



Annual Report 2015 - 2016




सत्यमेव जयते

Ministry of Information and Broadcasting
Government of India



**Annual Report
2015-16**



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Launch of Kisan Channel by Hon'ble Prime Minister Shri Narendra Modi

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46th IFFI 2015 Inauguration Event

Highlights of the Year

INFORMATION WING

- Hon'ble President of India, Shri Pranab Mukherjee inaugurated the National Press Day celebrations organized by the Press Council of India (PCI) on 16th November 2015. Shri Mukherjee also gave away National Awards for excellence in journalism on the occasion.
- Hon'ble Prime Minister, Shri Narendra Modi inaugurated a Multi Media Exhibition titled 'Making of Constitution by the Constituent Assembly' in the Parliament House Library organized jointly by Parliamentary Museum & Archives of Lok Sabha Secretariat and Directorate of Advertising and Visual Publicity from 26 to 30 November 2015.
- The Ministry undertook Multimedia campaign on a 360° basis to highlight the initiatives of the government. A range of activities involving all media units were undertaken to ensure wide reach. The activities range from holding of Press conferences by Press Information Bureau, telecast/broadcast of special programmes on DD and AIR with experts, Multimedia and Mobile exhibitions organized by DAVP and DFP throughout the country, comprehensive coverage on social media using Infographics, animations, graphic plates, short videos spots, live streaming of events/launch/conferences related to the schemes of the Government.
- Minister for Information and Broadcasting, Shri Arun Jaitley, launched the electronic version of "The Collected Works of Mahatma Gandhi" at Gandhi Peace Foundation on 8th September 2015. The Collected Works of Mahatma Gandhi, published by the Publications Division, is a monumental document of Gandhiji's words as he spoke and wrote, day after day beginning from 1884 till 30th January 1948. The Minister also uplinked the e-version on the Gandhi Heritage Portal, a comprehensive repository of authentic Gandhian.
- Shri Arun Jaitley, Minister for Information and Broadcasting released the Government of India Calendar 2016 on the theme '*Vikas ki Nayi Udaan*'



MIB Shri Arun Jaitley inaugurating the Saal Ek Shuruaat Anek Multi Media Exhibition in New Delhi

- on 23rd December 2015. The calendar depicted the national priorities and goals of the government through developmental themes like *Mudra Yojna*, *Beti Bachao Beti Padhao* and Smart cities which affected the people at large. Digital version of the 2016 Calendar has also been released to facilitate the information flow for those who are aware of new techniques and methods and enabled people to give feedback to the government. It also provides access to PIB press releases, tweets and news from AIR and DD News.
- Shri Arun Jaitley, Minister for Information and Broadcasting released the 59th Annual Report on Print Media- "Press in India 2014-15" prepared and compiled by Registrar of Newspapers for India on 29th December 2015.
- A comprehensive bouquet of activities were undertaken by the Ministry of Information and Broadcasting for coverage/commemoration of 67th Republic Day Celebrations 2016 and visit of French President, Mr. François Hollande to India as Chief Guest for the Republic Day Celebrations on various media platforms through various Media Units under I&B Ministry viz. PIB, DD, AIR and Social Media Wing. These included live coverage of French President and Hon'ble Prime Minister's visit to Chandigarh, Hon'ble President's address to the nation on the eve of Republic Day, live coverage of



MIB Shri Arun Jaitley visiting the Multi Media Exhibition Saal Ek Shuruat Anek after inauguration in Delhi

Republic Day Parade and Beating Retreat and a Radio Report on the 67th Republic Day Parade and Cultural Pageant held at Rajpath, New Delhi. As part of the 67th Republic Day Celebrations various contests were organized on the various Social Media platforms by Ministry of Information and Broadcasting. The winners of the social media contest in various categories were felicitated by Shri Arun Jaitley, Minister of Information and Broadcasting on 27th January 2016.

- British Standard Institute (BSI) conferred the certificate of registration to Ministry of Information and Broadcasting for the Quality Management System as per the requirement of ISO 9001:2008 in respect of various permissions/licenses issued by the Ministry for the broadcasting, print and films sectors. These include permission/license for satellite television channels, teleports, multi-system operators, community radio stations, direct-to-home services,

publication of Indian editions of foreign, technical and scientific foreign magazines of news and current affairs sector and facsimile edition of foreign newspapers and grant of permission for foreign film producers.

- Office of the Registrar of Newspapers for India has started from 1st April 2015 online filing of Annual Statements for the year 2014-15, to facilitate registered publications to file their Annual Statements online and no hard copy of online filed annual statement is required to be submitted by publishers.
- Minister for Information and Broadcasting, Shri Arun Jaitley inaugurated a seminar on “Establishment of Communication University” organized by the Indian Institute of Mass Communication (IIMC), under the aegis of Ministry of Information and Broadcasting on 14th May 2015. The discussion enabled stakeholders interaction on the new and emerging facets of

media world including the technological changes, innovations, skill requirements and the emerging needs of the media fraternity.

- The Publications Division of the Ministry published high quality books on various aspects of the President's official residence and functioning. The books were unveiled on 11th December 2015 by Hon'ble PM and first copies presented to Hon'ble PMs. The book included selected speeches of the President (Vol. 3) & Presidential Retreats of India. Earlier on 25th July 2015, Hon'ble Vice President & Home Minister presented to Hon'ble President, first copies of books; selected speeches of the President, President's Bodyguard and Abode under the Dome all published by DPD.
- Union Minister for Finance, Corporate Affairs and Information and Broadcasting Shri Arun Jaitley released the print and digital versions of India/Bharat 2016 on 18th February 2016. The Minister also launched the online payment and subscription services of popular journals of the Publications Division through Ministry of Finance's Non Tax Receipt Portal, Bharatkosh Portal. Using this facility, users can subscribe to Yojana, Kurukshetra and other print journals of Publications Division online. The digital Employment News and subscription payment facility for both electronic and print versions of Employment News was also started through Bharatkosh Portal. The online sale of some of the books of the Division through e-commerce platform was also launched on a pilot basis.

- To mark the 69th Independence Day, the Ministry undertook a range of activities on its various platforms. Direct Live Webcast of President's Independence Day address on PIB's You Tube Channel was undertaken and a special web page was created that contained fact sheets, blogs, photographs, press releases, PM's address and webcast. PIB also launched a dedicated blog, <https://pibindia.wordpress.com/>, which has posts/articles by various Union Ministers/Ministries highlighting the key achievements of the government.
- The Ministry reconstituted the Central Press Accreditation Committee (CPAC) with DG, PIB as its Ex-officio Chairman and 11 Members representing various Associations/Unions/Federations of print and broadcasting industries. This was done in the tenure of CPAC for a period of two years from the date of its first meeting.

BROADCASTING WING

- Minister of Information and Broadcasting, Shri Arun Jaitley inaugurated the Vividh Bharati FM service at the AIR, New Broadcasting House, Delhi on 14th April 2015. The platform would enable the people, within the minimum radius of 60 kms, to enjoy high quality rich content programmes with utmost clarity. Technological advancement and availability on FM Mode would make Vividh Bharati and other channels of AIR available on mobile phones, car stereos and internet.
- Prime Minister Shri Narendra Modi, launched Doordarshan's DD Kisan Channel dedicated exclusively to farmers on 26th May 2015. The Kisan Channel would facilitate the farmers in providing information regarding the policy initiatives undertaken in the agriculture sector, latest developments in the area of farming for the benefit of its target audience including cattle rearers, bee keepers, poultry owners, mechanics and craftsmen.
- Minister for Information and Broadcasting, Shri Arun Jaitley launched the 'DD News Mobile Application' on 7th May 2015 at New Delhi. This is an effort to make the channel available far and wide especially on new ICT platforms, and to make live TV news feed and top videos available on smart phones. E-version of India-2015 and Bharat-2015 was also launched on the occasion.



MIB Shri Arun Jaitley delivering Sardar Patel Memorial Lecture organized by All India Radio

- As part of its initiative to highlight the achievements of the Government in the last one year, the Ministry organized “Talkathon” on 30th May, 2015. In the first of its kind, the Talkathon platform involved the participation of three Union Ministers viz. Minister for Human Resource Development, Smt. Smriti Zubin Irani, Union Minister of State (I/C) for Power, Coal, New and Renewable Energy, Shri Piyush Goyal and Union Minister of State (I/C) for Commerce and Industry, Smt. Nirmala Sitharaman. Talkathon is an initiative of Ministry of Information and Broadcasting to connect the virtual space with physical world. Under the platform, participants in the social media space post questions on Twitter which are answered by the guests in real-time.
- Hon’ble Prime Minister, Shri Narendra Modi released the digital version of *Ramcharitmanas*, as a set of digital CDs produced by All India Radio on 31st August 2015. The AIR recordings of the monumental creation of Goswami Tulsidas were done over a period of 20 to 22 years and have been sung by many leading singers of Bhopal ‘gharana’ from 1980 onwards.
- E-Auction of the first batch of private FM radio Phase-III channels comprising 135 channels in 69 existing cities of Phase-II, which had commenced on 27th July 2015, got over on 9th September, 2015 with the completion of Frequency Allocation Stage. 97 channels in 56 cities became provisional winning channels with cumulative provisional winning price of about ₹1156.9 Crore against their aggregate reserve price of about ₹459.8 Crore.
- The e-Auction of first batch of FM Radio Phase-III has also facilitated migration of FM Phase-II channels to FM Phase-III. Government has also realized ₹1257.36 Crore by way of migration fee upon migration of 168 Phase-II channels to FM Phase-III regime. A special incentive has been given to Private FM channels located in the North East and Jammu & Kashmir by way to reduction in Annual Fee and Rentals to Prasar Bharati at half rates for initial period of 3 years.
- Union Minister of Information and Broadcasting, Shri Arun Jaitley, launched the Headend In The Sky (HITS) digital platform initiative, under the brand name NXT DIGITAL promoted by Hinduja

Group, on 16th September 2015. The initiative would provide consumers with wider choice, access to over 500 television channels - international, national, regional and local; besides a host of other services like e-applications and TV everywhere.

- Ministry set up a Toll Free Telephone Number (1800-180-4343) to answer queries of stakeholders, including consumers, for seamless transition to Cable TV digitization. The queries can be answered in 8 Indian languages - Hindi, English, Bangla, Gujarati, Marathi, Telugu, Tamil and Kannada.

FILMS WING

- Hon’ble President, Shri Pranab Mukherjee conferred National Film Awards for the year 2014 in various categories at the 62nd National Film Awards Function held at Vigyan Bhawan on 3rd May 2015.
- The Minister for Information and Broadcasting, Shri Arun Jaitley conferred the Dadasaheb Phalke Award to veteran film Actor, Producer Shashi Kapoor at an informal function held at the Prithvi Theatre in Mumbai on 10th May 2015 for his outstanding contribution to the growth and development of Indian Cinema.
- In a major initiative to promote the potential of the ‘Make in India’ campaign in the Media and Entertainment domain, Minister of State (I&B), Col. Rajyavardhan Rathore led the Indian delegation to the 68th Cannes Film Festival from 14 to 16 May 2015. The Minister inaugurated the Indian Pavilion at Cannes Film Festival. The session also saw unveiling of the 46th IFFI, 2015 regulations and ‘India Film Guide’ by the Minister.
- The Union Cabinet chaired by the Prime Minister, Shri Narendra Modi, gave its approval to an Audio-Visual Co-Production Agreement between India and the Republic of Korea (RoK) on 13th May, 2015.
- Ministry of Information and Broadcasting reconstituted the Film and Television Institute of India (FTII), Pune Society for a period of three years. Shri Gajendra Chauhan has been nominated as the President of the FTII Society and Chairman of its Governing Council.
- Minister of State for I&B, Col. Rajyavardhan Rathore inaugurated a three day festival “Fragrances

of the North-Eastern Films” on 21st August 2015 organized by Directorate of Film Festivals from August 21st to 23rd 2015 at Siri Fort Auditorium. The festival intended to make North East Film Festival, a ‘People’s Movement’ and committed to promote and facilitate popular cinema of the North East so that a long lasting brand equity to the films of the region could be established.

- The Ministry organized the 46th edition of the International Film Festival of India (IFFI) – 2015 from 20th to 30th November 2015 at Goa. The festival, received 790 entries from 100 countries and this year World Cinema section presented around 187 films in various sections from 89 countries.
- Minister of State for I&B Col. Rajyavardhan Rathore inaugurated a Multi Media Exhibition on National Film Heritage Mission at IFFI 2015, in Panjim, Goa on 21st November 2015. National Film Heritage Mission is a prestigious project of Government of India, for Acquisition and Preservation of Filmic Heritage of the Country.
- The Ministry organized the 19th International Children’s Film Festival of India from 14th to 20th November, 2015 at Hyderabad.
- National Film Archive of India organized a three day festival of films from the North East – Fragrances from the North East from 8th to 10th December, 2015 at Pune. A total of 22 films including 13 feature and 9 short films were screened during the festival.



MIB Shri Arun Jaitley presenting the Centenary Award for Personality of the Year to Shri Ilaiyaraaja at IFFI-2015

1 An Overview

The Ministry of Information and Broadcasting, through the mass communication media comprising radio, television, films, press and print publications, advertising and traditional modes of communication such as dance and drama, plays an effective role in helping the masses to have access to free flow of information. The Ministry is involved in catering to the entertainment needs of various age groups and focusing attention of the people on issues of national integrity, environmental protection, health care and family welfare, eradication of illiteracy and issues relating to women, children, minority and other disadvantaged sections of the society. The Ministry is divided into four wings i.e. the Information Wing, the Broadcasting Wing, the Films Wing, and the Integrated Finance Wing. The Ministry functions through its 21 Media Units/attached & subordinate offices, autonomous bodies and PSU's. The Main Secretariat of the Ministry is headed by a Secretary who is assisted by one Special Secretary, an Additional Secretary & Financial Adviser (AS&FA), one Senior Economic Adviser, one Economic Adviser, one Chief Controller of Accounts, four Joint Secretaries, and one Additional Economic Adviser. There are 15 posts of the level of Director/Deputy Secretary, 27 posts of Under Secretary level [including Deputy Director (EW), Deputy Director (OL) & two Assistant Directors (OL)], 1 Sr. PPS, 5 PPS, 57 posts of other Gazetted Officers and 260 non-gazetted posts in the different wings of the Main Secretariat.

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

The Broadcasting Wing under Joint Secretary (Broadcasting-I) and Joint Secretary (Broadcasting-II) handles matters relating to the Electronic Media and the regulation of the content of private TV channels as well as the programme matters of All India Radio and Doordarshan.

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

The JS (B-1) also handles the Social Media Cell/New Media Wing of the Ministry which deals with utilization of the social media platforms for communication of government with the public as also for creating public opinion.

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

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

The Integrated Finance Wing under AS&FA looks after the financial aspects of the Ministry. AS&FA is assisted by CCA and DS (Finance).

Economic Wing, headed by Senior Economic Adviser, looks after the matters on Plan, Budget, Plan Coordination, O&M Activities and Periodic reporting on various issues to Cabinet Secretariat through an online portal. Senior Economic Adviser is assisted by an Economic Adviser.



MIB Shri Arun Jaitley releasing 59th Press in India Report in New Delhi

FIELD FORMATION OF THE MINISTRY OF INFORMATION AND BROADCASTING

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

Attached/Subordinate offices

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

13. Directorate of Film Festivals

Autonomous Organizations

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

Public Sector Undertakings

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

MANDATE OF THE MINISTRY OF INFORMATION AND BROADCASTING

- News Services through All India Radio (AIR) and Doordarshan (DD) for the people including Indians abroad.
- Development of Broadcasting and Television
- Import and Export of films.
- Development and promotion of film industry.



MIB Shri Arun Jaitley along with Jury members at the inauguration of 46th IFFI, 2015 in Panaji, Goa

- Organization of film festivals and cultural exchanges for the purpose.
- Advertising and Visual Publicity on behalf of the Government of India and to get feedback on publication.
- Administration of the Press and Registration of Books Act, 1867 in respect of newspapers.
- Administration of the Cinematograph Act, 1952 in respect of certification of films.
- Broadcast Monitoring and Administration of the Prasar Bharati (Broadcasting Corporation of India) Act, 1990 (25 of 1990).
- Cable Television Networks (Regulation) Act, 1995 (7 of 1995).
- Administration of the Press Council Act, 1978 (37 of 1978).
- Cadre management of the Indian Information Service (Groups 'A' & 'B')
- 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.



MIB Shri Arun Jaitley presenting Dadasaheb Phalke Award to Shri Shashi Kapoor

2 Role and Functions of the Ministry

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

I. BROADCASTING POLICY AND ADMINISTRATION

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

II. CABLE TELEVISION POLICY

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

III. RADIO

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

IV. DOORDARSHAN

1. Exchange including cultural exchange of television programmes.
2. Development of television throughout the Union, including installation, maintenance and operation of television programme production centres and transmitters, and operation of television services.
3. Promotion of production of television programmes outside Doordarshan.

V. FILMS

1. Legislation under entry 60 of the Union List, viz., 'Sanctioning of Cinematograph films for exhibition'.
2. Administration of the Cinematograph Act, 1952 (37 of 1952).
3. Import of feature and short films for theatrical and non-theatrical viewing.
4. Export of Indian films, both feature and short films.
5. Import of unexposed cinematograph films and various types of equipment required by the film industry.



MIB Shri Arun Jaitley interacting with Shyam Benegal Committee, constituted for the holistic interpretation of Cinematograph Act in Mumbai

6. All matters relating to film industry, including developmental and promotional activities thereto.
7. Promotion of good cinema by institution of State awards for films produced in India and assistance through the National Film Development Corporation Limited.

8. Production and distribution of documentaries and newsreels and other films and film strips for internal and external publicity.
9. Preservation of films and filmic materials.
10. Organisation of International Film Festivals in India and participation of India in International Film Festivals abroad.
11. Organisation of Film Festivals under Cultural Exchange Programmes.
12. Film society movement.

VI. ADVERTISING AND VISUAL PUBLICITY

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

VII. PRESS

1. Presentation and interpretation of the policies and activities of the Government of India through the medium of the press.
2. Advising Government on information problems relating to the press, keeping Government informed of the main trends of public opinion as reflected in the press and liaison between Government and the press.
3. Publicity to and for the Armed Forces.
4. General conduct of Government relations with the press excluding the administration of Sections 95 and 96 of the Code of Criminal Procedure, 1973 (2 of 1974).
5. Administration of the Press and Registration of Books Act, 1867 (25 of 1867) relating to Newspapers.
6. Administration of the Press Council Act, 1978 (37 of 1978).

7. Allocation of newsprint to Newspapers.

VIII. PUBLICATIONS

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

IX. RESEARCH AND REFERENCE

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

X. MISCELLANEOUS

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



MIB Shri Arun Jaitley and MoS for I&B Col. Rajyavardhan Rathore releasing the e-version of Collected Works of Mahatma Gandhi brought out by Publications Division in collaboration with Gujarat Vidyapith



MoS for I&B, Col. Rajyavardhan Rathore at the Convocation Ceremony of IIMC



Hon'ble Prime Minister Shri Narendra Modi releasing the digital version of Ramcharitmanas produced by All India Radio

3 New Initiatives

Launch Of DD Kisan Channel

- The Channel was launched by the Prime Minister Shri Narendra Modi on 26th May, 2015. The 24x7 Kisan Channel telecasts updated information on agriculture and related subject for the benefit of its target audience which includes farmers, cattle rearers, bee-keepers, poultry owners, agriculture equipment and craftsmen. DD Kisan is a 24 hour channel comprising 7-8 hours of fresh programmes with two repeat telecast. The content is a judicious mix of core agriculture related non-fictional programmes and documentaries along with entertainment programme with rural focus. There are special programmes on women empowerment, skill development, success stories, agriculture based reality shows, Live Phone-in programmes, etc. to provide information with entertainment to the target audience in Rural India. From time to time special programmes/promotion spots are produced and telecast to highlight various government schemes and priority areas for the target viewers in rural areas. The programme containing agriculture and allied information is produced in consultation with agriculture scientists from various prestigious organisations. The channel is gaining popularity and in a very short span of just nine months the channel has recorded 1.52 crore viewership in week 06 TRP rating (BARC). It has also received encouraging feedback from the farming community.

E-auction of first batch of private FM radio channels Phase-III

- E-auction of the first batch of private FM Radio Phase-III, comprising 135 channels in 69 existing cities of Phase-II was completed on 9th September, 2015 after 125 rounds of bidding spread over 32 days. Government received a commitment of ₹1156.9 crore which is 110% above the Reserve Price of ₹550 crore. Government has realized ₹1055.91 crore from e-auction of 91 new channels under FM Phase-III in 54 cities.
- With News being permitted in Private FM Radio (restricted to All India Radio News), listeners will get credible information apart from entertainment at no cost.



Multimedia exhibition on National Film Heritage Mission inaugurated by MoS for I&B Col. Rathore at the 46th IFFI

National Film Heritage Mission (NFHM)

- It is a new Plan Scheme to restore, digitize and archive films and filmic material through National Film Archive of India. The project is carried out in a mission mode and is spread over a period of seven years from 2014-15 to 2020-21. The scheme is envisaged at a total cost of ₹597.41 crore - ₹291 crore during the 12th Five Year Plan and ₹306.41 crore during the 13th Plan. The project would involve collection of film prints for assessment of their residual life; preventive conservation of 1,32,000 film reels; picture and sound restoration of 1145 films and 1108 short films; digitization of 1200 feature films and 1660 short films; construction of archival and preservation facilities with controlled conditions at the National Film Archive of India's campus at Pune etc.

Film Facilitation Office

Ministry of Information and Broadcasting has recently accorded administrative approval for setting up of Film Facilitation Office (FFO) with a view to promote and facilitate film shootings by foreign film makers in India. Broadly the functions of the Office would include the following:-

- Act as a facilitation point for the film producers in assisting them to procure requisite permission.
- Disseminate information on shooting locations and the facilities available with the Indian film industry for production/post production.



Flagging off the Exhibition Van at the inauguration of the Multi Media Exhibition Saal Ek Shuruat Anek

- Work closely with State Governments in assisting them to set up similar facilities.
- In the long term, work also closely with other Ministries such as Ministry of External Affairs towards devising a standard operating procedure for issuing visa in connection with shooting in India with Ministry of Culture (ASI) for framing guidelines which are more sensitive for the needs of filmmakers and with Ministry of Tourism promoting various shooting venues as a sub brand of “Incredible India”.
- Creation of web portal for this purpose. The online portal would serve as a central repository of information and facilitate the on-location filmmaking within a region in India and offer production companies a complete range of pre-production services through a central contact point.
- **National Film Development Corporation (NFDC)** has been designated to operate FFO. NFDC would set up FFO Units within their premises at Mumbai, Delhi,

Chennai and Kolkata. The setting up of FFO and its functions would enable easing of shooting permissions and also promote India as a filming destination.

Multimedia Campaigns

- 360 degree multimedia campaigns to give wide publicity to the schemes launched by the government. Through its various media units the Ministry has been successful in creating awareness about these schemes to varied target audience. The Ministry generated rich content in various regional languages apart from English and Hindi. The activities range from holding of press conferences by Press Information Bureau, telecast/broadcast of special programmes on DD and AIR with experts, exhibitions organized by DAVP and DFP throughout the country, comprehensive coverage on social media using Infographics, animations, graphic plates, short video spots, live streaming of events/launch/conferences related to the schemes of the Government. Some of



Visitors watching the photo exhibition Saal Ek Shuruuat Anek in Raipur, Chhattisgarh

these initiatives are mentioned below:

- Saal Ek Shuruuat Anek
- International Yoga Day
- Rashtriya Ekta Diwas
- Swachh Bharat
- Make in India
- Skill India
- Digital India

E-initiatives of Ministry of I&B

- i E-version of The Collected Works of Mahatma Gandhi (CWMG)
- ii Digital version of Ramcharitmanas
- iii DD News Mobile App: It has provided DD News a platform to instantly communicate the objective news on a 24x7 basis and has added a new dimension to its profile in addressing the vast needs of the Indian audience. The DD News Mobile App has a user friendly interface and is available even in poor network conditions. Both Android and i-Phone versions of the app are available.
- iv E-version of DAVP calendar
- v E-version of the India/ Bharat-2016, reference annual was launched. This is aimed at providing better reading experience to public. The e-India /e-Bharat has a variety of reader-friendly features like search ability, hyperlinks, easy referencing, assured back up and retrieval.
- vi The Ministry introduced online payment and subscription services for popular journals and Employment News of the Publications Division through Bharat Kosh, Non Tax Receipt portal of Ministry of Finance. The digital versions of the Publications Division books would also be available on Kobo platform for online readers.

vii E-Book of the Ministry of I&B

The e-book captured the achievements and initiatives undertaken by the Ministry during the last one year. The focus of the e-book is to present the content in a multi-media, reader friendly format with pictures and embedded videos.

III and IV Phases of Digitisation

- Cable TV Digitisation process is an integral component of the 'Digital India' initiative of the Prime Minister. The deadline for implementation of Phase III of digitization was 31st December, 2015 which witnessed the roll out in all urban areas while in Phase IV i.e., by 31st December, 2016, in rest of the country and which were not covered in Phases I&II. Thus by 2016, it is envisioned to bring the entire country under Digital Addressable System (DAS) fulfilling PM's vision of Digital India



MIB Shri Arun Jaitley at the launch of the e-version of The Collected Works of Mahatma Gandhi in New Delhi

Mann Ki Baat:

- Prime Minister chose All India Radio as the medium to address people through his "Mann ki Baat" programme. The News Services Division (NSD) of All India Radio (AIR) and DD News made extensive arrangements for carrying the message of the Prime Minister, Shri Narendra Modi to the nation in the "Mann ki Baat" programme. 15 editions are completed so far. Last edition was broadcast on 31st January, 2016.

Workshops:

- ✓ 'Streamlining Government Communication' organized by PIB: A one-day Workshop was organized on February 2, 2015. It included discussions on various perspectives/issues on the Changing Media Scenario viz Emergences of Social Media, Panel Discussions, Open-house Discussions, Question & Answer Sessions, etc.
- ✓ National Photography Workshop and National Photography Awards: The Photo Division of the Ministry organised one day National Photography Workshop (March 19, 2015) for skill development and upgradation in photography and videography.
- ✓ Seminar on Communication University: A National level seminar was held on 14th May, 2015 to discuss the issue of setting up a Communication University in India. Consultations with industry and other major stakeholders were also held on 30th June, 2015. A report on the feasibility of setting up such a university has been received from IIMC which is being examined in the Ministry.

Establishment of a Film & Television Institute in Arunachal Pradesh

- As part of Government's initiatives for overall development of North Eastern Region of the country and to encourage talent among youngsters of the North East in the sector of Film and Television, the Ministry is in the process of setting up a Film and Television Institute in Arunachal Pradesh on similar line to that of Film and Television Institute (FTII), Pune and Satyajit Ray Film & Television Institute (SRFTI), Kolkata. The Detailed Project Report submitted by SRFTI has been approved and is being processed for seeking other requisite approvals.
- The IFFI 2015 this year had many new initiatives. These included a special award – "ICFT- UNESCO Fellini Prize" in collaboration with the International Council



ICFT – UNESCO Award to Kaushik Ganguly for 'Cinemawala', at the closing ceremony of the 46th IFFI-2015 in Panaji, Goa

for Film, Television and Audio Visual Communication (ICFT), Paris UNESCO. The award was presented first time in India to a film which reflects the ideals of peace, tolerance, non-violence and friendship promoted by UNESCO. This was given to an Indian film, "Cinemawala" by Kaushik Ganguly. There was a special section on 'World Cinema Restored Classics' to highlight the idea of film restoration. It featured a package of classics to put spotlight on National Film Heritage Mission (NFHM). NFAI & DAVP also organized a Multimedia Exhibition on NFHM. The festival had a special Focus on North East Cinema to showcase the best of films and filmmakers from the region to the world. The film festival also introduced a new segment- 'First Cut' to recognize the young talent in the field of cinema and screened some of the outstanding directorial debuts of 2015. The festival in association with the Academy of Motion Picture Art & Sciences (OSCAR) also promoted skill development in film making through master classes with eminent Academy members on varied topics like sound designing, film archive and film editing. IFFI 2015 also organized a special seminar on Film and Cultural diversity. A special series titled 'In Conversation' with eminent Indian filmmakers such as Shyam Benegal, Vettramaran to discuss films and the art of filmmaking with the audience was also organized at IFFI 2015.

- Talkathon, on innovative initiatives of Ministry of I&B has now become a regular feature in imparting information on public domain. It is a real time

event on virtual social media space. The first edition of Talkathon was successfully conducted during International Film Festival of India in Goa. Later, Talkathons were conducted on varied subjects such as Budget, Black Money Law and One Year Initiatives of the Government with the Union Ministers. Recently Talkathons on Accessible India, Road Safety and COP21 were conducted.

- Disaster Management: Media Units of Ministry of Information and Broadcasting specially All India Radio played a crucial role during the Chennai Flood crisis. Provided authentic and credible information to the masses and support to the administration during the crisis. Regular reports and updates were provided to National Crisis Management Committee. This was as per the Standard Operating Procedures adopted for Information dissemination during earlier crisis such as Kashmir Floods, Hud-Hud Cyclone.
- FMisation of entire Vividh Bharati: All India Radio has completed the FMisation of entire Vividh Bharati by replacing 4 Medium Wave transmitters of Vividh Bharati at 4 metros viz., Kolkata, Mumbai, Delhi and Chennai. Now the signal would be available through Frequency Modulation (FM), which has stereophonic sound quality and has the inbuilt feature of becoming available on mobile phones and car stereos. This initiative would also mainstream the platform with audiences proactively offering them different programme segments and keeping pace with contemporary themes on the entertainment segment.
- Boost to Community Radio movement in the Country: The Union Budget 2014-15 allocated an amount of ₹100 crore for 'Supporting Community Radio Movement in India'. This would enable setting up of 600 community radio stations across the country in the 12th Five Year Plan. At present 187 community radio stations are operating in various parts of the country. A mechanism is also being set up to monitor community radio stations live at the Electronic Media Monitoring Centre.
- Compendiums were prepared to highlight the activities undertaken by the different Media Units of the Ministry of I&B to provide 360 degree coverage to the events/initiatives of the Government. (International Yoga Day, *Saal Ek Shuruat Anek*, Skill India Mission).

New Business Policy for Publications Division

- With the objective to streamline business processes in line with contemporary trends prevailing in publication industry, a new business policy has been

framed by Ministry of Information and Broadcasting for Publications Division. The policy acknowledges the growing prospects of e-commerce in the publications domain and promotes sale of e-books of the Division through online platforms. The marketing tie-up with such e-commerce platforms would ensure better visibility and accessibility of its publications.

Launch of non-tax revenue e-portal

- NTRP portal provides a one-stop platform to citizens/corporate/other users for making online payment of Non-Tax Receipts to Government of India. The annual collection of Non Tax Receipts of Government of India is over ₹ 2 lakh crores. The biggest share flows from dividends paid by Public Sector Undertaking, RBI, etc. The major items of Non Tax Receipts are interest receipts, spectrum charges, license fee, sale of forms, RTI application fee etc. The online electronic payment in a completely secured IT environment will help common users/citizens from the hassle of visiting bank premises for issue of drafts and later to Government offices to deposit the instrument for availing services. It also helps avoidable delays in the remittance of these instruments into Government account as well as eliminates undesirable practices in the delayed deposit of these instruments into bank accounts.

Several magazines of Publications Division are also available for sale on this portal.

Public Finance Management System

- The Central Plan Scheme Monitoring System (CPSMS), also known as Public Finance Management System is a Government of India public financial management reforms initiative which monitors programmes in the social sector and tracks funds disbursed. The CPSMS is an initiative of the Central Government to ensure that the money is spent according to its intended purpose and provide an accounting of same. Four Pay & Accounts offices of this Ministry (PAO-Individual Running Ledger Accounting System, PAO-Directorate of Advertising & Visual Publicity, PAO-Main Secretariate, PAO-Film Division, Mumbai) has started making online payment through CPSM e-portal. This system includes (i) generation of sanction (ii) making of bills (iii) passing of bills (iv) payment to vendor and (v) accounting of expenditure. All these activities are online and reflect a true accounting picture at any time.



*President Shri Pranab Mukherjee receiving the first copy of Publications Division's book
Selected Speeches of the President-Vol.III from the Prime Minister Shri Narendra Modi*

4 Activities under Information Sector

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

PRESS INFORMATION BUREAU (PIB)

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

VISION OF PIB

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

PIB disseminates information through different modes of communication viz., press releases, press notes, feature articles, backgrounders, photographs and database available on Bureau's website. In addition, the Bureau organises press briefings, press conferences, and interviews and conducts press tours etc., for the purpose. Press releases, press notes etc., are released in English, Hindi and Urdu and subsequently translated in other Indian languages to reach out to thousand of newspapers, news agencies and media organizations across the country.

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

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

ORGANISATIONAL SET-UP

PIB has its Headquarters in New Delhi. It is headed by the Director General (Media & Communication) who is assisted by a Director General and eight Additional Director Generals. Besides, the Bureau has Officers in ranks of Directors, Joint Directors, Deputy Directors, Assistant Directors, Media & Communication Officers and Information Assistants who are attached with different Ministries in order of the Officer's rank and Ministry's size, importance and sensitivity. PIB also runs a Control Room (News Room) at Headquarters to ensure dissemination of information after normal working hours on weekdays from 6.00 pm to 9.00 pm and from 3.00 pm to 9.00 pm on weekends and holidays.

PUBLICITY AT REGIONAL LEVEL

PIB has eight Regional Offices headed by Additional Director Generals and 34 Branch Offices including Information Centers to cater to information needs of the regional media. In addition to release of publicity material issued from the Headquarters in the local language, these Regional and Branch Offices of PIB issue original press releases, press notes, backgrounders, etc. whenever an important event is organized by any of the Central Ministries or Public Sector Undertakings in their respective region. These Offices also take up the decisions of the Central Government which may be of special



Nepal Earth Quake Status – Screenshot of the Webpage developed by Press Information Bureau

importance to a particular region for focused publicity based on information dissemination on sustained basis. The field offices of the PIB played a significant role in

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

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

COMPREHENSIVE COMMUNICATION STRATEGIES

- Traditional forms of communication viz., press conferences (including through video) at national and regional levels, press briefings, press communiqué, press releases, features, backgrounders, frequently asked questions (FAQs), photographs, graphics, invitations, press tours, Public Information Campaigns (PICs), etc.
- Arrangements of interviews, special discussions etc. on electronic media.
- New Social Media platforms such as Twitter, YouTube, Facebook, Instagram, Vine, website, Short Message Service (SMS) are being used.
- Special publicity arrangements are made for important events like Independence Day, Republic Day, Rail Budget, Economic Survey, General Budget, International Films Festival of India (IFFI), Pravasi Bhartiya Divas Samaroh, etc.
- 360 degree publicity for major initiatives of the Government such as Pradhan Mantri Jan Dhan Yojana, Swachh Bharat Mission, etc.
- Feedback from media to PMO and all other Ministries.
- Ensuring All India coverage through Regional/Branch offices of PIB in major languages i.e.,

Malayalam, Odiya, Kannada, Telugu, Tamil, Punjabi, Gujarati, Marathi, Assamese and Bengali in addition to Hindi, English and Urdu.

- Media facilitation through PIB accreditation including special accreditation on special occasions like film festival, Pravasi Bharati Divas Samaroh.
- PIB reaches to last mile through Public Information Campaigns (PICs) in remote areas, including tribal, backward and disturbed areas.
- With the opening up of the air waves, 24x7 news channels in English, Hindi and other languages have come up in the country. PIB is doing video releases which facilitate more effective projection of the Government's point of view through the electronic media.

PRIME MINISTER'S UNIT

PIB has a dedicated unit for the publicity and media support to the Prime Minister's office. This unit functions all 365 days of the year on 24x7 basis. The PM Unit compiles a number of reports on all days including holidays for PMO, Cabinet Secretariat and other senior officials of PMO. The PM Unit works in two shifts from 6.30 am in the morning till 8.00 pm in the night. Very often, additional working hours are required in the late evenings/holidays on account of late Cabinet meetings/briefings or other engagements of the PM. The Unit reaches out extensively to regional/branch offices for ensuring nation-wide publicity efforts, and gathering feedback for perusal of PMO. The activities of the Unit include:

- Preparation of media report for the Prime Minister in a strict time frame, to be finalised/sent by 9.15 am every day. It includes contents from English, Hindi and Regional Newspapers.
- Preparation of weekly Magazine Report.
- News clippings for Cabinet Secretary.
- Special Feedback report from Srinagar for PMO.
- Urdu Newspaper feedback for PMO.
- Organising Cabinet Briefings.
- Issuing and uploading Cabinet decisions on the website; transcribing and uploading the speeches/statements of the Prime Minister on website.
- Issuing press releases/statements/messages and

facilitating coverage of select official engagements of the President.

- Organising publicity for Cabinet Secretariat and other councils/committees/bodies under PMO.

INFORMATION DISSEMINATION DURING ELECTIONS

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

HIGHLIGHTS AND NEW INITIATIVES DURING 2015-16

- Infographics on various initiatives and achievements of the Government have been developed to give information in a colourful, compact and appealing manner. Higher rate of engagement of the public noticed to such content, in comparison to the average engagement rate for regular text-based content.
- Final shape being given to utilization of Twitter cards to improve branding, increased engagement and direct more traffic to the PIB website
- Revamping of PIB's website is under process and will be formally launched in 2016. The website is being designed keeping in view the centrality of Social Media in today's media space.
- Embedding of Tweets, Tweet Widgets, and Infographics in traditional press releases of PIB.
- Training sessions being conducted in order to build the capacities for issue of multimedia press releases.
- Interactions with various Social Media Agencies conducted so as to better equip Officers in leveraging the internet and social media for publicity related purposes.
- Year-enders for various Ministries to be issued in December in different languages to showcase the achievements of various Ministries.

SOCIAL MEDIA: USING SOCIAL NETWORKING SITES

In the last one year, PIB has expanded its presence on Social Media, both in terms of engagement, followers and the number of platforms in a big way, despite extremely limited resources.

- **Twitter:** On Twitter, PIB's handle, @PIB_India has nearly doubled its number of followers in the last one year, from 3.7 lakhs to nearly 6.8 lakhs by end of November. The average number of impressions generated by the handle is now approximately 12 million per month.
- **New Platforms:** PIB has also expanded its presence to three more platforms: Facebook, Instagram and Vine. On Facebook, within a year, PIB has attracted a reach of more than 50,000 followers per week on an average. Attractive news pictures are uploaded on PIB's Instagram gallery, www.instagram.com/pibindia, while the Vine platform is used for looping short news videos. PIB has also launched a blog – pibindia.wordpress.com – where soft stories and feature-like articles on Government programmes and policies are posted.
- **YouTube:** On YouTube, in the last one year, PIB's YouTube Channel, www.youtube.com/pibindia has doubled the number of subscribers, to more than 6,800 while the number of page-views has tripled, to 3.6 lakh, and the number of videos has gone up five times, to more than 750.

ONLINE ACCREDITATION SYSTEM

PIB provides accreditation to Media representatives including foreign media at the Headquarters in New Delhi. A fully on-line system of accreditation has been operationalised from 2010 onwards to make the process prompt and efficient. PIB provides accreditation to media representatives including foreign media at the PIB Headquarters. The Bureau utilized the process of online accreditation during 2014-15 successfully. During the current financial year till 3rd December, 2015; a total 474 Press Accreditation Cards have been issued by the Bureau.

MEDIA CENTRE AT IFFI, GOA

The Press Information Bureau had set up and managed Media Centre at the venue of 46th International Film Festival of India (IFFI) – 2015, to facilitate dissemination of Festival related information to media at the venue in Goa. The Media Centre was made operational from November 18 and worked till 30 November, 2015.

The Media Centre provided favourable and encouraging work environment and facilitated participation of the media persons in the festival. A total of 455 media persons were accredited through online registration process for the coverage of the Festival.

CONTROL ROOM IN EMERGENCIES

PIB has a News Room/ Control Room which is operational 365 days round the year to meet challenges emerging out of any eventuality during any time of the day or night. Arrangements for holding Press Conferences at short notices and simultaneous web-cast through PIB Centres across the country are also kept in a state of readiness to handle any sudden development and unexpected situation even after 9.00 P.M. The Control Room functions on 24x7 basis during emergencies and time of crisis. The important news channels are monitored and the Director General is kept informed of latest developments, misreporting of the facts etc., for timely media intervention.

