussions some of the film industry representatives represented to the Sub-Committee that in view of high cost of imported raw stock, the customs countervailing duty may be reduced if not abolished. The Sub-Committee recom-



mends that the countervailing duty on raw stock may be abolished in view of the fact that there are no facilities to manufacture the raw stock in the country.

- Some of the witnesses before the Sub-Committee expressed concern about the shortage of theatres as well as the closure of cinema houses due to the advent of television and video. To overcome the shortage of exhibition facilities, the Sub-Committee suggests that wherever cinema theatres are being converted into commercial complexes, the local authorities should ensure that in the complex coming up at the site at least one mini theatre is provided in the complex. The Sub-Committee would also recommend that more multiplex theatrical complexes should be encouraged.

- The Sub-Committee recommends that the National Film Development Corporation and other agencies should encourage construction of theatres with 400 to 500 capacity instead of very large theatres.

- During meetings the representatives of the cine workers pleaded for the declaration of the film industry as an "Industry" so that the workers of the industry are not exploited by the producers. The Sub-Committee feels that introduction of labour welfare measures to film industry workers will go a long way in improving their conditions. The Sub-Committee, therefore, recommends that the film industry may be declared as an industry not only for the purpose of institutional finance but also for application of labour legislation relating to welfare of labour.

- The National Film Archive of India is charged with the responsibility of preservation of cinema. There have been press reports about the damage and loss of important films. The Sub-Committee suggests that the Archive should take immediate steps to acquire all film classics and preserve them properly for posterity.

- The Sub-Committee also suggests that the National Film Archive of India should take over the old documentaries from the Films Division for restoration and preservation.

- Nowadays film appreciation courses have been started in various universities and new film societies are coming up. However, Government gives only Rs.3 lakh per year to the Federation of Film Societies of India for its activities. This is awfully inadequate. The Sub-Committee recommends that Government should encourage film society movement by giving all facilities including finance. The grant-in-aid to the Federation of Film Societies of India should be augmented suitably.

- Some of the witnesses informed the Sub-Committee that Akashvani's royalty rate for film songs which are broadcast, is Rs.2 per song and was fixed a long time ago. Considering the time lapse and increase in the cost of picturising film songs, the Sub-Committee recommends that this should be suitably revised upwards by Akashvani.

- With respect to the suggestions regarding evolving a code of conduct for the journalists and for vesting the Press Council of India with more powers, the Sub-Committee felt that the matter may be left to the Press Council for suitable decisions. However, the Press Council should consider arming itself with adequate powers to deal with habitual offences with respect to communalism, threats to national security and other undesirable activities.

- The language Press and the small and medium newspapers should continue to grow. Therefore, the Sub-Committee recommends that the Government must endeavour to create a suitable environment by helping in the modernisation of these sections of the Press.

- Though the financial viability of a newspaper depends to a larger extent on the advertisement revenue which it is able to attract, Government's advertising policy and rate structure should be rational and uniform, evolved with a view to eliminate the possible use of advertisements as a lever to influence the press and thereby affecting its freedom.

- Even though the import of newsprint has been put under OGL, there is a need for a nodal agency to import newsprint on behalf of small and medium newspapers as they do not have the necessary infrastructure and the bargaining power for such imports.

- The training requirements of the journalists is yet another aspect which needs immediate attention. The press over the years has to become increasingly professional in nature. With a view to ensure that the press as a whole is capable of reporting and explaining and interpreting in their proper perspective various developments taking place, it is imperative that additional facilities are created to enable journalists to have a broad educational preparation and specific training in journalism.

- Indian news agencies have not been able to operate effectively in the sphere of dissemination of national news abroad, and the gathering of foreign news for dissemination within the country. Foreign news agencies still dominate international news sections in leading newspapers. It should be the endeavour of the Government to permit and strengthen the

news agencies to become self-sufficient in these spheres. In this connection, renewed efforts should be made in revitalising the efforts taken in the wake of Non-Aligned Conference, 1976 which lead to the establishment of Newspool for exchange of news among the third world countries.

- To strengthen the Indian news agencies, the Sub-Committee recommends that corporatisation of these news agencies with adequate equity base, as was suggested by the First Press Commission, should be seriously considered.

- Freedom of the editors, and editorial contents, insulated from the business and other interests of the owners, should be ensured through a proper institutional mechanism or guidelines to be evolved by the Press themselves or by the Press Council of India. The issue of diversion of funds from the newspaper industry to other industries may be examined.

- The Sub-Committee feels that towards professionalisation of the print media, adequate institutional finance should be made available to the journalists, etc. through cooperatives on easy terms.

## **PRASAR BHARATI ACT, 1990 (A Chronology)**

- 1990** The Act received assent of the President and is yet to come into force as the requisite notification has not been issued.
- The Act essentially envisages functioning of All India Radio/Doordarshan as two Wings of a single Corporation which is operationally outside the purview of the Government.
- 1991** The Act was reviewed within the Ministry. The review suggested amendments, primarily, of administrative nature.
- 1992-93** The amendments suggested by the Ministry were discussed with various political parties.
- 1994** After the discussions with the political parties, a Note for the Cabinet for the review of the Act and its amendments was done in 1994.
- 1995** A presentation on the same was made to the Prime Minister in January, 1995.
- After the presentation before the Prime Minister, it was decided to further review it in the light of changes in the telecasting scenario in Asia due to the advent of international satellite broadcasting.
- A landmark judgement of Supreme Court delivered for establishment of an independent autonomous public authority to regulate the use of airways which in turn, required the regulatory provisions in Prasar Bharati to be deleted since Prasar Bharati would be only one of the users of the airwaves which were declared as public property.
- High Court of Calcutta gave a direction to the Central Government to take appropriate steps to give shape to the objectives and ideals of the Prasar Bharati Act and, if necessary, by fresh legislation before 31 December 1995. Since it was not feasible to adhere to the deadline, extension of the deadline was sought by and was given upto 30 June 1996.
- Expert Group under the Chairmanship of Shri Nitish Sengupta has been constituted to review the provisions of the Prasar Bharati Act and answer some of the very basic questions, such as mode of financing. This Expert Group was notified on 28 December 1995 and its report is expected by 31 July 1996.