JOURNALISTS' WELFARE SCHEME

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

MEDIA OUTREACH PROGRAMME AND PUBLICITY FOR SPECIAL EVENTS

A new Media Outreach Strategy was drawn up by PIB to supplement the existing media approach. This Media Outreach Programme has added a new dimension to the activities of PIB, which were hitherto confined to playing the role of interface between the Government and Media. The Media Outreach component adopts an innovative strategy, which combines information dissemination

with the delivery of services at the doorsteps of the beneficiaries particularly in the rural areas. The Media Outreach Strategy is designed as a more inclusive tool of information dissemination. It envisages direct contact with the grassroots and seeks to empower ordinary citizens particularly from the rural areas with knowledge of the following flagship programmes so that they can



Rally on Saal Ek Shuruaat Anek and Beti Bechao Beti Padhao organised by Jagdalpur unit of Chhattisgarh region

avail the advantages of these programmes to improve the quality of their life.

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

The Regional and Branch offices of PIB have organized 35 PICs countrywide till 22nd December, 2015. These campaigns have been attended by a very large number of people. The local papers have given intensive coverage to these campaigns and thousands of press clippings have been collected. A number of VIPs which include Union Ministers, State Government Ministers, people's representatives (MPs, MLAs and MLCs), Panchayati Raj representatives, bureaucrats, academicians and NGOs are among those who participated in these campaigns.

MEDIA INTERACTIVE SESSIONS/ VARTALAAPS/PRESS TOURS:

The Media Interactive Sessions is the 'Media Outreach Programme' which is planned in selected state capitals on issues such as socio-economic development, infrastructure, development schemes etc. Under this initiative, important Union Ministers and senior officials of the concerned Ministries are invited to participate in the event for interaction with national and local media to highlight the important initiatives taken by the Government. Until now, two Media Interactive Sessions have been organized.

Vartalaap is a programme organized for urban/rural journalists to keep them aware/updated about the various Central Government Flagship Schemes for the welfare of urban/rural populace. Booklets/pamphlets related to various programmes/projects of the Central Government were distributed during Media Interactive Sessions. In 2015-16, 54 Vartalaaps were conducted up to November.

Press Tours are conducted by the Regional and Branch offices of PIB with a view to showcase the success stories of the various schemes/projects being run by the Central Government in rural/urban areas throughout the Country. During the current financial year, four tours were conducted by PIB till November.

PRESIDENT AND PRIME MINISTER'S PUBLICITY 2015

During the current year, wide publicity was given to the Prime Minister's statements, interactions and initiatives on range of issues including PM's address from the ramparts of the Red Fort on Independence Day. 669 photographs of visual coverage for the President were issued by the PM Unit of PIB. In all, 521 press releases concerning the President were issued by the Unit.

Prime Minister's visits abroad were also publicized in the form of press statements, speeches, photos, etc. Prime Minister's visits to various states of India were also given due publicity. Coverage and wide publicity were ensured for the Press Conferences and the decisions of the Cabinet and other Cabinet Committees. 4067 photographs of visual coverage for Prime Minister were issued. In all, 1190 press releases were issued by the Unit. The press releases include 852 releases pertaining to Prime Minister's Office, 170 pertaining to Cabinet decisions and 68 pertaining to CCEA.

MEDIA COVERAGE DURING ELECTIONS IN 2015-16

PIB provides an effective interface between the Election Commission of India and Media during Elections to both the Parliament and the State Assemblies. Wide coverage was provided by the PIB for the Elections to State Assemblies in 2015. During the elections, the PIB officers work in close coordination with Election Commission of India and the State Election Commissioners as Awareness Observers so as to monitor and disseminate the directions/instructions of ECI widely and quickly.

FEEDBACK, FEATURE AND PHOTO SERVICES

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

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

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

PLAN PERFORMANCE 2015-16

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

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

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

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

Scheme 1: Media Outreach Programme and Publicity for Special Events:

This scheme has been included in 12th Five Year Plan with a total allocation of ₹70.00 crores. BE allocation under the scheme is ₹8.00 crores during the current financial year. This scheme comprises following components:

- (a) **Media Outreach Programme:** The aim of this scheme is to disseminate information about the flagship programmes of the Government by 70 Public Information Campaigns, 1 Media Interactive Session and 84 Vartalaps.
- (b) **Organising IFFI & Pravasi Bhartiya Diwas (PBD):** The aim of this component is to depute its officers for grant of special accreditation to journalists during and hiring of computers for

Media Centre to facilitate journalists. During the year 2015-16, ₹ 25.00 lakhs have been allocated as SBG. IFFI was held in Goa and ₹ 6.03 lakh has been utilized during October, 2015. As Pravasi Bhartiya Diwas (PBD) will be organized during January, 2016, the funds will be utilized during that period only. BE figures of ₹ 25.00 lakhs have also been proposed in R.E. 2015-16.

Scheme 2: Modernisation of PIB

PIB is implementing 'Modernisation of PIB', a sub-scheme under the Ministry's Scheme 'Media Infrastructure Development Programme'. The objective of the Scheme is to modernize and upgrade the communication and information dissemination systems in the PIB to fully utilize the modern technology and bring about a sea change in efficiency of PIB both at headquarters and its regional and branch offices.

During 2015-16, ₹ 4.00 crores has been allocated to PIB for implementing this scheme. A number of IT related activities have been undertaken which include:-

- (i) IT infrastructure in NMC (ii) Enabling use of Technologies by Officers (iii) Use of Social Media Tools (iv) Upgradation of main website (v) Online media accreditation (vi) Creation of video/digital resources (vii) Live webcast (viii) Video-conferencing (ix) Creation of new softwares (x) E-office (xi) Modern IT infrastructure in all offices

Upto November, 2015, funds amounting to ₹ 1.80 crore have been utilized

BUDGET FIGURES – 2015-16

I	1.	B.E. 2015-2016 (Non-Plan)	₹54.81 crore
	2.	R.E. 2015-2016 (Non-Plan)	₹59.06 crore (Proposed)
II	1.	B.E. 2015-2016 (Plan)	₹12.00 crore
	2.	R.E. 2015-2016 (Plan)	₹13.00 crore (Proposed)
Actual Expenditure (Upto November, 2015)			
III	1.	Non-Plan	₹39.55 crore
	2.	Plan	₹5.81 crore

PROGRESSIVE USE OF OFFICIAL LANGUAGE HINDI AS PART OF IMPLEMENTATION OF OFFICIAL LANGUAGE POLICY

All possible efforts are made in Press Information Bureau towards the progressive use of official language Hindi for the observance and implementation of the various orders and instructions issued by the Department of Official Language.

The quarterly meetings of the committee are held regularly under the chairmanship of Director General (M & C) and various issues like Hindi training, press releases, inspections of regional/branch offices regarding the use of Hindi etc. are discussed. In addition, the regional/branch offices are visited by the officials of PIB Headquarters from time to time to apprise them of the official language policy and rules and review the status of its implementation in these offices. The website of PIB is trilingual.

Like every year, Hindi Pakhwada was organized in this Bureau in September 2015. During Pakhwada various Hindi competitions like Essay writing, Translation, Noting & Drafting, General Hindi Knowledge Competition, Hindi Typing & Hindi Stenography and Hindi dictation Competition for MTS were held in which a large number of officers/officials participated. In addition, this year Hindi workshops were also organized in the Bureau to enhance the Hindi knowledge of the officers and officials.

ACTIVITIES OF HINDI AND URDU UNITS

Main activities of Hindi and Urdu Units consist of preparation of daily press roundup that includes English translation of headlines and editorials of Hindi/Urdu dailies, Hindi/Urdu translation of Press Releases, Features, Backgrounders, President, Vice President, Prime Minister and Home Minister's speeches and translation and vetting of manuals and booklets etc. Hindi and Urdu Units issued 10326 Hindi and Urdu press releases and 96 features & backgrounders in Hindi and Urdu for the period from 1st April, 2015 to 30th November 2015.

ACTIVITIES UNDERTAKEN DURING JAN-MARCH, 2016

103rd Indian Science Congress (3-7th Jan, 2016)

PIB Bengaluru in coordination with the University of Mysore facilitated the media coverage for the event. In addition to helping in setup a media work room, 15 journalists from Delhi and 30 journalists from Bengaluru were taken to the event in a press party. Regular press releases were issued in various regional languages. A feature on the Indian Science Congress was also issued.

All India Regional Editors Conference held in Jaipur on 1-2nd February 2016

About 100 Editors from All over India and the state of Rajasthan participated in the Conference. 10 Union

Ministers participated in the sessions and gave detailed information on the initiatives taken by their respective Ministries to the Editors of Regional Newspapers. The Conference was very well covered by both the Print as well as the Electronic Media in the country

Railway Budget 2016-17

Elaborate arrangements were made to ensure wide publicity which included setting up of Quarantine Zone for preparing Press Releases, facilitating media coverage of all important budget related events, one to one media interactions with various print and electronic media, participation of Railway officials in various panel discussions, post-budget press conference and smooth distribution of budget documents to media persons. A total number of 35 press releases were issued covering various facets of Budget. For the first time, sector-wise beneficiary in Q & A format of the budget was prepared. The Railway Minister also participated in TALKATHON which was widely publicised.

General Budget 2016

The visual coverage of Pre Budget interaction of the Finance Minister with media was facilitated. Pre Budget interaction/interviews of Secretaries of Ministry of Finance was telecast on Youtube. Q & A document titled 'Citizen's guide to Budget' was uploaded on PIB website. Video's on interesting facts on budget were also made and shared on Youtube. 175 personnel from PIB including Senior Officials and staff were deputed for making Press Releases. 32 Press releases and 21 infographics pertaining to the various facets of the General Budget were released soon after the Budget was presented in the Parliament. The same were publicized widely on social media platforms with #VikasKaBudget hashtag. Simultaneous live tweeting of Finance Minister's speech was carried out on Twitter. A recorded message of the Finance Minister was facilitated with All India Radio and an interview with Lok Sabha channel was also arranged. The post budget press conference, addressed by the Finance Minister and Interviews with Print and Wire agencies were also facilitated.

AUDIT OBSERVATIONS RAISED UPTO 31-03-2015 & PENDING AS ON 30-11-2015

Name of the media Unit	Outstanding for over 3 years		Outstanding for 3 years and Less		Remarks
	No of observation	Amount involved (₹ in Lakhs)	No of observation	Amount involved (₹ in Lakhs)	
PIB, HQs.	7	59.48	-	-	The issues involved in the Audit paras pending for over 3 years relate to loss of ₹20.30 lakhs due in fructuous purchase of AMSS, excess reimbursement of telephone charges ₹59,314/- in R/o residential phone, non reimbursement of expenditure of ₹88,925/-, irregularities in awarding the contracts, Avoidable burden on the finances of Government of India by way of interest amounting to ₹ 37.00 lakh on unadjusted blocked advances lying with BECIL, irregular payment for photocopier consumables of ₹69,975.
	-	-	19	4540.26	Irregularities in setting up of National Media Centre, delay in construction of building for NPC and cost overrun, grant of extension without any penalty clause, deviation of work from the approved plan of Project without prior approval of competent authorities, escalation of ₹4.00 crores due to inordinate delay and change in design and drawing, excess paid of consultancy charges, irregular award of AC of ₹1.40 crores, other irregularities, Non-adjustment of on account advance amounting to ₹39.98 crores, irregularities in payment of electricity charges, splitting of Information Technology items of ₹104800/-, excess payment of service tax on clearing services of ₹61,304/-, irregularity in release of advances, irregular payment of transport allowance of ₹35,888/-, excess consumption of petrol, diesel in violation of Government instructions, non-adjustment of LTC advances for ₹24,500/-. Non-conduction of Internal Audit, Library books lying unused, non conducting of physical verification of library books, short deduction of CGEIS, Non-disposal of obsolete or surplus or unserviceable stores.

INSPECTION REPORTS AND PARAS ISSUED UPTO 31.03.2015 & PENDING AS ON 30.11.2015

Name of the Media Unit	Outstanding			Broad categories of irregularities pointed out by the audit.
	No. of Paras	Inspection	No. of reports	
PIB, (HQs.)	1(One) (Audit report for the year 2010-11)	1(One) (For the year 2010-11)	2	Irregularities in awarding the contract, Irregular payment for photocopier consumables of ₹ 69, 975. Irregular award of AMC of ₹1.40 crore, ₹22.26 lakhs due to deviation/ changes in the scope of work, irregularities in payment of electricity charges amounting to ₹8.04 lakhs, irregular payment of transport allowance, irregularity in release of advance.
	5 (five) For the years 2011-15	5 (five) For the years 2011-15		

Right to Information Act, 2005 Related Matters

Admn I Section of PIB has been nominated as nodal section for RTI matters in PIB, Headquarters. The applications, appeals and decisions of the CIC under RTI Act, 2005 that are received in the section are promptly transmitted to concerned wings of PIB. CPIOs and Appellate Authorities have been designated to provide information to persons seeking information under the RTI Act and as per the instructions of DOPT. The Headquarter has already completed the obligations under Section 4 (b) (i) and 4 (b) (ii) which deals with suo-moto disclosure of all information held by the Public Authority and uploading the same in the public domain through its website. Quarterly Report giving the figures of applications/appeals received, rejected, transferred is uploaded on the CIC's website regularly.

CITIZENS' CHARTER AND GRIEVANCE REDRESSAL MECHANISM

The Citizens' Charter of the Press Information Bureau was issued in September, 2012 and the same has been uploaded on PIB's website. Regarding the Grievance Redressal Mechanism, Smt. Ranjana Dev Sarmah, Director has been designated as the Grievance Redressal Officer and all the applications received with respect to the same have been dealt in a time bound manner.

CAG PARAS

As regards, PIB is concerned, there is no CAG Para pending with respect to this Media Unit.

WOMEN WELFARE ACTIVITIES

An Internal Complaints Committee (ICC) has been constituted in PIB for redressal of grievances of their women staff members as per the guidelines and norms laid down by the Supreme Court in matter relating to sexual harassment in work places which has since been included in the CCS (Conduct) Rules, 1964 under Rule -3C.

VIGILANCE RELATED MATTERS

(1) Details of Vigilance set up for the Organization at Headquarters and in field offices:

Vigilance set up of PIB is functioning under the overall supervision of the DG (M&C) who is assisted by Vigilance Officer (at the level of Director), Deputy Director (Vig.) and other subordinate staff. Authority and responsibilities in respect to Vigilance matters have been delegated to the Head of Regional Offices also. To deal with the Vigilance matters in respect of Regional/ Branch Offices of the Bureau, there is one post of Administrative Officer in the Regional Offices to assist the Regional Heads in dealing with such matters. Guidance and instructions are provided to the Regional Offices from time to time.

(2) Preventive Vigilance activities undertaken during the period -

- (i) Number of regular inspections conducted during the period. - Inspection was conducted in all sections of PIB.
- (ii) Number of surprise inspections carried out during the period. - Nil

(3) Surveillance and detection activities during the period:

- (i) Details of the areas selected for keeping surveillance: The sections namely General, Press Relation and Office Automation of the Bureau are earmarked for surveillance. The posts of Section Officers and staff working in these three sections are considered sensitive. The staff working in these sections for more than three years have since been transferred. The Officers working in these sections are also being rotated, as per the policy.
- (ii) Number of persons identified for being kept under surveillance. Nil

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

- | | |
|---|-----|
| (i) Number of complaints/references received during the period. | 5 |
| (ii) Number of cases in which preliminary inquiry was conducted. | Nil |
| (iii) Number of cases where preliminary inquiry report were received. | Nil |
| (iv) Number of cases in which charge sheets for major penalty were issued. | Nil |
| (v) Number of cases in which charge sheets for minor penalty were issued. | Nil |
| (vi) Number of persons on whom major penalty was imposed. | Nil |
| (vii) Number of persons on whom minor penalty was imposed. | Nil |
| (viii) Number of persons placed under suspension. | Nil |
| (ix) Number of persons against whom administrative action such as issuance of warning etc. was taken. | Nil |
| (x) Number of persons prematurely retired under relevant provisions of rules. | Nil |

DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY

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

The organizational set up of DAVP at the Headquarters consists of several wings like Campaign, Outdoor Publicity, Printed Publicity, Exhibition, Mass Mailing, Audio Visual Wing, Design Studio, Administration and Accounts Wings.

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

Major Policy decisions taken during 2015-16

Various policy issues pertaining to DAVP are as under:

- To look into the various aspects of the fixation of criteria for empanelment and rate fixation of Internet Website, Social Media, Private FM Radio Stations with DAVP.
- To revise the criteria for empanelment and rate fixation of Private C&S TV channels with DAVP.
- To review the criteria for empanelment of advertising agencies with DAVP.
- To adopt a criteria for empanelment and rate revision with respect to the Newspapers and Periodicals empanelled with DAVP.
- There were several Committees being Chaired by the then AS (I&B) (now SS, I&B) to streamline and look into the matter concerning advertisements by DAVP through various media vehicles. A single Committee to deal with this aspect has been constituted on 2nd July, 2015 to carry out a review and to finalise the guidelines and rate structure in Print Media, Private C&S TV Channels, Private FM Radio Stations, Internet Websites and Social Media besides examining the financial implications to the Government in a holistic manner in the above mentioned sectors.
- The above Committee has been re-constituted on 13.11.2015 under the Chairmanship of SS (I&B) on the same terms and conditions of the erstwhile Committee, while the composition of the previous Committee was revised in the reconstituted Committee.
- The above Committee accepted to extend the present empanelment of the Private C&S TV channels for a further period of six months on the same terms and rates till 15th June 2016 or till the finalization of new panel & rates on adoption of fresh guidelines for Pvt. C&S channels, whichever is earlier.
- The Committee also accepted the extension of

present empanelment of private FM station by a further period of 6 months on existing terms and rates i.e., till 30th June, 2016 or till the adoption of fresh guidelines for private FM stations, whichever is earlier.

- The Committee further allowed DAVP to provisionally empanel the regional as well as national channels which are not in the present empanelment list of DAVP (and which otherwise fulfil all the criteria for empanelment as per the extant policy guidelines for Private C&S TV channels) at a base rate of ₹150/- (gross rate) (or ₹128/- (net rate)) in case data is not available for the channel seeking empanelment (or as per the formula if the data is available as per the present policy guidelines and also mentioned in the agenda note), till the fresh guidelines are approved by the Government.
- A subgroup was also constituted in this Ministry on 15th September, 2015 to define a realistic rate fixation formula for arriving at DAVP advertisement rates in Print Media. The subgroup has submitted its report which is being examined in this Ministry.
- There is a Panel Advisory Committee (PAC) in DAVP which examines the applications of newspapers/magazines for empanelment in the DAVP's list of publications for receiving Government. advertisements. The PAC was reconstituted on 23.9.2015 for a period of one year.

IMPORTANT ACTIVITIES DURING 2015-2016

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

SAAL EK SHURUAAT ANEK :-

- A multi-media campaign “*Saal Ek Shuruat Anek*” was launched on the occasion of completion of one year of the Government to disseminate the message/information about various programmes, policies and achievements of the Government all over the country at the grass root level.
- The first advertisement with the message of Prime Minister was issued on 26th May, 2015 to 4052 newspapers, including business dailies. One half page colour advertisement each was issued from 27th to 31st May, 2015.

- DAVP organized 193 multi-media photo exhibitions on the occasion of completion of one year of the new Government in all the State capitals across the country
- Apart from the above exhibitions at various locations, DAVP deployed 345 Mobile Exhibition Vans throughout the country covering 643 districts across the country. The GPS enabled Mobile Vans were equipped with audio-video equipments, public address system with anchor and supporting staff.
- FM/AIR Radio Campaign was executed from 26th May to 1st June, 2015 using three jingles of 60 sec. duration each. The campaign was released via Private FM Stations as well as All India Radio Stations.
- TV Campaign was executed from 26th May to 1st June, 2015. Seven spots of which 3 spots were of 60 seconds each and remaining 4 spots of 40 sec. duration each were used for the campaign.
- A 30 page booklet containing sector wise achievements of the Government in the past one year was printed in 11 Indian languages apart from English and Hindi. DAVP undertook the distribution of 15 lakh printed booklets upto Gram Panchayat level through Department of Posts.

DAVP also participated in the famous Rath Yatra with the exhibition “**Saal Ek Shuruat Anek**”. DAVP also participated in Udyog Mela at Devengiri, Karnataka organized by Ministry of MSME, Government of India.

Swachh Bharat Mission:- DAVP developed a special exhibition set on ‘Swachh Bharat’ Mission, which is focused on creating awareness among the people about the Prime Minister’s initiative to achieve a Clean India by 2019. A multi-media campaign on Swachh Bharat was launched to bring about the desired level of behavioural change in the target audience. Print, TV, Radio and New Media platforms were used for this purpose.

Release of DAVP’s Wall Calendar: - This year DAVP released its wall calendar, 2016 on 23.12.2015. The theme of the calendar is “Vikas Ki Nai Udaan”. The calendar was released by the Minister for Information and Broadcasting, Shri Arun Jaitley. Col. Rajyavardhan Rathore (Retd.) AVSM, Minister of State for Information and Broadcasting, Shri Sunil Arora, Secretary, I&B, Shri J.S. Mathur, Spl. Secretary, I&B and Shri K. Ganesan, Director General, DAVP were also present for the inaugural function. In addition to the senior officers of

Government of India, Heads of the media units of the Ministry, eminent media personalities, representatives of various TV & FM channels, Print Media etc. also attended the function.

Launch of Digital Calendar 2016 of DAVP: - This year also a Digital Calendar was launched by DAVP. For this purpose, DAVP designed a user friendly App/software by which anyone can download the Digital Calendar launched by DAVP. This is available in both Android and iOS versions.

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

India International Trade Fair 2015:- Like previous years, DAVP also played an important role by setting up the Health Pavilion at the India International Trade Fair-2015 on the theme of “**Prevention is better than Cure**” which was inaugurated by the Health Minister.

In Indian Science Congress concluded in Mumbai in January 2015, DAVP had won the Gold Medal for the best stall in exhibitions. In January 2016 when the same event happened in Mysore, DAVP maintained the same standard and won the gold medal for best stall.

International Film Festival of India, 2015 at Goa:- DAVP had also played an important role in publicising the International Film Festival of India, 2015 held at Goa by way of printing “World Cinema – IFFI Hand Book and Catalogue”, “Indian Cinema – IFFI Catalogue”, Booklets, Brochures, Posters etc. An Exhibition titled “The Film Heritage of India” was also organised at the IFFI, Goa from 20th to 30th Nov., 2015 which was inaugurated by the Minister of State for Information and Broadcasting.

In addition to these, other important initiatives taken by DAVP are as under:

- To sensitize the people on One Rank One Pension, an advertisement was conceptualized, designed and printed.
- Publicity of Prime Minister’s Package for Bihar – advertisements on print, AV and New Media platform issued.

- Execution of Multimedia Campaign for commemoration of 1965 war.
- DAVP launched a multi-media campaign on Gandhi Jayanti and National Unity Day on 2nd October and 31st October respectively on the occasion of birth anniversary of Mahatma Gandhi and Sardar Vallabh Bhai Patel respectively.
- Advertisements on The Proof of Gold purity, Are you sure of the quality? and celebration of Akshay Tritiya issued on behalf of Bureau of Indian Standards.
- Pharma Jan Samadhan on the behalf of Department of Consumer Affairs.
- Fire Service Day on the behalf of DG Civil Defence.
- World Autism Awareness Day, Empowering disabled persons using modern technique at Mumbai, Distribution of Aids and Assistive Devices at Gazipur, Bengaluru, Deoria and Gurgaon on behalf of Department of Disability Affairs.
- Birth Anniversaries of Babu Jagjivan Ram, Dr. B.R.Ambedkar, National Awards- Vayoshreshtha Samman and Foundation stone laying ceremony of Dr. Ambedkar International Centre on behalf of Ministry of Social Justice & Empowerment.
- World Book and Copyright Day on behalf of Department of Higher Education.
- “Mann Ki Baat” Campaign (Internet, Print) carried out on behalf of Ministry of I&B.
- Shahidi Diwas advertisement was issued to commemorate Martyrdom Day of Shahid Bhagat Singh, Rajguru and Sukhdev.
- DAVP launched Swine Flu and Drug Abuse awareness campaigns on behalf of the M/o H&FW and M/o Social Justice.
- An intensive TV Campaign executed for Advance Tax on behalf of M/o Finance.
- ‘Beti Bachao Beti Padhao’ Campaign continued on behalf of the M/o WCD.
- Mobile Exhibition Vans were also deployed to deliver the message on “Beti Bachao-Beti Padhao” on behalf of the Ministry of Women & Child Development to reach out to the most inaccessible and remotest villages in the country from 22nd January to 21st February 2015. The Prime Minister Shri Narendra Modi flagged off the Exhibition Van on 22nd January,

2015 from Panipat, Haryana.

- A total of 96 vans covered 99 districts of 31 States/UTs.
- Designing and Printing of docket for “Pravasi Bhartiya Diwas”
- Directorate also printed copies of Booklet on Climate Change – Challenges on behalf of Ministry of Agriculture and Farmers Welfare and Message on Hindi Diwas (Wall Hanger) on behalf of Ministry of I&B.
- DAVP organized exhibitions in various parts of the country during the year 2015 on various themes including **Saal Ek Shuruat Anek, Mahatma Gandhi, Voter Awareness, Swasth Maa Swasth Shishu and Swami Vivekananda**. In addition to this Exhibition Wing covered Gaya Mela at Gaya in Bihar and Ganesh Mela (Chandausi Mela) in Meerut (U.P)

SOME OF THE MAJOR INITIATIVES TAKEN DURING THE YEAR:

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

OUTDOOR PUBLICITY & DIGITAL CINEMA

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

CREATIVE AGENCIES

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

DAVP WEBSITE

- Most of the reports including the Annual Report are placed on the DAVP website (www.davp.nic.in).

- All advisories are issued on the website of DAVP.
- All classified advertisements are placed on the DAVP website.
- All tenders are displayed on DAVP website.
- These initiatives have resulted in high levels of transparency.
- Details of business given to newspapers made available on DAVP website on real time basis.

PRINT MEDIA EMPANELMENT

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

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

MODERNISATION & TRANSPARENCY INITIATIVES:

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

- Release order given online (100%).
- SMS alert about release orders.
- 100% online (e-bill) billing.
- Online delivery of job order, audio spots, receipt of bills.
- Online receipt of empanelment of applications for both C&S channels and FM stations.
- Bills are validated by adopting two criteria, viz. telecast and broadcast certificate from the channels and FM stations and other in TAM data.
- Rate revision for C&S channels is based on TAM data (TVR) and as per the guidelines of EAC.
- For the first time agencies were empanelled for issuing advertisements through Mobile Telephony (SMS) and Community Radio Stations.
- Digital delivery of TV Commercials to TV channels.
- Work is in progress to make detailed enlisting of all Outdoor Publicity properties empanelled with DAVP

so as to provide a holistic plan to the Client Ministries as per their requirement.

- The process of modernization, digitization & technological upgradation of operations at DAVP is an ongoing activity. DAVP has already computerized almost all the regular activities including online submission of empanelment applications, media planning, bill submission, bill processing on the basis of different models of verification and online payment. However, these computerization processes have been done so far in silos.
- A new facility has been introduced by DAVP, of sending SMS alerts to the publications concerned within seconds of uploading of any Release Orders of an advertisement. This would help the publishers to know about the advertisement issued to them even when they are not browsing the website of DAVP.
- DAVP made its website www.davp.nic.in disabled friendly. Now, the visually challenged can access the website without hindrance.
- In emerging new media “Digital Cinema” and “Community Radio” have been empanelled by DAVP. Other new modes of advertising namely bulk SMS and websites have been empanelled on pilot basis.

WING-WISE DETAILS

New Media Wing

New Media (NM) Wing of DAVP executes various media campaigns through Digital Media platforms i.e. Digital Cinema, Internet websites & SMS on request received from different client Ministries and Departments of Government of India. At present, 09 Digital Cinema Agencies, 42 Internet Websites (including CRIS) and 08 SMS agencies are empanelled with DAVP.

The period from 1st April 2015 onwards witnessed launch of some major campaigns on the Digital Media platforms by various client Ministries. Prominent among them are the campaigns related to flagship programmes of Government of India.

NM wing released campaign pertaining to Minority Affairs for Digital cinema from 19th August 2015 to 16th November 2015 and for Internet websites from 14th October 2015 to 19 October, 2015.

Media plans pertaining to different campaigns are prepared and released through Enterprise Resource Planning (ERP) module developed by NIC. All the processes involving media planning, release orders, communication to the empanelled agencies with regard to campaigns, submission of bills and payments of bills are executed online.



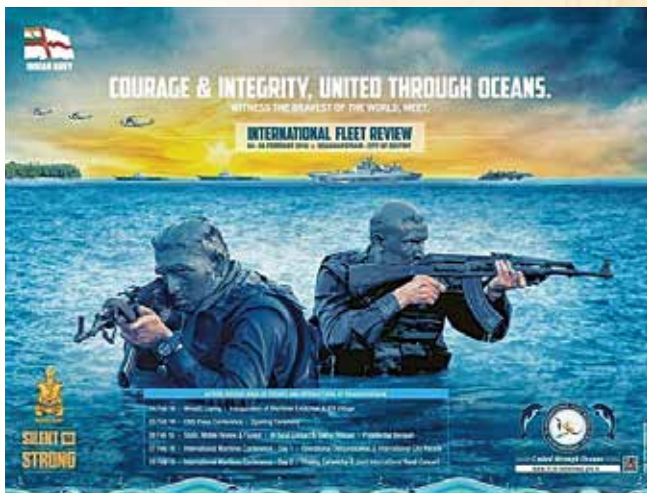
The Fourth National Photography Award winners

Major campaigns released by NM cell of DAVP are as under:

Ministry	Theme
WCD	1. Beti Bachao Beti Padhao (Digital Cinema)
Finance	1. File Income Tax Return(SMS & Digital Cinema) 2. Special Return Receipt Camp of Income Tax, Delhi (Digital Cinema, & SMS) 3. Promotion of NPS (SMS) 3. Advance Tax (SMS, Internet & Digital Cinema) 4. Income Tax- Companies & Other Persons (Internet) 5. Filing of TDS - Govt Deductors (Internet) 6. Filing of TDS - Non- Govt Deductors (Internet)
Health & Family Welfare	1. NACO- PPTCT (Digital Cinema) 2. AYUSH- International Yoga Day (SMS) 3. World Population Day (SMS) 4. Kayakalp (Digital Cinema) 5. Leprosy (Digital Cinema) 6. NACO – Stigma & Discrimination (Digital Cinema) 7. Mission Indradhanush (Digital Cinema) 8. NACO – Stigma & Discrimination (Digital Cinema) 9. Hepatitis B (Digital Cinema) 10. NOTTO – Organ Donation (SMS)
I & B	1. Bihar Package (Digital Cinema) 2. Swachh Bharat (Digital Cinema, CRIS & Internet Websites) 3. Sardar Patel Birth Anniversary (DC) 4. Cable TV Digitization (SMS)
Drinking Water & Sanitation	1. Sanitation (Digital Cinema)
Defence	1. Indian Navy -Image Projection (SMS & Digital Cinema) 2. Indian Air Force (SMS) 3. Indian Air Force - Recruitment (Internet) 4. Indian Army – (Digital Cinema, SMS) 5. Indian Air Force Recruitment (Arunachal Pradesh, Andaman & Nicobar, Chattisgarh-SMS)
Tourism	1. Social Awareness (Digital Cinema & Internet)
Minority Affairs	1. Minority Affairs (Digital Cinema) 2. National Waqf Development Corp. Ltd (Internet)
Home Affairs	1. National Population Register (DC) 2. RGI (Digital Cinema)
Election Commission of India	1. ECI (DC)
Power	1. Bureau of Energy Efficiency (DC) 2. Bureau of Energy Efficiency (Digital Cinema) 4. BEE – Painting Competition (SMS)
Consumer Affairs	1. BIS (SMS) 2. Consumer Awareness Campaign (Digital Cinema)
Communication & IT	1. Posts – Promotion & Publicity (SMS) 2. Speed Post (Digital Cinema) 3. Rural Postal Life Insurance (Internet)
Road Transport & Highways	1. Road Safety (Digital Cinema)
Corporate Affairs	1. Competition Commission of India (Digital Cinema)

MASS MAILING WING

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



Print Creative released by DAVP on the theme "International Fleet Review-Indian Navy" on behalf of Ministry of Defence.

PRINTED PUBLICITY WING

Printed Publicity (PP) Wing caters to the requirements of printed material for mass publicity of the campaigns launched by DAVP. This wing does planning, production and supervision of print jobs viz., multi colour posters, folders, brochures, diaries, calendars, stickers, wall hangers, table calendars and other miscellaneous items. Preparation of plan estimates of print jobs for various Ministries/Departments including Ministry of I&B are done as per the requirement and budget allocation.

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

PP Wing has produced 88 jobs with 168 items totalling about 60 lakh copies of all types of publicity material for Min. of I&B and various other client Ministries and PSUs. Four Posters and one information Folder have been produced for the benefits of Person with Disabilities (PWD).

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

AUDIO VISUAL WING

Audio Visual (AV) cell of DAVP executes various media campaigns through Pvt. C&S channels, Doordarshan, Pvt. FM Stations, All India Radio (AIR) and Community Radio Stations (CRS) on the request of different client Ministries and Departments of Government of India. At present, 323 Pvt. C&S Channels, 215 Pvt. FM Stations and 72 Community Radio Stations are empanelled with DAVP.

The period from 1st April to 31st December, 2015 witnessed some major campaigns launched on the TV/Radio by various client Ministries through DAVP. Prominent among them are the campaigns related to flagship programmes of Government of India. Major campaigns released by AV Wing are as follows:

Swachh Bharat campaign, Drinking Water and Sanitation campaign, Incredible India campaign, Saal Ek Shuruaat Anek campaign, Sarva Shiksha Abhiyaan campaign, Rural Drinking Water Programme campaign, AYUSH-International day of Yoga campaign. Various programme specific campaigns of the National Health Mission (NHM) were also telecast at different points during said period. Indian Army launched its new Image Projection Campaign through TV and Radio from the month of November, 2015. Another major initiative of the Government of India-Beti Bachao Beti Padhao campaign was also launched in the TV and Radio.

AV Wing released campaign on TV and Radio on behalf of Ministry of Minority Affairs from 16th August to 30th October, 2015.

A committee for review of the recommendations of the Empanelment Advisory Committee (EAC) for fixing the criterion for empanelment and for fixation of rates for private C&S channels and private FM Stations has been reconstituted under the chairmanship of Additional Secretary, M/o I&B vide order no. 1/50/2008-MUC dated 02.07.2015.

Media plans pertaining to different campaigns are prepared and released through Enterprise Resource Planning (ERP) module developed by NIC. All the processes involving media planning, release orders, communication to the empanelled agencies with regard to campaigns, submission of bills and payments of bills are executed online.



A view of the exhibition organized by DAVP participating in Indian Science Congress 2016 at Mysuru, which was awarded the best designed stall.

EXHIBITION WING

From April 2015 to December 2015 DAVP conducted 193 exhibitions covering a total of 1145 exhibition days. This year is a special one for DAVP exhibition as for the first time DAVP launched a Multi Media Campaign called “Saal Ek Shuruuat Anek” which was inaugurated on the same day i.e. May 26th 2015 all over the country.

This Multi Media Campaign (MMC) was launched on the occasion of first anniversary of NDA Government. In all 69 MMC exhibitions have been organized and DAVP could make the message reach every nook and corner of India with the help of audio visual presentations and modern technologies like LED, Plasma TV, touch screen kiosk etc. On this occasion Mobile exhibition vans were deployed in 643 districts for 30 days covering 33 states and Union Territories (28th May to 14th July 2015). The theme of Mobile Van exhibition was “Saal Ek Shuruuat Anek”. The materials in the van were in thirteen Indian languages.

A total number of 492 multi media campaign exhibition days were there and many VVIPs were there as Chief Guests of this programme. The exhibition in Delhi and Ahmedabad was inaugurated by Shri. Arun Jaitley, Hon’ble Union Minister for I&B and Finance. MOS for I&B Shri. Rajyavardhan Rathore, MPs and MLAs inaugurated this MMC campaign in different parts of

the country. Bank, LIC, Postal Department and other Government organizations participated in the MMC campaign in coordination with DAVP.

The Prime Minister Sh. Narendra Modi inaugurated a 5 day exhibition on 'Making of Constitution by the Constituent Assembly,' on 26th November 2015 at Parliament Library.

DAVP participated in 23 Public Information Campaigns (PIC) this year. A total of 69 exhibitions days were covered through PICs. As PIC is a mass campaign to make the ordinary people aware about Government schemes, DAVP participated with exhibitions named “Saal Ek Shuruuat Anek” and “Sabka Saath Sabka Vikas”.

Apart from these, DAVP participated in some of major Melas, Book Festivals, etc., to make the exhibitions more successful. This year DAVP participated in IITF, New Delhi, IFFI Goa, Rajgir Mela, Bihar, North East Film Festival Siri Fort, Gaya Mela, Bali Yatra Cuttack, CRPF Mela at JNU campus, Dussehra Mela at Raipur, Puri Rath Yathra, Orissa, Kochi International Book Festival, Kerala etc. There were 28 major participatory exhibitions covering a total of 269 exhibition days.

OUTDOOR PUBLICITY WING

Outdoor media surely catches attention, as its reach is universal and not confined to a specific newspaper or channel. Outdoor publicity ignites curiosity about the campaign as well as works as a reminder for all other medium. Outdoor is on 24x7 as compared to other publicity. Outdoor attracts the rural masses through its eye catching illustration and by bold letter size. Especially in rural areas, outdoor is a significant media to motivate the public. DAVP has made every effort to produce and display various mediums of outdoor to maximize the value of the campaigns. The following have been publicized for different client Ministries/Departments as well as Autonomous bodies of Government of India through various campaigns on public awareness and information regarding various important events and facilitation in different sectors during the above period at National level.

The OP Campaigns were run by using various media vehicles like airport display board, airport signage and hoarding/unipole, railway ticket, enquiries, banner, bridge panel, bus panels, bus queue shelter, display board at bus stand and railway stations, flex, gantries,



MIB Shri Arun Jaitley visiting the National Media Centre, during the release of the Government of India Calendar 2016, in New Delhi

hoarding, kiosk, LCD, LED, plasma TV screens, Metro-public utility, station display board, duct panel, pillar kiosk, street furniture- free standing panels, information panels, police booths, waterless urinals, vending kiosks and traffic signal pillar kiosk.

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

ACCOUNTS WING

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

and printing houses empanelled with DAVP.

Headed by Addl. DG (Accounts), the Wing consists of Director (Accounts), Financial Advisor & Chief Accounts Officer, Six Accounts Officers, 5 Asstt. Accounts Officers and 4 Accountants/Jr. Accountants. The payments are handled after verification of the airing or publishing of the advertising as per laid out pre-conditions in the Release Order given to them by DAVP.

MAJOR ACHIEVEMENTS

The major initiatives underway in Accounts wing are as under:

1. Successful conversion to Electronic-Fund transfers for all payments, including payments for exhibition and salaries.
2. Computerization of OP Accounts has been completed successfully recently.
3. 100 per cent payments to all private parties is now done through Electronic Funds Transfer instantaneously, eliminating delay and losing of cheque in transit through post.

4. Processing of bills can now be tracked on the website, which reflects the status of the bills, especially whether they have been rejected due to some reason or passed.
5. Implementation of a clear schedule of deadline for submission of bills (One month for Audio–Visual and Outdoor Publicity bills two months for newspaper bills), after which bills are not accepted.
6. Letter from the Director (Accounts) for each bills rejected.
7. Recently separate Accounts modules have been integrated into a single ERP platform.
8. All stakeholders including OP Agencies are now able to see their payment details in their login area.

Major Initiatives Underway

The major initiatives underway in Accounts wing are as under:

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

Vigilance Section

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

CAMPAIGN WING

DAVP has started the practice of crowd-sourcing of all mandatory advertisements. The major initiatives taken and important activities carried out during 1st Jan., 2015 to till date by the various Campaign Wings of this Directorate are as under:-

M/o Culture

- Released advertisements on occasion of Birth Anniversary of Pt. Jawaharlal Nehru, Pt. Deendayal Upadhyay, Rani Gaidinliu.

M/o Drinking Water and Sanitation

- Released several advertisements for Outdoor Publicity and Audio Visual campaigns on Swachh Bharat Mission (SBM).
- Released one half page colour advertisement on

World Toilet Day.

M/o Agriculture

- Released one full page colour advertisement on occasion of “ICAR Foundation Day”.
- Released one quarter page colour advertisement on “Crop Insurance Portal”
- Released a number of colour advertisements on PPR Control Programme by Animal Husbandry & Dairying.
- Released one half and one quarter page colour advertisement on Soil Health Card Scheme.

M/o Statistics & Programme Implementation

- Released one half page colour advertisement on 72 Round Survey on behalf of National Sample Survey Organisation.

M/o Rural Development

- Released one half page colour advertisement on Deen Dayal Upadhyaya Grameen Kaushalya Yojana.
- Released one half page colour advertisement on Abhinav Awards.
- Released one half page colour advertisement on “National Workshop on Affordable Rural Housing”.
- One full page colour advertisement in newspaper and magazines on “**Initiatives of Govt. of India**”.

M/o Health and Family Welfare

- Released one quarter page colour advertisement on Global Consultant for Improving the Health of Women, and Children and Adolescents.
- Released one half page colour advertisement on “Filaria” on behalf of National Vector Borne Disease Control Programme in Bihar.
- Released various quarter page colour advertisements on Public Lecture on behalf of AIIMS.
- Released one colour advertisement on Public Lecture on behalf of Vallabhbhai Patel Chest Institute.
- Released one half page colour advertisement on “Call for action for TB Free India” by TB Division.
- Released various colour advertisements on the occasion of World Malaria Day, International Nurses Day, World Hepatitis Day, World Mental Health Day, Global Iodine Deficiency Disorders Prevention Day, World Diabetes Day, National Deworming Day, World Tobacco Day and World AIDS Day.
- Released various colour advertisements on “Stop Sex Selection”.
- Released various awareness colour advertisements

on Diarrhoea Control, Malaria, Dengue, Japanese Encephalitis, Swine Flu, Mission Indradhanush, Kayakalp, Seasonal Influenza.

- Released one quarter page colour advertisement on “**Painting Competition**” on behalf of Jansankhya Sthirata Kosh.
- Released one half page and one quarter page colour advertisement on “**World Population Day**” on behalf of Jansankhya Sthirata Kosh.
- Released two quarter page colour advertisements on “**Painting Competition on IITF**”.

M/o Tribal Affairs

- Released five 34x24 size page colour advertisement on National Tribal Festival.
- Released two quarter page colour advertisement on National Tribal Festival.

M/o Water Resources

- Released one quarter page colour advertisement on 5th National Level Painting Competition on Water Conservation on behalf of Central Ground Water Authority.
- Released one half page colour advertisement on “Conserve Water”

M/o Panchayati Raj

- Released one half page colour advertisement on “National Panchayati Raj Day”.
- Released one quarter page B&W advertisement of “Nomination for National Awards”.

M/o Urban Development

- Released one full page colour advertisement on “Smart City”.

M/o AYUSH

- Released advertisements for Outdoor Publicity and Audio Visual campaigns on International Day of Yoga on 21st June.
- Released one quarter colour advertisement on National Arogya 2015.
- Released various half page colour advertisements on National Arogya Fair.

M/o Women and Child Development

DAVP organized print, TM, FM Radio, Digital Cinema and SMS campaigns for Social Welfare related advertisement for the campaign “Beti Bachao Beti Padhao” during the period. Moreover, the theme of the “Beti Bachao Beti Padhao” and other women issue related campaigns

were also proposed to be conducted through Mobile Van Exhibitions, Outdoor Publicity, Audio-Visual, New Media and Print.

Special messages on adoption of girl child and women rights were also conducted through various medium by DAVP in collaboration with CARA AND NCW respectively. The National Commission for Protection on Child Rights has utilized the OP (metro trains) for mass awareness campaign on child rights.

DAVP organized print advertisement for notice/tender/recruitment and other classified advertisement for the Ministry. Apart from the above mentioned themes, the themes in which Ministry of Women and Child Development and its subsidiary Departments/Organisations conduct advertisement campaigns are given below :-

- a) Women’s Exhibition
- b) Children’s Day Award
- c) Related to deprivation/violation of women’s right’s
- d) Under tendering adoption
- e) Nari Shakti Puraskar
- f) Adoption made simpler

M/o Human Resource Development

The major themes of the advertisement campaign conducted by DAVP on behalf of Min. of Human Resource Development and its subsidiary Departments/ Institutes are Mid Day Meal, Sakshar Bharat etc The Ministry carried out display print advertisements in the newspapers across the country on Teachers’ Day and Literacy Day. Another display advertisement was issued in selected cities on Teachers’ Award Function Day.

Department of Adult Education has been implementing Sakshar Bharat Campaign through Outdoor Publicity (Railway Tickets and Bus Panels). The campaign on Mid Day Meal has been conducted through AV successfully.

The print advertisements of regular nature like tender notice and recruitment were issued for various Departments/ Institutions under M/o Human Resource Development. Some of the themes of the campaigns are:

- a) Education Day
- b) Teachers’ Day Award by CBSE
- c) PM’s inauguration of Trauma Centre, BHU
- d) International Literacy Day

M/o Minority Affairs

During the financial year 2015-16, the client Ministry had issued 3 page/half page display advertisements in the newspapers across the country. One of the advertisements

was to spread awareness about various Government educational schemes like Minority welfare schemes, pre and post matric scholarship, girl educational programme, vocational training scheme, grant in aid for educational institutions etc. The Ministry has also utilized AV, DC and OP mediums to spread its message across the country. Special advertisement on PM's 15 Point Programme for the Minorities and Sacchar Committee recommendations were also issued during the financial year.

M/o Social Justice

During the financial year 2015-16, the client Ministry issued more than ten display advertisements on various subjects. The client has also conducted campaign through OP (metro train) on Senior Citizens. Another OP campaign on Railway Enquiry No.139 has also been initiated on the theme. A special multi-media plan on "Constitution Day" and yearlong celebration on "Dr. B.R. Ambedkar Anniversay" was conducted successfully. The message on "Accessible India Campaign" was spread out through various mediums with collaboration of DEPwDs. Some of the major themes of the campaign conducted by the Ministry and its subsidiary Department include:

- a) Drug Abuse – Regional Workshop
- b) ADIP Camp
- c) World Sight Day – 8th October, 2015
- d) International Day of Older Persons
- e) Skilling the unskilled Women Safai Karmcharis
- f) International Week of the Deaf
- g) Camp on distribution of Aids & Assistive Devices

Apart from the above mentioned campaigns, the multi-faceted advertisements were also released on Food Safety and Consumer Rights (M/o CAF&PD), Athithi Devo Bhava, a campaign targeting foreign tourists done by Min. of Tourism, Kailash Mansarovar Yatra of Ministry of External Affairs, campaign on Left Wing Extremism(LWE) by MHA, World Youth Skill Day etc. Various types of classified advertisements including recruitments are issued by DAVP on behalf of para military force which comes under MHA.

REGISTRAR OF NEWSPAPERS FOR INDIA

The Office of the Registrar of Newspapers for India (RNI) is an attached Office of the Ministry of Information and Broadcasting. Under its Statutory and derivative functions, it verifies and approves titles

of newspapers, registers them, checks and establishes circulation claims. It also submits to the Secretary, I & B by 31st December every year the "Press in India Report", highlighting the state of Print Media in the country; the report is subsequently published under the title "Press in India". Under its non-statutory functions, the RNI issues Eligibility Certificates for import of newsprint, to actual users which are registered with RNI as well as Essentiality Certificates for import of printing machinery etc.

TITLE VERIFICATION

RNI receives applications of the intending publishers for title verification, duly forwarded by the DM concerned and processes them for title verification as per the proviso to Section 6 of the PRB Act. During April 2015 to December 2015, RNI scrutinized 15293 applications for verification of titles, of which 9272 titles were verified.

To facilitate the applicants RNI has started online application filling facility on its website. For further processing by the DM concerned, the applicant is required to take out a printout of the filled application and submit to DM concerned for forwarding to RNI. The applicants are intimated through SMS and e-mail at application receipt stage and title verification stage at RNI to facilitate the applicants and ensure transparency. The status of title applications can be checked on RNI website. Discrepancy letters and title verification letters can also be downloaded from RNI website.

DE-BLOCKING OF TITLES

After getting the title verified, the publishers are required to get the title registered. If the documents for registration are not received in RNI in 2 years, the title gets de-blocked and is available for verification to any intending applicant.

REGISTRATION

After the title verification, publisher is required to submit a declaration duly authenticated by the District Magistrate concerned, along with a copy of the first issue published within specified days after authentication of declaration as per the Act and an affidavit for no-foreign tie-up. After ascertaining that the publication has been printed and published in conformity with the various provisions of the PRB Act and the rules made thereunder, a registration number is allotted to the newspaper/periodical and entries made in the Register of RNI. The Certificate of Registration (CR) is then issued to the publisher. During April 2015 to December 2015, a total of 5737 Certificates

of Registration were issued, which includes 4315 fresh cases and 1422 revision cases.

COMPUTERISATION

Apart from the computerized processing of the title verification and registration, all the verified titles are put on the RNI's website: <http://rni.rni.in> and can be downloaded by the applicants. With the introduction of this facility, any person/prospective publisher can access the existing title data base. The data is available State/Language-wise. Various queries of the publishers have been compiled in simple Question Answer format and hosted on RNI website as FAQs.

ANNUAL STATEMENT

As per Section 19D of the PRB Act, an Annual Statement in Form-II prescribed in the Registration of Newspapers (Central) Rules 1956 is required to be submitted by the publishers of newspapers to the Press Registrar on or before the last day of May each year containing various information as prescribed under the rules. It is also obligatory on the part of every publisher to print in the publication, a statement indicating the ownership and other relevant particulars in Form IV in the first issue every year after the last day of February. Annual Statement is the basic document on the basis of which RNI undertakes compilation and analysis of the status of the Press, which is incorporated in its Annual Report, called "Press in India". Annual Statements were received 100 percent online for the first time for 2013-14 and the number was 19755. For 2014-15, 23,394 Annual Statements were received.

PRESS IN INDIA

The Annual Report "PRESS IN INDIA 2014-15" along with its CD Version has been released by the Minister of Information and Broadcasting, in presence of MOS for Information and Broadcasting and Special Secretary(I&B) on 29th December, 2015. The Function was attended by large number of owners, printers and publishers of the newspapers/periodicals.

NEWSPRINT

With effect from 1st May 1995, Newsprint has been placed under Open General License and all types of

newsprint, glazed and standard, can be imported by actual users without any restriction. During the year 2006-07, Ministry revised the form of Annual Return showing the import and consumption details of newsprint. Through the Revised Format, RNI issues the Eligibility Certificate, specifying the maximum quantity of newsprint that can be imported by a newspaper. This quantity is decided on the basis of the affidavit in which the publishers state the consumption of newsprint for the previous two years and the proposed quantity of consumption for the current year. During the period April 2015 to December 2015, 1311 Eligibility Certificates were issued by RNI for import of newsprint.

OFFICIAL LANGUAGE

Office of RNI organized a Hindi Fortnight during 14-28 September, 2015 wherein different competitions were held to promote the use of Hindi in Official work. One Assistant Director (OL) and one Senior Translator are posted in this Office to provide the necessary assistance in translation and implementation and monitoring of the Official Language Policy of the Government of India. Parliament Committee on Official Language inspected this office on 8th September, 2015 on the implementation of Official Language Policy. Commendation Certificate was awarded by the Department of Official Language to RNI for being adjudged first for commendable performance in implementing the Official Language Policy during the year 2014-15.

PUBLIC GRIEVANCES

A Public Grievances Cell is functioning in this Office. The title applicants and publishers can send their query through e-mail: pqrc-rni@nic.in, directly or through RNI website. Replies are also sent through e-mail. Deputy Press Registrar of this Office has been designated as head of the internal Grievance Redressal machinery of this Office. 672 applications received under R.T.I. Act during April - December, 2015 were cleared.

IMPLEMENTATION OF JUDGMENTS/ ORDERS OF CAT

The requisite details/figures regarding 'Implementation of the Judgments/Order of CATs' for incorporation in Chapter-17 of Annual Report 2015-16 of the Ministry may be treated as 'Nil' in so far as this office is concerned:

S.No.	Media Units/ Sections	No. of Orders received from CAT for the year 2015-16	No. of Judgments/ Orders implemented during 2015-16
(1)	(2)	(3)	(4)
1.	Registrar of Newspapers for India (RNI)	Nil	Nil

POLICY DECISIONS & ACTIVITIES UNDERTAKEN FOR BENEFIT OF PERSONS WITH DISABILITIES

RNI is not the cadre controlling authority in respect of IIS/CSS/CSSS/CSCS/CSOL/SSS etc., except erstwhile Group 'D' posts. At present, one post of Chowkidar and one post of Record Sorter are lying vacant, which would be filled up as per existing Recruitment Rules. The directions of the Hon'ble Supreme Court to implement the Persons With Disabilities Act, 1995, would be considered while filling up the above posts, if any, in accordance with the Recruitment Rules, as far as possible.

CITIZEN'S CHARTER

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

12th Plan Scheme: Strengthening of RNI H.Qrs.

During 2012-13, Ministry of I&B has conveyed their Administrative Approval for the Plan Scheme 'MEDIA INFRASTRUCTURE DEVELOPMENT Programme' for 12th Five Year Plan [2012-17]. Under this Scheme, the sub-Scheme of RNI, 'Strengthening of RNI H.Qrs.' with the three sub-components of i) Digitalisation of records, ii) Online filing of Annual Statements & iii) Online Title Verification/Registration Certificate has been initiated/is ongoing. The Plan outlay for the scheme was ₹1.00 crore in the EFC approved for the period 2012-17, which has been subsequently revised to ₹2.8771 crores through Revised Cost Estimate (RCE) proposal approved on 25th February, 2015.

A sum of ₹25.00 lakhs was provided in the Annual Plan for 2014-15 and the allocation has been utilized fully. During the current financial year, a sum of

₹20.00 lakhs has been provided in BE 2015-16, which has been increased to ₹50 lakhs at RE 2015-16. Out of this a sum of ₹17.88 lakhs has been incurred upto 31/12/2015.

PRESS AND REGISTRATION OF BOOKS AND PUBLICATIONS (PRBP) BILL

The purpose of Press and Registration of Books (PRB) Act, 1867, currently under operation, is to regulate printing presses and newspaper for the preservation of copies of books and periodicals containing news printed in India and for the registration of such books and periodicals containing news.

In view of the phenomenal growth of the Print Media Sector and certain issues arising out of the Print Media Policy/guidelines/rules, the PRB Act, 1867 needed to be updated and revised. Accordingly, Press and Registration of Books and Publications (PRBP) Bill, 2011 was prepared and submitted for Cabinet approval on 07.09.2011. After the Cabinet approval, the Bill was introduced in the Parliament on 16.12.2011. This was referred by Lok Sabha for examination by the Standing Committee on Information Technology on 05.01.2012. Standing Committee on IT, after consulting various stakeholders, made some recommendations in their 42nd Report released in 20.12.2012. The Bill was revised based on recommendations of the Standing Committee and an effort was made to introduce the bill in March, 2014 for approval of Cabinet Committee. However, the Bill had lapsed owing to dissolution of the 15th Lok Sabha after General Election in May, 2014.

After constitution of the 16th Lok Sabha, a new PRBP Bill has been prepared by the Ministry and sent to Ministry of Law and Justice for comments. The draft Bill proposes to enact a fresh legislation by repealing the PRB Act, 1867. Apart from making new and modified definitions, detailed provisions for verifications of a title, prescribed time limit for Title Verification and authentication of declaration has been included alongwith statutory provisions for circulation verification.

Ministry of Law and Justice has forwarded a final draft Bill which is under active consideration of the Ministry before submitting the same to the Cabinet.

ACTIVITIES OF RNI DURING THE YEAR 2015-16#.
(Covered for the period from April 2015 to December 2015)

Sl. No.	Name of the activity	Performance during the previous year 2014-15	Target fixed for year 2015-16.	Performance during the current year 2015-16 (Apr.2015-Dec.2015)	Anticipated for (Jan.2016-Mar.2016)
1.	Title Clearance				*
i)	References received	20216	*	15293	*
ii)	Cleared	13494	*	9272	*
iii)	Refused	6106	*	4627	*
iv)	No. of Titles De-Blocked	7818	*	5365	*
2.	Registration Certificates (Total)	6325	*	5737	*
i)	Fresh Cases	5720	*	4315	*
ii)	Revised CRs	605	*	1422	*
3.	PRINTING MACHINERY & ALLIED MATERIALS.				
i)	No. Of Essentiality Certificate issued for import of Printing Machinery.	0	*	1	*
ii)	Certificates for exemption from Foreign Contributions Regulation Act.	2	*	2	*
iii)	No. of applications cleared under RTI	865	*	672	
4.	NEWSPRINT				
i)	No. of Eligibility Certificates issued to the publishers for import of Newsprint	1314	*	1311	*
ii)	Quantity of Standard Newsprint in MT	1543443	*	1510886	*
iii)	Quantity of Glazed Newsprint in MT	72338	*	49118	*
5.	Report Cell				
i)	PRESS IN INDIA	2013-14		2014-15	*
ii)	No. of annual Statements received	19755	*	23394	*

April 2015 to December 2015

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

FIGURATIVE DETAILS OF VARIOUS ACTIVITIES

(April 2015 to December 2015)

Particulars	Details
Title applications received	15,293
Titles verified	9,272
Titles refused	4,627
De-blocked titles	5,365
Total CR issued	5,737
Fresh CR issued	4,315
Revised CR issued	1,422
Essentiality Certificate for import of printing machinery	1
Exemption Certificate for FCRA	2
RTI applications received	672
Eligibility Certificate (EC) issued	1311
Qty of Standard Newsprint in MT	1510886
Qty of Glazed Newsprint in MT	49118
Annual Statements received	23,394

DIRECTORATE OF FIELD PUBLICITY (DFP)

In pursuance of the mandate of the Ministry of Information and Broadcasting, Directorate of Field Publicity undertakes field programmes to generate awareness among the people about government's policies/programmes/schemes. Effective implementation of government's developmental and welfare initiatives hinges on awareness among the intended beneficiaries about their entitlements under various programmes/schemes. DFP accordingly seeks to create informed sections of the people to enable their voluntary and enthusiastic participation in implementation of such programmes/schemes. DFP's awareness generation efforts are based on 'inter-personal communication' which is proven to be the most effective mode of communication. DFP functions through interactive sessions with local opinion leaders and targeted beneficiaries, group discussions, door to door visits, public meetings, etc. These efforts are complemented by use of traditional and folk media and other conventional and non-conventional methods. In this process, DFP gets support from other central and state departments/agencies. DFP's field functionaries also collect feedback on implementation of government's

programmes/schemes for the benefit of implementing agencies.

1. Objectives of the Directorate:

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

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

2. Organizational Set-up

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

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

There are 22 Regional Offices which are mostly located at State capitals and 207 Field Publicity Units which are spread all over the country and mostly located at district headquarters. Each Regional Office controls about 6 to 13 Field Units. A Field Publicity Unit functions under a Field Publicity Officer who is assisted by one Field Publicity Assistant and other support staff. The Field Publicity Units are equipped with vehicles and audio visual equipment for organizing field level activities. Each Field Unit is targeted to tour with 10-12 night halts in a month to conduct awareness programmes on Government schemes and policies among the masses and particularly, in remote and rural areas. In addition, there are non-night halt tours to nearby locations.

3. e- Governance

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

Web Pages of all 22 Regional Offices have been launched.

4. MAJOR ACTIVITIES

One Year Achievements of the Government

Regional Offices/ Field Publicity Units of the Directorate extended support to nationwide Exhibition of DAVP titled 'Saal Ek Shuruat Anek' to publicize the One Year Achievements of the Government from May to July 2015 and also along the mobile exhibition van routes particularly in media dark areas and rural and remote areas. DFP conducted 83 Special Outreach Programmes in locations adjacent to DAVP Exhibition van routes in different parts of the country. On the occasion, the units organized Film Shows, Quiz Competition, Group discussions with target

beneficiaries of Government schemes.

Cabinet Ministers/ Ministers of State/ MLAs and other dignitaries participated in DAVP exhibitions.

Special Outreach Programmes (SOP)

Under 'Development Communication and Information Dissemination' Scheme of I&B Ministry, DFP has one sub-scheme 'Direct Contact Programme' during the XIIth Plan Period (2012-2017). One of the components under 'Direct Contact Programme' is 'Special Outreach Programme' in which two field units of DFP are clubbed to organize a two day intensive awareness generation programme on identified theme at one location. Programmes under SOP component were launched in June, 2015. The main objective of SOP is to identify the places where it could reach more number of people and deliver the messages in interpersonal mode. SOPs are being organised in all parts of the country including border areas and minority populated areas.

Themes of SOP are:

- Swachh Bharat Mission
- Pradhan Mantri Jan Dhan Yojana
- Beti Bachao Beti Padhao
- Pradhan Mantri Suraksha Bima Yojana
- Pradhan Mantri Jeevan Jyoti Bima Yojana
- Atal Pension Yojana
- Skill India Mission

As on 30th November, 2015, 170 Special Outreach Programmes have been conducted across the country as against the target of 626 programmes.



PIB Jaipur facilitating Press Coverage for Beti Bachao Beti Padhao Special Outreach programme, organised by the DFP, at Dhankya, in Jaipur

Mother and Child health & Mission Indradhanush Campaign

DFP launched the campaign on Mother and Child health & Mission Indradhanush on behalf of Ministry of H&FW from July – December, 2015 in two phases in 184 high priority districts across the country which have high infant and maternal mortality rate. Under this a two day programme is organised in identified district among the target beneficiaries particularly women and children.

As against the target of 686 programmes to be conducted till the end of the campaign, 454 Outreach Programmes have been conducted by 30th November, 2015.



Awareness rally on Mother & Child Health and Mission Indradhanush at Kondoli village of Nagaon district of Assam

Border Area Publicity Activities

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

Publicity activities in Left Wing Extremism (LWE) affected areas

Field Publicity Units under nine Regional Offices of Andhra Pradesh, Bihar, Chhattisgarh, Jharkhand, Maharashtra, Madhya Pradesh, Odisha, Uttar Pradesh and West Bengal (South) took up the task of awareness generation on all



Public rally on flagship programmes being arranged by Directorate of Field Publicity Agartala, Tripura

major programmes /schemes of the Government of India in areas affected by Left Wing Extremism.

Participation in Public Information Campaign (PICs)

DFP rendered strong publicity support to 21 Public Information Campaigns organized in various parts of the country from April to November, 2015 under the jurisdiction of 11 Regional Offices. Two to four Field Publicity Units (FPU) participated in each PIC and organized programmes on themes on the Flagship Schemes of the Government.

Routine awareness programmes

Field Units of DFP are also organizing routine programmes on various schemes of the Government and also to mark important National and International Events/Days/Weeks.

Achievements: April-2015 to November-2015

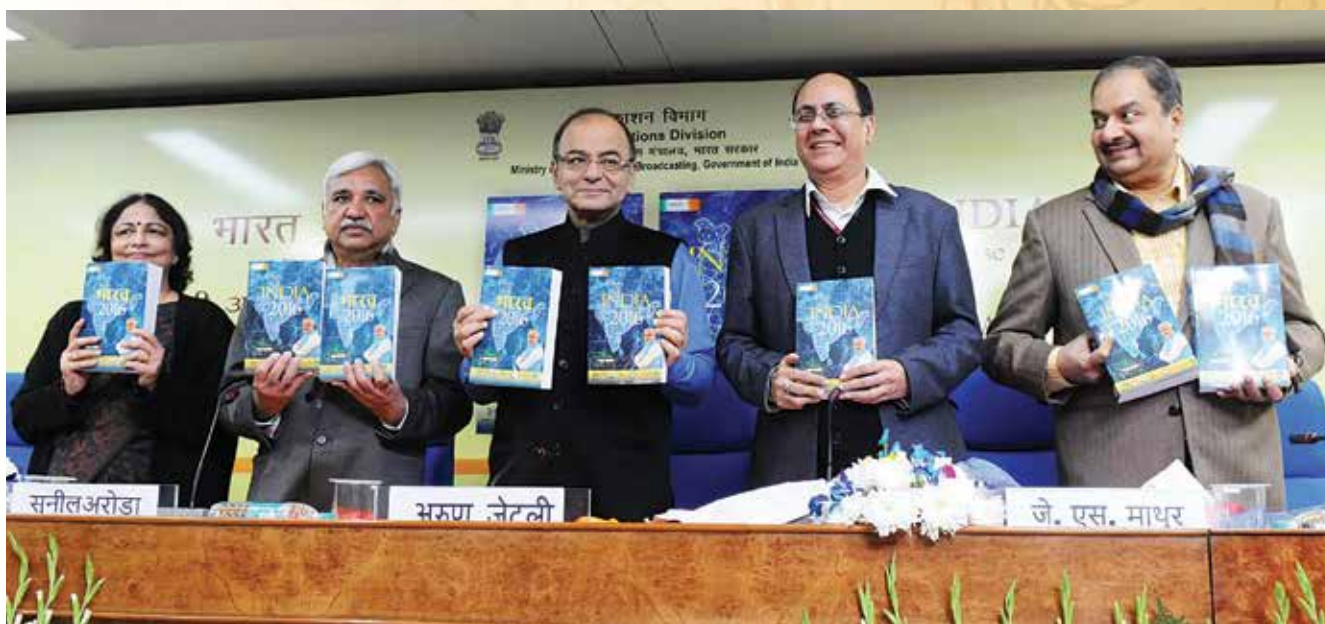
1.	No. of Film Shows organized	11986
2.	No. of Special Programmes conducted	1896
3.	No. of Group Discussions organized	24404
4.	No. of Photo Exhibitions mounted	12862
5.	No. of Feedback Stories collected	16918
	Total Activities	68066
	Number of villages covered	13163

PUBLICATIONS DIVISION

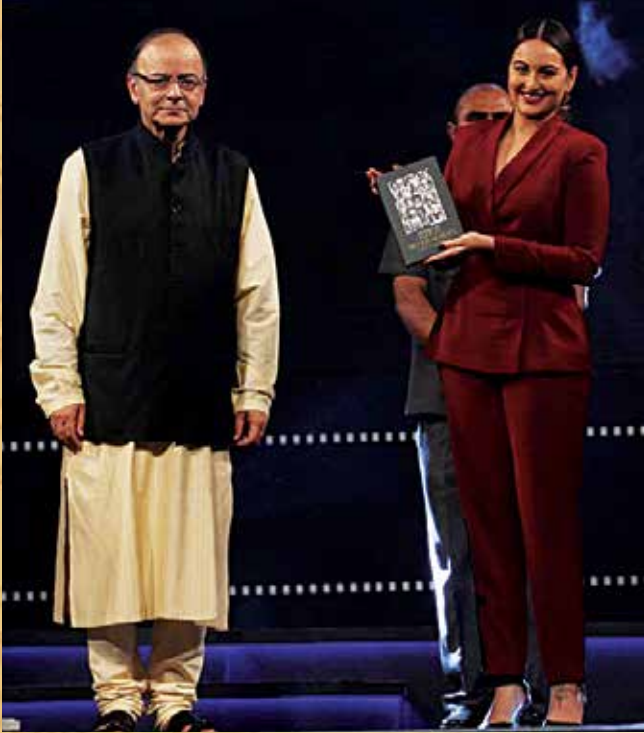
(www.publicationsdivision.nic.in)

HIGHLIGHTS AND ACHIEVEMENTS

- The Electronic version of 100 volumes of Collected Works of Mahatma Gandhi (e-CWMG) in the form of searchable PDF format contained in two DVDs was dedicated to the public by MIB in September 2015. The e-version, prepared by in collaboration with the Gujarat Vidyapith, serves as the authenticated Master Copy documenting Gandhiji's writings and his spoken words from the year 1884 till his assassination for posterity.
- The Division published several high quality books which document the rich legacy of the Rashtrapati Bhavan. In December 2015, Prime Minister Shri Narendra Modi presented first copies of two books published by the DPD "The Presidential Retreats of India" and "Selected Speeches of the President (Volume III) ' to President Shri Pranab Mukherjee. Earlier in July 2015, the Vice President and the Union Home Minister presented to the President, first copies of DPD's books, 'The President's Bodyguard', 'Abode under the Dome' and 'Selected Speeches of the President, Volumes I&II.'
- President Pranab Mukherjee was also presented with first copy of the book published by DPD, 'Belief in the Ballot' by Chief Election Commissioner on the occasion of National Voters' Day. DPD also published an anthology on Dadasaheb Phalke awardees titled 'Legends of Indian Silver Screen', which was released by the MIB at the prestigious IFFI, 2016. Overall, about 79 books were published by the DPD this year, till February 2016.
- DPD made its entry into the realm of e-books for the first time in 2015. Reference Annuals India and Bharat 2015 were digitized and converted into e-books following a rigorous process and best international technical standards. In another first, these e-books were sold online through leading e-commerce platforms. The e-books were released by MIB on 7th May 2015.
- Print books and eBooks of India/Bharat 2016 were released simultaneously on 18th February 2016 by Minister for Information and Broadcasting Shri Arun Jaitley. For the first time, DPD began direct sale of India and Bharat Reference Annual, and also other Print books on an e-commerce platform. eBooks of the



MIB Shri Arun Jaitley releasing the Bharat 2016 and India 2016 in New Delhi



Release of 'Legends of Indian Silver Screen', brought out by Publications Division at the 46th IFFI, Goa

prestigious Annuals as well as a few other eBooks prepared by DPD are also being sold online.

- In another important milestone, DPD has developed a portal to sell its printed journals online through Bharatkosh payment gateway developed in collaboration with Ministry of Finance. A portal has also been developed to make available the digitized version of Employment News online through a subscription model. The portal can accept online payment from subscribers and allows exhaustive search of the digitized version of Employment News. Both portals were inaugurated by HMIB on 18th February 2016.
- The printed version of the popular journals (Yojana, Kurukshetra, Aajkal and Bal Bharti) can be subscribed online by visiting the websites publicationsdivision.nic.in, yojana.gov.in and bharatkosh.gov.in. The digital version of Employment News can be accessed at <http://www.en.eversion.in>.
- DPD is moving towards creating a rich digital archive for its publications. It is in the process of converting about 300 of its old print publications in digital format to preserve these books of historical value.
- The DPD's journals provided in depth information to important initiatives of the government such as the Beti Bachao-Beti Padhao Abhiyan, Pradhan Mantri Jan Dhan Yojana, Make in India, Smart Cities, Skill Development etc. With 13 language editions and over 2 lakh monthly circulation, flagship journal Yojana's role in development journalism has been noteworthy. Employment News in English, Hindi and Urdu, continues to serve people with authentic information on job opportunities and has a circulation of 3 lakh copies per issue.
- Books and 21 periodicals which are published and sold from DPD, Delhi and eight regional offices, had a combined print order of about 46 lakh copies.
- After intensive deliberations, DPD formulated detailed business policy guidelines keeping requirements of consumers in mind and to improve the ease of doing business, while keeping pace with vast changes in marketing practices in the publishing world. The business guidelines which came into effect from 31.12.2015 after approval of the Ministry offer attractive discounts and credit facilities to distribution agents. The policy allows DPD to directly offer books on e-commerce platforms, subject to certain terms and conditions, for improving the reach of its publications.
- The DPD enhanced its visibility through several book fairs and exhibitions, such as the New Delhi World Book Fair, 2016, where several new publications were released and record sales made. The Division participated in about 24 exhibitions in India and also showcased its important publications to international audience at the Frankfurt Book Fair.
- Publications Division established a partnership with the Department of Posts to streamline despatch of its journals and books through out the country
- A national Conference of Editors of Yojana and Business Managers of Sales Emporia was held in Hyderabad, with focus re-orienting Yojana offices and Sales Emporia to the present thrust on qualitative improvement in content and use of IT strategies to improve circulation .
- DPD developed an active Social Media profile. The Facebook pages of Publications Division Head Office, Yojana (English & Hindi) and Employment have a steady stream of interested followers, which has crossed two lakh in the past few months.

- Publications Division earned revenue of ₹3,779 lakh (provisional figures) from the sale of books and journals, including revenue from Employment News.

INTRODUCTION

Publications Division is among the premier publishing organisations of the Government of India. Established in 1941, it is a repository of books and journals highlighting subjects of national importance and India's rich cultural heritage. The Division publishes books and journals on diverse aspects of Indian panorama, ranging from art and culture, land and people, flora and fauna, biographies of the Builders of Modern India, cultural leaders of India, life and works of other prominent Indian personalities from different walks of life, India's history and freedom struggle among many other subjects. It has published several books on Gandhian thought including the Collected Works of Mahatma Gandhi (CWMG) in 100 volumes, in English and Hindi. The CWMG, considered the most comprehensive and authentic collection of Gandhiji's writings, is now available as a digital searchable PDF also.

The Division played a pioneering role in publishing classic works during the days when the Indian publishing industry was nascent and the Media reach was limited, played a pivotal role in further fostering India's composite and holistic cultural traditions and in reinforcing the nation building process.

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

DPD brings out four monthly journals and a weekly newspaper. The flagship journal Yojana (Established: 1957) serves as a forum of discussion and dissemination of development issues. It is published in Hindi, English and 11 other languages. Kurukshetra (Established:1952), published in English and Hindi focuses on the topic of Rural Development. Aikal (Established:1945) is a literary-cultural magazine in Hindi and Urdu. Bal Bharti (Established:1948)- is children's magazine; and Employment News (Established:1977) is a weekly journal that provides information on employment and

career opportunities in Central Government /PSUs/ Autonomous organizations etc. in Hindi, English and Urdu.

KEY OBJECTIVES

DPD is mandated to produce, sell and distribute popular books and journals on matters of national importance at affordable prices, with a view to impart authentic information about India.

The main objectives are as follows:

- To function as the repository of intellectual heritage and undertaking the responsibility to transfer knowledge by publishing books and journals on matters of national importance at reasonable price to facilitate wider access to people;
- To undertake the sale of books and journals, giving up to date and correct information about India to general public at home and abroad.
- Publishing selected speeches of Presidents and Prime Ministers of India to serve as a repositories of thoughts for posterity;
- To make available information about job opportunities in Government Sector through Employment News;
- Organizing and participating in book exhibitions and other activities related to book promotion, creation of reading habits among people and organising similar events to ensure wider reach of our publications.

ORGANIZATIONAL SETUP

The Directorate of Publications Division is headed by Additional Director General (ADG), who is assisted by Director level officers heading Editorial, Business,



Launch of Selected Speeches of the President Volume I & II published by Publications Division

Production and Administration divisions. The ADG is further assisted by General Manager, who looks after publication of Employment News. The headquarters of

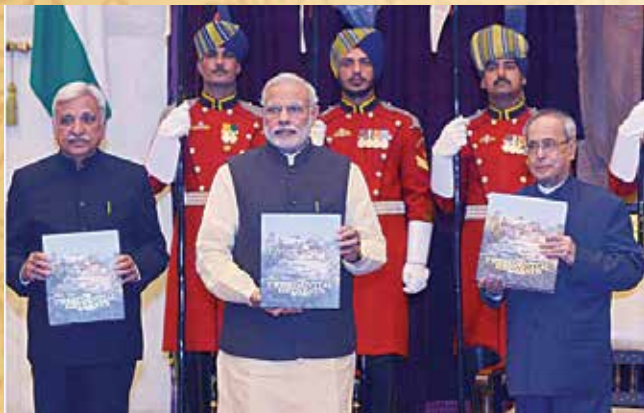
the Publications Division is at Sookna Bhavan, CGO Complex at New Delhi and it functions through its various sales emporia at New Delhi (Headquarters), Delhi (old Secretariat), Mumbai, Chennai, Kolkata, Patna, Lucknow, Hyderabad and Thiruvananthapuram and Yojana offices at New Delhi, Mumbai, Kolkata, Chennai, Ahmedabad, Guwahati, Hyderabad, Thiruvananthapuram and Bengaluru.

MAJOR ACTIVITIES

I. Publication of Books

Publications Division brings out books on various aspects of Indian panorama, ranging from art, culture, history, land and people, flora and fauna, Gandhian literature, children's literature, science and technology, biographies of eminent Indians to reference books like India and Bharat.

- a) The Print and digital versions of Reference Annuals - India 2016 and Bharat 2016, were released by Hon'ble Minister of Information and Broadcasting on 18th February 2016. Both print and e-Books of the Annuals are being sold on e-commerce platforms, apart from conventional distribution. The authentic and comprehensive Reference books, India and



First copy of the book "Presidential Retreats" brought out by Publications Division being presented to the President Shri Pranab Mukherjee by Prime Minister Shri Narendra Modi

Bharat, provide updated information about the programmes and achievements of different Ministries and Departments of the Government of India. They also provide vital statistics related to Indian States and Union Territories. The demand for the Annual has been continuously rising and 1.14 lakh copies were printed as initial print order for the 2016 edition.

- b) In the year 2015- 2016, the DPD brought out about 65 books until January 2016 on a variety

of subjects. The Division published a series of books documenting the rich cultural legacy of the Rashtrapati Bhavan. The titles include Abode under



Release of the e-version of Collected Works of Mahatma Gandhi brought out by Publications Division in collaboration with Gujarat Vidyapith

the Dome, The President's Bodyguard, Presidential Retreats and three volumes of the Selected Speeches of President Shri Pranab Mukherjee. Some other important publications in English include Legends of Indian Silver Screen, Belief in the Ballot, Saga of Valour, Essential Writings of Dharampal, and The Art and Science of Playing Tabla.

Important Hindi publications include: Bhartiya Kala: Udbhav aur Vikas, Hindi Bal Sahitya, Kuchh Padav and Lakshmi Narayan Mishra biography.

Regional language publications include Madan Mohan Malaviya, BMI (Marathi, Telugu, Gujarati), Punjab Da Lok Sangeet (Punjabi), Ali Sardar Jafri (Urdu).

In children's literature, some key books were Aise Jungle Swachh hua, Shararat, Mizoram ki Lok Kathayen and Hindi translations of Hindi translations of Robinson Crusoe and Black Beauty.

DPD has also published, as revised editions, some of the popular books like The Gospel of Buddha, Bengali Theatre-200 years, Indian Classical Dance, An Introduction to Indian Music, Nandu Bhaiya Ki Patange and Aaiye Avishkarak Bane.

Publications Division organized a Book Discussion Session in collaboration with India International Centre, New Delhi titled 'Facets of Indian Art and Culture' in December 2015, in which four books



Publications Division's display at World Book Fair-2016 at Pragati Maidan, New Delhi

published recently by the Division were discussed by eminent scholars of the respective fields.

II Publication of Journals

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

a) Yojana (English, Hindi and 11 regional languages)

Yojana, published since 1957, is a journal devoted to the theme of economic development in the broad framework of government policy initiatives. With 13 language editions (English, Hindi, Assamese, Bengali, Kannada, Gujarati, Marathi, Malayalam, Odia, Punjabi, Tamil, Telugu and Urdu) and over 2 lakh combined monthly circulation, Yojana's role in development journalism is noteworthy both at national and regional levels. It provides enriched material from experts in various fields and target readers from a wide range of segments, viz., policy makers, scholars and students. Key developmental initiatives of the government like National Skill Development Mission and National Policy for Skill Development and Entrepreneurship, 2015, India's INDC Goals, MUDRA and Pradhan Mantri Kaushal Vikas Yojana, Smart cities etc. have been covered extensively in the issues of 2015. Special articles included in the issues have also focused on some main developmental issues vital to the country. For example, 'Inclusive Education in India: A Road Map' covered the issue of educational challenges of children with special abilities (CWSA); 'Travelling to the Future with Green Transport' showcased the potential of green modes of transport; and the article 'Equity and a Global Climate Agreement' discussed equity-related

issues in previous climate change agreements. Other special articles include 'Impact of Climate Change and Sustainable Agriculture', which discussed the impact of climate change on the farmer and his profession; and 'Excerpts from Gandhiji's Discussion with Teacher Trainees' (in connection with Gandhi Jayanthi in October 2015), and 'Towards a Value Based Society: Learning to Live Together' on the importance of introducing value-based education at the schooling stage of a child for his/her long term development. During 2015, four special issues of Yojana were brought out. The January 2016 issue was a special issue on the theme of Education: Key to Success was published.

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

b) Kurukshetra (English and Hindi)

Kurukshetra a leading magazine on rural development published since 1952, is devoted to the issue of rural development and other grassroot level themes related to the rural economy in a broad context. During the year 2015-16, the average combined (English and Hindi) monthly print order was more than one lakh copies per issue. It is a platform where academicians, planners, NGOs, and thinkers discuss issues of rural development objectively and in detail. The main focus of the magazine is to evaluate how the policies of the Government are being translated on the ground.