# 15

## PLAN AND NON-PLAN PROGRAMMES

### Eighth Five Year Plan Outlay

15.1.1 Planning Commission has approved an outlay of Rs. 3634 crore for the Eighth Five Year Plan (1992-97). The sector-wise details of the Eighth Five Year Plan outlay are as under:

Sector	Outlay (Rs. in lakh)
AIR	113495
Doordarshan	230000
Films Media	12365
Information Media	7540
<b>Total</b>	<b>363400</b>

### Annual Plan Allocations and Expenditure

15.2.1 Plan outlays and utilization during Annual Plans 1992-93, 93-94, 94-95 are as follows:

Sector	1992-93		93-94		94-95	
	Approved Outlay	Actual Exp.	Approved Outlay	Actual Exp.	Approved Outlay	Actual Exp.
I. BROADCASTING MEDIA						
AIR	22500	11460	20300 (10806)*	14543	13232	13123
DD	26516	17625	17000 (175.34)*	16822	25600	25693
II. INFORMATION MEDIA	1300	432	1036	394	1145	1155
III. FILMS MEDIA	2984 (284)*	1495	2164 (250)*	1135	2553 (380)*	2461 (600)*
<b>Total</b>	<b>53300</b>	<b>31012</b>	<b>40500</b>	<b>32894</b>	<b>42530</b>	<b>42432</b>

\* indicates IEBR (Internal & Extra Budgetary Resources)

The outlay approved by the Planning Commission for the Annual Plan 1995-96 are as follows:

Sector	Approved Outlay for 1995-96	RE
I. BROADCASTING MEDIA		
AIR	13500 (11000)*	31538
DD	31378 (28040)*	13200
II INFORMATION MEDIA	1779	1769
III FILMS MEDIA	2893 (410)*	2459
<b>Total</b>	<b>49550</b>	<b>48966</b>

\* indicates IEBR (Internal & Extra Budgetary Resources)

### Plan and Non-Plan Budget for 1995-96 and 1996-97 :

15.3.1 The statement showing details of the budget for Plan and Non-Plan for 1995-96 and 1996-97 in respect of the Ministry of I&B and all its media units is presented at Annexure-1. Major Head-wise Abstract of Budget of Ministry of Information and Broadcasting is presented at Annexure 2.

# 16

## ADMINISTRATION

16.1.1. The Ministry of Information and Broadcasting, as per the Allocation of Business Rules, has a wide mandate in respect of information, education and entertainment to be executed with functions relating to print and electronic media as also films.

### **Mandate of the Ministry of Information and Broadcasting**

- News Services through All India Radio (AIR) and Doordarshan (DD) for the people including for Indians overseas.
- 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 feed back on public opinion.
- 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.

The Ministry is assisted and supported in its activities through 13 attached and subordinate offices, five autonomous organisations and one public undertaking.

### Formations of the Ministry of Information and Broadcasting

#### Attached and Subordinate Organisations

1. All India Radio
2. Doordarshan
3. Films Division
4. Directorate of Field Publicity
5. Directorate of Advertising and Visual Publicity
6. Press Information Bureau
7. Publications Division
8. Research, Reference & Training Division
9. Office of the Registrar of Newspapers for India
10. Photo Division
11. Song & Drama Division
12. National Film Archive of India
13. Chief Controller of Accounts

#### Autonomous/Statutory Organisations and Public Sector Undertakings

1. Film & TV Institute of India
2. Indian Institute of Mass Communication
3. Children's Film Society, India
4. National Centre of Films for Children and Young People (N'CYP)
5. Press Council of India
6. Satyajit Ray Film & Television Institute of India
7. Central Board of Film Certification (CBFC)
8. Directorate of Film Festivals
9. National Film Development Corporation (Public Sector Undertaking)

#### Main Secretariat

16.2.1 The Main Secretariat of the Ministry is headed by the Secretary who is assisted by an Additional Secretary, a Financial Adviser-cum-Additional Secretary, 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, 43 other gazetted officers and 285 non-gazetted official, in the different wings of the Ministry.

#### Scheduled Castes, Scheduled Tribes and Other Backward Classes

16.3.1 In pursuance of the declared policy of the Government, the Ministry has been making all

out efforts to provide proper representation to the Scheduled Castes, Scheduled Tribes and OBCs in the services and posts under its control in accordance with the orders issued by the Government in this regard. A Cell has been functioning in the Ministry under the supervision of a Liaison Officer for co-ordination and monitoring work relating to implementation of reservation orders. Training of officers belonging to Scheduled Castes, Scheduled Tribes and OBCs in services under various training programmes in India and abroad is receiving adequate attention. Further, the reservation policy in respect of SCs/STs/OBCs is also being strictly followed in services/posts in Subordinate Offices and autonomous bodies and Public Sector Undertakings

under the administrative control of this Ministry, viz., Film and Television Institute of India, Central Board of Film Certification, Indian Institute of Mass Communication, National Centre of Films for Children and Young People, Press Council of India, National Film Development Corporation Limited.

16.3.2 The percentage of SCs and STs in the total number of employees of the Ministry including its Attached and Subordinate Offices as on 1 January 1995 was as under :-

	Group 'A'	Group 'B'	Group 'C'	Group 'D'
SC	9.86	14.39	16.73	32.75
ST	3.48	4.50	8.02	11.75

### Use of Hindi as Official Language

16.4.1 This Ministry has been stressing greater use of Hindi in accordance with the Official Language Policy of the Union Government. There is a high level Hindi Advisory Committee in the Ministry which provides guidance according to the decisions of the Kendriya Hindi Samiti constituted under the Chairmanship of the Hon'ble Prime Minister. The Advisory Committee is being constituted. The Hon'ble Minister is the Chairman of this Committee. Official Members, Members of Parliament, Non-official Members and Hindi Scholars are also associated. The Hindi Advisory Committee, oversees the use of Hindi in official work in the Ministry of Information & Broadcasting and its offices.

16.4.2 The Official Language Implementation Committees are functioning in the Main Secretariat of the M/o I&B and its Attached and Subordinate Offices. These Committees regularly monitor the position regarding implementation of Official Language Policy and the decisions taken by the Hindi Advisory Committee. During 1995-96 (upto October 1995) three meetings of the Committee were held. Further a 'Hindi Pakhwada' was organised in the MS of the Ministry from 1-15 September 1995

during which essay writing, shorthand, typing and debate competitions in Hindi were held. The 'Hindi Pakhwada' were also organised in the other offices of the Ministry. During the year three offices under the Ministry were inspected to review the position regarding the use of Hindi in official work. In addition, various Sub-committees of the Parliamentary Committee on Official Language also inspected six offices under this Ministry to review the achievements/shortcomings in relation to use of Hindi.

### Internal Work Study Unit

16.5.1 The Internal Work Study Unit has continued to play its role to increase the efficiency of output. The important activities undertaken during the year (upto 31 December 1995) include, constitution of a Task Force to suggest measures for administrative reforms; completion of study to determine the film checking output by the Film Checkers of the National Film Archive of India (NFAI), Pune; completion of three work measurement studies which resulted in indirect/preventive savings to the tune of approximately Rs. .38 crore per annum; undertaking special drive on record management wherein, 3,110 files were recorded, 2,434 files were reviewed and 1,800 files were weeded out.

### Departmentalised Accounting

16.6.1 Under Departmentalised Accounting, the Chief Controller of Accounts, the administrative head of the accounting organisation, continued to discharge vital responsibilities towards consolidation of monthly accounts of the Ministry, preparation of Annual Appropriation Accounts of the Demands for Grants in respect of the Ministry, etc. The Chief Controller of Accounts continued to monitor financial transactions of over 542 Drawing and Disbursing Officers spread all over the country and undertook review and coordination, disposal and follow-up action on audit reports, and queries from Comptroller and Auditor General of India.