During 2015-16, Kurukshetra highlighted the government's initiatives in the rural sector covering varied topics such as Rural Development Budget 2015-16, Drinking Water in Rural Areas, Rural Health, Rural Tourism, Panchayati Raj and Rural- Urban Linkages, Rural connectivity etc. The Annual Special October 2015 issue of the magazine focused on Khadi and Rural Employment. It also highlighted the new initiatives of the government especially on Social Security Schemes for financial inclusion, Adarsh Gram Yojana, Kissan Credit Card, Pradhan Mantri Kaushal Vikas Yojana and Swachh Bharat Abhiyan in a number of articles.

c) *Ajkal* (Hindi and Urdu)

The literary magazine, *Ajkal* covers diverse aspects of Indian culture and literature. *Ajkal* (Hindi) covered different aspects of Indian culture and literature and focused on Makhanlal Chaturvedi, Bhisham Sahni and Raghuvver Sahay. *Ajkal* Urdu focused on birth centenaries of noted writer Ismat Chughtai, filmmaker and writer Rajinder Singh Bedi, and Akhtarul Iman. Special issues were published on science and technology, women writings, Urdu journalism, and India's freedom. Articles on well-known Urdu poets and prose writers like Ghalib, Hali, Shibli were also published.

d) *Bal Bharti* (Hindi)

Bal Bharti is a monthly Hindi magazine published since 1948. This popular magazine helps in imparting social values and scientific temper through informative articles, short stories, poems and pictorial stories, besides providing healthy entertainment to children. *Bal Bharti* organizes a children's essay competition at national level, to promote creative skills among younger generation. Topics for this year's competition were associated with the Swachchh Bharat, Beti Bachao Beti Padhao, Digital India, Ganga Cleanness and Smart City campaigns. A special science issue on light was published in June. *Bal Bharti* also published informative articles on World Heritage and tales from North-East etc.

III Digitisation of the Collected Works of Mahatma Gandhi (100 volumes)

In a significant milestone, in 2015, the digitised Master Copy of the Collected Works of Mahatma Gandhi (eCWMG) was dedicated to the public and in a searchable PDF to ensure easy accessibility to this monumental work. The e-CWMG will be instrumental in preserving the valuable national heritage and disseminating it for all humankind. This digital version, prepared by the Publications Division, in collaboration with Gujarat Vidyapith, was launched by Shri Arun Jaitley, Minister for Finance, Corporate Affairs and Information and Broadcasting, on September 8, 2015, in the presence of Col. Rajyavardhan Rathore (Retd.), Minister of State for Information and Broadcasting at Gandhi Peace Foundation, New Delhi. The Minister also initiated the uplink of this e-version on the Gandhi Heritage Portal which is maintained by Sabarmati Ashram Preservation and Memorial Trust.

The eCWMG serves as the Master Copy for Gandhiji's Collected Works, which is a 100 volume series of books, running into over 55,000 pages, is a monumental document of Gandhiji's words which he spoke and wrote, day after day, year after year, beginning from the

year 1884 till his assassination on January 30, 1948. In this series, Mahatma's writings, scattered all over the world, have been collected and constructed with stringent academic discipline. The meticulous task of bringing out authenticated record of Mahatma's complete writings was done with total loyalty with well thought-out protocols and high academic standards. CWMG is among the most prestigious projects of Publications Division.

a) Digitisation of other publications:

Under the 12th Five-year plan scheme titled "Media Infrastructure Development Programme" of M/o Information and Broadcasting, Publications Division is mandated to "Create a Digital Archive of publications of DPD" under the sub-scheme "Revitalization, up-gradation and modernisation of Publications Division and Employment News". Work under this scheme began only in 2015, and DPD undertook preparation of e-books of India 2015 and Bharat 2015 and is currently converting its old heritage value books most of which are in a precarious condition in digital format in an effort to preserve them. About 300 books are in the process of digital conversion.

IV Business and Marketing

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

a) New Business Policy Guidelines

After intensive discussions and deliberations, Publications Division formulated New Business Policy Guidelines in 2015, which have come into effect this year, with the approval of the Ministry. The new Business policy guidelines are expected to substantially upgrade the reach of DPD and help keep pace with the vast changes in the publishing world. The policy has revised pricing of journals and Employment News up on the basis of a formula weighted on production cost. Similarly, the pricing of books has also been rationalized by revising the mark-up percentages. In case of e-marketing, popular platforms can now be utilized on a revenue sharing model for sale of e-books. Print books also are to be marketed after tie-ups with e-tailers. Discounts extended to agents, individuals and government agencies are being revised in the range of 25% to 45%; while discounts of 10 to 45% are allowed during exhibitions. The policy also revises credit and exchange facility for agents in a strictly regulated manner.

b) Online Portal for selling the printed Journals of DPD

Payment for DPD's monthly journals (Yojana, Kurukshetra, Bal Bharati and Aajkal) from subscribers has usually been through cheques and drafts etc., leading to delays and difficulties. Hence, there has been a repeated demand from subscribers all over the country for online facility. On 18th February 2016, the HMIB inaugurated a portal developed by DPD to start the online sale of its journals with the help of Bharatkosh portal of Ministry of Finance. The portal is capable of receiving online payments through the Bharatkosh payment gateway. Another important part of this project was to enable receipt of online payments to the SBI account of DPD. The printed version of these journals (Yojana, Kurukshetra, Aajkal and Bal Bharti) can be subscribed online by visiting the websites publicationsdivision.nic.in, yojana.gov.in and bharatkosh.gov.in. The online Journal Portal has become popular with subscription orders coming in on a daily basis.

c) Streamlining of Dispatch and Distribution

Publications Division established a partnership with the Department of Posts to streamline despatch of its journals and books through out the country. This partnership has been instrumental in timely distribution of DPD's publications, and the number of complaints regarding despatch and delivery is showing a declining trend.

d) Participation in Book Fairs and Exhibitions

To increase the visibility of its publications, the DPD participated in major book Fairs in various parts of the country. Between April 2015 till January 2016, DPD took part in 24 important book fairs in Lucknow, Kanpur, Varanasi, Neyveli, Erode, New Delhi, Patna, Thiruvanthapuram, Hyderabad, Vijayawada, Jaipur, etc. DPD participated in a big way in the New Delhi World Book Fair 2016 (9-17 January 2016). The organization displayed around 1100 titles in English, Hindi and regional languages and total sales amounted to ₹13.85 lakh. Many well-known personalities from all occupations visited DPD stall and appreciated its presentation. New publications covering a wide range of subjects, e.g. Saga of Valour, Essential Writings of Dharampal, Bharatiya Kala: Udbhav aur Vikas, Hindi Bal Sahitya: Kuchh Padav, Lakshmi Narayan Mishra, Aise Jungle Swachh Hua, Robinson Crusoe and Shararat were released by Special Secretary, Ministry of Information and Broadcasting, Shri J S Mathur in DPD's pavilion.

A delegation of officers led by JS (P&A) from the Ministry and Publications Division also attended the Frankfurt Book Fair held in October, 2015 in which DPD participated as a co-exhibitor along with NBT and



Book Discussion on Facets of Indian Art & Culture at IIC, New Delhi organised by Publications Division

SahityaAkademi to showcase its important publications to international audience. Books on Mahatma Gandhi, our Freedom struggle, Art and Culture, Rashtrapati Bhavan, Builders of Modern India series and Cultural leaders of India series were well received by the international audience.



To mark important national events like Independence Day, Gandhi Jayanti, Hindi Pakhwara, DPD organized 'in-situ' book exhibitions within the premises of its 10 sales outlet throughout the country.

Besides books, 21 periodicals are published and sold from DPD from Delhi and eight regional offices, with a combined print order of about 46 lakh copies during 2015-16. The revenue earned from sale of books, journals and

through advertisement was ₹757.34 lakhs (provisional-excluding Employment News) for the period April 2015 – February 2016.

V Employment News/Rozgar Samachar (English, Hindi, Urdu)

Employment News, was launched in 1976, with the objective of disseminating information on job opportunities across the country and also to help youth in making an informed choice about their careers, Employment News publishes advertisements for jobs in Central, State governments, Public Sector Undertakings, autonomous bodies besides universities etc., admission notices for professional courses, examination notices and results of organizations like UPSC, SSC and other general recruitment bodies. In addition, Employment News also has editorial segments on various socio-economic issues and career guidance.

Employment News has proved useful for our young graduates, engineers, scientists and other qualified persons looking for employment or seeking to improve their prospects. With growing internet penetration and launch of new job periodicals and portals, there have been increasing incidences of fraud through fake advertisements. With the average combined circulation of about 3 lakh per week, the journal is popular among the job seekers. The newspaper has over 7000 subscribers. The newspaper has also made significant presence on various social media platforms like Twitter and FaceBook.

During 2014-15, the revenue was ₹ 55.19 crore. During the year 2015-16, the revenue was ₹39 crore up to February 2016. Employment News published 3691 advertisements from 1st April, 2015 to 31st December, 2015.

Online Subscription of Employment News (print and e-version)

Under the 12th five year plan, digitization of old and current issues of Employment News (EN) have been done. The website of Employment News www.employmentnews.gov.in; www.rojgarsamachar.gov.in has been given a new look and feel. On 18th February 2016, the MIB inaugurated a portal developed by DPD in collaboration with Ministry of Finance's Bharatkosh portal to make available EN online on subscription basis. The online sales of digital and print editions of EN have been integrated with the e-payment gateway of Bharatkosh portal of M/o Finance. The digital version of Employment News is available to all subscribers in viewable, readable, downloadable mode with extensive search features and advance filters. It can be accessed at <http://www.en.eversion.in>. This saves subscribers/readers from unnecessary delay caused in sending

subscription fee to Employment News and getting the print copies of the journal delivered to them through ordinary post. Level of online access/downloads can be enabled and controlled on portal based on departments internal decisions. The office of Employment News is also being modernized under 12th five year plan scheme. The websites of Employment News get about 30,000 hits per day.

VI Plan Schemes, Budget and Revenue

Under the 12th Plan Sub Scheme of 'Revitalization, Upgradation, Modernization of Directorate of Publications Division and Employment News' was conceived and approved with the following components Commissioning of books on specific topics, Creating a Digital Archive of publications of DPD, Computerization of Inventory management, Royalty and other business activities of the directorate, Modernization of Office Infrastructure, Making Employment News available on the web and creating digital archives of EN.

Scheme Implementation: The total outlay of the 12th Plan according to the original EFC was ₹10 crore. Because of the need for expansion of scope of the above components, allocation was enhanced of ₹29.78 crore approved in February 2015.

Budget & Revenue : The Budget Estimates (BE) under Non-Plan for the financial year 2016-17 is ₹37.15 crore for Publications Division and ₹22.35 crore for Employment News.

The position of Allocation, Expenditure and Revenue generated by DPD is as under :

Year	Allocation	Expenditure	Revenue Earned
2013-14	5032.00	4678.80	5376.47
2014-15	5124.00	4975.12	6340.65
2015-16	5275.00	4209.28*	4198.94*

*Up to January 2016, likely to change after reconciliation

VII Other initiatives:

- Installation of Biometric Attendance Systems

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

- Promotion of the Official Language

The Division is implementing official language policy as per the guidelines/ instructions of the Government of India, Department of Official Language. This office organised 'Hindi Pakhwara' in September, 2015 and 30 awards were

given in different categories. Quarterly meetings of Official Language Implementation Committee were held in each quarter. Four workshops were conducted during the year. Inspections of offices/Sections, etc. located in Delhi were done for the implementation of official language policy.

SONG & DRAMA DIVISION (S&DD)

INTRODUCTION

Song and Drama Division is a media unit of the Ministry of Information and Broadcasting engaged in inter-personal communication through live media utilizing wide range of performing arts such as Drama, Dance-Drama, Composite programme, Puppetry, Ballets, Operas, Folk and Traditional Recitals, Mythological Recital, Magic and other Local Folk & Traditional Forms for propagating various Policies, Programmes and Schemes of the Government. The main function of the Division is to create awareness and emotional receptivity among the general public regarding social, economic, and democratic ideals which are very conducive to the progress of the nation through live entertainment.

ORGANISATIONAL SET UP

- Presently the Division is headed by Director, functions at three levels viz.
 - (i) Headquarters at Delhi: The Division has the following ten major units stationed at New Delhi with the responsibilities like Policy & Coordination, Cash & Account, Budget & Account, Maintenance of Establishments, Conducting Sound & Light Shows, Carrying out programmes by utilizing the services of Central Drama Troupe of Delhi, Presentation of programmes using the talents of the Artistes of Armed Forces Entertainment Wing across the country etc.:
 - (1) Policy & Coordination, (2) Administration I & II, (3) Vigilance Section, (4) Armed Forces Entertainment Wing (AFEW Unit), (5) Sound & Light Unit (S&L Unit), (6) Central Drama Troupe (CDT), (7) Cash & Account Unit, (8) Budget & Account Unit, (9) Hindi Cell, (10) RTI Section. Each Section/Unit has the different responsibilities.
 - (ii) Ten Regional Centres: The Ten Regional Centres of the Division are stationed at (1) Bengaluru, (2) Bhopal, (3) Chandigarh, (4) Chennai, (5) Delhi, (6) Guwahati, (7) Kolkata, (8) Lucknow, (9) Pune and (10) Ranchi. These are the responsibility Centres of Song and Drama Division to carry-out the programme activities across the country. Every Regional Centres have own

Jurisdiction headed by one Deputy Director/Deputy Director-in-Charge.

- (iii) Sub-Centres: (a) 7 (Seven) Border Centres headed by Assistant Directors located at Darbhanga, Guwahati, Imphal, Jammu, Jodhpur, Nainital and Shimla, and (b) 6 (Six) Centres for Departmental Drama Troupes headed by Managers located at Bhubaneswar, Delhi, Hyderabad, Patna, Pune and Srinagar (Jammu).

ACTIVITIES

To carry out the Information, Education and Communication (IEC) programmes across the country highlighting the themes of National Importance which are very conducive to the progress of the Nation through utilizing of Live Art Forms The Division being an



Artistes from Jammu performing at Public Information Campaign organised by S&DD

Interpersonal Unit of the Government of India aims to provide authentic information in respect of History, Art & Culture, Heritage and also the subjects of important Schemes/policies adopted by the Government for the overall benefit of the common people. The Division has

the mandate to carryout programme activities especially in rural areas of the country; as a result the Division gives more important for outreach programmes focusing the developmental activities of the Government in rural areas.

MACHINERIES UTILISED BY S&D DIVISION FOR OUTREACH PROGRAMMES

Song and Drama Division is the only agency using traditional media for the Information, Education, & Communication (IEC) of Government schemes, policies for the past five decades or more throughout the country. The Folk & Traditional Media is still very effective in the present socio-economic circumstances in rural India. For presentation of programmes, the Division is being utilized the services of **(1) Private Registered Troupes, (2) Departmental Artistes, and (3) Empanelled Artistes.**

(1) Private Registered Troupes (PRTs): At present there are 919(Nine hundred nineteen) numbers of Private Registered Troupes (PRTs) attached with

the Regional Centres, and this number could be enhanced within a short period following the latest Guidelines of the Ministry of I&B. These PRTs are having different Categories like Drama, Composite, FTR, MR, Puppet, Magic, etc., and different Grades like 'A', 'B', & 'C'. These PRTs of various categories are having with different types of fees starting from ₹4,000/- (Rupees Four thousand only) per programme to ₹5,600/- (Rupees Five thousand Six hundred only) per programme for duration of 01.00-01.30 hour's performances. The Troupe consists with three to eleven numbers of performers/artistes.

(2) Departmental Artistes: The Division has very talented artistes; they are regular Government of India employees and posted at S&DD, New Delhi (HQ) and in various Regional Centres and Sub-Centres. The availability of Staff Artistes in the Division is very limited and their services are being



Artistes from Song & Drama Division performing as part of Saal Ek Shuruat Anek campaign at Chandigarh

utilized for presentation of VVIP programmes, to cover the important events, seminars, and important Fairs & Festival across the country.

(3) Empanelled Artistes: At present there is no availability of empanelled Artistes with the Division. The process of empanelment of casual performing artistes are to be done as per guidelines of the Ministry of I&B. The services of Empanelled Artistes are very important as co-artistes of Departmental Artistes.

By way of utilizing numerous folk and traditional forms available in Hilly, Tribal, Desert, Sensitive & LWE affected areas, and in remote villages of other parts of the country, - the Division one hand has become a potent source of revival and sustenance to these forms and on the other hand is able to provide livelihood to thousands of performers by utilizing their skills in their own languages, idioms and dialects for the purposeful communications.

A Plan Scheme

5931 numbers of programmes under Plan Scheme have actually been executed by Song & Drama Division during the period from April to December, 2015. The brief of the executed programmes is given below:-

Sl.No.	Plan Scheme "Live Art & Culture for India" 2015-16	Target (Number of programmes) for 2015-16.	Progressive figure of executed programmes up to the month of December, 2015.
	Component-wise details		
1	2	3	4
1.	ICT activities in Hilly/ Tribal/ Desert/Sensitive and border areas of the country.	3480	3536-Programmes
2.	Left Wing Extremism (LWE) Affected Areas/Identified districts	1360.	1497-Programmes
3.	Flagship Programmes under PIC BNP (Swachh Bharat Abhiyan)	1160	898-programmes
Total:		6000	5931-programmes

B Non-Plan head

Total 3,605 numbers of programmes have been executed by the Division during April to December, 2015.

- (1) 3249-Programmes have been executed by utilizing the services of Private Registered Troupes (PRTs) during the months from April to December, 2015 across the country.
- (2) 356-Programmes have been executed by utilizing the services of Departmental Artistes during the months from April to December, 2015 across the country.

During presentation of the programmes as mentioned in "A" (for Plan Scheme), and "B" for (Non-Plan head), the important schemes & policies of the Government like National Integration & Communal Harmony, Social Harmony, Linguistic Harmony, Prevention of Sexual

OBJECTIVES

Effective dissemination of Information of Government programmes and policies to the public and achieve the plan targets. To play an important role in providing effective communication for Government of India's vital developmental programmes and policies through medium of entertaining live arts to all the citizens across the country and fostering the spirit of national unity, integrity, communal harmony, other ideals as enshrined in the Preamble of the Constitution of India, especially in rural areas, LWE, hilly, tribal & desert areas, small towns border areas and other vulnerable sections of the society.

PART - I

(Report of programme activities of Song & Drama Division for the period from 1st April to 31st December, 2015)

Harassments in Work Place, Rights of Girl Child, Women's Empowerment, Prime Minister's New 15 Point Programmes for the Welfare of the Minorities, Health & Family Welfare subjects, Advocacy programmes Against Malnutrition, and the themes on "SWACHH BHARAT MISSION-(Eke Kadam Swachhta Ki Ore)", "Ek Bharat - Shrestha Bharat", "Pradhan Mantri Jan Dhan Yojna", "Atal Pension Yojana", "Mission Indradhanush", "Pradhan Mantri Suraksha Bima Yojana", "Pradhan Mantri Jiban Jyoti Bima Yojana", "Sabka Saath, Sabka Vikash" and "Beti Bachao - Beti Padhao" have specially been highlighted in all the programmes during the period from April to December, 2015.

The programmes have been executed in close co-ordination with sister media units, Government Organizations like Health Department, District Administration, Sub-

Division, Block level Officers and various Non-Government Organizations during April, to December, 2015.

PRESENTATION OF PROGRAMMES ON VARIOUS EVENTS DURING APRIL TO DECEMBER, 2015

Number of programmes executed by Song and Drama Division in North East Region of India:

Sl. No.	Name of the Regional Centres	Name of the jurisdictional State	Number of executed programmes during April to December, 2015	
			Plan	Non-Plan
1	Guwahati Regional Centre of Song & Drama Division.	Assam	475	159
		Arunachal Pradesh	34.	20
		Manipur	118	162
		Mizoram	38	10
		Meghalaya	21	42
		Nagaland	26	46
		Tripura	62	26
2.	Kolkata Regional Centre of Song & Drama Division.	Sikkim	50	-
Total :			824	465

Themes Covered: National Integration & Communal Harmony, Social Harmony, Linguistic Harmony, Prevention of Sexual Harassments in Work Place, Rights of Girl Child, Women's Empowerment, Prime Minister's New 15 Point Programmes for the Welfare of the Minorities, Health & Family Welfare subjects, Advocacy programmes Against Malnutrition, "SWACHH BHARAT MISSION-(Eke Kadam Swachhta Ki Ore)", "Ek Bharat - Shrestha Bharat", "Pradhan Mantri Jan Dhan Yojna", "Atal Pension Yojana", "Mission Indradhanush", "Pradhan Mantri Suraksha Bima Yojana", "Pradhan Mantri Jiban Jyoti Bima Yojana", "Sabka Saath, Sabka Vikash" and "Beti Bachao - Beti Padhao".

Number of programmes presented by S&DD in Left Wing Extremism (LWE) Affected Areas/Identified districts during April to December, 2015:

Sl. No	Regional Centre	Number of LWE affected districts comes within the jurisdiction of the Regional Centres.	Number of executed programmes
1.	Bhopal	Madhya Pradesh (01 district)	326
		Chhattisgarh (16-districts)	
2.	Kolkata	West Bengal (04-districts)	871
		Odisha (19-districts)	
3.	Lucknow	Uttar Pradesh (03-districts)	24
4.	Pune	Maharashtra (04-districts)	90
5.	Ranchi	Jharkhand (21-districts)	186
		Bihar (22-districts)	
TOTAL:			1497

Themes covered: The themes of National Integration & Communal Harmony, Patriotism, National Anthems, Swatchh-Bharat Mission, Pradhan Mantri Jan-Dhan Yojna, Ek-Bharat-Shrestha Bharat, Women Empowerment, Publicity campaign against Malnutrition, "Mission Indradhanush", "Pradhan Mantri Suraksha Bima Yojana", "Pradhan Mantri Jiban Jyoti Bima Yojana", "Sabka Saath, Sabka Vikash" and "Beti Bachao - Beti Padhao", and other issues on Health & Family Welfare Subjects have been highlighted.

Number of programmes presented by S&DD in the internationally border areas of the country during the period from April to December, 2015:

Sl. No.	Name Of State	Name Of Districts	No. Of Prog. executed
1	Arunachal Pradesh	Anjaw, Changlang, Dibang Valley, East Kameng, West Kameng, Kurung Kumey, Lower, Dibang, Tawang, Tirap, Upper Siang, Upper Subansiri, West Dameng, West Siang	-
2	Assam	Dhubri, Cachar, Karimganj, Kokrajhar, Baksa, Chirang, Udalguri	89
3	Bihar	Araria, Champaran(E), Champaran(W), Kishanganj, Madhubani, Sitamarhi, Supoul	-
4.	Gujarat	Banaskantha, Kutch, Patan, Bhuj	60
5.	Himachal Pradesh	Kinnour, Lahaul & Spiti	-
6.	Jammu & Kashmir	Jammu, Kathua, Poonch, Rajouri, Baramulla, Budagam, Kupwara, Kargil, Leh, Marh, Vijaypur, Akhnoor, Khour, R.S. Pura, Satwari, Samba, Bishnah, Poonch, Booniyar, Langat	144
7.	Manipur	Chandel, C.C.Pur, Cepur Chandel, Ukhrul & Churachandpur,	57
8.	Meghalaya	West Garo Hills, South Garo Hills, Jaintia hills, East Khasi Hills, West Khasi hills	22
9	Mizoram	Champhai, Lawngtlal, Mamit, Saiha, Serchip	05
10	Nagaland	Kiphire, Mon, Phek, Tuensang	05
11	Punjab	Amritsar, Taran-Taran, Ferozepur, Gurdaspur, Ajnala, Chogawan	15
12	Rajasthan	Barmer, Bikaner, Ganganagar and Jaisalmer	59
13	Sikkim	Sikkim(East), Sikkim (North), Sikkim (West)	91
14	Tripura	Tripura(s), Dhalai, Tripura(N), Siddhartha Nagar, West Tripura, North Tripura	10
15	Uttar Pradesh	Baharaich, Balarampur, Kheeri, Pilibhit, Sravasti, Maharajganj, Siddarthanagar,	43
16	Uttarakhand	Chamoli, Champawat, Piithoragarh, U.S. Nagar. Uttarkashi	87
17	West Bengal	Cooch Bihar, Darjeeling, Dakshin-Dinajpur, Jalpaiguri, Maldah, Murshidabad, Nadia, North 24 Parganas, Uttar Dinajpur	379
Total number of programmes executed from April to December, 2015			1066

Themes covered: During presentation of above programmes, the themes of National Integration & Communal Harmony, Patriotism, Social Harmony, National Anthems, Swachh-Bharat Mission, Beti Bachao- Beti Padhao, Pradhan Mantri Jan-Dhan Yojna, Ek-Bharat-Shrestha Bharat, Women Empowerment, Prevention of sexual harassments in Work Place, Rural Development, Mother & Child Care, Publicity campaign against Malnutrition, “Atal Pension Yojana”, “Mission Indradhanush”, “Pradhan Mantri Suraksha Bima Yojana”, “Pradhan Mantri Jivan Jyoti Bima Yojana”, “Sabka Saath, Sabka Vikash” and “Beti Bachao - Beti Padhao”, and other issues on Health & Family Welfare subjects have been highlighted.

The details of programmes presented by S&DD for awareness generation of SWACHH BHARAT MISSION (Eke Kadam Swachhta Ki Ore)/Clean India during April to December, 2015 under Plan Scheme:

Sl. No.	Name of the Regional Centre.	Jurisdiction (all the Districts of each state/UT are required to be covered by Regional Centres).	Programmes Under Plan.	Programmes under Non-Plan.	
				PRTs	Staff Artiste
1.	Bengaluru	Karnataka, Kerala, Lakshadweep, Daman & Diu.	504	555	-
2.	Bhopal	Madhya Pradesh, Rajasthan, Chhattisgarh.	930	423	30
3.	Pune	Maharashtra, Gujarat, Goa & Other Island (Dadra Nagar-Haveli).	684	400	10
4.	Ranchi	Jharkhand and Bihar.	186	-	08
5.	Lucknow	Uttar Pradesh, Uttarakhand.	649	339	52
6.	Chennai	Tamil Nadu, Andhra Pradesh, Puducherry.	-	-	36
7.	Kolkata	Odisha, West Bengal, Sikkim (One State of NE Region), & Andaman-Nicobar Islands.	1546	429	71
8.	Guwahati	Assam, Arunachal Pradesh, Meghalaya, Mizoram, Manipur, Nagaland & Tripura (N.E.R.).	797	459	39
9.	Chandigarh	Punjab, Himachal Pradesh, Jammu and Kashmir, and Chandigarh (U.T.).	452	330	59
10.	Delhi	Delhi and Haryana.	183	314	-
TOTAL:			5931	3249	305



Artistes of Song & Drama Division presenting a programme

PRESENTATION OF PROGRAMMES ON VARIOUS EVENTS DURING APRIL TO DECEMBER, 2015:

- PRESENTATION OF PROGRAMMES BY SONG AND DRAMA DIVISION DURING “13TH FOLK FAIR 2015” AT PURI ODISHA.

Song and Drama Division has participated and presented 55 numbers of special programmes from

25.5.2015 to 29.5.2015 at “13th Folk Fair - 2015”, Puri, Odisha. To make cultural affinity, this Division has deputed Private Registered Troupes from Uttar Pradesh, Maharashtra, Chhattisgarh, Assam and Odisha States and Departmental Artistes for presentation of programmes during the above event. All the PRTs of the Division have shown their performances by utilizing their own languages and their presentation of programmes have been appreciated by all.

During presentation of S&DD’s programmes the themes like National Integration, Communal Harmony, Linguistics Harmony, Social Harmony, “Swachh Bharat Mission-(Ek Kadam Swachhta Ki Ore)”, “Ek Bharat - Shrestha Bharat”, Beti Bachao Beti Padhao”, “Pradhan Mantri Jan-Dhan-Yojna and “Sabka Saath, Sabka Vikash” have specially been highlighted for the awareness of the common people.

- ANTI-TERRORISM DAY (21.05.2015)

Song and Drama Division have presented number of special programmes covering the ANTI TERRORISM

DAY (21st May, 2015) during presentation of programmes the themes of Non-violence, Communal Harmony, Social Harmony, to keep peaceful & healthy atmospheric situation among the masses in the society, Brotherly hood, active devotion to Motherland, Women empowerment, Beti Bachao - Beti Padhao etc have been highly focussed in all the programmes across the country during the 2nd fortnight of May, 2015.

- **RABINDRA JAYANTI (9 MAY In Bengali)**

Kolkata Regional Centre of Song and Drama Division has presented several special programmes on the occasion of “RABINDRA JAYANTI (Birth day of Kabiguru Rabindra Nath Tagore) highlighting the themes of National Integration, Communal Harmony, Brotherhood etc in the different districts of West Bengal.

- **NAZRUL JAYANTI (24TH MAY, 2015)**

Song and Drama Division, Kolkata Regional Centre presented number of programmes in the different districts of West Bengal on the occasion of “Nazrul Jayanti”, the birth day celebration of Bidrohee Kabi Kazi Nazrul Islam (a famous poet and great freedom fighter). The theme National Integration, Communal Harmony, and Patriotism have specially been highlighted.

- **PRESENTATION OF PROGRAMMES BY SONG AND DRAMA DIVISION ON THE OCCASION OF “INTERNATIONAL DAY OF YOGA” COVERING THE DATE 21ST JUNE, 2015.**

During the month of June, 2015 the Division organized 552 live programmes to publicize the concept of “Yoga and its importance in human livings day by day”, to the audiences. The programmes have been organized observing the date 21st June, 2015 as “INTERNATIONAL DAY OF YOGA”.

The matter relating to celebration of International Day of Yoga on 21st June, 2015 has already been communicated to the Regional Centres of the Division and as per report received from the Regional Centres/Sub-Centres 552 programmes have been organized during June, 2016. The programmes were:

Sl. No.	Name of Regional Centres	Numbers of programmes organized to publicize the concept of “Yoga & its importance in human livings day by day”.
1.	Bengaluru	104
2.	Bhopal	64
3.	Chandigarh	38
4.	Pune	28
5.	Guwahati	15
6.	Kolkata	126
7.	Lucknow	177
TOTAL		552

- **SPECIAL PROGRAMMES ORGANISED BY SONG AND DRAMA DIVISION ON “INTERNATIONAL DAY AGAINST DRUG ABUSE AND ILLICIT TRAFFICKING”**

The Division observed 26th and 27th June, 2015 as International Day against Drug Abuse and Illicit Trafficking through presentation of two special live programmes one at Mavalakar Auditorium, New Delhi on 26th June, 2015 and second at Dilli Haat (INA), New Delhi in collaboration with Ministry of Social Justice & Empowerment and Ministry of Home Affairs.

Programmes were presented in Hindi and based on the themes related to “Rehabilitation of victims and alcoholism and narcotic substance Abuse” for the awareness of the common people/audiences. The script of these plays on rehabilitation of victims of alcoholism and narcotic substance abuse entitled as “Punarwas Ki Aas”. The Script of the short play “Punarwas Ki Aas” was approved by Ministry of Social Justice & Empowerment.

Union Minister for Social Justice and Empowerment Shri Thaawarchand Gehlot, Minister of State for Social Justice and Empowerment Shri Krishan Pal Gurjar, Ms. Cristina Albertin, a Representative of UNODC, Smt. Anita Agnihotri, Secretary, Ministry of Social Justice and Empowerment and many other higher authorities/dignitaries of Ministry of Social Justice and Empowerment and other Ministries have witnessed the presentation of Song and Drama Division. The programmes have been appreciated by the audiences.

- **PRESENTATION OF PROGRAMMES BY SONG AND DRAMA DIVISION ON THE OCCASION OF “WORLD POPULATION DAY” COVERING THE DATE 11TH JULY, 2015.**

During the month of July, 2015 the Division has organized many special live programmes to publicize the concept of “POPULATION CONTROL”, to the audiences. The programmes have been organized observing the date 11th July, 2015 as “WORLD POPULATION DAY”. As per report provided by the Regional Centres of the Division:

1. Bengaluru Regional Centre has organized some special live programmes in the districts of Dharwad, Shimoga, Gadag, Gulbarga, Mangalore, Bagalkot of Karnataka and in Kottayam, Thiruvananthapuram, Malappuram, Alapuzha, Kasargod, Kannur, Wayanad, Thrissur district of Kerala covering the date 11th July, 2015. During presentation of programmes the concept of “Population control” has specially been focused for the awareness of the common people.
2. Lucknow Regional Centre has organized some special live programmes in the different areas of Unnao, Bundelkhand areas covering the date 11th July, 2015. During presentation of programmes the concept of “Population control” has specially been focused for the awareness of the common people.
3. Guwahati Regional Centre has organized many live programmes in the different districts of North East Region covering the date “11th July, 2015 as World Population day”. During presentation of programmes the concept of “Population control” has specially been focused for the awareness of the common people.
4. Kolkata Regional Centre has organized many special live programmes in the various districts of West Bengal and Odisha State covering the date “11th July, 2015 as World Population day”. During presentation of programmes the concept of “Population control” has specially been focused for the awareness of the common people.

- **PRESENTATION OF PROGRAMMES BY SONG AND DRAMA DIVISION DURING THE MONTH OF AUGUST, 2015 ON THE FOLLOWING OCCASIONS**

1. The Division has presented special programmes on the occasion of “WORLD PEACE DAY” covering

the date 6th August, 2015. During presentation of programmes the concept of National Integration and Communal Harmony, Social Harmony, Linguistics Harmony etc has specially been focused for the awareness of the common people.

2. Division has presented special programmes on the occasion of “QUIT INDIA DAY” covering the date 9th August, 2015. During presentation of programmes the concept of “Quit India movement, India’s freedom struggle” etc has specially been focused for the awareness of the common people.
3. Division has presented programmes on the occasion of “INDIA’S INDEPENDENCE DAY” covering the date 15th August, 2015.
4. Division has presented number of special programmes on the occasion of “SADBHAWANA DIWAS” covering the date 20th August, 2015. During presentation of programmes the concept of National Integration and Communal Harmony, Social Harmony, Linguistics Harmony etc has specially been focused for the awareness of the common people.

- **PRESENTATION OF PROGRAMMES BY SONG AND DRAMA DIVISION DURING THE MONTH OF SEPTEMBER, 2015 ON THE FOLLOWING OCCASIONS**

1. The Division has presented special programmes on the occasion of “NATIONAL NUTRITION WEEK (1st to 7th September)”. During presentation of programmes the concept of Prevention of Malnutrition, Beti Bachao Beti Padhao, etc has specially been focused for the awareness of the common people.
2. Division has presented special programmes on the occasion of “TEACHER’S DAY” covering the date 5th September, 2015.
3. Division has presented number of special programmes on the occasion of “HINDI DIWAS, HINDI PAKHWARA covering the dates 14th to 28th September, 2015.

PART -II

(Report of programme activities of Song & Drama Division for the period from 1st January to 31st March, 2015)

A. PLAN SCHEME

- 739 numbers of programmes under Plan Scheme have actually been executed by Song & Drama Division during the period from January to March, 2015. The brief of the executed programmes is given below:-

Sl.No.	Plan Scheme “Live Art & Culture for India” 2014-15	Numbers of executed programmes during the period from 01.01.2015 to 31.03.2015.
	Component-wise details	
1	2	3
1.	ICT activities in Hilly/ Tribal/ Desert/Sensitive and border areas of the country.	203
2.	Left Wing Extremism (LWE) Affected Areas/ Identified districts	450
3.	Flagship Programmes under PIC BNP (Swachh Bharat Abhiyan)	83
Total:		736

B. NON-PLAN HEAD

Total 3,056 programmes have been executed by the Division during January to March, 2015;

- 2990-programmes have been executed by utilizing the services of Private Registered Troupes (PRTs) during the months from January to March, 2015 across the country.
- 66-programmes have been executed by utilizing the services of Departmental Artistes during the months from January to March, 2015 across the country.

During presentation of the programmes as mentioned in “A” (for Plan Scheme), and “B” for (Non-Plan head), the important schemes and policies of the Government like national integration and communal harmony, social harmony, linguistic harmony, prevention of sexual harassments in work place, rights of girl child, women’s empowerment, Prime Minister’s new 15 point programmes for the welfare of the minorities, Health & Family Welfare subjects, Advocacy programmes Against Malnutrition, and the themes on “SWACHH BHARAT MISSION-(Ek Kadam Swachhta Ki Ore)”, “Ek Bharat - Shrestha Bharat”, “Pradhan Mantri Jan Dhan Yojna”, “Atal Pension Yojana”, “Mission Indradhanush”, “Pradhan Mantri Suraksha Bima Yojana”, “Pradhan

Mantri Jivan Jyoti Bima Yojana”, “Sabka Saath, Sabka Vikas” and “Beti Bachao - Beti Padhao” have specially been highlighted in all the programmes during the period from April to December, 2015.

The programmes have been executed in close co-ordination with sister media units, Government organizations like Health Department, District Administration, Sub-Division, Block level Officers and various Non-Government Organizations during January, to March, 2015.

● DETAILS OF PROGRAMMES EXECUTED IN PRIORITY AREAS OF THE COUNTRY DURING JANUARY TO MARCH, 2015

- During the months from January to March, 2015 100 programmes have actually been presented by Song and Drama Division in North East Region of India. 91 programmes by utilizing the services of private registered and 9 programmes by Departmental Artistes of the Division.
- Number of programmes presented by S&DD in Left Wing Extremism (LWE) Affected Areas/Identified districts during January to March, 2015:

Sl. No	Regional Centre	Number of LWE affected districts comes within the jurisdiction of the Regional Centres.	Number of executed programmes
1.	Bhopal	Madhya Pradesh (01 district)	110
		Chhattisgarh(16-districts)	
3.	Kolkata	West Bengal (04-districts)	240
		Odisha (19-districts)	
4.	Lucknow	Uttar Pradesh(03-districts)	12
5.	Pune	Maharashtra (04-districts)	88
TOTAL			450

All the above cited programmes have actually been executed in close co-ordination with sister media units; Government Organizations like Health Department, District Administration, Sub-Division, and Block level Officers and various Non-Government Organizations.

Themes covered: The themes of national integration and communal harmony, patriotism, national anthems, Swachh-Bharat Mission, Pradhan Mantri Jan-Dhan Yojna, Ek-Bharat-Shrestha Bharat, women empowerment, publicity campaign against malnutrition, “Mission Indradhanush”, “Pradhan Mantri Suraksha Bima Yojana”, “Pradhan Mantri Jiban Jyoti Bima Yojana”, “Sabka Saath, Sabka Vikas” and “Beti Bachao - Beti Padhao”, and other issues on Health & Family Welfare Subjects have been highlighted.

- Number of programmes presented by S&DD in the internationally border areas of the country during the months from January to March, 2015:

Sl. No.	Name Of State	Name Of Districts	No. Of Prog. executed
1	Arunachal Pradesh	Anjaw, Changlang, Dibang Valley, East Kameng, West Kameng, Kurung Kumey, Lower, Dibang, Tawang, Tirap, Upper Siang, Upper Subansiri, West Dameng, West Siang	-
2	Assam	Dhubri, Cachar, Karimganj, Kokrajhar, Baksa, Chirang, Udalguri	17
3	Bihar	Araria, Champaran(E), Champaran(W), Kishanganj, Madhubani, Sitamarhi, Supoul	-
4.	Gujarat	Banaskantha, Kutch, Patan, Bhuj	15
5.	Himachal Pradesh	Kinnour, Lahaul & Spiti	-
6.	Jammu & Kashmir	Jammu, Kathua, Poonch, Rajouri, Baramulla, Budagam, Kupwara, Kargil, Leh, Marh, Vijaypur, Akhnoor, Khour, R.S. Pura, Satwari, Samba, Bishnah, Poonch, Booniyar, Langat	155
7.	Manipur	Chandel, C.C.Pur, Cepur Chandel, Ukhrul & Churachandpur,	-
8.	Meghalaya	West Garo Hills, South Garo Hills, Jaintia hills, East Khasi Hills, West Khasi hills	-
9	Mizoram	Champhai, Lawngtlal, Mamit, Saiha, Serchip	-
10	Nagaland	Kiphire, Mon, Phek, Tuensang	-
11	Punjab	Amritsar, Taran-Taran, Ferozepur, Gurdaspur, Ajnala, Chogawan	-
12	Rajasthan	Barmer, Bikaner, Ganganagar and Jaisalmer	-
13	Sikkim	Sikkim (East), Sikkim (North), Sikkim (West)	-
14	Tripura	Tripura(S), Dhalai, Tripura(N), Siddhartha Nagar, West Tripura, North Tripura	10
15	Uttar Pradesh	Bahraich, Balarampur, Kheeri, Pilibhit, Sravasti, Maharajganj, Siddarthanagar	17
16	Uttarakhand	Chamoli, Champawat, Pithoragarh, U.S. Nagar, Uttarkashi	72
17	West Bengal	Cooch Bihar, Darjeeling, Dakshin Dinajpur, Jalpaiguri, Malda, Murshidabad, Nadia, North 24 Parganas, Uttar Dinajpur	226
Total number of programmes executed from January to March, 2015			512

Themes covered: During presentation of above programmes, the themes of national integration & communal harmony, patriotism, social harmony, national anthem, Swachh Bharat Mission, Beti Bachao- Beti Padhao, Pradhan Mantri Jan-Dhan Yojna, Ek-Bharat-Shrestha Bharat, women empowerment, prevention of sexual harassment in work place, rural development, mother and child care, publicity campaign against malnutrition, “Atal Pension Yojana”, “Mission Indradhanush”, “Pradhan Mantri Suraksha Bima Yojana”, “Pradhan Mantri Jiban Jyoti Bima Yojana”, “Sabka Saath, Sabka Vikas” and “Beti Bachao - Beti Padhao”, and other issues on Health & Family Welfare Subjects have been highlighted.