16.6.2 During the year (upto October 1995) 2,85,418 bills (including 62,687 claims of gazetted

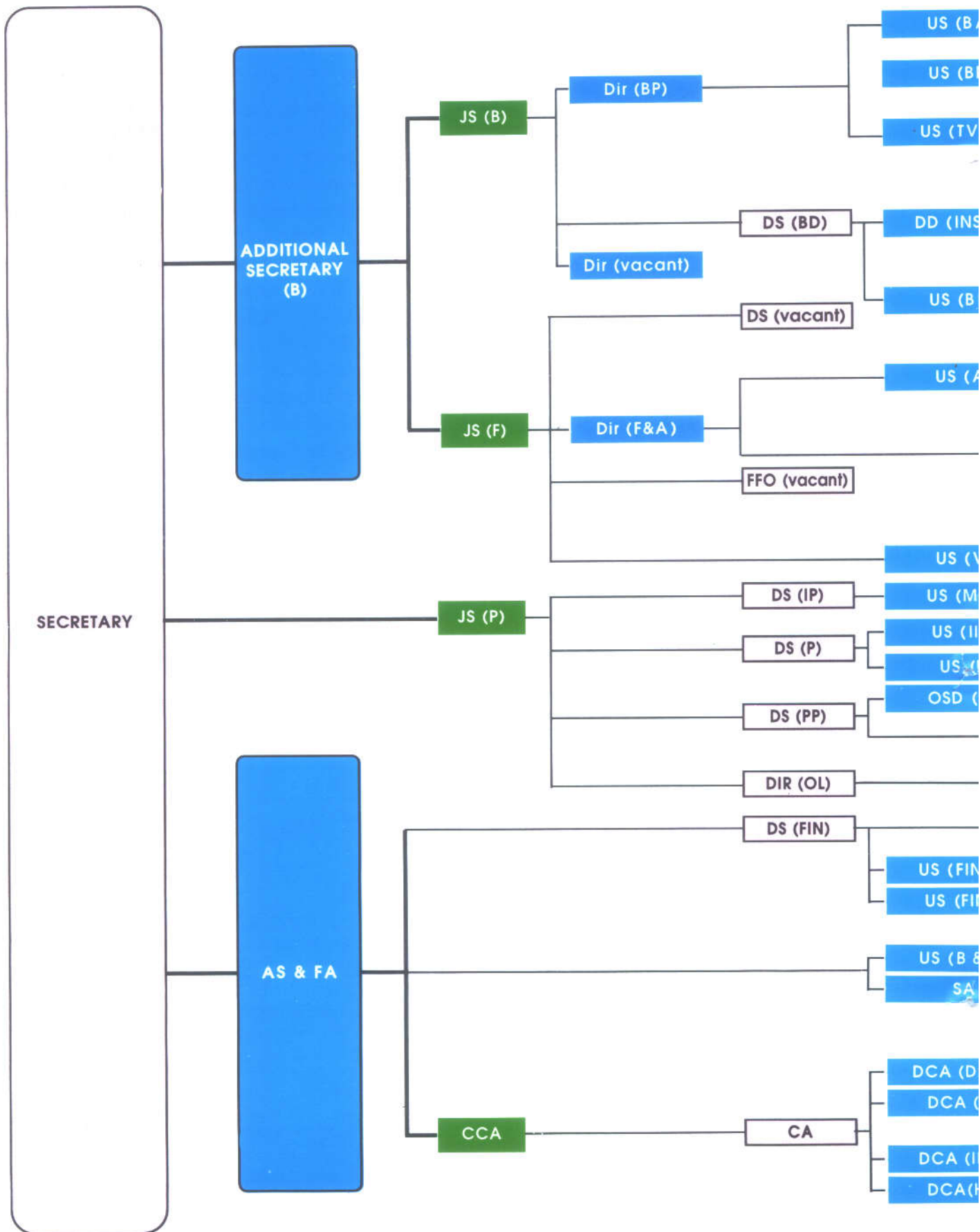


officers processed by PAO, IRLA) were processed by all the PAOs. In addition, 1,446 pensions/family pension cases and 808 GPF final payment cases in respect of retired Government servants were finalised upto October 1995.

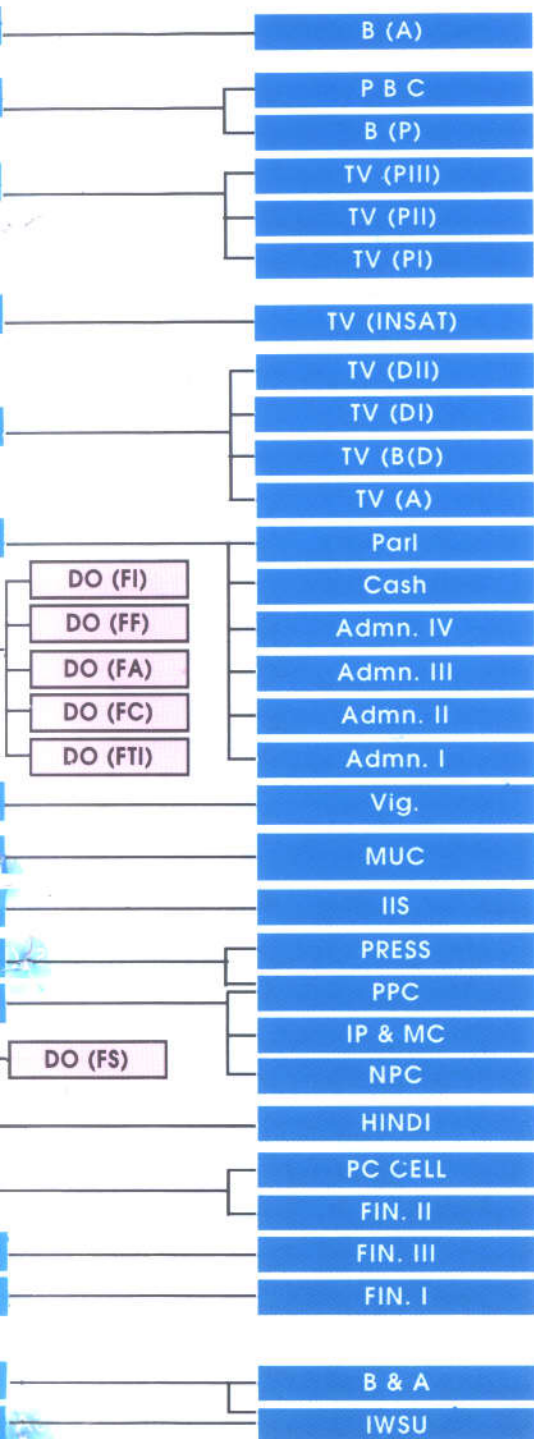
### **Vigilance**

16.7.1 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 of the level of Joint Secretary, an Under Secretary, a Section Officer 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 Undertakings and Registered Societies are coordinated by the Chief Vigilance Officer of the Ministry. A Grievance Redressal Machinery has been functioning in the Ministry under a Joint Secretary nominated as the Director of Grievances. In the Media Units also staff grievance officers have been appointed. The progress of disposal of such cases is monitored regularly.

16.7.2 During the period from April to November, 1995, 178 fresh complaints were received in the Ministry and its Media Units, etc., from different sources. These were examined and preliminary enquiries were ordered in 74 cases including seven cases entrusted to the CBI. Preliminary enquiry reports in respect of 60 cases were received during the year. Regular departmental action for major penalty was initiated in 43 cases and for minor penalty in 10 cases. Major penalties have been imposed in 11 cases and minor penalty in six cases. Out of the total number of officers placed under suspension during the year, four cases pertain to the Main Secretariat and 10 to the Media Units. In seven cases, the proceedings were dropped. One person was compulsorily retired under the provision of F.R. 56 ( j ) and administrative warnings, etc., were issued in 25 cases. In addition, five appeal cases were also decided, of which one was rejected and of the remaining four, the penalty was reduced in two cases and denovo inquiry was ordered in two cases. Further, a revision petition was also decided. Regular departmental action for major penalty in six more cases has been decided and necessary follow-up action is being initiated.



# SECRETARIAT OF MINISTRY OF BROADCASTING



## DESIGNATION IN THE MINISTRY

AS&FA	Additional Secretary & Financial Advisor
AS(B)	Additional Secretary (Broadcasting)
JS(P)	Joint Secretary (Policy)
JS(F)CVO	Joint Secretary (Films) & Chief Vigilance Officer
JS(B)	Joint Secretary (Broadcasting)
CCA	Chief Controller of Accounts
Dir (F&A)	Director (Finance & Administration)
Dir	Director
Dir (BP)	Director (Broadcasting Policy)
Dir (OL)	Director (Official Language)
DS(Fin)	Deputy Secretary (Finance)
DS(PP)	Deputy Secretary (Policy Planning)
DS(P)	Deputy Secretary (Policy)
DS (IP)	Deputy Secretary (Information Policy)
DS	Deputy Secretary
DS(BD)	Deputy Secretary (Broadcasting Development)
FFO	Film Facilities Officer
CA	Controller of Accounts
US(A)	Under Secretary (Administration)
US (B&A)	Under Secretary (Budget & Accounts)
US (Fin.I)	Under Secretary (Finance-I)
US(IIS)	Under Secretary (Indian Information Service)
US (MC)	Under Secretary (Media Coordination)
US(I)	Under Secretary (Information)
US(V)	Under Secretary (Vigilance)
US(BA)	Under Secretary (Broadcasting Administration)
US (BD)	Under Secretary (Broadcasting Development)
US (TV-P)	Under Secretary (Television Programmes)
US (BP)	Under Secretary (Broadcasting Policy)
OSD (IP)	Officer on Special Duty (Information Policy)
DCA(HQ)	Deputy Controller of Accounts (Headquarters)
DCA(IRLA)	Deputy Controller of Accounts (IRLA)
DCA (IC)	Deputy Controller of Accounts (IC)
DCA (DAVP)	Deputy Controller of Accounts (DAVP)
SA	Senior Analyst
DD (INSAT)	Deputy Director (INSAT)
DO(FS)	Desk Officer (Film Societies)
DO(FTI)	Desk Officer (Film & TV Institutes)
DO (FC)	Desk Officer (Film Certification)
DO(FA)	Desk Officer (Film Administration)
DO(FF)	Desk Officer (Film Festivals)
DO(FI)	Desk Officer (Film Industry)
Admn. I	Administration I
Admn. II	Administration II
Admn. III	Administration III
Admn. IV	Administration IV
Cash	Cash
Parl	Parliament Cell
Vig	Vigilance
B(A)	Broadcasting (Administration)
TV (A)	Television (Administration)
B (D)	Broadcasting (Development)
TV (D-I)	Television (Development-I)
TV (D-II)	Television (Development-II)
TV (INSAT)	Television (INSAT)
TV (P-I)	Television (Programme-I)
TV (P-II)	Television (Programme-II)
TV (P-III)	Television (Programme-III)
B(P)	Broadcasting (Policy)
PBC	Prasar Bharati Cell
IIS	Indian Information Service
MUC	Media Unit Cell
Press	Press
PPC	Policy Planning Cell
IP&MC	Information Policy & Media Coordination
NPC	News Pool Cell
Fin. I	Finance I
Fin. II	Finance II
Fin. III	Finance III
PC Cell	Plan Coordination Cell
Hindi	Hindi Unit
IWSU	Internal Work Study Unit
B&A	Budget & Accounts

## Annexure 1

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

**Demand No. 55 — Information, Films & Publicity**

S. No.	Name of Media Units/ Activity	B.E. 1995-96		
		Plan	Non-Plan	Total
<b>REVENUE SECTION</b>				
<b>Major Head '2251'</b>				
<b>—Secretariat—Social Services</b>				
1.	Main Sectt.	—	449.42	449.42
2.	Composite P.A.O.	6.00	207.58	213.58
<b>Total :</b>		<b>6.00</b>	<b>657.00</b>	<b>663.00</b>
<b>Major Head '2205'</b>				
<b>— Art &amp; Culture — Certification of Cinematographic films for public exhibition</b>				
3.	Central Board of Film Certification	25.00	78.75	103.75
4.	Film Certification Appellate Tribunal	—	3.25	3.25
<b>Total :</b>		<b>25.00</b>	<b>82.00</b>	<b>107.00</b>
<b>Major Head '2220'</b>				
<b>— Information &amp; Publicity</b>				
5.	Films Division	191.00	1678.78	1869.78
6.	Directorate of Film Festivals	289.00	205.93	494.93
7.	National Film Archive of India	198.00	42.00	240.00
8.	Film & Television Institute of India, Calcutta	50.00	—	50.00
9.	Grants-in-aid to National Centre of Films for Children and Young People (N' CYP)	150.00	10.00	160.00
10.	Grants-in-aid to Film & Television Institute of India, Pune	654.00	304.00	958.00
11.	Grants-in-aid to Film Societies	3.00	—	3.00
12.	Research, Reference & Training Divn.	—	51.36	51.36
13.	Grants-in-aid to I.I.M.C.	400.00	135.90	535.90
14.	Directorate of Advertising & Visual Publicity	30.00	3322.00	3352.00
15.	Press Information Bureau	91.00	910.00	1001.00
16.	Press Council of India	—	52.00	52.00
17.	Subsidy in lieu of interest on loan to PTI	—	0.95	0.95
18.	Payment for Pro. & Spl. Services	—	33.00	33.00
19.	Directorate of Field Publicity	115.00	1126.00	1241.00

(Rs. in lakh)