NUMBERS OF PROGRAMMES PRESENTATED BY SONG AND DRAMA DIVISION FOR THE AWARENESS GENERATION OF “BETI BACHAO BETI PADHAO” DURING THE MONTHS FROM JANUARY TO MARCH, 2015

Song & Drama Division presented 4334 awareness programmes especially on Beti Bachao Beti Padhao in the various districts of States/UTs of the country, identified by Ministry of Women and Child Development during January to March, 2015. The Programmes on “Beti Bachao- Beti Padhao” were presented in far flung rural areas of the States/UTs identified by Ministry of Women & Child Development by utilising the talents of this Division’s Private Registered Troupes (PRTs).All the programmes were organised in local dialects being used in different States/Regions for easy awareness of the common people of the thrust areas.

The details are given below:

Regional Centre	No. of IEC programmes	States/UTs covered
Bengaluru	147	Karnataka, Kerala and Lakshadweep Island
Bhopal	644	Madhya Pradesh, Rajasthan & Chhattisgarh
Pune	613	Maharashtra, Gujarat, Goa, Dadra & Nagar Haveli, and Daman & Diu Islands.
Lucknow	664	Uttar Pradesh, Uttarakhand & Bihar
Kolkata	304	West Bengal (Kolkata), Odisha, Sikkim, Jharkhand & A&N Islands.
Guwahati	398	Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland and Tripura.
Chandigarh	806	Punjab, Himachal Pradesh, Jammu & Kashmir & Chandigarh.
Delhi	758	Delhi and Haryana.
TOTAL:	4334	

● **FAIRS AND FESTIVALS COVERED BY PRESENTATION OF PROGRAMMES DURING MARCH, 2015**

1. Departmental Artistes of Imphal Centre presented special programmes on 14th March, 2015 during SPRING FESTIVAL at Imphal in close coordination

with Doordarshan Kendra Imphal.

2. Departmental Artistes of Imphal Centre presented special programmes on the occasion of the Valedictory Function of the three month long outreach programme on Beti Bachao Beti Padhao, Pradhan Mantri Jan Dhan Yojna, and Swachh

Bharat Mission (Ek Kadam Swatchhta Ki Ore) in close coordination with Directorate of Field Publicity at Tribal Research Institute, Imphal. During presentation of Programmes Mr. I. Hemochandra Singh, Minister PHED, Labour & Employment, Govt. of Manipur witnessed the programmes of Song and Drama Division as Chief Guest and appreciated the programmes of Song and Drama Division on the theme “Beti Bachao Beti Padhao”.

3. Departmental artistes of Guwahati Centre presented special programmes on 13th March, 2015 at 151 Base Hospital, Basistha, Guwahati on the occasion of the cultural evening for the Jawans and their families.

PHOTO DIVISION

INTRODUCTION

Photo Division, an independent media unit meant for the visual support of the varied activities of the Government of India, is a subordinate office of the Ministry of Information and Broadcasting and the biggest production unit of its kind in the country in the field of photography.

Photo Division was established in late 1959 as a culmination of the government's decision for establishing a separate department keeping in view the importance of the medium, as the photograph gives the most authentic & truthful record as well as recognize the new medium for right projection, create the archival record under the professional experts. This was done with integrating the photo studios of the Publication Division and the Photo Unit of the Press Information Bureau and D.A.V.P. with a view of eliminating the duplication of the activities.

The Division produces photographic visuals of achievements and activities of Government of India for internal and external publicity as well as other purposes. In its 50 years, the Division has a collection of nearly 10 lakhs images in its archive.

On the occasion of completion of 50 years of its existence in 2010 the Division introduced National Photography Awards to promote nation's art, culture, development, heritage, history, life, people, society, traditions etc., and to encourage professional and amateur photographers from all corners of the country. The Division has its own official website for the photo publicity of the official assignments. The Division is in the process of selling the

photographs through e-commerce gateway.

FUNCTION/PROGRAMME

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

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

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

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

The External Publicity Division of Ministry of External Affairs is completely supported by the Division for the Photo Publicity of President, Vice President and Prime Minister's visit abroad. The Division is also providing full photo publicity support to visiting head of States/government/Foreign Ministers/foreign delegations to our country through XP Division (MEA).

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

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

ORGANISATIONAL SET UP

Photo Division is housed in Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi-110003 The Division

is headed by Director (Photo Division) and is assisted by Deputy Director, Senior Photographic Officers, Photographic Officers, Administrative Officer and other technical and subordinate staff.

Total staff strength of the Division is 76 numbers, in position are 47. A number of posts were abolished during 2002 as per recommendation of Expenditure Reform Commission (ERC) and also because of ban on direct recruitment. Single post of Accounts Officer is also abolished.

The duties including the Director, Deputy Director are administrative and technical in nature and the duties of Sr. Photographic Officer and the Photographic Officers and the other production staffs of this Division are technical in nature.

Due to non-availability of Administrative Officer/Accounts Officer, senior Officers are handling the administrative work/DDO duty.

NATURE OF SERVICE PROVIDED

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

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

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

photographs of the entire visit of the VVIP is presented on final departure of their visits.

SYNERGY BETWEEN OTHER MEDIA UNITS

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

12th FIVE YEAR PLAN

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

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

IMPORTANT ACTIVITIES

Exhibition on '*Saal Ek Shurnaat Anek*':- national level Multi-media Photographic Exhibition on the completion

of one year Government was organized by Photo Division in association with DAVP and other media units of M/o I&B from 26.5.2016 for a period of one month in 30 state capitals and 40 cities and towns of States /UTs. The purpose of holding the exhibition was to showcase the activities and events of various policies and programmes introduced by Government of India.

International Film Festival:- Photo Division provided extensive photo coverage of the 46th International Film Festival held at Goa from 20th to 30th November, 2015. Photo Division deployed officers to cover the entire IFFI at Goa, for which several digital images were uploaded on website of the Division as well as PIB.

National Photography Awards:- This is one of the major component of Plan Scheme 'National Centre for Photography under Media Infrastructure Development Programme (MIDP). National Photography Award is a prestigious annual event of Photo Division which show cases the extra ordinary talents in the field of photography in country.

4th National Photography Awards ceremony for the year 2013 was held on 20th March, 2015. A Photographic Workshop in association with Doordarshan was held on 19th March, 2015 in the sidelines of Photography Awards. The workshop was divided in two parts viz., Still Photography and Videography. 5th National Photography Awards for the year 2014 is scheduled to be held in the first half of March, 2016.

ROUTINE ACTIVITIES

As part of its routine activities the Division provides some of the important photo documentation as indicated below:-

- (i) Visit of Vice President of India:- Upto December 2015, Photo Division has covered 3 visits of Vice President to different States in India (two visits in Karnataka and one in Maharashtra) and four visits abroad i.e. Cambodia, Lao PDR and Indonesia.
- (ii) Visit of Prime Minister:- During the period of assessment Photo Division has provided the extensive coverage of the visit of Prime Minister in the country and abroad. Photo Division has covered visit of Prime Minister in 14 states within India (some

states like Bihar, Jharkhand, Jammu and Kashmir, and Karnataka had more than one visit), besides 21 visits abroad that includes France (twice), Germany, Canada, China, Mongolia, South Korea, Bangladesh, Uzbekistan, Kazakhstan, Turkmenistan, Tajikistan, Abu Dhabi, USA, U.K, Turkey, Malaysia, Singapore, Russia, Afghanistan and Pakistan.

- (iii) Visit of Heads of States/Government:- Photo Division has provided the extensive photo documentation of the visit of Head of State/ Government to our country that includes Presidents of Tanzania and Mozambique, Vice President of China and Prime Ministers of Seychelles and Japan On completion of each visit Photo Division presented a colorful Album to the visiting VVIP on behalf of the Government of India, at the time of final departure.

PRODUCTION FIGURES:

The number of assignments covered, images acquired, uploaded prints, albums prepared during the year 2015-16 are (i) News and Features assignments covered (3032), (ii) Images sent/uploaded in PIB website (9930), (iii) Images uploaded in Photo Division website (9648), (iv) Digital images acquired in house (269647), (v) Digital Prints made/supplied (40037) and (vi) VVIP Photo Albums prepared (54).

IMPLEMENTATION OF RAJ BHASHA

Photo Division is actively involved in the implementation of the Raj Bhasha in its small office in the Headquarter. Major number of files in the Accounts and Administration section are being handled only in Hindi. Division has taken up the major activities in Hindi. During the Hindi Fortnight in the month of September, 2015 a competition on essay writing and general knowledge in Hindi was organized.

SANCTIONED BUDGET

During 2015-16, the Sanctioned Budget Grant for the plan scheme of Photo Division was ₹52 lakhs, which has been revised to ₹170 lakhs during RE 2015-16 stage. Actual expenditure upto December, 2015 is ₹11 lakhs.

In the Non Plan segment the Sanctioned Budget Grant is ₹417 lakhs, which has been reduced to ₹368 lakhs. Actual expenditure upto December, 2015 was ₹260 lakhs.

VIGILANCE REPORT

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

INDIAN INSTITUTE OF MASS COMMUNICATION

The Indian Institute of Mass Communication (IIMC) is an autonomous organization under the Ministry of Information and Broadcasting and a 'Centre of Excellence' in the field of communication teaching, training and research. The Institute was set up on August 17, 1965, as a Department of the Ministry of Information and Broadcasting, Govt. of India, in response to a need to evolve a methodology for effective use of communication resources as part of the country's overall development strategy. The Institute was registered under the Societies Registration Act (XXI) of 1860 on 22nd January 1966. It receives grants-in-aid from the Government of India through the Ministry of Information and Broadcasting to supplement its internal resources, in order to meet its recurring and non-recurring expenditure. The IIMC provides knowledge and skills to communicators in a variety of disciplines, including print, photography, radio and television, development communication, communication research, and advertising and public relations. The Institute collaborates with national & international organizations in conducting seminars, training programmes,

workshops, etc. It also undertakes research projects and organizes short-term courses to meet specific needs of the industry, government and public sector organizations.

Academic Activities from 1st April 2015 to 31st December 2015

1. INDIAN INFORMATION SERVICE COURSES

The 9 month induction training programme of 8 Probationers of Indian Information Service Group 'A' Officer Trainees concluded on 14.10.2015.

During the training, apart from communication theories, Officer Trainees were given hands on experience in evolving media strategy/media relations on various flagship programmes of the Government. It included Swachh Bharat, Beti Bachao Beti Padhao, etc.

On financial inclusion, which has been one of the main focus of the Ministry of Finance, special lectures were organized on three contributory schemes namely; Atal Pension Yojana, Jeevan Jyoti Insurance and Suraksha Bima Yojana recently announced by the Prime Minister. The series ended with an interaction with Dr. Arvind Subramanian, Chief Economic Advisor. The Officer Trainees were given an attachment with "Bandhan" in Kolkata on financial inclusion.

A lecture series was organized in collaboration with Ministry of Home Affairs on "Governance in Naxal-affected areas: Administrative Intervention & Informational Requirements" with the objective to acquaint the Officer Trainees with one of the pressing issues of governance confronting some parts of the country. For the field exposure, the probationers visited Lalgarh in West Medinipur District which was once a hub



Indian Information Service Officer Trainees called on the President of India in New Delhi

of naxalite activities and now is on the road of peace and prosperity following implementation of development schemes of Centre and State Govt.

The Officer Trainees also called on President, Vice President and Governors of States during their field visits.

- ii) For 10 senior grade IIS group 'B' Officers, the 9 month foundation training course began on 14th December 2015.



Seminar on Communication University inaugurated by MIB Shri Arun Jaitley, on May 14, 2015

2 GOLDEN JUBILEE SEMINAR ON COMMUNICATION UNIVERSITY

- i) With the phenomenal growth in media and communication in India, education in media and communication has gained increasing importance. The education in this sector requires greater clarity, vision, depth, standard and quality. Against this background, the Minister for Information and Broadcasting Sh. Arun Jaitley inaugurated a day-long Seminar on Communication University on 14th May 2015. It was jointly organized by Ministry of Information and Broadcasting and the Indian Institute of Mass Communication. The Seminar also took place as part of the Golden Jubilee celebrations of IIMC. The objective was to explore the possibilities of setting up a Communication University. Major stakeholders including universities and institutes, in the government and the private sector as well as leading practitioners in the field and representatives of apex organizations participated in the Seminar.

- ii) The screening of *Gandhi Ka Champan* (a documentary film by IIMC alumni) was held on 1st October 2015

to commemorate birth anniversary of Bapu and also 50 years of foundation of IIMC.

3. POST-GRADUATE DIPLOMA COURSES

The process of admission to the following Post-graduate Diploma Courses for the academic year 2015-16 commenced with the publication of advertisements for the same in leading newspapers in the month of March 2015, the last date prescribed for the receipt of application forms being 8th May 2015. The PG Diploma Courses are:

1. Post-graduate Diploma Course in Journalism (Hindi) at Delhi
2. Post-graduate Diploma Course in Journalism (English) at Delhi, Dhenkanal, Aizawl, Amravati, Jammu and Kottayam
3. Post-graduate Diploma Course in Advertising and Public Relations at Delhi
4. Post-graduate Diploma Course in Radio & TV Journalism at Delhi
5. Post-graduate Diploma Course in Journalism (Odia) at Dhenkanal

A total of 5,509 candidates applied for the Entrance Examinations for the above mentioned PG Diploma Courses, a significant increase of more than 15% from the preceding year, indicating the growing popularity and reputation of IIMC. The course-wise breakdown of the 5,509 candidates who applied for admission is: Journalism – 2,175 (576 for Hindi Journalism and 1,599 for English Journalism), Radio & TV Journalism – 1,416, Advertising and Public Relations – 1,847 and Odia Journalism – 71.

The All India Entrance Examinations for the above courses (except for Odia Journalism) were conducted on 31st May 2015 and for Odia Journalism on 1st June 2015 at Bhubaneswar. These Entrance Examinations were, for the first time, scheduled to be held in 18 cities across the country, as opposed to 15 cities earlier. The Examinations were held at New Delhi, Ahmedabad, Lucknow, Patna, Kolkata, Guwahati, Bhubaneswar, Bengaluru, Mumbai, Nagpur, Aizawl, Bhopal, Chennai, Jammu, Kochi, Raipur, Ranchi and Hyderabad. Of these, Ahmedabad, Raipur, Ranchi and Hyderabad were added as centres for holding the All-India Entrance Examination for the first time. Srinagar was also a scheduled centre for the Examination. However, since only one candidate had opted for Srinagar, he was requested to shift to Jammu centre for the purposes of the Examination.

The admission process for the academic year 2015-16 was completed successfully and the sessions began at New Delhi and all Regional Centres from 3rd August 2015 with Orientation Lectures.

The 64th Diploma Course in Development Journalism for Non-aligned & Developing Countries commenced from 2nd January 2015 and concluded on 29th April 2015 and Diplomas were awarded by the then Secretary, Ministry of I&B and Chairman IIMC, Shri Bimal Julka.

4. EXAMINATIONS FOR ALL PG DIPLOMA COURSES

Supplementary examinations for all PG Diploma Courses for the academic year 2014-15 were held from 4th to 8th August 2015 at New Delhi and Regional Centres.

First semester examinations for all PG Diploma Courses for the academic year 2015-16 have been held from 14th to 17th December 2015 at New Delhi and at all Regional Centres.

5. DIPLOMA COURSE IN URDU JOURNALISM

The process of admission to the Diploma Courses in Urdu Journalism for the Academic Year 2015-16 commenced with the publication of advertisements in leading Urdu and Hindi newspapers in the month of May 2015. The last date prescribed for the receipt of application forms was 17th July 2015.

The Entrance Examination for the Diploma Course in Urdu Journalism, 2015-16 was held on 2nd August 2015 at IIMC New Delhi and the results of the entrance examination were declared on 13th August 2015. The interviews were held on 25th August 2015. The course commenced from 5th October 2015 and 8 students have been admitted to this course.

6. LECTURE SERIES

The Indian Institute of Mass Communication initiated a fortnightly lecture series inviting prominent academicians to deliver lectures on contemporary developmental and social issues. The objective was to encourage academic discussions among students and others, through lectures by well-known speakers. In this series, Prof. Mahesh Rangarajan, Director, Nehru Memorial Museum and Library spoke on 'Environment and Development: Indian Experiences' and Prof. Nivedita Menon of Jawaharlal Nehru University spoke on "Feminism in India: Critical Issues and Challenges", on the occasion of International Women's Day.

7. DIPLOMA COURSE IN DEVELOPMENT JOURNALISM

The Indian Institute of Mass Communication (IIMC) conducts a prestigious Diploma Course in Development Journalism for mid-career journalists from Non-aligned and Developing Countries twice a year. The course is organised under the Indian Technical and Economic Co-operative (ITEC), the Special Commonwealth African Assistance Plan (SCAAP) and the Technical Co-operation Scheme (TCS) of Colombo Plan Schemes of the Ministry of External Affairs. This course, which is of four months duration, is organised twice a year from January to April and again from August to December every year.

So far, the Institute has trained 1,457 participants from 123 countries till 30th April 2015.

The 65th Course began from 2nd January 2016 in which 25 middle level working journalists from 17 countries are participating.

8. WORKSHOPS

- i) Two workshops were organized by IIMC in the series, “Capacity Building Media Workshop on Bio-Safety” in collaboration with the Ministry of Environment, Forest & Climate Change from 7-8 April 2015 in New Delhi and 21-22 April 2015 in Mumbai with 15 and 21 participants respectively.
- ii) Another three KRC Training workshops were organized by IIMC on “Capacity Building in Communication and Participatory Research for Effective DWS Programme Management and Implementation” for the Ministry of Drinking Water & Sanitation, Government of India from 6th to 8th May 2015, 26th to 28th May 2015 and 9th to 11th June 2015 with 43, 30 and 71 participants respectively.
- iii) IIMC organized a three day workshop on “New Media Tools” for IEC Consultants in all districts of Maharashtra. The workshop held on 27th to 29th October 2015, provided skills to participants to effectively deal with issues relating to Drinking Water and Sanitation Programme. The workshop was organized in collaboration with Ministry of Drinking Water Sanitation and UNICEF. 29 participants from various districts of Maharashtra participated in the workshop.
- iv) The Institute organized two workshops in Mumbai and Kolkata for media professionals and journalists on “Communicating Science and Biosafety”. The

workshops provided an opportunity to journalists to interact with renowned scientists and science communicators. Over 50 journalists participated in these workshops.

The Institute in collaboration with Ministry of Drinking Water and Sanitation organized two workshops on capacity building in interpersonal communication. Over 60 participants drawn from different departments of state governments attended these workshops.

- v) To mark the celebrations of first International Yoga Day, on 21st June 2015, Indian Institute of Mass Communication, Delhi organized a workshop highlighting that Yoga is for peace and harmony. Among Regional Centres, Jammu and Amravati also celebrated International Yoga Day.
 - vi) The Institute in collaboration with Ministry of Drinking Water and Sanitation organized a three day workshop from 9th to 11th June 2015 on capacity building in interpersonal communication in which 20 participants from various state governments participated.
- The Institute also organized another workshop of two days on 5th and 6th June 2015 on communicating science and biosafety for media professionals in collaboration with Ministry of Environment, Forest and Climate Change. Over 20 participants attended the workshop.
- vii) The Institute organized two workshops on “Communicating Science & Biosafety for Media Professionals in Bhopal on 14th & 15th July 2015 and in Ahmedabad on 22nd & 23rd July 2015”. Over 20 participants took part in each workshop.
 - viii) The Institute organized a half day workshop on Sexual Harassment Act, 2013 (Prevention, Prohibitions and Redressal) on 7th August 2015 for faculty, officers and staff of IIMC from 2.00 pm. To 5.30 pm. Resource person Ms. Shalini Singh from CREA, outside expert, a lawyer and a trainer, addressed the faculty and staff on the subject and gave detailed information regarding the said Act.
 - ix) The Institute organized a National Workshop on 20th August 2015 on Communicating Science and Biosafety for Media Professional in collaboration with the Ministry of Environment, Forest & Climate Change. 17 participants attended the workshop.

9. SPECIAL SHORT TERM COURSE

- i) Fulfilling its mandate to upgrade skills of journalists from developing countries, IIMC conducted a 4 months Development Journalism Course. In all 19 journalists participated from 16 countries. They were given training on various aspects of media both print and electronic media. A special session was devoted to social media.

10. PUBLIC HEALTH JOURNALISM PROGRAMME

In the backdrop of importance of media in successful implementation of public health programmes of the Government, especially the Indradhanush programme for immunization, Indian Institute of Mass Communication in collaboration with UNICEF, Oxford University,

Thomson Reuters Foundation and George Institute of Global Health launched a public health journalism programme for students. It is a pilot programme and has been offered to students on voluntary basis. The pilot programme has been launched to commemorate the 50 years of establishment of IIMC.

11. MEDIA PROGRAMME FOR CHILDREN

For the first time, Indian Institute of Mass Communication organised a programme on Media & Information Literacy for school going children. In the programme jointly organised by Kerala Govt. and IIMC, over 35 students from Higher Secondary Education Department participated. During the programme, students interacted on issues relating to media with Kerala Chief Minister Shri Oommen Chandy.

12. Short Courses/Workshops Conducted During 1st April to 31st December 2015

S.No.	Name of Course	Date	Course Director	No. of participants
1.	Media Orientation Workshop for General Officers	7-11 September 2015	Shri Sunit Tandon	14
2.	Media Communication Course for Senior Officer equivalent to Brigadier/ Colonel	14-24 September 2015	Shri Sunit Tandon	14
3	Media Communication Course for Senior Officers equivalent to Brigadier/ Colonel	28 th September to 9 October 2015	Shri Sunit Tandon	14
4	Media Communication Course for Officers on Media & Staff Appts./PRO/ Instructor	16 th November to 4 th December 2015	Prof. Vijay Parmar	15
5	Media Communication Course for Officers on Media & Staff Appts./PRO/ Instructor	7 th December to 23 rd December 2015	Prof. Vijay Parmar	15
6	Videography Course for JCO's/ NCO's (Junior Leaders)	14 th December 2015 to 8 th January 2016	Ms Shaswati Goswami, Associate Professor	25

13. DEPARTEMENT OF COMMUNICATION RESEARCH

Research and Training activities during the period of April – December 2015 are following:

PROJECTS: SUBMITTED

- 1) Evaluation of DFP's Plan Scheme of Conducted Tour and Skill Up-gradation for Building Capacity at the Grassroots

Commissioned by Directorate of Field Publicity, Ministry of I&B

PROJECTS: IN PROGRESS

- 1) Policy decision on allowing/disallowing foreign news agencies to operate a branch/liaison office in India: Compilation and Analysis of rules and guidelines operating in 20 countries in respect to working of Foreign News Agencies.

Commissioned by the Ministry of I&B

TRAINING WORKSHOP

- 1) Media Workshops on Biosafety under Public Awareness Component of Phase-II: Capacity Building Project on Biosafety

Supported by UNEP-GEF and Ministry of Environment and Forest & Climate Change

Workshops	Place	Venue	Dates
National Workshop	Mumbai	Mumbai University	22-23 April 2015
	Delhi	IIMC	20 th August, 2015
Regional Workshop	Bengaluru	Bangalore University	15-16 May 2015
	Kolkata	University of Calcutta	21 May 2015
	Bhopal	Makhanlal Chaturvedi University	14-15 July 2015
	Ahmedabad	Gujarat University	22-23 July 2015
	Chandigarh	Panjab University Chandigarh	28-29 July 2015
Workshop of IIS Officers	Group A	IIMC	7-8 April 2015
	Group B	IIMC	5-6 June 2015

- 2) Capacity Building in Communication and Participatory Research for Effective DWS Programme Management and Implementation: Training workshop conducted by IIMC as Key Resource Centre for Ministry of Drinking Water and Sanitation (MDWS), Govt. of India. Funded by Ministry of MDWS.

S. No.	Dates	State representation
1	May 6-8, 2015	Rajasthan, UP, MP, Uttarakhand, Gujarat, Jammu, Bihar, Haryana
2	May 26-28, 2015	HP, Arunachal Pradesh, Bihar, MP, Punjab,
3	June 9-11, 2015	Manipur, Mizoram, Nagaland, Meghalaya, Maharashtra and Bihar

- 3) Participatory Communication Approach and Use of New Media Tools for Effective Drinking Water and Sanitation Programme Management: A Training Workshop for IEC Consultants, WSSO, Maharashtra from October 27th to 29th, 2015. Twenty nine participants were given the certificates.

IN-HOUSE STUDIES

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

CONCURRENT COURSE

Critical Appraisal Skills Programme for Public Health Journalism and Communication: A specialised set of skills and competencies are the prerequisite to critically appraise health and Public Health related information and services, especially concerning their effectiveness and impact. For students of journalism and communication, understanding Public Health strategies, appreciation of cost-benefit analysis of specific interventions and developing skills to critically appraise them, are crucial areas that will strengthen their ability to report and communicate in a balanced manner. In this context, Indian Institute of Mass Communication (IIMC) has partnered with UNICEF, initiated the Critical Appraisal Skills Programme (CASP), a pilot intervention for building capacities of journalism students on Critical Appraisal Skills and evidence-based health reporting or communication programmes on Public Health issues. Later George Institute of Global Health (GIGH), University of Oxford and Thomson Reuters Foundation came in to board to provide technical support and certification through UNICEF. Under CASP a three month Certificate Course has been provided (from 15/09/2015 to 30/11/2015) to forty selected students from four branches (10 from each branch) of IIMC. The course has been developed by IIMC with the help of GIGH, University of Oxford, Thomson Reuters Foundation and UNICEF. It has been provided as a concurrent course to student with free of cost and all the classes held in holidays (Sundays and other Holidays) so that the primary course in which the students has been enrolled will not get disturbed. The course curriculum includes both classroom lectures, practicals and four days of field emersion. Almost 25 holidays has been used for completion of the course and programme

evaluation and the students will be provided a separate certificate after the successful completion of course jointly by University of Oxford and IIMC.

PROPOSED RESEARCH STUDIES

- 1) Evaluation of the Programmes on Health and Malnutrition in LWE states in the country
Song and Drama Division, Ministry of I&B
- 2) Coverage and Impact of Rural Development Messages: An Evaluation study of 'Saansad Adarsh Gram Yojana' Messages Disseminated on 139-Railway Inquiry Services
Ministry of Rural Development

WORKING ON RESEARCH PAPERS

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

14. FACULTY AND RESEARCH STAFF

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

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

15. PLAN SCHEMES

- (i) The Plan scheme "Up gradation of IIMC to International Standards" was included in the 11th Five Year Plan and approval was accorded for a total amount of ₹62.00 crores, out of which the Government grant support is pegged at ₹51.50 crores. The proposals of the scheme include up gradation of IIMC i.e. construction of additional floors on the existing main building and lecture block at the IIMC Campus, New Delhi, construction of new buildings on the vacant land at the IIMC Campus, New Delhi and construction of new buildings at the IIMC Campus, Dhenkanal, as well as the starting of four new Regional Centres of

IIMC in the states of Maharashtra, Mizoram, Kerala and Jammu & Kashmir from temporary premises to be made available free of cost by the respective state governments.

Construction of additional floors at the New Delhi Campus was completed in 2011. Construction of new buildings at Dhenkanal has been completed in Dec 2014. Two new Regional Centres at Amravati and Aizawl became operational from August, 2011 while two more Regional Centres at Jammu and Kottayam became operational from August, 2012. All four new Regional Centres are presently located in temporary premises provided by the respective state governments/universities free of cost and running cost of 04 regional Centres.

- ii) The Plan Scheme "Opening up of New Regional Centres of IIMC" was included in the 12th Five Year Plan and approved for an amount of ₹94.00 crores, out of which the Government grant support is ₹90.00 Crores. Proposals under this scheme include construction of permanent campuses for the four new Regional Centres of IIMC on land to be provided by the respective State Government free of cost and running cost of 04 regional Centres.

Construction of New Building at IIMC Aizawl Campus has already commenced during 2015-16 by CPWD for which IIMC has entered into MOU with CPWD for construction work as deposit work.

So far as Kottayam campus of IIMC is concerned, Government of Kerala had allocated 10 acres out of 77 acres of land in possession of Rajiv Gandhi Institute of Technology at Kottayam for construction of permanent campus of the Regional Centre of IIMC. The land has already been taken over by IIMC. Topographical survey and soil investigation have been completed. Detailed Project Report (DPR), architectural drawings, and bill of quantities have been submitted by the consultant appointed by IIMC for this Project. Memorandum of Understanding between IIMC and CPWD has been entered for construction of buildings and other infrastructures by CPWD as Deposit Work. The construction work shall commence after award of the Contract by CPWD.

Land for the other two new Regional Centres of Jammu and Amravati has been allotted by the respective State Governments and efforts are on to take the possession at an early date.

16. PROGRAMMES ON MINORITY WELFARE

- i.) In the academic session, 2014-15, there were 49 students from minority communities, while in the academic session 2015-16, there are 29 students from minority communities.
- ii.) There is no discrimination against minority communities and there is a harmonious atmosphere in the Institute.

17. REPRESENTATION OF SC/ST/OBC

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

18. IMPORTANT POLICY DECISIONS/ LEGISLATIONS/ACHIEVEMENTS EVENTS

Details for the year 2015-16 so far are as under:

- i) It has been proposed to grant IIMC the status of “Institute of National Importance” through an act of Parliament, in consultation with Ministry of HRD. The proposal has already been vetted by legislative Department of Ministry of Law and Justice. The comments of Ministry of HRD on the proposal are being obtained on the recommendation of the Committee of Secretaries.

19. ACTIVITIES OF THE EXECUTIVE COUNCIL /AGM OF IIMC

During the period April 2015 to November 2015, three meetings of the Executive Council and one Annual General Meeting of IIMC Society were held.

20. POLICY DECISIONS FOR THE BENEFIT OF PERSONS WITH DISABILITIES

- i) Government policies are being followed with regard to reservations for persons with disabilities, both in the service of the Institute, as well as in admission to its various PG Diploma Courses.
- ii) Construction and retrofitting of ramps and provision of lifts in the existing buildings have been completed to make them disabled-friendly.

21. CITIZEN'S CHARTER & GRIEVANCES REDRESSAL MECHANISM

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

The address of the Grievance Officer of the IIMC is:-

Officer on Special Duty

Indian Institute of Mass Communication

JNU New Campus, Aruna Asaf Ali Marg

New Delhi – 110 067

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

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

22. CONSUMER GRIEVANCES REDRESSAL CELL

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

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

23. RIGHT TO INFORMATION ACT, 2005

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

PRESS COUNCIL OF INDIA

(www.presscouncil.nic.in)

INTRODUCTION

The Press Council of India is a statutory quasi-judicial autonomous authority mandated by the Parliament for the twin objective of preserving the freedom of the press and maintaining and improving the standards of newspapers and the news agencies in India exercising equal quasi-judicial functions over the authorities as well the press person. It comprises of a Chairman and 28 members. While the Chairman has, by convention, been a sitting or retired judge of the Supreme Court of India, of the 28 members, 20 represent various segments of the Press and eight overseeing the readers' interest, are representatives of the two Houses of Parliament (3 Lok Sabha and 2 Rajya Sabha) and premier literary and legal bodies of the country i.e. University Grants Commission, Bar Council of India and Sahitya Akademi. The Council has its own funds for performance of its functions under the Act that comprises of the fee collected by it from newspapers, other receipts and also Grants in-Aid by from the Central Government. The Council is presently chaired by Mr. Justice Chandramauli Kumar Prasad.

For the financial year 2015-16, the Council has a total sanctioned budget of ₹663 lakhs.

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

Complaints before the Council

Between April 1, 2015 to December 31, 2015, Press Council of India received 677 Complaints, of which 181

cases were filed by the Press while 496 were filed against the Press carrying over previous pendency, the cases totalled to 1938 cases. Of these the Council adjudicated 149 cases (including 4 matters placed directly before the Council), while 591 cases were closed at the threshold without oral inquiry. The Council thus disposed of 740 matters between April 1, 2015 to December 31, 2015. Remaining 1198 matters are at various stages of processing and are being reviewed periodically for early disposal.

The Council accepted and adopted following reports during the period under review :-

1. Report on Safety of Journalists.
2. Report on killing of Journalist- (Shri Jagendra Singh) at Shahjahanpur.
3. Report on denial of access to the Chief Minister's Press Conference: Journalists of Sakshi and Namaste Telangana.
4. Report on examine the issue of Advertisement in Odisha

Suo-Motu Cognizance taken by the Council on the following matters

Suo-motu cognizance with regard to (1) the Circular dated 6.5.2015 issued by Government of NCT of Delhi concerning defamatory imputations-jeopardising freedom of Press, (2) To murder of a journalist-Shri Raghavendra Dubey and brutal assault on other journalists in Mumbai, (3) To the disappearance of West Bengal based journalist-Shri Chayan Sarkar, (4) Threats to media by U.P. Minister Shri Vijay Bahadur Pal, (5) Attack on the office as well as on journalists/workers of Hindustan newspaper and inaction of police, (6) Orders/instructions issued by the Union Home Ministry restraining the bureaucrats from sharing information with journalists, (7) the Circular No.014/1272/63 dated 27/8/2015 issued by the Government of Maharashtra on sedition in the wake of the ruling of Bombay High Court, (8) Killing of a Journalist-Shri Hemant Yadav at Chandauli, Varanasi by Unknown miscreants, (9) Assault on journalist by the goons of ruling party of West Bengal during Municipal Elections, (10) Murder of Shri Mithilesh Pandey, Reporter, Dainik Jagran in Gaya (Bihar), (11) Gag notification on Nagaland Media by Assam Rifles. The Council has also

taken suo-motu cognizance of wrong quote attributed to the Home Minister by a magazine and the attack on Lokmat following publication of a caricature.

Press and Registration Appellate Board

Section 8C of the Press and Registration of Books Act, 1867 entrusts to the Press Council of India, the Appellate Jurisdiction over the Magisterial Orders of non-authentication of a Declaration under Section 6 or its subsequent cancellation under Section 8B of the said Act. The Board consists of a Chairman and another member to be nominated by the Press Council of India among its members. It has heard 9 matters during the reported period in 2 meetings.

National Press Day 2015

The National Press Day celebrated annually centred on the subject "The Impact and Import of Cartooning and Caricature as a Medium of Expression of Opinion" to encourage debate and deliberations on the impact that cartoons and caricatures could have in the present day context, and the importance of recognizing them as an important instrument of freedom of expression, the Council has dedicated the Press Day Celebration 2015 to the memory of R K Laxman and Rajinder Puri, the two legendary cartoonists. The celebrations were inaugurated by Shri Pranab Mukherjee, President of India, Col. Rajyavardhan Singh Rathore, Minister of State for Information and Broadcasting graced the occasion as Guest of Honour. The National Awards for Excellence in Journalism were conferred on the Day in various categories. An exhibition on the illustrative of the President of India was also displayed on the occasion.

International Interaction

A delegation of Bangladesh Press Council visited India November 15-18, 2015. The Chairman, Mr. Justice Muhammed Mamtaz Uddin Ahmed, Bangladesh Press Council, and its Members, interacted with PCI Chairman, Mr. Justice C.K. Prasad on November 17, 2015, along with Members of the Press Council of India. The delegation discussed the composition, functioning and powers of the Press Council of India and also its funding procedure. It is also discussed in details the issues of the paid news, safety of Journalists and jurisdiction over electronic media and its functions and contents. The interaction was

of mutual benefit and the two sides agreed to take the deliberations in future interactions.

Transparency Mechanism

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

The grievance redressal mechanism is in place at the internal and external level which comprises Director of Grievances being the Secretary, PCI. The staff related grievances are attended to by the Staff Grievance officer of the Council being the Deputy Secretary. Reservation policy of Government of India for SC/ST/OBC/PH, etc. is being implemented in the Secretariat of the Council.

Promotion of Official language

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

To emphasize the use of Hindi, Hindi fortnight (Pakhwada) was observed in the Secretariat of the Council from 14.9.2015 to 28.9.2015. The main function of Hindi Diwas was held on September 23, 2015 and a documentary film "Samvidhan ke Sakshi and 14 September, 1949" was shown in the Secretariat of the Council to mark the occasion. Subsequently, Chairman and other Senior Officers of the Council delivered their message and expressed their views to promote use of Hindi in the Council. During the function, employees of the Press Council of India got prizes and certificate under "Hindi Protsahan Yojana" for their valuable contribution in promoting use of Hindi language in the office practices and procedure via Hindi noting, drafting and typing.



MIB Shri Arun Jaitley inaugurating the Vividh Bharati FM Service of All India Radio in New Delhi

5 Activities under Broadcasting Sector

OVERVIEW OF BROADCASTING SECTOR IN INDIA

1. The cable and satellite television market in India emerged in the early 1990s, spurred by major international events like the Gulf War and the growth of homegrown media companies. The industry has experienced rapid growth, with the number of subscribers increasing from just 0.41 million in 1992 to more than 168 million by the end of 2014. India today has a large broadcasting and distribution sector, comprising 847 television channels (as on 31.12.2015), 655 Multi System Operators (MSOs) registered with the Ministry of Information and Broadcasting, 7 DTH/ satellite TV operators, 2 HTS operators and several IPTV service providers.
2. The Television (TV) industry value chain consists of Content production, Broadcasting and Distribution segments. While the content production industry is unregulated, the broadcasting and distribution segments are regulated by the Ministry of Information and Broadcasting (MIB) and the Telecom Regulatory Authority of India (TRAI). As per the stipulated policy, while the satellite footprints of a large number of channels uplinked from abroad may be available in India, only such channels as are permitted by the MIB under the Uplinking policy guidelines and/or Downlinking Policy Guidelines can be distributed for public viewing by distributors. Depending on the revenue model adopted by the broadcaster, a TV channel can either be a Pay channel or a Free to Air channel (FTA). The pay channel revenue model envisages income from subscription revenues received from the distributors of TV channels as also from the carriage of advertisements on their channels, whereas the FTA revenue model is dependent only on Advertisement Revenues. The distributors are required to enter into agreements with the pay TV broadcasters for distribution of the content over their networks on payment of an annual subscription fee. There are four kinds of permitted distribution platforms in India and they are the Cable Television services, the Direct-to-Home services, the Internet Protocol Television services and the Headend in the Sky services. There are about 847 permitted satellite private Television channels in India.
3. Cable TV services in India are regulated as per the Cable Television Networks (Regulation) Act, 1995, the Rules made thereunder, and the Regulations, Orders and Directions issued by TRAI who is the Regulator for Broadcasting Services. While the Cable Act provides for registration of Cable Operators with the Postal Authorities no authentic government figures are available as to their actual number. The cable TV services value chain comprises four main supply side entities i.e. broadcaster, Multi System Operator (MSO), Local Cable Operator (LCO) and the end consumer. The broadcaster owns the content to be televised and received by the viewer. The broadcaster's role in the supply chain includes transmitting or "up-linking" the content signals to the satellite. The MSO's role is to downlink the broadcasters' signals from the Satellite, decrypt any encrypted channels and provide a bundled feed consisting of multiple channels to the LCO. There are around 6000 MSOs present in the Indian market today of which 655 are registered with the Ministry of Information and Broadcasting. The MSO business is dependent on the broadcaster for content and on the LCO for last mile connectivity and subscription revenue collection. MSO is required to have headend for downlinking of TV channels. The role of the LCO in the supply chain is to receive a feed (bundled signals) from the MSO and retransmit this to subscribers in his area through cables. Industry estimates that there are up to 60,000 local cable operators in the country. MSOs can also distribute signals directly to the consumers.
4. The DTH services were permitted under the Policy Guidelines on DTH services issued by Government of India on 15th March 2001. The first DTH service provider operationalised its services on 2nd October 2003 and the number of private DTH service providers has since grown to 6. In addition, Doordarshan is also providing DTH services on a free to air basis. A DTH service provider sets up an infrastructure to downlink the satellite TV

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

5. Internet Protocol Television (IPTV) Services in India are regulated as per the 'Guidelines for provisioning of IPTV services' issued by MIB on 8.9.2008. These guidelines provide for distribution of TV content even by eligible Telecom or Internet Service Providers over their network in addition to Cable operators by use of Internet Protocol. While the IPTV services provide digital content and interactive services, the growth of IPTV services is intimately linked with the penetration and growth of Broadband connectivity.