R.E. 1995-96			B.E. 1996-97		
Plan	Non-plan	Total	Plan	Non-Plan	Total
—	520.54	520.54	—	499.00	499.00
6.00	230.46	236.46	6.00	242.00	248.00
6.00	751.00	757.00	6.00	741.00	747.00
24.00	84.75	108.75	35.00	84.75	119.75
—	3.25	3.25	—	3.25	3.25
24.00	88.00	112.00	35.00	88.00	123.00
167.65	1591.65	1759.30	215.00	1723.20	1938.20
327.00	208.17	535.17	269.00	214.43	483.43
145.00	43.00	188.00	103.00	44.12	147.12
30.00	—	30.00	100.00	—	100.00
150.00	10.00	160.00	150.00	10.00	160.00
654.00	304.00	958.00	554.00	320.00	874.00
3.00	—	3.00	3.00	—	3.00
—	46.54	46.54	—	55.55	55.55
390.41	135.16	525.57	187.00	140.22	327.22
25.00	3584.26	3609.26	30.00	2811.65	2841.65
78.08	1093.17	1171.25	80.00	1020.73	1100.73
—	97.61	97.61	—	58.72	58.72
—	0.95	0.95	—	0.48	0.48
—	30.65	30.65	—	38.22	38.22
98.86	1179.20	1278.06	40.00	1248.64	1288.64

S. No.	Name of Media Units/ Activity	B.E. 1995-96		
		Plan	Non-Plan	Total
20.	Song & Drama Division	126.00	761.00	887.00
21.	Publications Division	30.00	636.39	666.39
22.	Employment News	—	764.59	764.59
23.	Registrar of Newspapers for India	8.00	91.00	99.00
24.	Photo Division	10.00	137.10	147.10
25.	Contribution to International Programme for the Development of Communication	—	10.00	10.00
26.	* Satyajit Ray F.&T.I. Calcutta	—	—	—
<b>Total : Major Head '2220'</b>		<b>2345.00</b>	<b>10272.00</b>	<b>12617.00</b>
<b>Major Head '3601'</b>				
27.	Jyoti Chitraban	—	—	—
<b>Total : Revenue Section</b>		<b>2376.00</b>	<b>11011.00</b>	<b>13387.00</b>

\* New Head

R.E. 1995-96			B.E. 1996-97		
Plan	Non-plan	Total	Plan	Non-Plan	Total
119.00	780.87	899.87	116.00	854.75	970.75
25.00	655.15	680.15	20.00	664.35	684.35
—	968.70	968.70	—	1122.14	1122.14
8.00	90.97	98.97	—	98.86	98.86
10.00	136.95	146.95	10.00	144.94	154.94
—	10.00	10.00	—	10.00	10.00
—	—	—	1051.00	—	1051.00
2231.00	10967.00	13198.00	2928.00	10581.00	13509.00
600.00	—	600.00	108.00	—	108.00
2861.00	11806.00	14667.00	3077.00	11410.00	14487.00

S. No.	Name of Media Units/ Activity	B.E. 1995-96		
		Plan	Non-Plan	Total
<b>CAPITAL SECTION</b>				
<b>Major Head '4220'</b>				
<b>—Capital outlay on Information &amp; Publicity.</b>				
<b>A) Machinery &amp; Equipment</b>				
1.	Acquisition of Equipment for Films Division	200.84	—	200.84
2.	Acquisition of Equipment for NFAI, Pune	—	—	—
3.	Acquisition of Equipment for P.I.B.	50.00	—	50.00
4.	Acquisition of Equipment for Dte. of Field Publicity	15.00	—	15.00
5.	Acquisition of Equipment for Song & Drama Division	14.00	—	14.00
6.	Acquisition of Equipment for Photo Division	40.00	—	40.00
<b>B) Buildings</b>				
7.	Multi-storeyed building for Films Division—Major Works	66.16	—	66.16
8.	Construction of office building for N.F.A.I.—Major Works	42.00	—	42.00
9.	Film Festival Complex—Additions and alterations—Major Works	64.00	—	64.00
10.	Setting up of Film & Television Institute at Calcutta—Acquisition of Land & Construction of Building	400.00	—	400.00
11.	Soochna Bhavan building—Major Works	200.00	—	200.00
12.	Construction of office and Residential Accommodation for Field Publicity— Major Works	5.00	—	5.00
13.	Setting up of National Press Centre and Mini-media Centre for P.I.B.	589.00	—	589.00
<b>C) Other Investments</b>				
14.	Investment in Joint Sector Companies proposed to be set up for operating the Second National Television Channel.	—	—	—
15.	National Film Development Corpn.	75.00	—	75.00



(Rs. in lakh)

R.E. 1995-96			B.E. 1996-97		
Plan	Non-plan	Total	Plan	Non-Plan	Total
288.00	—	288.00	117.00	—	117.00
—	—	—	—	—	—
38.00	—	38.00	15.00	—	15.00
9.30	—	9.30	60.00	—	60.00
14.00	—	14.00	14.00	—	14.00
40.00	—	40.00	53.00	—	53.00
45.20	—	45.20	81.00	—	81.00
12.00	—	12.00	51.00	—	51.00
164.00	—	164.00	64.00	—	64.00
300.00	—	300.00	225.00	—	225.00
35.00	—	35.00	61.00	—	61.00
22.50	—	22.50	—	—	—
200.00	—	200.00	395.00	—	395.00
—	—	—	—	—	—
75.00	—	75.00	—	—	—