Status of Satellite TV Channels in India

I. The Policy

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

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

- Applicant must be a company registered in India under the Companies Act, 1956.
- Foreign Direct Investment (FDI) shall not exceed 26% of the Paid-up Equity of the applicant company.
- Largest Indian shareholder should hold 51% of total equity.

- Net Worth Requirements: ₹20.00 Cr. for first channel & ₹5.00 Cr. for each additional channel.
- At least 3/4th of the Directors on the Board of Directors of the company and all key Executives and Editorial staff shall be resident Indians.
- The representation on the Board of Directors of the company shall as far as possible be proportionate to the shareholding.
- Permission fee for uplinking of TV channels would be ₹2 lakh per channel per annum.
- The applicant company can apply on the prescribed form 1 along with all requisite documents and processing fee of ₹10,000/-.

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

- Applicant must be a company registered in India under the Companies Act, 1956 irrespective of its ownership, equity structure or management control which is aimed at Indian viewership.
- Net Worth Requirements: ₹5.00 cr for first channel and ₹2.50 cr. for each additional channel.
- Permission fee for uplinking TV channels would be ₹2 lakhs per channel per annum.
- The applicant company can apply on the prescribed form 1 along with all requisite documents and processing fee of ₹10,000/-.

C. Eligibility criteria for obtaining permission for setting up of teleports under uplinking guidelines

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

- Permission for Teleport will be for a period of 10 years. Renewal of permission will also be done for a period of 10 years.

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

- Applicant must be a company registered in India under the Indian Companies Act, 1956, irrespective of its equity structure, foreign ownership or management control.
- Networth Requirements: ₹5.00 cr. for first channel and ₹2.50 cr. for every additional channel.
- The applicant company must either own the channel it wants downlinked for public viewing, or must enjoy, for the territory of India, exclusive marketing/ distribution rights for the same, inclusive of the rights to the advertising and subscription revenues for the channel and must submit adequate proof at the time of application.
- The downlinked channel must be licensed or permitted for being broadcast by the regulatory or licensing authority of the country of transmission, proof of which would have to be submitted at the time of application.
 - Permission fee for downlinking of TV channels uplinked from India would be ₹5 lakhs per channel per annum.
- Permission fee for downlinking of TV channels uplinked from abroad would be ₹15 lakhs per channel per annum.
- The applicant company can apply on the prescribed form 1 along with all requisite documents and processing fee of ₹10,000/-.

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

- Applicant must be a company registered in India under the Indian Companies Act, 1956, irrespective of its equity structure, foreign ownership or management control.
- Networth Requirement: ₹5.00 cr. for first channel and ₹2.50 cr. for every additional channel.
- The applicant company must either own the channel it wants to be downlinked for public viewing, or must enjoy, for the territory of India, exclusive marketing/ distribution rights for the same, inclusive of the rights to the advertising and subscription revenues for the channel and must submit adequate proof at the time of application.

- The downlinked channel must be licensed or permitted for being broadcast by the regulatory or licensing authority of the country of transmission, proof of which would have to be submitted at the time of application.
- Additional conditions for permission to downlink a News and Current Affairs channel:
 - That it does not carry any advertisements aimed at Indian viewers;
 - That it is not designed specifically for Indian audiences;
 - That it is a standard international channel;
 - That it has been permitted to be telecast in the country of its uplinking by the regulatory authority of that country
- Permission fee for downlinking of TV channels uplinked from India would be ₹5 lakh per channel per annum.
- Permission fee for downlinking of TV channels uplinked from abroad would be ₹15 lakh per channel per annum.

Additional features of the amended guidelines

- (i) All TV channels would be required to operationalize their TV channels within a time frame of one year from the date of permission, for which Non-News and current Affairs channels will have to sign a Performance Bank Guarantee of ₹1 crore whereas News and Current Affairs channels will have to give a Performance Bank Guarantee for ₹2 crore. In the event of non-operationalisation of the permitted channel within a period of one year, the PBG will be forfeited and permission cancelled.
- (ii) The period of permission/registration for uplinking/ Downlinking of channels will be uniform at 10 years.
- (iii) One of the persons occupying the top management position i.e., Chairperson or Managing Director or Chief Executive Officer or Chief Operating Officer or Chief Technical Officer or Chief Financial Officer in the applicant company should have a minimum of 3 years of prior experience in a Media company, for both News and Non-News channels.
- (iv) Proposals of merger, demerger and amalgamation will be allowed under the provisions of Companies Act, after obtaining the permissions of the Ministry of I&B as per procedure.



MoS for MIB Col. Rajyavardhan Rathore at BES EXPO 2016

- (v) Permission for Uplinking/downlinking of a TV channel will be for a period of 10 years. Renewal of the permissions of TV channels will be considered for a period of 10 years at a time subject to the condition that the channel should not have been found guilty of violating the terms and conditions of permission including violations of the Programme and Advertisement Code on 5 occasions or more. What would constitute a violation would be determined in consultation with the established self-regulating mechanisms.
- (vi) The channels operating in India and uplinked from India but meant only for foreign viewership should be required to ensure compliance of the rules and regulations of the target country for which content is being produced and uplinked.

II. Procedure to Grant Permissions for New Satellite TV channels

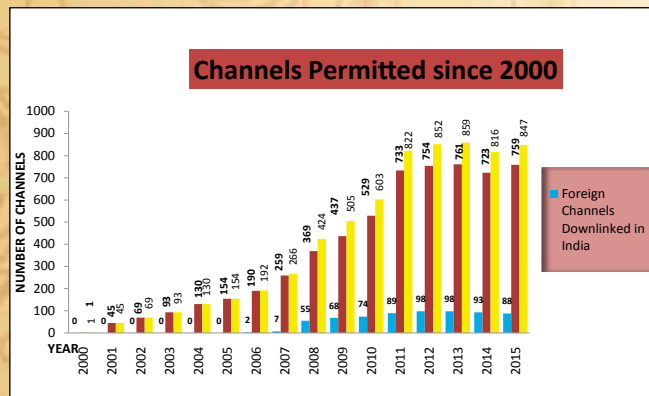
The applications for new TV channels are examined in the light of the eligibility criteria as prescribed in

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

A. Growth of Television channels

1. The first private satellite TV channel “Aaj Tak” was permitted in 2000. Since then the bouquet of private satellite TV channels in India has been expanding at a fast pace. Ministry has permitted 847 channels in India by 31st December 2015. Year-wise growth in number of TV channels permitted under uplinking (U/L) and downlinking (D/L) guidelines is shown below:

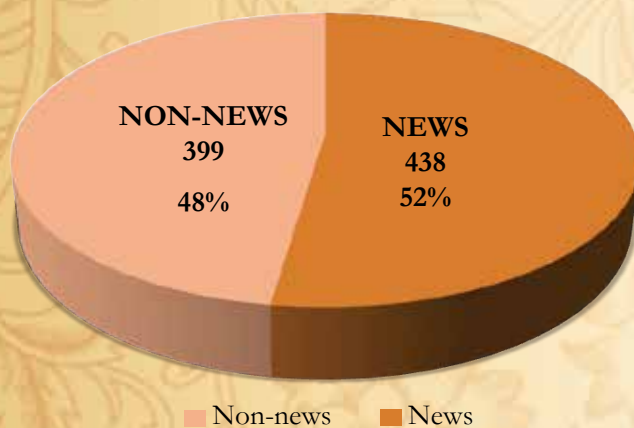
Number of Television Channels permitted by the Ministry



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

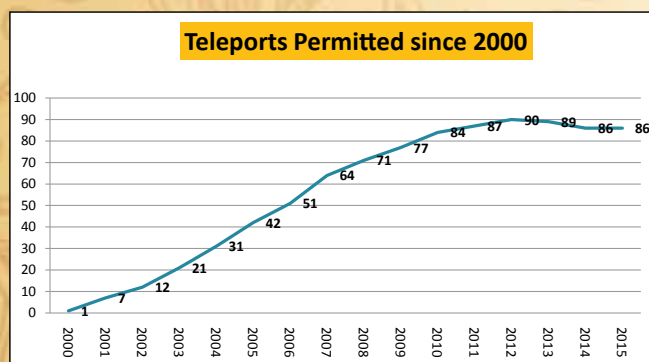
Category wise permitted Channels

Permitted TV Channels (News vs Non-news)



B. Growth of Teleports

Number of Teleports permitted by the Ministry



C. Growth trend on audience specific programming

There has been a significant growth in the number of channels providing entertainment in niche categories such as news, sports, kids, infotainment, spirituality, health and lifestyle etc. Digitisation will open up more avenues for broadcasters to launch more niche category channels in India. It is expected that on the lines of international markets, niche channels dedicated to cooking, gardening, automobiles, health or education may find flavor in India. Addressability also provides an opportunity for broadcasters to insert localized content and advertising, translating into premium advertisement rates.

Growth of Indian Media and Entertainment

Indian Media Entertainment Industry is on a positive growth trajectory. As per the FICCI KPMG Indian Media Entertainment Industry Report 2015, Indian Media and Entertainment industry grew from 918 billion in 2013 to 1026 billion in 2014, registering an overall growth 11.7 %. Over the next 5 years, it is projected to grow at a Compound Annual Growth Rate (CAGR) of 13.9% to reach 1964 billion by 2019. While Television continues to be the dominant medium, sectors such as animation and VFX, digital advertising and gaming are fast increasing sharing the overall pie. Radio is expected to grow at a CAGR of 18.1% over the next 5 years from 17.2 billion in 2014 to 39.5 billion by 2019, displaying a healthy growth. FICCI KPMG projections shows that print will witness a decline in growth rate and would continue to the second largest medium in the Indian Media and Entertainment Industry. The digital advertising is projected to grow at a CGAR of 30.2 % in the next 5 years between 2014 to 2019.

Table : Indian Media and Entertainment Industry, size and projections

(₹ in billion)

M & E Industry	2013	2014	2015 (P)	2016 (P)	2017 (P)	2018 (P)	2019 (P)	CGAR 2014-2019 (%)
TV	417.2	474.9	543.2	631.2	739.6	854.6	975.5	15.5%
Print	243.1	263.4	284.5	307.1	331.9	358.0	386.8	8.0%
Films	125.3	126.4	136.3	155.6	170.7	186.3	204.0	10.0%
Radio	14.6	17.2	19.6	22.3	27.0	32.8	39.5	18.1%
Music	9.6	9.8	10.4	12.0	14.2	16.9	18.9	14.0%
OOH	19.3	22.0	24.4	27.1	29.1	32.2	35.1	9.8%
Animation and VFX	39.7	44.9	51.0	58.7	68.5	80.6	95.5	16.3%
Gaming	19.2	23.5	27.5	31.8	35.4	40.0	45.8	14.3%
Digital Advertising	30.1	43.5	62.5	84.0	115.3	138.2	162.5	30.2%
Total	918	1026	1159	1330	1532	1740	1964	13.9%

Source: FICCI KPMG Indian Media Entertainment Industry Report 2015

D. Growth of Television Industry in India

Television is the largest medium for media delivery in India in terms of revenue, representing around 45% of the total media industry. The TV Industry continues to have headroom for further growth as television penetration in India is still around 61% of total households and increasing to 168 million in 2014. The number of Cable & Satellite (C&S) subscribers increased by 10 million in 2014, to reach 149 million. Excluding DD Direct, the number of paid C&S subscribers is estimated to be 139 million, implying a paid C&S penetration of 82 percent. This C&S subscriber base is expected to grow to 175 million by 2019, representing 90 per cent of TV households.

Source : FICCI KPMG Indian Media Entertainment Industry Report 2015

III. New Initiatives

A. Security Clearance:

The past year witnessed a sequence of instructions being issued by Ministry of Home Affairs [MHA] regarding grant of security clearance, its assessment, validity, reference for additional facility, etc. This Ministry has been in continuous dialogue with MHA in order to

evolve a stable policy regime which would ensure ease of business without diluting concern on security aspects. This has resulted in speeding up the process of granting approvals to TV channels and as many as 60 Channels [53 Uplinking channels + 7 Downlinking channels] were permitted during 2015, which far surpasses the permissions issued in each of the last 3 years.

B. FDI in Broadcasting:

With a view to ease flow of capital in a highly capital intensive sector like Satellite Broadcasting, operating teleports, running DTH Platform, etc., this Ministry had sought recommendation of Telecom Regulatory Authority of India on increasing the same. This was further discussed in Inter-Ministerial Committee Meeting. Ministry of Commerce & Industry, Department of Industrial Policy & Planning issued a Press Note revising, inter-alia, the FDI limits in the Sector.

IV. Bringing Transparency and Accountability

1. Open House Meetings

Open house meetings which are conducted on 20th of every month with broadcasters have proved to be very useful. The number of broadcasters attending these meetings has swelled over the last one year. Feedback from

the meeting has helped the Ministry to take new initiatives for expediting clearances and bringing more transparency. Several issues concerning new and permitted TV channels, teleports, use of SNG/DSNG vans, temporary Uplinking cases, change of satellites, change of name and logo, change in the Share Holding Pattern, induction of new Directors, FIPB approvals etc. are being discussed in an open and fair manner with broadcasters. These meetings have not only provided an opportunity to applicants for a direct interaction with Ministry officials, but have also facilitated flow of information directly to applicants thereby

eliminating the need to have an intermediary. The direct interaction has also built confidence in the system and has reduced dependence on unnecessary correspondence and phone calls.

Steps for Speedy Approvals

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

Review of Foreign Direct Investment (FDI) policy in Broadcasting Sector.

The FDI policy has been reviewed and as per Press Note No. 12 (2015 Series) of Ministry of Commerce & Industry, Department of Industrial Policy & Promotion, Para 6.2.7.1 and Para 6.2.7.2 is for Broadcasting Sector is as under:

Sector/Activity	Foreign Investment Cap	Entry Route
6.2.7.1.1 (1)Teleports (setting up of up-linking HUBs/Teleports); (2)Direct to Home(DTH); (3)Cable Networks (Multi System Operators (MSOs) operating at National or State or District level and undertaking upgradation of networks towards Digitisation and addressability); (4)Mobile TV; (5)Headend-in-the Sky Broadcasting Service (HITS)	100%	Automatic up to 49% Government route beyond 49%
6.2.7.1.2 Cable Networks (Other MSOs not undertaking upgradation of networks towards Digitisation and addressability and Local Cable Operators (LCOs).	100%	Automatic up to 49% Government route beyond 49%
6.2.7.2.1 Terrestrial Broadcasting FM (FM Radio), subject to such terms and conditions, as specified from time to time, by Ministry of Information and Broadcasting, for grant of permission for setting up of FM Radio stations	49%	Government
6.2.7.2.2 Up-linking of 'News & Current Affairs' TV Channels	49%	Government
6.2.7.2.3 Up-linking of 'Non-News and Current Affairs' TV Channels, Down-linking of TV Channels	100%	Automatic

2. Standard Forms and Applications

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

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

3. Satellite TV Application Tracking System (STATS)

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

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

The Ministry of Information and Broadcasting is mandated to issue permissions for uplinking/downlinking of television channels in India as per the Policy Guidelines 2011. The Ministry provides a single window facility to the applicants as all necessary clearances are obtained by the Ministry. This involves large volumes of paper trails and transactions to be processed by the Department personnel. This often leads to delays in issuing the necessary licenses, loss of documents submitted, difficulty to monitor the channel contents on a sustained

and planned basis, leading to some levels of inefficiency in the system. In order to streamline the process of application by agencies concerned and to enable both the Dept. officials and the applicant companies to monitor the status of their applications, it is proposed to develop a secure online portal that will enable all stakeholders to apply, monitor, manage and expedite the necessary process with minimal manual intervention. The project to develop an Integrated Online Portal solution for all processes involving grant of permissions/ registration/ license by Broadcasting Wing of Ministry of Information and Broadcasting has been assigned to BECIL on turn-key basis. Once implemented, this will provide speedy disposal of proposals and bring about more promptness and transparency in the system.

Content Regulation of TV Channels

1. Regulation of broadcast-content of Television channels has been a keenly debated issue. It has evoked concerns arising out of content having an adverse bearing on Indian ethos and cultural values, looking after the interests of women and children who are vulnerable to pervading impact of satellite television and the need for reconciling these concerns with constitutional freedom of speech and creative expression. With the booming television industry in India, which is projected to grow @ 13% per annum, the competition amongst various television channels is getting stiffer by the day. The Ministry has already granted permission to 847 private satellite television channels, out of which 449 are non-news and current affairs channels and 398 are news and current affairs TV channels as on 31.12.2015. There has been a substantial growth in the regional language channels also in the past few years as the competition among Hindi and English channels is becoming tougher and the market is saturating. Though Direct to Home (DTH) services have also experienced rapid growth, the distribution of these channels is still by and large through the cable operators which are largely in analog mode and have limited carrying capacity. However, with the ongoing digitization of cable TV network, this capacity is expected to increase substantially.
2. Every broadcaster through various Policy Guidelines has been mandated to follow the Programme and Advertisement Codes as prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder.

3. The Programme and Advertising Codes as prescribed under the Cable Act have been made applicable to all video content provided through different broadcasting modes including IPTV service.
4. The nature of content-related cases dealt with in the Ministry mainly relate to obscenity, portrayal of women in bad taste, ill effects on children, false and defamatory news, advertisements of misleading nature, etc. In all such cases, appropriate action was taken by the Ministry as per the Cable Television Networks (Regulation) Act, 1995 and wherever necessary, Advisories, Warnings, Order for Apology Scroll, etc., were issued.
5. During the period 1.4.2015 to 22.1.2016, the Ministry issued Advisories, Warnings, and Orders to the channels as per details given below:
 - i) 01 General Advisory – Advisory to TV channels regarding telecast of live coverage of anti-terrorist operation by security forces.
 - ii) 01 Specific Advisory – Russia TV channel was advised to adhere to the Programme and Advertising Codes.
 - iii) 06 Warnings – Directing the channel to strictly comply with Programme and Advertising Codes.
 - iv) 02 Orders – Channels were directed to be off air for varying number of days.
 - v) 02 Orders – Channels were directed to run Apology Scrolls.

Inter-Ministerial Committee (IMC)

6. For regulation of content on Satellite TV channels, an Inter-Ministerial Committee (IMC) chaired by Additional Secretary (I&B) had been constituted, with representatives from other Ministries, which gives its recommendations on whether a violation has taken place or not. The IMC has been re-constituted in the year 2011 by addition of a representative from the Ministry of Consumer Affairs, Food and Public Distribution to accord focused attention to consumer related issues. The IMC functions in a recommendatory capacity. The final decision regarding penalties and its quantum is taken on the basis of the recommendations of IMC. Ministry generally issues warnings or advisories or asks them to scroll apologies on their channel. Occasionally, the channels are also taken off air either temporarily for a limited period depending on the gravity of the violation.

Electronic Media Monitoring Centre(EMMC)

7. Electronic Media is a very powerful medium and can greatly influence public opinion. All developed democracies of the world regulate the broadcasting sector and the content being broadcast. So, in the light of public concerns, Electronic Media Monitoring Centre (EMMC) has been set up by the Government as a state-of-the-art facility with a view to monitor and record the content of (i) satellite TV channels w.r.t. violation of Programme and Advertising Codes enshrined under Cable Television Networks Regulation Act, 1995 and Rules framed there under and (ii) private FM channels w.r.t. license conditions and to protect its citizens from broadcast of undesirable content on a 24 x 7 basis. As many as 400 TV channels are being monitored by EMMC w.e.f. 30.11.2014 and it is likely to monitor 600 TV channels shortly.
8. Along with the monitoring of content, EMMC has been entrusted with the work of processing of complaints received by the government; monitoring of live telecast of temporarily permitted events; monitoring of Compliance of the Directions/Orders of the Ministry; round the clock recording and monitoring of TV channels and compiling of daily news reports with comments and reactions; giving feedback to Ministries and Departments; input material for GoM meetings; special monitoring; SMS Alerts; providing information to IBF and BCCC; collation and distribution of the reports; support to the Scrutiny Committee and the Inter Ministerial Committee on violations; archiving etc.
9. The number of satellite TV Channels is continuously increasing in the country and threat of content violations is also increasing in the equal proportions. The strengthening of EMMC with well-equipped technologically modern facility was, therefore, felt to provide a meaningful tool to monitor and devise the remedial measures for the violations of the Codes enshrined in Cable Television Networks (Regulation) Act 1995 and rules framed there under.
10. To augment capacity and to achieve the objective of monitoring 1500 channels, a 12th Plan Scheme “Strengthening of Electronic Media Monitoring Centre” was approved for ₹90.00 crore for

implementation during 2012-17. In addition, a centralized Monitoring mechanism in EMMC will also be set up for FM channels and Community Radio Stations (CRS).

State level and District level Monitoring Committees

11 In order to enforce the Cable Act and Rules at the state/district level, the Ministry issued order on 6th September 2005 for “Monitoring Committee for the Programme and Advertisements telecast by Cable TV channels” at the state, district/local level. Subsequently, detailed guidelines were issued by this Ministry on 19th February 2008 providing for district level Monitoring Committee and state level Monitoring Committee. The composition of the district level Committee is as under:

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

Functions of the District Level Monitoring Committee

- i) To provide a forum where the public may lodge a complaint regarding content aired over cable television and take action on the same as per procedure prescribed herein.
- ii) To review the action taken by Authorized Officers for enforcement of Cable Television Networks (Regulation) Act, 1995.
- iii) To immediately bring to the notice of State and Central Government if any programme is affecting public order or wide spread resentment in any community.
- iv) To keep a watch on content carried by cable television channels at local level and to ensure, through Authorized Officers, that no unauthorized or pirated channels are carried and local news if aired by the cable television operator is restricted to information

about local events and is presented in a manner which is balanced impartial and not likely to offend or incite any community.

- v) To monitor the availability of free to air channels and channels notified for mandatory carriage on the cable network.

Composition of State level Monitoring Committee is as under:

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

Functions of the State Level Monitoring Committee

- (i) To see whether District/Local Committees have been formed.
- (ii) To see whether they are meeting regularly.
- (iii) To see whether the authorized officers are effectively performing their duties
- (iv) To see how many cases are handled by them and what decisions are arrived at
- (v) To give suggestion/guidance to District/Local Level Committee.
- (vi) To take decision on the matters referred to it by District/Local level Committee.
- (vii) To collate data/information from District/Local Level Committee and forward it to Secretary, Ministry of Information and Broadcasting, Government of India.
- (viii) To recommend action and forward complaints against satellite channels (National Channels) to the Ministry of Information and Broadcasting through the Chief Secretary of the State in cases of violation of Government of India’s orders on the Programme and Advertising Codes.

12. So far, Nineteen (19) states. viz, Arunachal Pradesh, Bihar, Chhattisgarh, Gujarat, Himachal Pradesh, Goa, Jammu & Kashmir, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Mizoram, Rajasthan, Tripura, Uttarakhand, West Bengal & Sikkim have set up state level Committees.
13. Five (5) Union Territories, namely, Andaman & Nicobar Islands, Chandigarh, Daman Diu, Dadra & Nagar Haveli and Lakshadweep have also set up state level Committees.
14. So far as district level Committees are concerned, 296 districts across India have set up such Committees so far.
15. The proposal to have an autonomous and independent Regulatory Authority for the Broadcasting Sector and setting it up through an Act of Parliament has been engaging the attention and effort of government since 1997. The Bill for an independent Regulatory Authority was first introduced in 1997 but could not be carried through. Another attempt was made in the year 2001 with introduction of the Convergence Bill of 2001, which also lapsed. In the years 2006 and 2007, the Ministry formulated two different drafts of Broadcasting Service Regulation Bill for ensuring orderly growth of Broadcasting Services.
16. In a subsequent exercise a Committee headed by the then Secretary I&B submitted its report in 2008 in the form of Draft “Self-Regulation Guidelines for the Broadcasting Sector” proposing to replace the existing Programme and Advertising Codes. The Committee suggested a three tier structure for regulation of content. The proposal envisaged coexistence of self-regulation with statutory regulation. It was envisaged that the first tier of self-regulation would be at the level of the channel itself, whereas, the second tier would be at the level of a self-regulating mechanism set up by the relevant industry association. The third tier was considered at the level of a Statutory Regulator.
17. The Government has been in constant dialogue with broadcasting industry to take them on board in respect of the broad structure of the Regulatory Framework envisaged in the draft Bill. However, there has been stiff opposition from the broadcasters and other stakeholders on the issue of regulation of content, which is best left to self-regulation. The

Government has, therefore, given an assurance to the media in the press release dated 14.01.2009 that the matter regarding finalization of Content Code (Self-Regulation Guidelines for Broadcasting Sector) will be taken up only after the widest possible consultation with all the stakeholders and eliciting their points of view on the proposed changes.

18. Although the Ministry has initiated wide ranging consultations with stakeholders for arriving at a consensus on these issues, very little progress was made. In order to take up this issue in a conclusive manner, the Ministry constituted a Task Force in 2009 (copy of order at Annexure V), under the chairmanship of the then Secretary, Information and Broadcasting, and including Broadcasters to evolve a broad consensus on the issue, particularly on the mechanism envisaged for content regulation. The Task Force consisting of representatives of the Ministry and the Broadcasting Industry, held wide ranging consultations with different stakeholders, namely Cable Operators Federation of India (COFI), MSO Alliance, DTH Association, IPTV Forum, and Association of Radio Operators of India (AROI) as also with CII, ASSOCHAM and FICCI. It also held discussions with media experts, members of the civil society, Resident Welfare Associations, academia and consumer groups. Lastly, it elicited the views of statutory bodies like National Commission for Women (NCW) and National Commission of Protection of Child Rights (NCPCR). However, there emerged a spectrum of views and opinions during the consultation process. Meanwhile, self-regulation in various segments of the Broadcast Industry took roots.

Self-Regulation in case of News Channels

19. News Broadcasters Association (NBA), as part of its self-regulation mechanism, has formulated a Code of Ethics and Broadcasting Standards covering a wide range of principles to self-regulate news broadcasting. They have set up a Two- Tier structure to deal with content related complaints. Complaints are dealt with at Tier I, by the individual broadcasters at their level whereas, at Tier II, by News Broadcasting Standards Authority (NBSA), set up NBA in 2008.
20. The object of the News Broadcasting Standards Authority includes entertaining and deciding complaints



Board Members of News Broadcasters Association (NBA) meeting the Secretary, I&B Shri Sunil Arora in New Delhi on September 10, 2015

against or in respect of news broadcasters in so far as these relate to the content of any broadcast. The Authority is headed by a Chairperson who is a retired Judge of the Supreme Court and consists of eight other members comprising 4 (four) eminent editors employed with broadcasters and 4 (four) persons having special knowledge and/or practical experience in the field of law, education, medicine, science, literature, public administration, consumer affairs, environment, human psychology and/or culture. The NBSA, is headed by Justice R.V.Raveendran, retired judge of Supreme Court.

The other 8 members are:

Four Persons from Editor's Category

1. Ms. Manika Raikwar Ahirwal
2. Mr. Hemant Sharma
3. Mr. Rajiv Khandekar
4. Mr. Vivek Law

Four Eminent Persons

1. Mr. Nitin Desai, Economist and Former Under Secretary General of United Nations
2. Mrs. Vijayalaxmi Chhabra, former Director General of Doordarshan

3. Ms. Leela K. Ponappa, former Ambassador and Dy. National Security Adviser.
4. Dr. S.Y. Quraishi, Former Election Commissioner of India
21. NBSA received and considered 1970 complaints up to 9.7.2015 which were received directly, from members, ECI and Ministry of I&B; NBSA passed 39 orders. It has also issued 11 Guidelines and 41 Advisories on various subjects.

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

22. Indian Broadcasting Foundation (IBF) has set up a mechanism for self-regulation in case of non-news channels after consultation with the Ministry. As part of this, IBF has laid down Content Code & Certification Rules 2011 covering an entire gamut of content-related principles and criteria for television broadcast.
23. As part of this mechanism, a two-tier based complaints redressal system has also been set up. At the tier-I level, each Broadcaster shall set up a Standard and Practices (S&P) Department with a Content Auditor to deal with the complaints received for content aired on its channels.

24. At the tier II, the Broadcast Content Complaints Council (BCCC) has been set up and made operational since 1.7.2011. The BCCC is a sixteen (16) Member body consisting of a Chairperson being retired Judge of the Supreme Court or High Court and 15 other Members from various spheres of expertise consisting of Four (4) Eminent persons, Four (4) Broadcast Members and Five (5) Members from any national level Statutory Commissions and two (2) Special Invitees to deal with complaints against Regional Channels.

25. The BCCC is presently headed by Justice (Rtd) Mukul Mudgal. The details of 15 members of BCCC are as under:

Members : Eminent Persons

1. Mr. Bhaskar Ghose, theatre personality and former IAS officer
2. Ms. Shabana Azmi, actor and social activist
3. Mr. Vir Sanghvi, senior journalist and editor
4. Mr. Wajajat Habibullah, former CIC, former Chairperson NCM and former IAS.

Members : National Statutory Commissions

1. Dr. P.L. Punia, Chairperson, National Commission for Scheduled Castes (NCSC)
2. Ms. Stuti Kacker, Chairperson, National Commission for Protection of Child Rights (NCPCR)
3. Mr. S.K. Kharventhan, Member, National Commission for Backward Classes (NCBC)
4. Mr. Naseem Ahmad, Chairperson, National Commission for Minorities (NCM)
5. Ms. Laldingliani Sailo, Member, National Commission for Women (NCW)

Broadcast Members

1. Mr. A. Mohan, Zee Network
2. Mr. Amit Grover, Discovery
3. Ms. Shobhna Bajaj, Turner
4. Mr. Sujeet Jain, Viacom 18

Special Invitees to deal with complaints against Regional Channels

1. Ms. Tara Murali, eminent conservationist and architect
2. Ms. Arundhati Nag, veteran film and theatre personality.

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

Self-regulation of advertisements on TV channels

27. With regard to regulation of advertisements on TV channels, the Code adopted by the Advertising Standards Council of India (ASCI), which is a self-regulatory body, has been incorporated in the Advertising Code stipulated in Cable Television Networks (Regulation) Act 1995 and Rules framed thereunder. ASCI has set up Consumer Complaints Council (CCC) to consider complaints in regard to advertisements. The CCC currently has 28 members; 12 are from within the industry and 16 from the civil society like well-known doctors, lawyers, journalists, academicians, consumer activists etc.

Background Note on Television Rating Points Issue

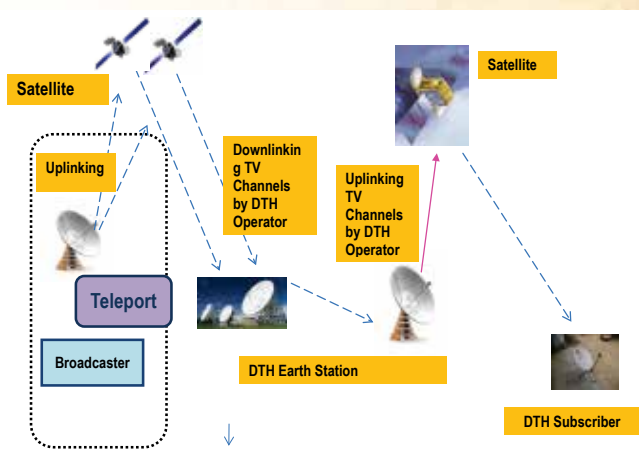
- Parliamentary Standing Committee on IT, in 2008 took note of the state of Television Rating system in India and emphasized greater transparency and coverage. MIB referred matter to TRAI.
- TRAI, on 18th August, 2008, recommended self-regulation through an industry-led body i.e. Broadcast Audience Research Council (BARC) with Government exercising oversight through its nominees in the Board of BARC.
- BARC set up on 9th July, 2011 as a Not-for-Profit Company under Section 25 of the Companies' Act.
- However, no alternate TRP mechanism established by BARC. Efforts to do the same begun in 2012.
- BARC Technical Committee set up in Nov 2012 consisting of 12 members. BARC Advisory High Table (BAHT) set up in Jan 2013 having 5 members. Prasar Bharati has been taken on the Board of Directors of BARC in 2013. DAVP has also been inducted in the Technical Committee in 2013.
- TRAI, on 11 Sep 2013, gave recommendations on 'Guidelines for Television Rating Agencies'. The same were considered by an Inter-Ministerial Committee in the Ministry of Information and Broadcasting and recommended for acceptance. Thereafter, the approval of the Cabinet was taken and Guidelines were issued on 16 January 2014.

PRESENT STATUS

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

DIRECT TO HOME (DTH) SERVICE

DTH Transmission



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

The Government on 15.3.2001 (amended on 06.11.2007) issued detailed guidelines including application Forms and Licensing Agreement for operating DTH services in India. The eligibility conditions in the guidelines, inter-alia, provide for total foreign equity holding, including FDI/NRI/OCB/FII, in the applicant company not to exceed 49%, and within the foreign equity, the FDI component not to exceed 20%. The Department of Industrial Policy and Promotion has liberalized the FDI Policy in electronic media vide Press Note No. 12(2015 Series) dated 24.11.2015 for Broadcasting sector making Foreign Investment cap in DTH sector upto 100% (Automatic upto 49% and Government route beyond 49%). It also provides that Applicant Company must have Indian management control with the majority representatives on the Board as well as Chief Executive of the Company being Resident Indians. All applications for issue of license for operating DTH services are required to be examined in accordance with the eligibility criteria. The existing DTH license conditions for setting up and operating DTH service in India contain adequate safeguards with regard to the carriage of undesirable contents in DTH service.

The Doordarshan provides free to air channels on its DTH service (called Free Dish) for which the subscribers have to buy the dish and the set top box

from the open market. Since the Doordarshan signals are unencrypted and free to air, no accurate assessment is available about the number of viewers. Apart from Doordarshan's DD Direct Plus, DTH service is being provided by six private players, namely, Dish TV (M/s Dish TV India Ltd.), Tata Sky (M/s. Tata Sky Ltd.), Sundirect DTH (M/s. Sun Direct TV Pvt. Ltd.), BIG TV (M/s. Reliance BIG TV Ltd.), Airtel Digital TV (M/s. Bharti Telemedia Ltd.) and Videocon d2h

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

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

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

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

INTERNET PROTOCOL TELEVISION (IPTV) SERVICE

The Government on 08.09.2008 has put in place the

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

enables IPTV service provider to create its own content except for the news and current affairs.

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

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

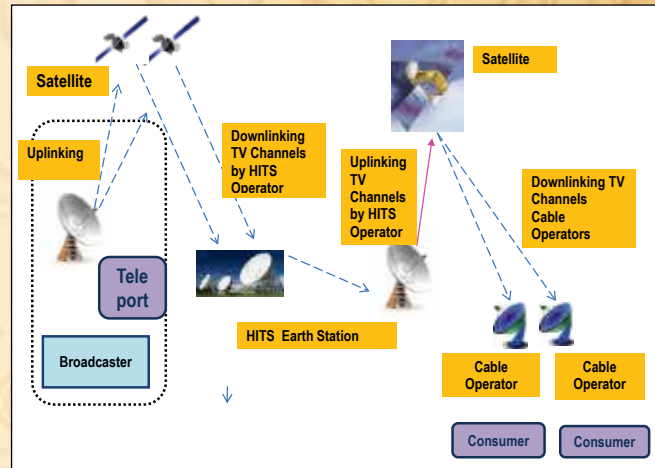
Globally IPTV has emerged as a serious competing pay TV platform for the Cable and DTH services. It is expected to generate additional revenue streams both for content providers and the IPTV service providers and simultaneously reducing the cost for the subscribers giving them a variety of content and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

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

IPTV will experience a slow take-off as compared to the other services in the broadcasting space since IPTV has had limited success globally and it is likely to take some time before the service makes inroads in the market.

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

HITS Transmission



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

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

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

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

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

Presently M/s Nodia Software Technology Ltd and M/s Grant Investrade Ltd are two companies which are holding HITS permission to operate HITS services in the country.

Progress of CABLE TV DIGITISATION and its impact

1 Cable TV System in the Country

Cable TV forms the back bone of the broadcasting distribution industry. The cable industry has played a prominent role in the growth of the electronic media sector in the past 20 years. Despite the fast growth of the DTH services, cable services continue to dominate the distribution of TV channels as of today. This platform has a number of limitations due to analog nature of transmission.

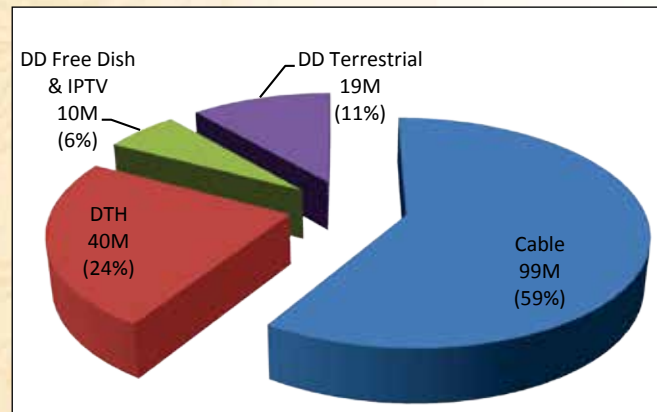
2 Profile of the Broadcasting Industry

The cable TV service value chain comprises four main supply side entities i.e., broadcaster, Multi System Operator (MSO), Local Cable Operator (LCO) and the

end consumer. Broadcaster generates the content to be televised and received by the viewer. Broadcasters transmit or “up-link” the content signals to the satellite. MSOs downlink the broadcasters’ signals from the Satellite, decrypt any encrypted channel and provide a bundled feed consisting of multiple channels to the LCO. As per TRAI, there are around 6,000 MSOs operating in India. The MSO business is dependent on the broadcaster for content and on the LCO for last mile connectivity and subscription revenue collection. MSO is required to have head-ends for receiving TV signals. LCOs receive bundled signals from the MSO and retransmit this to subscribers in their area through cables. It is estimated that there are around 60,000 cable operators in the country.

3. Nature of television distribution platforms

India is the world’s second largest TV market which is next only to China. India has 168 million TV households with the following platform wise distribution as per FICCI KPMG Report 2015:



4. Drawbacks of analog cable TV

The analogue cable television is afflicted with the following inherent drawbacks:

- Whereas the number of permitted satellite TV channels has gone beyond 700, the analog system is able to carry only 70-80 channels. This severely restricts the choice for the subscriber and denies the subscriber a large canvas of channels available in the broadcasting universe.
- The limited carrying capacity of the analogue system brings about a distorted business of television distribution, as broadcasters are forced to incentivize MSOs for carrying their channels by paying carriage fees
- The analog cable does not have the technological feature of facilitating a-la-carte (individual) selection

of channels. This compels the customer to go by the bouquet of channels devised by a cable operator out of his own accord, restricting a say of the customer in selection of channels. Thus, the analogue regime is not customer friendly.

- Another severe technological limitation of the analog services is lack of transparency as subscriber base is not accurately maintained and reported. This leads to under reporting of subscription revenue and the consequent concealment of tax revenues.
- The limited carrying capacities and lack of transparency distorts the business model for the broadcasters and increases their dependence on advertisement revenues and restricts scope for subscription revenues (65:35). Accordingly, for higher Television Rating Points (TRP) the channels often sensationalize the content on television.
- The quality of picture on analog cable depends on whether a channel gets carried in Prime Band or non-Prime Band.
- Cable operators are facing severe competition from Direct to Home (DTH) and IPTV services which are in a position to provide high quality content and value added services and unless they upgrade their services they will lose out business to new platforms.

5. TRAI Recommendations

The Telecom Regulatory Authority of India (TRAI), in its recommendations dated the 5th August, 2010 on “Implementation of Digital Addressable Cable Systems in India” had, inter alia, recommended that Digitisation with addressability be implemented on priority in cable TV services and, accordingly, recommended a time frame comprising four phases for switch over from analog system to the digital addressable system (DAS) in the cable TV sector.

6. Benefits of Digitisation

Addressability means that the signals of cable operators will be encrypted. Signals can only be received through a Set Top Box after due authorization from the service provider, thus, enabling identification and maintenance of data base for each subscriber, to bring transparency and prevent piracy. Implementation of DAS would benefit all stakeholders. The key advantages of digitization for various stakeholders are as follows:

i. Consumer

- Consumers would be empowered to exercise a-la-

carte selection to allow individual channel selection and they will pay only for those channels they wish to watch depending up on their budget.

- The number of channels offered to the consumers will go from the present 70-80 channels to several hundreds. It will also enable them to watch a large number of high quality/high definition digital television channels giving them a better viewing experience.
- Like DTH and IPTV subscribers, the cable TV subscribers will also get improved quality of content and have access to various value added and interactive services like Electronic Programme Guide, Movie-on Demand, Video-on-Demand, Personal Video, Gaming, etc.

ii. Cable Operators

- Digitisation enables the cable operator to provide Triple Play which is carriage of voice; video and data i.e TV, Telephony, internet and IT enabled services. Bundling broadband with digital channels is a promising proposition and a significant differentiator from DTH. This would enable them to compete effectively with DTH services, increase their Average Revenue per User (ARPU) and enable convergence of Broadcasting and Telecom services. Broadband penetration in India will also increase through digitisation of cable TV services.

iii. Broadcasters

- The increased capacity would enable broadcasters to offer niche channels and HDTV (High Definition Television) channels. Increased subscription revenue would allow broadcasters to move away from TRP centric content, to conduct the business on an auditable subscriber basis.

iv. Government

- Government's tax collection would match the actual market size.
- Transparency in subscriber's base would drastically bring down the losses that are caused to the Government by way of evasion of taxes.
- There would be enhanced generation of service tax revenue and entertainment tax through enhanced deployment of broadband and other value added services.
- The digital cable TV network is vital infrastructure

for penetration of broadband through which the e-Government services of both Central and State Governments can be accessed

7. Amendment in the Cable Act for implementing DAS

In view of the recommendations of the TRAI, the Union Cabinet, in its meeting held on 13th October 2010, approved the Ministry's proposal for mandatory introduction of Digital Addressable Systems (DAS) in the cable TV services, which, inter-alia, covers a time frame

8. Notification for Phase wise implementation of DAS

Ministry of Information and Broadcasting, in its Notification dated 11th November, 2011, laid down the following schedule for digitization of the Cable TV Networks in India in four phases:

Phase I	Metro cities of Delhi, Mumbai, Kolkata & Chennai	Originally slated for 30 th June 2012. Modified to 31 st Oct 2012
Phase II	38 cities (with population more than one million)	31 st March 2013
Phase III	All other urban areas (Municipal Corporations/ Municipalities)	Originally slated for 30 th Sept 2014 Modified to 31 st Dec 2015
Phase IV	Rest of India	Originally slated for 31 st Dec 2014 Modified to 31 st Dec 2016

9. Digitization Status: Phase I

Cable TV digitization which is presently underway in India, is set to change the broadcasting landscape in the country. The digitization exercise being undertaken by the Ministry of Information and Broadcasting is, perhaps, one of the biggest transitions from analogue to digital anywhere in the world, given the sheer magnitude of TV homes involved. This is also perhaps the fastest digital transition envisaged to happen in 3 years as many other countries have taken several years to complete it. Phase I of digitization was completed by 31st October, 2012. Out of the four metro cities planned to be digital, digitization has been near total in Delhi, Mumbai and Kolkata. Chennai is yet to undergo the digital transition due to several pending Court cases.

About 85 lakh cable STBs were installed in Phase I cities by 31st October 2012. Maximum number of 34 lakh STBs were installed in Delhi, followed by 26 lakh in Mumbai, 22 lakh in Kolkata and 3.5 lakh in Chennai.

and road map for implementation of Digitisation with addressability on a pan India basis in cable TV services, leading to a complete switch off of analog TV services by 31st December, 2014. Cabinet also approved certain amendments in the Cable Television Networks (Regulation) Act, 1995 through promulgation of an Ordinance, namely, the Cable Television Networks (Regulation) Amendment Ordinance, 2011. The said Ordinance was promulgated on the 25th of October 2011. Subsequently the Cable Television Networks (Regulation) Amendment Act, 2011 was brought into force w.e.f 31.12.2011.

10. Digitization Status: Phase II

10.1 Phase II was concluded by 31st March, 2013 in 38 cities spanning across 14 States and one Union Territory.

10.2 Out of the above 38 cities the switch over is complete in 37 cities while in Coimbatore it is held up due to court case.

11. Impact Assessment of Phase I & Phase II

Since it is too early to carry out any formal impact assessment of the cable TV digitisation, data has been collected from different stakeholders which indicates that the following major benefits from digitisation have started accruing:

- i. Choice from large number of channels including HD channels: In analog regime, cable system had a carrying capacity of 75 to 80 channels only. All these channels were of Standard Definition (SD) quality but the same cable in digital can not only carry up

- to 600-700 channels but even High Definition (HD) channels can be carried. From the data received from the MSOs it is observed that in Delhi, Mumbai and Kolkata on an average 300 SD and 20 HD channels are being carried by each MSO. Subscribers have choice to choose from these large numbers of channels.
- ii. Ad Free and high quality channels: Channels in the digital system are encrypted and a consumer can watch only those channels for which they have subscribed. Since digital system has capacity to carry hundreds of channels, the Broadcasters are launching new high quality and even ad free channels which cable subscribers have starting subscribing on additional payment. This was not possible in analog regime.
 - iii. Quality of Picture and Sound: In analog system picture and quality was not only poor but was also dependent on the band (VHF-1, VHF-2 or UHF) in which the channel was carried. In digital system quality is excellent being digital and is independent of the band of frequency on which the channel is carried by the MSO.
 - iv. Programme Guide: In digital domain cable subscribers are getting the full access to programme guide and know what programme is currently being played and would be coming up at different times.
 - v. Grievance Redressal Mechanism: As per Regulations by TRAI, it is mandatory for every MSO and his cable operator to have a Grievance Redressal Mechanism wherein a toll free number, web based system for logging and tracking the status of complaints and notification of nodal officers has been mandated. No such system existed in analog regime. Complaints can thus be addressed effectively in the digital system. TRAI has also provided a timeline for redressing the grievances of consumers in a time-bound fashion.
 - vi. Increase in ET & ST collection due to transparency: Cable TV digitisation has brought transparency. It is not possible for a MSO or cable operator to under-declare the cable subscriber base.

Entertainment Tax collection data for Phase I & Phase II cities was collected from the Entertainment Tax Departments. The received data is tabulated below.

Entertainment Tax Collections (₹ in Lakh)			
As per data received from the Entertainment Tax Departments			
Cities	Pre-DAS	Post-DAS	
	Financial Year 2012-13	Financial Year 2013-14	Financial Year 2014-15
Kolkata	233.90	1,199.43	2,848.00
Patna	5.92	75.96	207.62
Bengaluru	199.03	462.56	937.43
Mysuru	21.15	30.04	67.07
Visakhapatnam	24.62	31.57	74.93
Jabalpur	13.62	5.35	32.35
Pune and Pimpri Chinchwad	454.25	440.99	2,216.98
Thane, Navi Mumbai and Kalyan Dombivali	1,306.16	110.76	2,131.36
Nashik	209.22	363.85	661.20
Aurangabad	256.73	374.00	442.95
Agra	217.97	313.17	459.87
Allahabad	139.99	221.64	326.83
Ghaziabad	530.64	643.58	1,026.43
Kanpur	478.80	915.34	1,324.09
Lucknow	483.22	638.00	902.00
Meerut	255.30	43.45	593.36
Varanasi	152.71	210.52	422.01

The data shows 2 to 3 times increase in the Entertainment Tax collection from pre to post DAS implementation.

vii. Reduction in Carriage fee: Since digital system has large capacity, MSOs are demanding channels from the Broadcasters to carry on their system and thus the amount of Carriage fee being charged by MSOs from Broadcasters have started coming down.

Data received from 6 news broadcasters and 4 national MSOs indicates that the amount of carriage fee being paid by broadcasters to MSOs has come by about 30%.

viii. Increase in Subscription revenue: Due to transparency in subscriber base in the digital system, the subscription revenue being received by Broadcasters from MSOs/LCOs is showing increase.

Data received from national MSOs indicates that subscription charges being paid to broadcasters by MSOs have gone up about 40% from pre-DAS to post-DAS.

Stage set for Value added and Triple Play Services on Cable network: Due to digitisation of cable TV network, the stage is set for using this network for providing Value Added and triple Play Services to consumers by MSOs/LCOs and widen their business. Though it is too early to carry out any formal impact assessment of the cable TV digitisation but the preliminary data indicates that the following major benefits from digitisation have started accruing:

12. Set Top Boxes (STBs)

12.1 Requirements: As per the Census 2011, total number of TV households in India is 117 million (11.7 crores)

- Total TV Households in India (as per Census 2011) 11.7 crore
- Total STBs/DTH required by adding 20% provision for multiple TV in houses and TVs in offices/shops 14 crore
- Achievement in Phase I & II 3 crore
- Balance to be covered in Phase III & IV 11 crore

12.1.1 As can be seen from above, Phase I and Phase II together have led to about 20% of the Cable TV digitization i.e., out of a total of 14 crore STBs required, 3 crore STBs have already been installed. About 4 crore STBs were estimated to be the requirement in Phase III and about 7 crore in Phase IV.

12.1.2 Phase III was to cover all remaining urban areas (not covered in Phases I & II). List of areas falling in Phase III and the requirement of area wise STBs was worked out as per Census 2011 by the Ministry. This list was updated as per the comments of the State/UT Governments. The final list is as below:

Cable TV Digitisation List of Urban areas under Phase III of Digitisation Summary

States/UTs	No. of Districts	No. of Urban Areas	TV Households
Andhra Pradesh	13	110	2,044,940
Arunachal Pradesh	18	28	50,849
Assam	27	94	559,187
Bihar	38	198	791,193
Chhattisgarh	18	169	818,954
Goa	2	14	82,311
Gujarat	33	167	1,621,289
Haryana	21	78	1,073,021
Himachal Pradesh	12	53	131,970
Jammu & Kashmir	22	81	252,724
Jharkhand	24	40	539,126

States/UTs	No. of Districts	No. of Urban Areas	TV Households
Karnataka	30	211	2,028,622
Kerala	14	66	1,158,766
Madhya Pradesh	50	369	1,810,467
Maharashtra	35	524	3,502,453
Manipur	9	55	117,233
Meghalaya	11	22	84,351
Mizoram	8	23	85,602
Nagaland	11	26	78,167
Odisha	30	113	958,471
Punjab	22	161	1,221,880
Rajasthan	33	185	1,536,024
Sikkim	4	7	27,600
Tamil Nadu	32	1095	6,608,292
Telangana	10	73	1,516,297
Tripura	4	20	131,455
Uttar Pradesh	75	906	3,194,426
Uttarakhand	13	131	488,860
West Bengal	20	75	1,055,469
Delhi	Covered in Phase I		
Andaman & Nicobar	3	1	22,311
Chandigarh	Covered in Phase I		
Dadra & Nagar Haveli	1	6	24,483
Daman & Diu	2	8	28,079
Lakshadweep	1	6	5,493
Puducherry	4	5	150,030
Total	646	5,120	33,800,395

List of District wise areas to be covered in Phase III is available at the Ministry's websites (www.mib.nic.in and www.DigitalIndiaMIB.com).

12.2 Seeding Status –

A Management Information System (MIS) was got developed for collection of seeding data from MSOs, DTH operators and HITS operators online. All registered MSOs, DTH & HITS operators were requested on 27th October 2015

to log in the MIS software and upload the area wise seeding data of STBs for Phase III areas. They have also been advised to update seeding at least once a week. Alerts are being issued to defaulters.

The screenshot displays the MIS software interface. At the top, there is a header for 'DIGITAL INDIA MIB' (Ministry of Information & Broadcasting) and 'BECIL वेसिल'. The navigation menu includes Home, About Us, Why/How, Acts/Rules/Guidelines, Information, Links, and Seeding Progress MIS. The main content area is divided into several sections: 'Latest News' with a list of recent updates, a 'Workshop by M/o I&B with Nodal Officers of Maharashtra, Goa and Dastar & Nagar Javeli held on 26th September 2015 in Pune' announcement with a photo gallery, 'MSO Registration' details, 'LCO Registration', and 'FAQ's'. On the right side, there is a login form with fields for 'User Name' and 'Password', a 'Log In' button, and a 'Forgot Password?' link. Below the login form, it says 'Powered by BECIL'. The bottom part of the screenshot shows the 'Operator Details' page for a user named 'DemoMSO'. The details include: Name (DemoMSO), Licence Type (Permanent), Registration/File No. (8/143/2015-BP&L), Permitted City/Town/Area Operation (States of Andhrapradesh, Telangana, Odisha), Address (Plot no 40, Shanthipath, Hyderabad-90), Status/Validity (Demo Registration), Email (ravi.allori@gmail.com), and Phone (09876543234567). The 'Primary Contact' section lists Primary Name, Primary Mobile No., Primary Email, and Alert Mail.

Till 1st February 2016, out of 625 MSOs who has registration for operation in Phase III areas, only 290 MSOs have uploaded seeding data for STBs in the MIS. All the 6 DTH operators have uploaded seeding data. Out of 2 permitted HITs operators, only one has filled seeding data.

As per MIS, the status of seeding as on 1st February 2016 is indicated on the next page. The actual position would be much better as all the registered MSOs and HITs operators have not provided the seeding data:

Phase III of DAS - Seeding status as on 1.2.2016							
S N	States/UTs	Target	DTH Seeding	HITS Seeding	MSO Seeding	Total Seeding	Seeding Percent
1	Andhra Pradesh	2,453,928	733,443	13,390	998,126	1,744,959	71.11
2	Arunachal Pradesh	61,019	75,082	296	0	75,378	123.53
3	Assam	671,024	825,935	1,177	259,217	1,086,329	161.89
4	Bihar	949,432	715,814	311	241,832	957,957	100.90
5	Chhattisgarh	982,745	676,038	2,224	88,642	766,904	78.04
6	Goa	98,773	95,893	0	11,561	107,454	108.79
7	Gujarat	1,945,547	661,201	10,623	1,260,017	1,931,841	99.30
8	Haryana	1,287,625	1,151,800	15,759	673,159	1,840,718	142.95
9	Himachal Pradesh	158,364	124,735	8,203	174,361	307,299	194.05
10	J&K	303,269	400,692	4,974	84,902	490,568	161.76
11	Jharkhand	646,951	278,313	1,631	135,092	415,036	64.15
12	Karnataka	2,434,346	2,153,605	977	694,206	2,848,788	117.02
13	Kerala	1,390,519	601,052	0	1,280,258	1,881,310	135.30
14	Madhya Pradesh	2,172,560	1,002,417	504	370,752	1,373,673	63.23
15	Maharashtra	4,202,944	4,382,966	3,865	947,115	5,333,946	126.91
16	Manipur	140,680	33,197	0	0	33,197	23.60
17	Mizoram	102,722	14,490	0	15,280	29,770	28.98
18	Meghalaya	101,221	100,286	0	6,725	107,011	105.72
19	Nagaland	93,800	102,846	433	2,858	106,137	113.15
20	Odisha	1,150,165	865,668	1,941	174,891	1,042,500	90.64
21	Punjab	1,466,256	1,134,281	6,862	1,098,463	2,239,606	152.74
22	Rajasthan	1,843,229	1,105,319	5,382	614,259	1,724,960	93.58
23	Sikkim	33,120	56,436	0	5,770	62,206	187.82
24	Tamil Nadu	7,929,950	2,773,199	87	18,983	2,792,269	35.21
25	Telangana	1,819,556	287,268	1,378	385,687	674,333	37.06
26	Tripura	157,746	97,055	0	20,800	117,855	74.71
27	Uttar Pradesh	3,833,311	2,792,745	3,212	799,856	3,595,813	93.80
28	Uttarakhand	586,632	463,692	71	225,853	689,616	117.56
29	West Bengal	1,266,563	412,788	2,695	315,992	731,475	57.75
30	Andaman & Nicobar	26,773	105	2,796	25,928	28,829	107.68
31	Dadra & Nagar Haveli	29,380	28,297	0	0	28,297	96.32
32	Daman & Diu	33,695	17,389	0	125	17,514	51.98
33	Lakshadweep	6,592	1,300	0	0	1,300	19.72
34	Puducherry	180,036	11,005	0	18,636	29,641	16.46
	Total	40,560,474	24,176,352	88,791	10,949,346	35,214,489	86.82

12.3 Steps taken by M/o I&B to promote indigenous manufacturing of STBs

Ministry of Information and Broadcasting has been working to promote indigenous STB manufacturing industry in the country. In this connection the following steps have been taken:

1. Advised MSOs to use indigenously manufactured STBs – In almost all the meetings the registered MSOs were

encouraged to procure and install made in India STBs as far as possible.

2. A representative of Consumer Electronics and Appliances Manufacturing Association (CEAMA) used to be taken as a member in almost all the committees constituted by the Ministry. Various issues raised by CEAMA and the actions taken on the same are as below:

i. Extension of Form “C” facility to the indigenously manufactured STBs

- Since MSOs generally do not sell STBs to consumers but provide on payment of activation charge, thus they are not able to issue C-Form. As a result they had to pay VAT @ 14% against 2% on submission of C-Form.
- The issue was actively pursued by the Ministry of I&B with the Department of Telecommunication, Department of Electronics & IT and Ministry of Micro, Small and Medium Enterprises (MSME).
- On pursual Department of Telecommunication confirmed on 30th June 2014 that STBs are a part of Telecommunications Network.
- Thereupon, Department of Revenue, Ministry of Finance, vide their memorandum dated 13th August 2014, extended the facility of Form ‘C’ under section 8(3) (b) of Central Sales Tax Act 1956 to Set Top Boxes by including these in the definition of goods for use in the ‘Telecommunication Network’.
- Thus this issue stands resolved.

ii. Long term financing to the local STB manufacturing industry

- MSOs and CEAMA had informed that STB suppliers from abroad provide long term financial facility on the set top boxes to the Indian buyers but local FIIs and banks do not provide the long term financing facility to MSOs as at present they don’t have sound financial position.
- The issue was discussed with officers of MSME, Deptt of Banking Services and SIDBI. SIDBI had suggested that domestic STB manufacturers may avail benefits under ESCROW scheme but MSOs did not find it workable.

iii. Reduced import duty under India–ASEAN FTA agreement

- CEAMA had drawn attention to the Ministry of Finance notification No. 37/2014 and 38/2014-Cus. dated 29.12.2014 vide which the imports from ASEAN countries is now subject to 2% Custom Duty from 1st January 2015 against certain value additions in ASEAN countries under an old FTA Agreement signed by the Government of India with the ASEAN countries . CEAMA had further mentioned that the Custom Duty will go down to 0% from 1st Jan 2016.
- CEAMA has apprehended that the reduction in Custom Duty on import from ASEAN countries by the Government shall turn the DTH players and MSOs towards these countries for procurement of set top boxes and thus may adversely impact of the Ministry to promote indigenous manufacturing of STBs.
- The issue was taken up with MSME and DeitY. Suggestion of DeitY was referred to the Deptt of Commerce for deferment of concessional BCD of 2%, applicable on import of STBs under ASEAN-India for 2 years.
- M/o Commerce had mentioned that concessional BCD under the India-ASEAN FTA at 2% w.e.f. 1.1.2015 is the outcome of the negotiated agreement, which cannot be unilaterally altered by the signatory countries to others disadvantage. It was further suggested that domestic electronics industry may invoke the global safeguards if there is injury to the country. M/o Commerce had further suggested considering giving production subsidy to the domestic manufacturers which is permissible under the WTO laws.
- The issue was further discussed with representatives of CEAMA who have given the following suggestions:
 - Safeguard duty may be imposed on goods from ASEAN countries.
 - Govt may reserve a fixed percentage of STB manufacturing in India.
- This being a policy issue related to electronics

industry which are being looked after by DeitY, therefore it was referred to DeitY for consideration.

3. **Development of Indian CAS** - A major impediment in design and development of domestic STBs is non availability of Indian Conditional Access System (CAS). The Department of Electronics and Information Technology (DeitY) has awarded the work for development of indigenous CAS to M/s By Design India Pvt Ltd, Bengaluru. Development of Indian CAS would not only give further boost to the development and manufacturing of STBs in the country but also offer interoperability of STBs. Cable subscribers would be able to continue to use the same STBs even on change of service provider. Working of Indian CAS has been demonstrated and is under approval by DeitY. Indian CAS is likely to be available during implementation of Phase IV of cable TV digitisation. Demand of made in India STBs would increase after Indian CAS is ready.

It is expected that the production and supply of made in India STBs would increase with these efforts particularly during Phase IV of digitisation as Indian CAS is also expected to be available by that time. Also with the resolution of above issues, domestic STB manufacturers should be in a position to meet the demand of STBs due to additional TV households, replacement and for upgraded version of STBs thereby economic development of the country and employment generation.

13. Strategy/Steps taken for implementation of Phase III

- i. Regular meetings are being held with domestic STB manufacturers to make it India success story.
- ii. Mission Digitisation Scheme, amounting to ₹13.02 crore was approved to set up 12 Regional Units, to conduct workshops with nodal officers of state governments, a multilingual toll free call centre, a website and a online data collection software.
- iii. Websites updation – www.mib.nic.in as well as www.digitalindiamib.com websites were updated regularly.
- iv. **Constitution of Task Force** Task Force was reconstituted for Phase III & IV. It had wider representation of MSOs and LCOs. Nominations of MSOs and LCOs were taken from the state governments. Monthly meetings of Task Force are



- being held. Thirteen meetings have already been held.
- v. Constitution of sub-groups. 3 sub-groups/committees have been constituted:
 - a. Public Awareness Sub-committee to recommend strategy for public awareness campaign.
 - b. Five Sub-groups of Multi System Operators (MSOs) have been created and regular meetings are being held with each sub-group.
 - c. Sub-group of Local Cable Operators (LCOs) Associations has been created. Nominations were invited from state governments to constitute this sub-group. Two meetings of sub-group already held. Nominations are awaited from a number of state/UT governments.



- vi. Time bound registration of MSOs for operation in Phase III areas – An advertisement was issued on 7th November 2014 in all regional newspapers inviting applications from MSOs for operation in Phase III areas. This was followed by publicity campaign in electronic media. Over 400 applications were received but date was extended up to 6th February 2015 on demand. Most of these were forwarded to MHA for security clearance.

- a. 231 MSOs have been issued regular registrations.
- b. In May 2015 MHA informed that security clearance is not required for MSOs. Since as per the Cable Rules security clearance is one of the mandatory

users in the country on 29th November 2015 and 20th December 2015

- c. IBF has launched public awareness campaign.



requirements of issue of MSO registration, therefore till the Cable Rules are amended with the concurrence of M/o Home Affairs applicant have been asked to submit request with affidavit for issue of provisional registration, as per Rule 11E of the Cable Television Networks Rules. 445 applicants have been granted provisional registration till 27th January 2016.

- c. As such total 676 MSOs have been issued registrations by the Ministry till 27th January 2016.

vii. MIS software for STB seeding status

- a. A software was got developed for collection of seeding data from MSOs, DTH operators and HITS operators online.
- b. All registered MSOs, DTH & HITS operators were requested to log in the MIS software and upload the area wise seeding data of STBs.
- c. They have also been advised to update seeding at least once a week.
- d. Alerts are being issued to defaulters.

viii. Public awareness campaign

- a. Print Ad issued in Newspapers by Ministry 5 times - 15th November 2014, 11th July 2015, 19th October 2015, 29th November 2015 and 20th December 2015.

- b. SMSs sent by Ministry twice to mobile phone



- d. NBA has issued instructions to members to carry ad and scrolls.

- e. An advisory was issued by Ministry to all MSOs & Broadcasters on 28th October 2015 to initiate public awareness campaign as per Rule 12 of the Cable Television Networks Rules 1994 and forward the details, along with documentary proof. 180 MSOs have sent the details of the publicity being carried by them. Reports have being received from a number of broadcasters also.



- f. DD News and AIR carried publicity on their channels
- ix. Involvement of state/UT governments—Involvement of the state and union territory governments is crucial for successful implementation of digitisation as District Magistrate or Sub-Divisional Magistrate or Commissioner of Police, within their local limits of jurisdiction, are authorised officers [Cable Television Networks (Regulation) Act 1995]. Authorised officers have to take action if any cable operator continues to provide analogue signals even after cut off dates (Sec 4A). Authorised officers have powers to seize equipment (Sec 11) and confiscation (Sec 12).



Meeting with State Level Nodal Officers in Delhi on 3.6.2015



Meeting with State level Nodal Officers in Delhi on 3.11.2015

State Governments also have to facilitate Right of Way (Sec 4B) to cable operators.

- a. On the request of Ministry, State level and district level nodal officers have been nominated by State Governments.
- b. A meeting with Resident Commissioners was also held on 24th February 2015.
- c. Two workshops of State level nodal officers have been held in Vigyan Bhawan, New Delhi on 3rd June 2015 and 3rd December 2015 to sensitise them about their role in the implementation of cable TV digitisation.
- d. 11 workshops at Regional level for district level nodal officers and MSOs have been conducted at Chandigarh, Lucknow, Ahmedabad, Bhopal, Jaipur, Shillong, Hyderabad, Pune, Bhubaneswar, Bengaluru and Patna to sensitise them about their role in the implementation of DAS. Registered MSOs, who have been permitted for operation in the areas where workshop was held, were also called for the workshops.
- e. All Chief Secretaries have been requested on 12th November 2015 to constitute State level Monitoring Committee under their chairmanship.



Workshops at Chandigarh on 22.7.2015 & at Lucknow on 29.7.2015

- x. **Regional Units** – 12 regional units have been set up for liaison work, collection of data and to monitor the progress of digitisation.

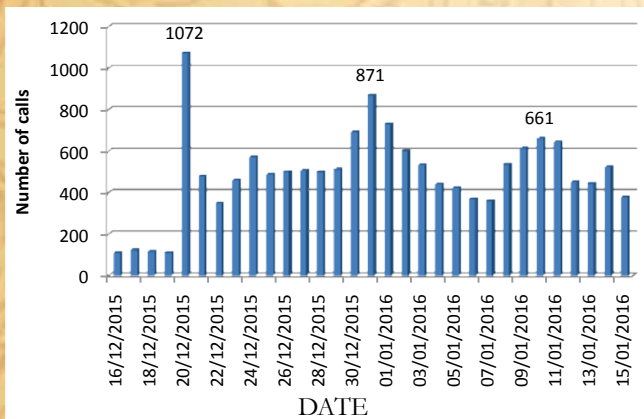
Location	Coordinates
Delhi	Overall coordination & Haryana
Hyderabad	Andhra Pradesh, Tamil Nadu, Telangana, Andaman & Nicobar, Puducherry and Lakshadweep
Bhubaneswar	Odisha & West Bengal
Lucknow	Uttar Pradesh & Uttarakhand
Bengaluru	Karnataka & Kerala
Bhopal	Madhya Pradesh & Chhattisgarh
Guwahati	Manipur, Meghalaya, Nagaland, Sikkim, Tripura, Arunachal Pradesh, Mizoram & Assam
Chandigarh	Punjab, J&K and Himachal Pradesh
Ahmadabad	Gujarat and Daman & Diu
Jaipur	Rajasthan
Pune	Maharashtra, Goa and Dadra & Nagar Haveli
Patna	Bihar and Jharkhand

- xi. **Toll free helpline**

- i. Multi Lingual Toll Free Helpline is operational.
- ii. Number is: 1800 180 4343.
- iii. Queries are answered in 8 languages – Hindi, English, Gujarati, Bengali, Tamil, Telugu, Kannada and Marathi.
- iv. Towards the cut off date of 31st December 2015, over 500 calls are being received every day.

- x. **Signing of Interconnection agreements**

- a. Broadcasters MSOs must ensure that they have signed Interconnection agreements with all MSOs.
- b. MSOs also must ensure that they have signed Interconnection agreements with all LCOs.
- c. All Broadcasters have been asked on 9th December 2015 to ensure that for Phase III areas after 1st



January 2016 they supply signals to only registered MSOs and who provide only digital encrypted signals.

xi. Inspecting Officers

- Inspecting Officers from DD and AIR have been nominated to carry out inspections of MSOs.
- One officer would inspect 2 to 3 MSOs.

xii. Requests to postpone cut off date of Phase III

Some requests from state governments, MSOs and other stakeholders were received in the Ministry to postpone the cut off date of 31st December 2015 for Phase III of cable TV digitisation. These were considered in the 13th Task Force meeting held on 30th December 2015 under the chairmanship of Secretary (I&B). Chairperson stated that the notification for the cut-off date for phase III was issued on 11.9.2014, which was more than a year ago. Further, several awareness campaigns, Task Force and MSO sub-group meetings and orientation workshops for the State and district Nodal officers have been held during this period. In addition concerned officials of the state governments, including the Chief Secretaries have been sensitised from time to time on the importance of the initiative. Hence it was unanimously decided that there was no case whatsoever to consider any extension in the cut-off date of 31.12.2015.

xiii. Court Cases

Regular monitoring of progress was made and as per MIS about 75% overall seeding had taken place by 31.12.2015. However, on 30.12.2015 as the writ petition filed by a MSO association in High Court of AP & Telangana at Hyderabad who have granted two months extension. On the same analogy, Bombay HC while hearing a WP filed by one M/s Nashik Zilla Cable Operators Association has passed following order on 04.01.2016. "Since the Andhra

Pradesh High Court and Sikkim High Court have passed an order of status quo in view of the observations made by the Apex Court in the case *Kusum Ingots & Alloys Ltd. Vs. Union of India* [(2004) 6 Supreme Court Cases 254] and more particularly, paragraph 22 of the said order, the question of grant of interim order does not arise in this case". In the similar matter, cases have also been filed by some stakeholders in other High Courts viz Odisha, Assam, Chandigarh, Chhattisgarh, Kerala, Allahabad and Karnataka in which some of the Courts have also stayed the operations of Gazette Notification dated 11.9.2014 whereby the cut-off date of Phase-III digitization was re-fixed as 31.12.2015. Ministry is defending these cases and trying to get the stay vacated. Also, Transfer Application is being filed in the Supreme Court.

THE SPORTS BROADCASTING SIGNALS (MANDATORY SHARING WITH PRASAR BHARTI) ACT, 2007

The Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act, 2007 has been enacted with the aim and objective to provide access to national or international sporting events, held in India or abroad, to the largest number of listeners and viewers, on a free to air basis. This is done through mandatory sharing of sports broadcasting signals with Prasar Bharati. Section 3(1) of the Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act 2007 has provided for mandatory sharing of broadcasting signals of certain sporting events in order to achieve the aims and objectives of this Act. The Government has notified the Sports Broadcasting Signals (Mandatory sharing with Prasar Bharati) Rules 2007 vide G.S.R. 687(E) dated 31.10.2007 for smooth and proper implementation of the Act. Section 2(1) (s) of the Act has empowered the Central Government to notify the sporting events of national importance for coverage as per the provisions of the Act. The Government also notified S.O 1489(E) dated 04.07.2012 and S.O.1957(E) dated 23.08.2012 giving the details of sporting events of national importance which inter-alia include cricket, and events relating to Tennis, Hockey and Football.

POLICY GUIDELINES FOR TELEVISION RATING AGENCIES IN INDIA

Television Rating Points (TRPs) have been a much debated issue in India since the present system of TRPs is riddled with several maladies such as small sample size which is not representative, lack of transparency, lack of

reliability and credibility of data, etc. Shortcomings in the present rating system have been highlighted by key stakeholders that include individuals, consumer groups, government, broadcasters, advertisers, and advertising agencies etc. The Members of Standing Committee on Information Technology had also expressed concern over the shortcomings in the present TRP regime. In 2008, MIB had sought recommendations of TRAI on various issues relating to TRPs and the Policy Guidelines to be adopted for rating agencies. TRAI, in its recommendations dated 19th August 2008, had, inter-alia, recommended the approach of self-regulation through the establishing of an industry-led body i.e., the Broadcast Audience Research Council (BARC). The Ministry had constituted a Committee under the Chairmanship of Dr. Amit Mitra, the then Secretary General FICCI in 2010 to review the existing TRP system in India. The Amit Mitra Committee had also recommended that self-regulation of TRPs by the industry was the best way to go forward.

Since BARC could not operationalise the TRP generating mechanism, MIB sought recommendations of TRAI in August 2012 on comprehensive guidelines/accreditation mechanism for television rating agencies in India to ensure fair competition, better standards and quality of services by television rating agencies. TRAI recommendations on Guideline for Television Rating Agencies were received on 11.9.2013. While supporting self-regulation of television ratings through an industry-led body like BARC, TRAI recommended that television rating agencies shall be regulated through a framework in the form of guidelines to be notified by MIB. It also recommended that all rating agencies, including the existing rating agency, shall require registration from MIB in accordance with the terms and conditions prescribed under the said guidelines.

Based on the recommendations of TRAI, comprehensive policy guidelines for Television Rating Agencies in India was issued by the Ministry on 16.1.2014. The Guidelines for Television Rating Agencies in India are designed to address aberrations in the existing television rating system in India. These guidelines are aimed at making the Television ratings transparent, credible and accountable. The agencies operating in this field have to comply with directions relating to public disclosure, third party audit of their mechanisms and transparency in the methodologies adopted. This would help to make the rating agencies accountable to stakeholders like the Government, Broadcasters, Advertisers, Advertising agencies and above all the people of this country.

Kantar Market Media Research which holds 51% equity in TAM Media Research has challenged the Policy Guidelines on Television Rating Agencies issued by the Ministry before the High Court of Delhi. It challenged clauses 1.7(a) and 1.7(d) relating to cross holding restrictions and clauses 16.1 and 16.2 of the guidelines.

"16.1 These guidelines shall also be applicable to the existing rating agencies.

16.2 No rating agency shall generate and publish ratings till such time that they comply with the provisions of these guidelines."

The High Court in its interim order has stayed these provisions till final disposal of the case. The matter is presently sub-judice. M/s TAM Media Research and Broadcast Audience Research Council (BARC) have since applied for registration to the Ministry.

M/s Broadcast Audience Research Council applied for registration as a TRP agency on 03.11.2014. It has been granted registration as TRP Agency by Ministry of I&B on 28.07.2015.

M/s TAM Media Research Pvt. Ltd applied for registration as a TRP agency on 19.02.2014. At present, the same is under examination of this Ministry.

COMMUNITY RADIO OVERVIEW

Community Radio is an important third tier in broadcasting, distinct from public service and commercial media. It provides a platform to air local voices on issues concerning their lives. In the last few years, this sector has been growing slowly but effectively in India. Community Radio Stations are essentially low power radio stations which are meant to be set up and operated by the local communities. CRS permissions in India are granted only to educational institutions, agricultural institutions and civil society Organisations, which are not-for-profit Organisations. CRSs are rooted in the local community, and are owned and managed by the community itself. This gives them a distinct advantage to focus on local issues concerning health, nutrition, education, agriculture etc. Moreover, the CR sector offers the powerful medium to marginalised groups to voice their concerns.

Furthermore, since the broadcast is in local languages and dialects, people are able to relate to it instantly. Community radio also has the potential to strengthen people's participation in development programmes. In a country like India, where every state has its own language and distinctive cultural identity, CRSs are also

a repository of local folk music and cultural heritage. Many CRSs record and preserve local songs for posterity and give local artists a platform to showcase their talent to the community. The unique position of CRS as an instrument of positive social change makes it an ideal tool for community empowerment. The policy guidelines for community radio and the list of CRSs currently in operation can be accessed at www.mib.nic.in.

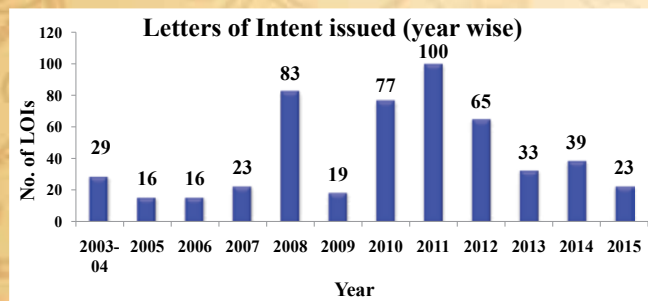
In December 2002, the Government of India approved a policy for the grant of permissions for setting up of CRSs to well established educational institutions. The guidelines were amended in 2006 to permit not-for-profit Organisations also in order to allow greater participation by the civil society on issues relating to development & social change. Currently there are 188 functional CRSs, 236 GOPA holders and 432 LOI holders.

Initiatives like simplification of the application methodology, improved transparency in processing of applications, quickening the pace of approvals, better coordination, enhanced awareness, enhanced synergy between stakeholders and involvement of government ministries in CR broadcast have laid a solid foundation for a meaningful growth of CR in India.

Status of CRS in India:

The Government has received more than 1823 applications from educational institutions, NGOs, Agricultural Universities, Krishi Vigyan Kendras. So far, Letters of Intent (LOI) have been issued to 432 applicants. Out of 432 LOI Holders, 236 have signed Grant of Permission Agreements (GOPA). About 320 applications are presently under consideration for permission to set up CRS.

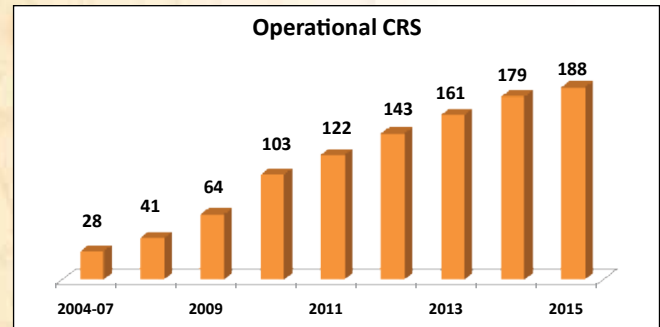
The year wise numbers of LOIs issued are as below: So far, 188 Community Radio Stations have become operational in the country, out of which 70 are operated by NGOs, 105 by the Educational Institutions and 13 by



SAU/KVKs. Graphical representation of operational CRS is given below.

NEW INITIATIVES BY THE MINISTRY:

Grants for innovations in CRS: In order to support



the community radio sector and encourage innovation in Community Radio applications were invited to release grants for innovations in the CRS sector. Out of 60 proposals received, 2 proposals have been recommended by the Screening Committee for grant and in 5 cases further details were sought from applicants.

Capacity building of CRSs: - A training need assessment has been carried out to arrive at needs of CRSs. Several rounds of discussion have been held with stakeholders on this issue. Finally, 5 themes have been identified on which CRSs capacity is to be built. An RFP has been drafted to invite proposals for capacity building of CRS.

National Sammelan of operational CRS: The 5th Three day National Sammelan of operational CRS in India was organized in Vigyan Bhawan, New Delhi from 16-18th March 2015 to provide an opportunity to Government functionaries, media activists and CR operators to meet at a single platform for exchange of ideas and cross learning.

5th edition of Community Radio Compendium was released during the Sammelan. Also, National CR Awards for the year 2014-15 were presented by Minister for Information and Broadcasting.

The 6th National Sammelan of operational CRS will be held in March 2016. The 6th Edition of CR Compendium will be released in The Smamelan and National CR



MIB Shri Arun Jaitley presenting National Community Radio Awards for the year 2014-15

Awards for the year 2015-16 will also be presented

Regional Community Radio Sammelans: The Ministry of Information and Broadcasting (MIB) introduced Regional Sammelans for Community Radio Stations in the country in the year 2014-15 to provide a platform to operational CRSs to share their grass root stories, successes, issues and good practices. During the year 2014-15, two Regional Sammelans were organised at Puducherry and Lucknow.

During 2015-16 also two regional Sammelans are being organised at Bhopal and Pune.

Awareness Workshops on Community Radio: Awareness generation is crucial for the success of Community Radio Movement in India. Therefore, Ministry has been giving wide publicity to the Community Radio Scheme by organizing awareness workshops with various stakeholders from 2007 onwards. So far 63 awareness workshops have been organized. These workshops have been successful in addressing issues concerning guidelines, application procedure, content and sustainability issues for CRS. During the Financial Year 2015-16 also eight (8) awareness workshops are being organised at Vadodara, Jodhpur, Nagpur, Varanasi, Ranchi, Shillong, Tirupati and Amritsar. The participants of the workshops will be from districts where no CRS exists at present.