S. No.	Name of Media Units/ Activity	B.E. 1995-96		
		Plan	Non-Plan	Total
16.	Joint production of a feature film, 'Making of a Mahatma' in collaboration with the Govt. of South Africa	—	—	—
17.	Broadcasting Engineering Consultants (India) Ltd.	25.00	—	25.00
	<b>Total : Major Head '4220'</b>	1786.00	—	1786.00
	<b>Major Head '6220'</b> <b>—Loan for Information Publicity</b>			
18.	National Film Development Corporation Ltd.	75.00	—	75.00
19.	Broadcasting Engineering Consultants (India) Ltd.	25.00	—	25.00
20.	Loans to PTI	—	—	—
	<b>: Total Major Head '6220'</b>	100.00	—	100.00
	<b>: Total Capital Section</b>	1886.00	—	1886.00
	<b>: Total Demand No. 55.</b>	4262.00	11011.00	15273.00

R.E. 1995-96			B.E. 1996-97		
Plan	Non-plan	Total	Plan	Non-Plan	Total
—	—	—	29.00	—	29.00
25.00	—	25.00	10.00	—	10.00
1268.00	—	1268.00	1175.00	—	1175.00
75.00	—	75.00	—	—	—
25.00	—	25.00	10.00	—	10.00
—	175.00	175.00	—	—	—
100.00	—	100.00	10.00	—	10.00
1368.00	—	1368.00	1185.00	—	1185.00
4229.00	11981.00	16210.00	4262.00	11410.00	15672.00

**Demand No. 56—Broadcasting Services  
REVENUE**

S. Name of Media Units No. Activity		B.E. 1995-96		
		Plan (3)	Non-Plan (4)	Total (5)
(1)	(2)			
<b>Revenue Section :</b>				
<b>(A) Major Head '2221'</b>				
<b>All India Radio</b>				
1.	Direction & Administration	311.00	969.00	1280.00
2.	Operation & Maintenance	1086.00	4590.00	5676.00
3.	Commercial Broadcasting Services	1.00	2119.00	2120.00
4.	Programme Services	3885.00	14343.00	18228.00
5.	News Services Division	16.00	1648.00	1664.00
6.	Listeners' Research	81.00	84.00	165.00
7.	External Services Division	1.00	314.00	315.00
8.	Planning & Development	209.00	549.00	758.00
9.	Research & Training	110.00	273.00	383.00
10.	Suspense	0	6072.00	6072.00
11.	Transfer to NLF	0	5389.00	5389.00
12.	Other Expenditure	0	342.00	342.00
<b>Total AIR (Revenue)</b>		<b>5700.00</b>	<b>36692.00</b>	<b>42392.00</b>
<b>Doordarshan</b>				
1.	Direction & Administration	19.00	844.00	863.00
2.	Operation & Maintenance	2761.00	6576.00	9337.00
3.	Commercial Services	0	6930.00	6930.00
4.	Programme Services	7216.00	16688.00	23904.00
5.	Listeners' Research	4.00	69.00	73.00
6.	Suspense	0	7492.00	7492.00
7.	Transfer to NLF	0	37907.00	37907.00
8.	Other Expenditure	0	405.00	405.00
<b>Total Doordarshan (Revenue)</b>		<b>10000.00</b>	<b>76911.00</b>	<b>86911.00</b>
<b>Total Major Head '2221'</b>		<b>15700.00</b>	<b>113603.00</b>	<b>129303.00</b>
<b>Total Revenue Section</b>		<b>15700.00</b>	<b>113603.00</b>	<b>129303.00</b>
<b>Voted</b>		<b>15700.00</b>	<b>113597.00</b>	<b>129297.00</b>
<b>Charged</b>		<b>0</b>	<b>6.00</b>	<b>6.00</b>

(Rs. in lakh)

R.E. 1995-96			B.E. 1996-97		
Plan (6)	Non-plan (7)	Total (8)	Plan (9)	Non-Plan (10)	Total (11)
311.00	1169.00	1480.00	315.00	1043.00	1358.00
1058.00	4522.00	5580.00	1235.00	4797.00	6032.00
0	2138.00	2138.00	2.00	2247.00	2249.00
3955.00	14657.00	18612.00	4241.00	15209.00	19450.00
16.00	1666.00	1682.00	20.00	1735.00	1755.00
42.00	87.00	129.00	50.00	91.00	141.00
0	327.00	327.00	2.00	340.00	342.00
202.00	612.00	814.00	209.00	627.00	836.00
116.00	289.00	405.00	126.00	314.00	440.00
0	6072.00	6072.00	0	6304.00	6304.00
0	5389.00	5389.00	0	5780.00	5780.00
0	317.00	317.00	0	360.00	360.00
5700.00	37245.00	42945.00	6200.00	38847.00	45047.00
17.00	1025.00	1042.00	26.00	1316.00	1342.00
2221.00	7054.00	9275.00	2960.00	7281.00	10241.00
0	6930.00	6930.00	0	8283.00	8283.00
7919.00	17745.00	25664.00	8507.00	18498.00	27005.00
3.00	85.00	88.00	7.00	91.00	98.00
0	6612.00	6612.00	0	7800.00	7800.00
0	37842.00	37842.00	0	45430.00	45430.00
0	444.00	444.00	0	434.00	434.00
10160.00	77737.00	87897.00	11500.00	89133.00	100633.00
15860.00	114982.00	130842.00	17700.00	127980.00	145680.00
15860.00	114982.00	130842.00	17700.00	127980.00	145680.00
15444.00	113272.00	128716.00	15934.00	126028.00	141962.00
416.00	1710.00	2126.00	1766.00	1952.00	3718.00

S. Name of Media Units/ No. Activity		B.E. 1995-96		
		Plan (3)	Non-Plan (4)	Total (5)
(1)	(2)			
<b>Capital Section Major Head '4221'</b>				
<b>ALL INDIA RADIO</b>				
1.	Machinery & Equipment	84.00	0	84.00
2.	Studios	2007.00	37.00	2044.00
3.	Transmitters	3759.00	0	3759.00
4.	Suspense	0	450.00	450.00
5.	Other Expenditure (Estt. & MWS)	1950.00	0	1950.00
<b>Total : All India Radio</b>		<b>7800.00</b>	<b>487.00</b>	<b>8287.00</b>
<b>Voted</b>		<b>7780.00</b>	<b>487.00</b>	<b>8267.00</b>
<b>Charged</b>		<b>20.00</b>	<b>0</b>	<b>20.00</b>
<b>DOORDARSHAN</b>				
1.	Machinery & Equipment	75.00	0	75.00
2.	Studios	7293.00	0	7293.00
3.	Transmitters	7223.00	0	7223.00
4.	Suspense	0	608.00	608.00
5.	Other Expenditure (Estt. & MWS)	6787.00	2.00	6789.00
<b>Total : Doordarshan</b>		<b>21378.00</b>	<b>610.00</b>	<b>21988.00</b>
<b>Voted</b>		<b>21338.00</b>	<b>610.00</b>	<b>21948.00</b>
<b>Charged</b>		<b>40.00</b>	<b>0</b>	<b>40.00</b>
<b>Total Major Head '4221'</b>		<b>29178.00</b>	<b>1097.00</b>	<b>30275.00</b>
<b>Total Capital Section</b>		<b>29178.00</b>	<b>1097.00</b>	<b>30275.00</b>

R.E. 1995-96			B.E. 1996-97		
Plan (6)	Non-plan (7)	Total (8)	Plan (9)	Non-Plan (10)	Total (11)
35.00	0	35.00	105.00	0	105.00
1766.00	0	1766.00	2057.00	0	2057.00
3561.00	0	3561.00	3501.00	0	3501.00
0	440.00	440.00	2137.00	475.00	2612.00
2138.00	0	2138.00	0	0	0
7500.00	440.00	7940.00	7800.00	475.00	8275.00
7480.00	440.00	7940.00	7770.00	475.00	8245.00
20.00	0	0	30.00	0	30.00
40.00	0	40.00	75.00	0	75.00
6929.00	0	6929.00	8806.00	0	8806.00
7341.00	0	7341.00	8234.00	0	8234.00
0	576.00	576.00	0	560.00	560.00
7068.00	0	7068.00	5423.00	0	5423.00
21378.00	576.00	21954.00	22538.00	560.00	23098.00
21214.00	576.00	21790.00	22500.00	560.00	23060.00
164.00	0	164.00	38.00	0	38.00
28878.00	1016.00	29894.00	30338.00	1035.00	31373.00
28878.00	1016.00	29894.00	30338.00	1035.00	31373.00

**Major Head-wise Abstract of Budget of  
Ministry of Information & Broadcasting**

(Demand No. 55—Information, Films & Publicity)

Revenue Section Major Head	SBG 1995-96			RE 1995-96			BE 1996-97		
	Plan	N. Plan	Total	Plan	N. Plan	Total	Plan	N. Plan	Total
2251— Secretariat	6	657	663	6	751	757	6	741	747
Major Head 2205—Film Certification	25	82	107	24	88	112	35	88	123
Major Head—2220 Infm. & Pub. (Films Div.DFF,FTII, IIMC,DAVP,PIB,DFP, DPD,RNI,Photo Div.)	2345	10272	12617	2231	10967	13198	2928	10581	13509
Major Head—3601 Jyoti Chitraban Studio	-	-	-	600	-	600	108	-	108
<b>Total Rev. Sec.</b>	<b>2376</b>	<b>11011</b>	<b>13387</b>	<b>2861</b>	<b>11806</b>	<b>14667</b>	<b>3077</b>	<b>11410</b>	<b>14487</b>
<b>Capital Section</b>									
Major Head —4220	1786	-	1786	1268	-	1268	1175	-	1175
Major Head —6220	100	-	100	100	175	275	10	-	10
<b>Total Cap. Sec.</b>	<b>1886</b>	<b>-</b>	<b>1886</b>	<b>1368</b>	<b>175</b>	<b>1543</b>	<b>1185</b>	<b>-</b>	<b>1185</b>
<b>Total Demand No. 55</b>	<b>4262</b>	<b>11011</b>	<b>15273</b>	<b>4229</b>	<b>11981</b>	<b>16210</b>	<b>4262</b>	<b>11410</b>	<b>15672</b>
IEBR (NFDC)	410	-	410	694	-	694	1000	-	1000
<b>Total outlay for Infm., Films &amp; Publicity</b>	<b>4672</b>	<b>11011</b>	<b>15683</b>	<b>4923</b>	<b>11981</b>	<b>16904</b>	<b>5262</b>	<b>11410</b>	<b>16672</b>



Major Head-wise Abstract of Budget of  
Ministry of Information & Broadcasting

(Demand No. 56—Broadcasting Services)

	SBG 1995-96			RE 1995-96			BE 1996-97		
	Plan	N. Plan	Total	Plan	N. Plan	Total	Plan	N. Plan	Total
<b>Revenue Section</b>									
Major Head —2221									
AIR	5700	36692	42392	5700	37245	42945	6200	38847	45047
DD	10000	76911	86911	10160	77737	87897	11500	89133	100633
Total (2221)	15700	113603	129303	15860	114982	130842	17700	127980	145680
<b>Capital Section</b>									
Major Head —4221									
AIR	7800	487	8287	7500	440	7940	7800	475	8275
DD	21378	610	21988	21378	576	21954	22538	560	23098
Total (4221)	29178	1097	30275	28878	1016	29894	30338	1035	31373
Grand Total Demand No.56	44878	114700	159578	44738	115998	160736	48038	129015	177053