Content sharing platform of CRS: EK duniya anEK awaaz (EDAA) www.edaa.in is a web based free and open content and knowledge exchange platform for Community



Community Radio Awareness Workshop at Vadodara, Gujarat

Radio broadcasters, government departments and other IEC material producers. EDAA portal enables sharing of radio programmes among Community Radio stations. Ministry is supporting this platform through financial support for manpower for content management.

Currently, portal has repository of more than 11,000 audio clips and radio programme in 29 different languages/dialects. 110 Community Radio Stations have uploaded their programmes on various themes like women empowerment, health, Panchayati Raj, sanitation, drinking water etc.

Success Story/Case Study

Radio Mewat, Nuh, Haryana - Women Empowerment through Community Radio

Warisa Bano's story is the story of struggle and survival. As part of the Women Broadcasters workshop in 2012, Warisa was exposed to the community radio- Radio Mewat. Excited about the possibility of being heard, she joined the station soon after. She faces a lot of resistance from her parents, relatives and villagers. But there was one patriarch who believed in her and the radio-her grandfather. She came to the radio with him and met the team. Made us promise that we will let her go back home by 4 pm every day. After all the promises, he allowed Warisa to pursue her dream of being an anchor. The conditions set by her family were tough- she has to complete all the household chores before leaving for the station. Living in Lakhnaka a village 23 km away from Nuh where the station is located, Warisa has to get up every day at 4 am be it summer or winter. Hard work paid.

The shy and reserved girl soon became a celebrity. She was invited to hoist the flag on the Republic and Independence Day. She was featured on Doordarshan and local TV channels in Haryana. She became the voice of the women - a role model. In the recently held Panchayat elections, Warisa stood for the seat of a Zila Parishad, unfortunately she lost by just 6 votes. But she is not disappointed. She feels that she may have lost the election but what she has gained in life from the radio is something that she will cherish always - self belief and self esteem.

Private FM Radio Broadcasting

1. Overview



Photographs of Warisa Bano, Anchor, Radio Mewat

Ministry has conducted e-auction of first batch of FM Phase-III comprising 135 channels in 69 existing cities of FM Phase-II during the period July-September, 2015. Ministry is in process of conducting e-auction of 831 FM radio channels in 264 fresh cities under FM Phase-III in subsequent batches during the next fiscal year 2016-17 which will spread FM Radio coverage to all cities having population more than 1 lakh and are un-covered by

Private FM Radio. These 264 fresh cities also include 11 cities in border areas of north east states and Jammu and Kashmir having population less than 1 lakh.

2. New Initiatives

Ministry adopted a non-discriminatory method for distribution and allocation of scarce natural resources i.e., FM Radio frequencies in the auction stage itself in spirit with the Supreme Court judgment dated 02.02.2012 in WP(Civil) no. 423 of 2010. Some key Phase-III policy parameters like 15% National cap and 40% City wise cap too were embedded in the e-Auction system itself. The winning bidders were allowed to select FM Frequency for the winning channel from the frequencies already identified in the respective city. Frequency selection preference was based upon the rank of the bidders i.e. Rank 1 bidder had the first preference to choose from the frequencies already identified. All the identified frequencies were made available for selection and included in the Notice Inviting Applications for first batch.

2.1 Salient Features of FM Phase-III Policy

- i) Radio operators have been permitted carriage of news bulletins of All India Radio only in an unaltered form.
- ii) Broadcast pertaining to the certain categories like information pertaining to sporting events, traffic and weather, coverage of cultural events, festivals, coverage of topics pertaining to examinations, results, admissions, career counselling, availability of employment opportunities, public announcements pertaining to civic amenities like electricity, water supply, natural calamities, health alerts etc. as provided by the local administration will be treated as non-news and current affairs broadcast and will therefore be permissible.
- iii) Private operators have been allowed to own more than one channel in a city but not more than 40% of the total channels in a city subject to a minimum of three different operators in the city.
- iv) License fee will be determined as 4% of Gross Revenue or 2.5% of bid price, whichever is higher.
- v) FDI+FII limit in a private FM radio broadcasting company has been increased from 20% to 26%.
- vi) Networking of channels permissible within the FM broadcaster's own network across the country instead of in 'C' and 'D' category cities only of a region allowed under Phase II.
- vii) A choice is proposed to be given to the private FM broadcasters to choose any agency other than BECIL for construction of CTI within a period of 3 months of issuance of Letter of Intent (LOI) failing which BECIL will automatically become the system integrator and set up co-location facilities and CTI.

viii) Special Incentives for North East (NE) Region and Jammu & Kashmir (J&K) and Island Territories:

- Private FM Radio broadcasters in North East (NE) Region and Jammu & Kashmir (J&K) and Island territories will be required to pay half the rate of annual license fee for an initial period of three years from the date from which the annual license fee becomes payable and the permission period of fifteen (15) years begins.
- The revised fee structure has also been made applicable for a period of three years, from the date of issuance of Guidelines, to the existing operators in these States to enable them to effectively compete with the new operators.
- Prasar Bharati infrastructure would be made available at half the lease rentals for similar category cities in such areas.
- The limit on the ownership of Channels, at the national level, allocated to an entity has been retained at 15%. However channels allotted in Jammu & Kashmir, North Eastern States and island territories will be allowed over and above the 15% national limit to incentivise the bidding for channels in such areas;

2.2 e-Auction of First Batch of FM Phase-III

The e-auction for the channels to be taken up in Phase-III are to be held in batches as per approval of FM Phase-III Policy Guidelines dated 25.07.2011. Government approved to conduct auction of 135 vacant channels in 69 existing cities of FM Phase-II as first batch and also migration of existing Phase-II license holders to FM Phase-III Policy regime on payment of migration fee as per migration formula recommended by TRAI on 20.02.2014.

Earlier, an Independent External Monitor (IEM) Ms. Somi Tandon was nominated for the Ministry by the office of Chief Vigilance Commissioner and she was appointed with the approval of competent authority to ensure probity and transparency in the entire auction process. MIB selected an e-auctioneer on for conducting e-auction for FM Phase-III on the basis of a global tender.

Information Memorandum (IM) for the 1st batch of Phase-III was issued on 21.01.2015, followed by a pre-bid conference with all stakeholders on 28.01.2015. Government received 85 queries and suggestion in this pre-bid and all queries were duly replied on 17.2.2015. Government also accepted some of industry's suggestions prominent among them - display of aggregate and excess demand, auction closure rule as per DOT's auctions, relaxation in cut-off date for determining the net worth of an applicant Company, and identification of all possible frequencies for 135 channels.

Subsequently, a Notice Inviting Application (NIA) for the

1st batch of Ph-III comprising 135 channels in 69 existing cities of Phase-II was issued on 02.03.2015 inviting applications by 23.03.2015, followed by second pre-bid meeting held on 10.03.2015. Government received 76 queries in this conference and again all queries were duly replied. Ministry accepted the stakeholders' suggestion to accept statutory auditors certificate based on audited financials of 31st March, 2014 apart from limited review for half year ending on 30th September, 2014 or later date, changes in format for ownership compliance certificate and dropping of a pre-identified frequency of 104.8 MHz from the list of available frequencies for Cochin city. These changes were communicated vide amendment no. 1 dated March 20, 2015, thereby, extending the date for receiving applications from 23.03.2015 to 27.03.2015.

In response to MIB's NIA dated 02.03.2015 for e-auction of 135 FM channels in 69 existing cities of Phase-II, MIB received 28 applications by the cut-off date of 27.03.2015. An Application Review Committee (ARC) was formed vide order dated 30th March, 2015 for short listing of prospective bidders to participate in e-auction for award of license of FM channels under FM Radio (Phase-III). ARC consists of members from the Ministry of I & B, Ministry of Corporate Affairs, Department of Revenue, Department of legal affairs, Department of Telecommunications. It examined all the 28 applications and finalized a list of pre-qualified bidders for participation in e-auction.

The e-Auction for the first batch comprising 135 FM Channels in 69 existing cities of Phase II began on 27-07-2015 and concluded on 09-09-2015 after 125 rounds of bidding. During the auction, Ministry of I&B uploaded a Daily auction report at the end of each day of bidding on its website, www.mib.nic.in. At the closure of the e-Auction, 97 channels in 56 cities became provisional winning channels with cumulative provisional winning price of about ₹1156.9 Crore. Thus, cumulative provisional winning price exceeded the total reserve price of the first batch i.e. ₹550.18 Crore by ₹606.72 Crore or 110.27%. Out of this 53 channels in 35 cities were sold at a premium over reserve price, whereas 44 channels in 21 cities were sold at reserve price.

After approval by a Committee comprising of Secretary – I&B, Secretary - DEA and Secretary – DOT, and approval by competent authority in Ministry, a List of Successful Bidders containing channels won, associated frequency along with Winning price & city was announced. City wise successful bidders and associated frequency spots along with successful bid amount i.e. Non-Refundable One Time Entry Fee (NOTEF) were notified on 16-09-2015. Government announced winners for 91 channels in 54 cities in compliance of Court orders. Government received the full notified NOTEF amount of ₹1055.91

Cr. Thereupon; Government issued the Letter of Intent to winners of the First Batch FM Phase-III channels.

2.3 Migration to FM Phase-III

Government notified the modified para 31 of Phase-III policy guidelines dated 25.7.2011, on 21.01.2015 in order to facilitate migration of existing operators to Phase-III. Government notified the Non Refundable One Time Migration Fee (NOTMF) for existing operators in 86 cities on 24.09.2015 on the basis of TRAI recommended formula which also factors in the price discovered during the ascending e-auction of vacant channels of Phase-II under the first batch of Phase-III. Government has received an amount of approx. ₹1257 crore by way of migration fee from 23 existing operators upon migration of their 168 FM channels to FM Phase-III regime and also signed the migration GOPA for Phase-III in respect of 168 Phase-II channels who paid the migration fee.

2.4 FM Radio (Phase III, Subsequent batches) – A Road Map Ahead

After e-Auction of first Batch of Private FM Radio Phase III Channels, MIB will auction 869 channels in 286 cities in batches as per FM Phase-III Policy. This comprises 831 channels in 264 fresh cities and 38 unsold channels from 22 cities of the first batch. 37 additional fresh cities comprising 112 channels have been included according to census 2011 population data. TRAI has given its recommendations on fixation of reserve prices along with methodology for 264 fresh cities which are under consideration.

3. Highlight of the Year

After approval of Phase-III Policy guidelines on Private FM Radio in the year 2011, Government ushered in the FM Phase-III regime by auctioning 91 leftover / vacant channels of FM Phase-II in 54 existing cities under the first batch of Phase-III during July-September, 2015. Government received ₹1055.91 crore through auctions under first batch and ₹1279 crore through migration of 168 Ph-II channels to Ph-III in 79 cities in the current fiscal year.

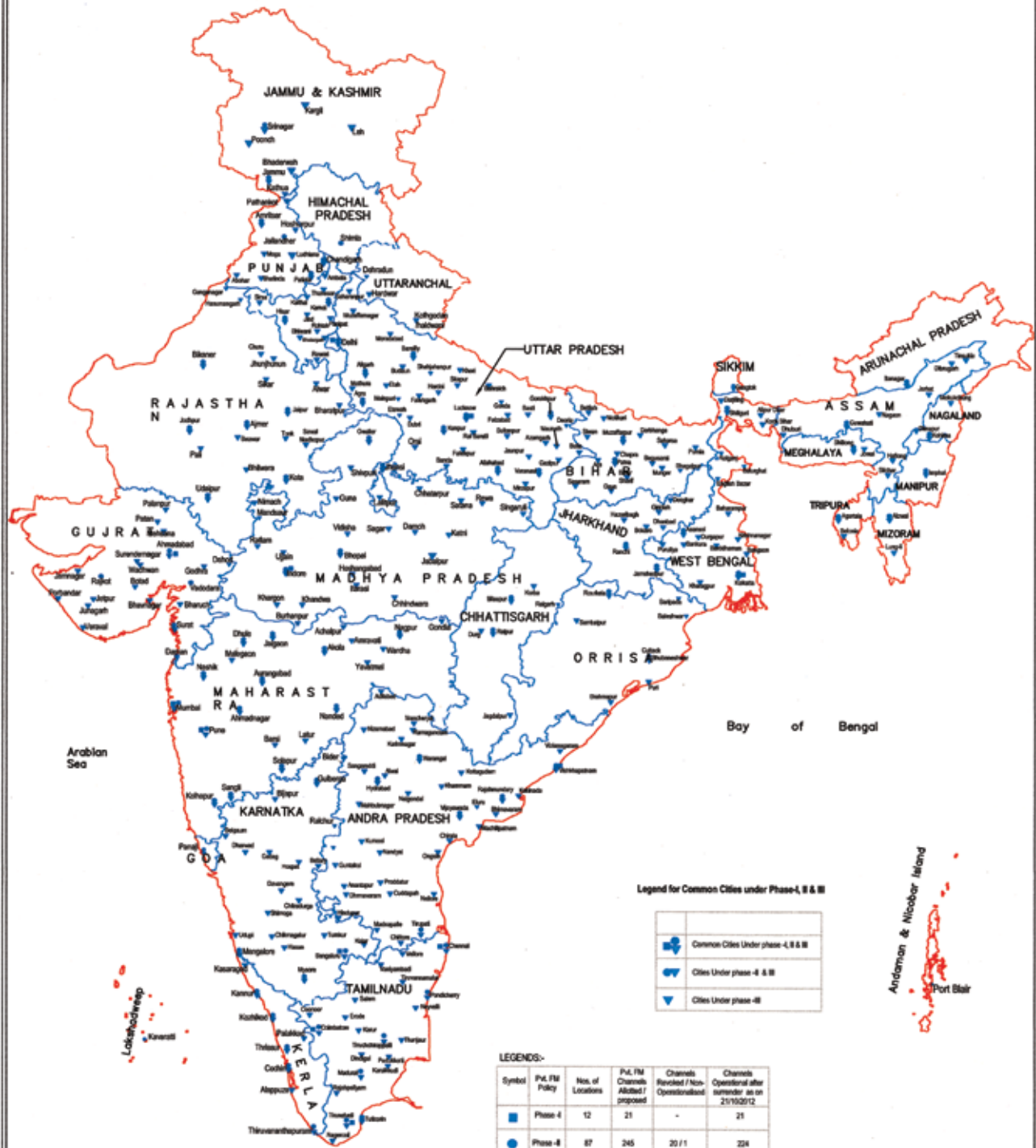
4. Map on Private FM Radio

A map annexed here shows the cities where private FM Radio channels are operational in cities covered under FM Phase-I and Phase-II schemes. It also shows the cities proposed in FM Phase-III scheme.

5. Revenue accruals to Government

During the financial year 2015-16, Government has earned ₹124.37 crore (approx.) upto 19.01.2016 as annual license fee from Private FM channels. The total revenue earned by the Government by way of One Time Entry Fee, Migration Fee and Annual License Fee from Private FM Radio broadcasting in the country is ₹2150 crore (approx.) upto 19.01.2016.

Operational & Proposed Pvt. FM Station of Phase - I, II & III



Legend for Common Cities under Phase-I, II & III

	Common Cities Under phase-I, II & III
	Cities Under phase-I & II
	Cities Under phase-III

LEGENDS:-

Symbol	Pvt. FM Policy	No. of Locations	Pvt. FM Channels Allotted / proposed	Channels Revoked / Non-Operational	Channels Operational after surrender as on 21/10/2012
	Phase-I	12	21	-	21
	Phase-II	87	245	20/11	234
	Phase-III	313	839 (Proposed)	-	-

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Map No. BECIL/FME&P/STATION/001/A



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PRASAR BHARATI

The Prasar Bharati (Broadcasting Corporation of India) is the public service broadcaster in the country with All India Radio (AIR) and Doordarshan as its two constituents. It came into existence on 23rd November, 1997, with a mandate to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting in the country.

Objectives:

- To uphold the unity and integrity of the country and the values enshrined in the Constitution;
- To promote National Integration;
- To safeguard citizens rights to be informed on all matters of public interest by presenting a fair and balanced flow of information;
- To pay special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health and family welfare and science and technology;
- To create awareness about women's issues and take special steps to protect the interests of children, aged and other vulnerable sections of the society;

- To provide adequate coverage to diverse cultures, sports and games and youth affairs;
- To promote social justice, safeguarding the rights of working classes, minorities and tribal communities; and
- To promote research and expand broadcasting facilities and development in broadcast technology.

The Corporation is governed by the Prasar Bharati Board, which comprises a Chairman, an Executive Member (also known as Chief Executive Officer), a Member (Finance), a Member (Personnel), six Part-time Members, representative of the Ministry of Information and Broadcasting and the Directors General of All India Radio and Doordarshan as ex-officio Members and two Representatives of the employees of the Corporation. Chairman of Prasar Bharati is a part-time Member with tenure of three years and holds office up-to the age of 70 years. The Executive Member is a whole time Member with a term of 5 years and holds office up to the age of 65 years. The Member (Finance) and Member (Personnel) are whole time Members with tenure of 6 years and they hold office up to the age of 62 years.



Sh. Biju Mathew, Program Executive, AIR (centre), winner of Asia-Pacific Broadcasting Union Prize for 2015, felicitated by Dr. A. Surya Prakash, Chairman, Prasar Bharati (right) and Sh. Jawhar Sircar, CEO, Prasar Bharati (left)

The composition of the Prasar Bharati Board (as on 21.01.2016) is as follows:

1) Dr. A. Surya Prakash	Chairperson
2) Shri Jawhar Sircar	Executive Member
3) Shri Suresh Chandra Panda	Member (Personnel)
4) Shri Rajeev Singh	Member (Finance)
5) Shri J. S. Mathur, Special Secretary	Representative of M/o I&B
6) Shri Muzaffar Ali	Part Time Member
7) Shri Anup Jalota	Part Time Member
8) Shri Sunil Alagh	Part-time Member
9) Shri Ashok Kumar Tandon	Part-time Member
10) *Vacant	Part-time Member
11) *Vacant	Part-time Member
12) *Vacant w.e.f. 28.7.2014 [Shri C. Lalrosanga (Current Duty Charge), Director General: Doordarshan]	Ex-officio Member
13) *Vacant w.e.f. 01.11.2013 [Shri F. Sheheryar (Current Duty Charge), Director General: All India Radio]	Ex-officio Member

At present, posts of two Elected Members from employees of Prasar Bharati are also vacant in the Prasar Bharati Board.

Organizational Structure

General superintendence, direction and management of the affairs of the Corporation vest in the Prasar Bharati Board. The Prasar Bharati Board meets from time to time and deliberates on important policy issues and gives directions to the executive to implement policies. The Executive Member functions as the Chief Executive Officer (CEO) of the Corporation subject to the control and supervision of the Board and exercises such powers and discharges such functions of the Board as it may delegate to him.

Two Directors General head the Directorate General of All India Radio (AIR) and the Directorate General of Doordarshan. They function in close association with the Member (Finance) and Member (Personnel) and the CEO in carrying out the policy directive of the Board and manage day-to-day affairs of AIR and Doordarshan. Both

in AIR and Doordarshan, there are broadly four different wings responsible for distinct activities viz., Programme, Engineering, Administrative & Finance and News.

Prasar Bharati Archives

AIR and DD under Prasar Bharati (India's Public Service Broadcaster) are operating 218 radio stations and 67 DD Kendras producing audio & audio-visual programmes over several decades pertaining to eminent leaders, great scholars, artists, historians, sports and other events, etc., Also manuscript, journals, photographs and brochures of yesteryears are available with AIR & DD.

Preservation of the rich heritage, art and culture of this great country over the years is not only the duty but also the responsibility of Prasar Bharati by digitising and creating a world class archive for the use of generations to come.

PB has taken various initiatives to digitise and preserve these content by cataloguing, digitising, creating metadata, meta tagging and preserve by deep archiving. The technical infrastructure is in position at Delhi, Kolkata for Doordarshan and at five locations for AIR namely Delhi, Kolkata, Mumbai, Hyderabad and Chennai. All brochures, manuscripts and journals are collected from all stations and are in the process of digitisation. Four thousand hours of content in Doordarshan and six thousand and five hundred hours of content in AIR have been digitised and deep archived. Approximately 35000 legacy tapes are digitized into DVC Pro 50 format. Action to develop a Web portal is also under progress through which research institutes, universities and other academics can access these content besides public in large.

In order to speed up the mission of digitisation and archiving, Prasar Bharati has created five Zones in Delhi, Kolkata, Mumbai, Chennai and Guwahati. The infrastructure facilities with manpower are being created at all these Zones to carry out digitisation in a time bound manner.

A centralised PB Archive having state of the art technology and world class facilities is being planned.

Special Recruitment Drive for Persons With Disabilities

In order to comply with the directions of Supreme Court, a Special Recruitment Drive for Persons with Disabilities (PwDs) has been undertaken for filling up of seven Group 'A' posts and 86 posts of Group 'B' and 'C' in All India Radio and Doordarshan.

IR Activities of Prasar Bharati during April-December 2015

Signature of MoUs with Public Service Broadcasters:

- MoU between Prasar Bharati & CCTV, China signed on 15th May 2015.
- MoU between Prasar Bharati & Digital Television Russia (DTR) signed on 20th August 2015.
- Joint Understanding/MoUs signed with Deutsche Welle on 23 November, 2015 as per MoU between Doordarshan, India and Deutsche Welle, Germany signed on 5.11.2011 for:
 - Co-Production of Indian Version of Euromaxx Magazine Programme;
 - License Agreement for Sports content;
 - Dubbing of Manthan programme in regional languages.

International Awards/Prizes

- AIR's entry Nilkkam Ivarkkoppam (Stand beside them) produced by Shri Biju Mathew, Programme Executive, CBS, AIR, Thiruvananthapuram, won the 1st Prize in the 'Community Service Announcement (CSA)' category of ABU Prize 2015.
- Doordarshan won the Best Article Award for 2015 for the article titled 'Experiences of Evolution of Digital Terrestrial Television in India' authored by Mr M.S. Duhan, DDG(Engg).
- The Unit also coordinated participation of AIR's entries in the AIBD Awards 2015. AIR Nazibabad's programme entry 'Shri Guruve Namah' ranked as runner-up in the AIBD Reinhard Keune's Memorial

Award-2015 for the Best Radio Programme on: "Putting the Spotlight on Teachersin Society".

- AIR & Doordarshan contributed many technical documents to recently concluded ABU Technical Committee Meeting/General Assembly in Turkey. Five of AIR & DD's documents have been selected by ABU for publication in ABU Technical Review also.

Miscellaneous:

- Doordarshan elected as ABU Administrative Council Member for a 3 years term during ABU General Assembly in Istanbul.
- Ms. Sanjeevani Bhelande (Outside Performer) on behalf of Doordarshan performed in the 4th ABU TV Song Festival (TVSF 2015) held at Istanbul, Turkey between in October, 2015.
- AIR's song entry 'Nayi Khushi', sung by Bengaluru based band of amateur singers 'Peepole Tree' was shortlisted among the finalists of the 3rd ABU Radio Song Festival and the band was invited for a stage performance at the Gala Finale function held in Myanmar.
- All India Radio & Doordarshan participated actively on APT Platform to protect interests of AIR & DD on various agenda items of WRC 2015.
- AIR organized an in-country Workshop with the support of Asia-Pacific Broadcasting Union (ABU) on 'Emergency Warning & Communications for Disaster Risk Reduction' from 21st to 25th April, 2015, at Bhubaneswar.

DOORDARSHAN

From an experimental service at Delhi in September 1959, Doordarshan over the years has grown tremendously to become one of the leading TV organizations of the world. Over the years, Doordarshan has not only expanded its network throughout the length and breadth of the country but also kept pace with new technological developments in the field of TV broadcasting.

Satellite channels

Doordarshan is presently operating 36 Satellite channels. Details are as under:

All India Channels (6)	DD National	DD News	DD Sports
	DD Bharati	DD Urdu	DD Kisan
Regional Channels (16)	DD Malayalam	DD Chandana	DD Yadagiri
	DD Podhigai	DD Sahyadri	DD Girnar
	DD Odia	DD Kashir	DD North East
	DD Bangla	DD Punjabi	DD Rajasthan
	DD Bihar	DD Uttar Pradesh	DD Madhya Pradesh
	DD Saptagiri		
State Networks (13)	Himachal Pradesh	Jharkhand	Chhattisgarh
	Haryana	Uttarakhand	Tripura
	Mizoram	Meghalaya	Manipur
	Arunachal Pradesh	Nagaland	Assam
	Sikkim		
International Channel (1)	DD India		

Doordarshan Network

Programme Production centers

For in house Programme production, there are 67 Studio centres in the country. These include 17 major Studio centres at state capitals, a Regional Production Centre at Guwahati and 49 other Studio centres located at various places in the country. State-wise list of Studio centres is given at Annexure-I.

Terrestrial Transmitters

For terrestrial transmission, 1416 transmitters of varying power, installed throughout the length and breadth of the country, are in operation. Break up of these transmitters is as under:

Service	HPTs	LPTs	VLPTs	Transposers	Total
DD 1 transmitters	138	733	355	18	1244
DD News transmitters	73	78	17		168
Other transmitters (digital)	4				4

State-wise no. of transmitters is given at Annexure II. In terrestrial mode, DD 1 (National) Channel coverage is estimated to be available to about 92.6% population of the country. Terrestrial coverage of DD News Channel is estimated to be available to about 49% population. Area-wise coverage of DD 1 and DD News Channel is 81% and 26%, respectively.

Free-to-air DTH “DD Direct +”

Doordarshan launched its free-to-air DTH service “DD Free Dish” (Earlier DD Direct+) in December, 2004 with a bouquet of 33 TV channels. This service was started with the primary objective of providing TV coverage to the areas hitherto uncovered by terrestrial transmitters. Capacity of DTH Platform was subsequently augmented to 59 TV channels. DTH signals can be received anywhere in the country (except Andaman & Nicobar Islands) with the help of small sized dish receive units. For A&N Islands, DTH service in C-band with a bouquet of 10 channels was started

with effect from September, 2009. Upgradation of Doordarshan's DTH Platform "DD FREE DISH" from 59 to 112 channels has recently been completed and Commissioning of upgraded platform is dependent upon implementation of Conditional Access System (CAS). Presently, 64 TV channels are available on DTH platform.

Channel List w.e.f. 16.08.2015

1. DD National	17. DD Rajasthan	33. Cinema TV	49. Khushboo TV
2. DD News	18. DD Odia	34. DD Urdu	50. Focus News
3. DD Sports	19. DD Podhigai	35. Time TV	51. 9XM
4. DD India	20. DD Punjabi	36. DD Saptagiri	52. France 24
5. DD Bharati	21. DD Sahyadri	37. India TV	53. Zee Sangam
6. DD Bangla	22. DD Yadagiri	38. Aastha TV	54. Star Utsav
7. DD Chandana	23. DD Malayalam	39. Manoranjan TV	55. ZEE Anmol
8. DD Girnar	24. Lok Sabha	40. News Nation	56. Masti
9. DD Kashir	25. Rajya Sabha	41. Sony PAL	57. B 4U Music
10. Shri News	26. Housefull Movies	42. Dabangg	58. Dillagi
11. Ashtha Bhajan	27. Dangal	43. Rishtey	59. DW TV
12. B4U Movies	28. Bhojpuri Cinema	44. Ashirwad Classic	60. News 24
13. Manoranjan Music	29. DD Bihar	45. Maha Movie	61. NHK World
14. India News	30. DD North East	46. DD MP	62. RT Movies
15. IBN7	31. DD UP	47. Enterr10	63. ABP News
16. DD Kisan	32. Sadhna Bhakti	48. ABC	64. Russia Today
Radio channels			
1. AIR VBS	7. AIR Gujrati	13. AIR Kannada	19. AIR Ragam
2. AIR Telugu	8. FM Rainbow	14. AIR Bangla	20. FM Rainbow Bengaluru
3. AIR Marathi	9. AIR Punjabi	15. AIR Hindi	21. AIR Urdu
4. AIR Tamil	10. FM Gold	16. AIR N.E	22. AIR Oriya
5. AIR Test 105	11. Radio Kashmir	17. FM Rainbow Chennai	23. AIR Malayalam
6. AIR Test 106	12. Gyan Vani	18. Gold Marathi	24. AIR Assamese

Developmental activities during 2015-16

Digitisation

Projects of establishment of 40 digital High Power Transmitters (HPT) as part of continuing scheme of 11th Plan are being implemented in two phases. In first phase, 19 digital transmitters are under implementation. Installation has been completed for 16 digital HPTs and these are ready for commissioning and the remaining 03 digital HPTs are at advanced stage of completion. These 19 digital HPTs are expected to be commissioned during the current Plan period.

Remaining 21 digital High Power Transmitters are to be set up along with 23 additional digital High Power Transmitters approved as part of 12th Plan new schemes. Action has been initiated for setting up of these 44 digital HPTs (21 DTTs as part of 11th Plan & 23 DTTs approved as part of 12th Plan). Specifications for transmitter equipment are under finalization. These 44 digital HPTs are expected to be setup, in phases, in about 2 years time.

Locations of 40 digital HPTs approved in 11th Plan and 23 digital HPTs approved in 12th Plan are given at Annexure-III.

New 24 hrs Satellite Channel

One new 24 hours Regional Satellite Channel has been launched from DDK Vijayawada.

DTH

Installation of equipment for upgradation of Doordarshan's DTH Platform "DD FREE DISH" from 59 to 112 channels has been completed. Commissioning of upgraded platform is dependent upon implementation of Conditional Access System (CAS). All the channels would be free and no subscription would be payable by the viewers. Presently, there are 64 channels on DTH Platform.

Prasar Bharati Board, in its 129th meeting held on 16.10.15, has approved engagement of Department of Electronics and Information Technology (DeitY) approved Indian CAS vendor, M/s By Design, for implementation of CAS on "DD Free Dish".

High Definition Television (HDTV)

HDTV refers to video having resolution 5 times higher

than traditional television systems (Standard-Definition TV). Main features of HDTV are Crystal clear & noise free picture, more realistic colors, wide screen picture and more viewing realism.

Following HDTV projects are presently under implementation:

- (i) HDTV transmitters at Delhi, Mumbai, Kolkata and Chennai (Installation of transmitters has been completed at all locations and ready for commissioning);
- (ii) Multi-Camera mobile production facility at Delhi; and
- (iii) HDTV Studios at Kolkata & Chennai (Layout Plan & Specifications are under finalisation).

Modernisation, Augmentation and Replacement

It has been the constant endeavour of Doordarshan to modernise its network by replacing old equipment by state-of-art equipment and augment the existing facilities. At present, following major projects have been implemented /are under implementation for modernisation and augmentation of Doordarshan network.

Terrestrial transmitters

- a) Two no. Old ageing 100 W LPTs replaced with 500 W Automode (1+1) LPTs at Kankauli (Maharashtra) and Sheopur Kalan (MP)
- b) Replacement of following 15 existing old analog High Power Transmitters

Dibrugarh	Jaisalmer	Jabalpur	Tura	Kolkata (DD News)
Raipur	Pune	Visakhapatnam	Agra	Fazilka
Bhuj	Mau	Ananthpur	Daltonganj	Bhawanipatna

HPTs at 13 locations have been replaced. At remaining 2 locations (Fazilka & Jaisalmer), installation of transmitter equipment has been completed and is under testing.

- c) Setting up of five High Power Transmitters (10 KW) at Rajouri (DD1 & DD News), Green Ridge (DD1), Himbotingla Top (DD1) & Patni Top (DD 1) in J&K for expansion of terrestrial coverage. At Rajouri, transmitters are to be installed in the existing AIR building. Building modification has been completed. Action for procurement of transmitters at Rajouri in progress. Tenders have been invited, opened &

technical evaluation has been completed. Order is to be placed. Sites at other 3 locations have been finalized and taken over & building construction is in progress.

12th Plan of Doordarshan

Doordarshan's 12th Plan scheme "Broadcasting Infrastructure Network Development" has been approved at an outlay of Rs 1893.14 crore. This includes ₹1215 crore for continuing schemes and an amount of ₹678.14 crore has been allocated for new schemes. Main thrust areas in 12th Plan are—expansion of DTH; expansion of HDTV; Digitisation of Doordarshan network; modernisation of Doordarshan's Studios, transmitters and satellite broadcast equipment.

Sub-Scheme wise breakup of 12th Plan (New Schemes) is:

1. Expansion of DTH
2. Upgradation of DTH platform for transmission of 250 TV channels
3. High Definition TV
4. HDTV Studio at Kolkata & Chennai
5. Digitisation of Doordarshan network
 - i. Setting up of Digital HPTs at 23 nos.
 - ii. Digitisation of archives: Augmentation of facilities at Central Archives, Delhi & four Regional Archives.
6. Modernisation, Augmentation and placement of Studio and Transmitter equipment
 - i. Modernisation of CPC & Kendras
 - ii. Upgradation of facilities at News Headquarter Delhi
7. Modernisation, Augmentation and Replacement of Satellite Broadcast equipment
 - i. Upgradation of 13 Earth stations, replacement of Earth station equipment
 - ii. construction of 2 Earth station buildings
8. Infrastructure augmentation and Misc works
 - i. Strengthening of security related and other infrastructure.
 - ii. Staff quarters at Chandigarh
9. Strengthening of Border Coverage
10. 8 HPTs in areas bordering Nepal:

Projects of setting up of these 8 HPTs along Indo Nepal border have been dropped as per decision taken by Prasar Bharati in Mid Term review and approved by Prasar Bharati Board in its 129th meeting held on 16.10.2015.

11. Strengthening of Tower (300M) at Rameshwaram
12. New media technologies / Alternate delivery platforms

Live streaming of DD channels & delivery through internet on consumer devices.
13. OFC connectivity

Linking of selected DDKs through OFC network

Training

More than 250 engineering officers have been provided training in 16 training courses conducted during April 2015 to November 2015 and 12 training courses have been proposed to be conducted during December 2015 to March 2016.

In addition, training is provided by the equipment manufacturers at their works. About 180 engineering officers have been trained during April 2015 to Nov. 2015 against various A/Ts by the equipment manufacturers for new equipment being inducted in the network.

International conferences/ ABU Workshops

Following International conferences/ ABU workshops organized by various international organizations during 2015-16 (till November, 2015) were attended by Doordarshan officials:

1. Conference Preparatory Meeting for WRC-15 was attended by Sh. S. Ramachandaran, ADG (E) from 27.03.2015 to 02.04.2015 in Geneva, Switzerland.



Satyam Shivam Sundaram-DD Foundation Day Programme

2. ABU technical Bureau Mid-Year meeting was attended by Sh. Sunil, ADG (E) from 05.05.2015 to 06.05.2015 at Bali, Indonesia.
3. Sub-regional workshop on DVB-T2 Transmission was conducted from 11-15 May, 2015 in Kuala Lumpur, Malaysia. Sh. M.S. Duhan, DDG (E) & Sh. Surender Singh, DE from DD were the resource persons for this workshop.
4. AIBD-in-country workshop on Digital Audio/Video Archive held at DDK, Kolkata from July 6 to 10, 2015 was attended by 10 participants.

Important Coverage

More than 125 events have been covered live by Doordarshan during 2015-16 (Till 30.11.2015) by using OB/ EFP Vans, in addition, five major events are also proposed to be covered till 31.03.2016. Some of the major events covered and proposed to be covered live by Doordarshan are as under:-

Sl. No.	Event Details	Venue	Date
1	Conference of Environment Ministers of States	Delhi	06-Apr-15
2	9th Civil service day	Vigyan Bhawan, New Delhi	21-Apr-15
3	PM coverage of BJP National education meeting at Bengaluru	Bengaluru	03-04-Apr-15
4	Financial Inclusion Conference Inaugurated by PM	Mumbai	02-Apr-15
5	PM visit to Rourkela.	Rourkela.	03-Apr-15
6	Inauguration of Global Exhibition on Services by PM	Delhi	23-Apr-15
7	NIA Campus Inauguration by PM	Delhi	25-Apr-15
8	PM visit to RCTC, launch of social security project.	Kolkata	03-05-May-15
9	PM visit to Bellur Math	Bellur Math	07-09-May-15
10	PM's public meeting at polo ground, Asansol	Asansol	09-13-May-15
11	PM visit to Mathura	Mathura	14-15-May-15
12	International Buddha Purnima Divas-PM	Delhi	22-23-May-15
13	PM visit to Dantewada	Dantewada	24-May-15
14	PM visit to Raipur	Raipur	25-May-15
15	T-20 Developing league cricket tournament	Chennai	05-06-Jun-15
16	PM's Coverage at Bangladesh	Bangladesh	06-07-Jun-15
17	PM's speech on Yoga Day TV coverage	Vigyan Bhawan, New Delhi	21-Jun-15
18	International Yoga Day TV coverage at Rajpath	Delhi	21-Jun-15
19	PM's speech at the smart city function	Vigyan Bhawan, New Delhi	25-Jun-15
20	PM's public meeting at Rashtriya Ispat Nigam	Vizac	16-Jul-15
21	PM's visit to Jammu	Jammu	17-Jul-15
22	PM coverage, International labour conference	Vigyan Bhawan, New Delhi	17-Jul-15
23	RathYatra	Puri	18-27-Jul-15
24	PM coverage at Patna	Patna	25-Jul-15
25	PM coverage at Rly. Station, Bihar Sharif	Bihar Sharif	25-Jul-15
26	Cremation and tributes to Sh. A.P.J. Abdul Kalam, Ex-President of India	Rameshwaram	29-30-Jul-15
27	Birth Centenary of Rani Gaidinliu of NE	Vigyan Bhawan, New Delhi	01-Aug-15
28	Laying of Foundation stone of 2 nd railways over Ganga river from Veterinary college, Patna by Hon'ble PM	Ganga river Mokama Ghat, Patna	18-Aug-15
29	PM visit to Jaipur to attend FIPIC Summit	Jaipur	21-Aug-15

Sl. No.	Event Details	Venue	Date
30	Prime Minister's address to Nation	Red Fort, Delhi	15-Aug-15
31	Coverage of Bilateral talk with PM and President of Seychelles	Delhi	26-Aug-15
32	Launch of GSLV/GSAT-6	Sriharikota	27-Aug-15
33	Aranmula Boat race	Kerala	31-Aug-15
34	Inauguration of conference by PM organized by Vivekananda International foundation	Delhi	03-Sep-15
35	PM visit to Gaya (Public Rally)	Gaya	05-Sep-15
36	Inauguration of World Hindi Conference by PM	Bhopal	10-Sep-15
37	Convocation Address at PGI by PM	Chandigarh	11-Sep-15
38	Public address by PM at sector-25	Chandigarh	11-Sep-15
39	55th National Open Athletics Championship	Kolkata	16-19-Sep-15
40	Pune festival	Pune	18-Sep-15
41	Remote inauguration of PRS by PM at Ramnagar from DLW	Varanasi	18-Sep-15
42	Launch of PSLV-C30/ASTROSAT	Sriharikota	28-Sep-15
43	PM's visit to Ranchi and Dumka	Ranchi & Dumka	02-Oct-15
44	56th Edition of Subroto Cup Football Tournament	Delhi	06-Oct-15
45	PM's meeting with German Chancellor	Bengaluru	06-Oct-15
46	CM Trophy 1st International Triangular Cricket Series	Hyderabad	07-Oct-15
47	Navaratri festival	Ahmedabad	13-22-Oct-15
48	PM's visit to Mumbai	Mumbai	11-Oct-15
49	Birth Anniversary of former President Sh. A.P.J. Abdul Kalam	DRDO Delhi	15-Oct-15
50	PM address on Completion of ten years of RTI at Vigyan Bhawan	Vigyan Bhawan	16-Oct-15
51	Foundation Laying of New Capital of AP by PM	Amravati	22-Oct-15
52	Inauguration of Renigunta Airport & Mobile Manufacturing by PM	Tirupati	22-Oct-15
53	Inauguration of Rashtriya Sanskriti Mohotsav by PM	Delhi	24-Oct-15
54	India Africa Forum Summit	Delhi	26-29-Oct-15
55	Live coverage of PM visit to Sonipat to lay the foundation stone of Western Peripheral Expressway	Sonipat	05-Nov-15
56	PM's Visit to Inaugurate the Second Phase of Hydrel Project Foundation stone Development Institute etc	Baglihar	07-Nov-15

Organizational Structure

Doordarshan, as part of Prasar Bharati, is headed by a Director General. The Engineering Wing of Doordarshan is headed by Engineer – in – Chief. The function of Engineering Wing at Directorate are – policy formulation, planning & development, infrastructure & technology development, budgetary planning & control, human resource development; overseeing operation & maintenance activities etc. Four Zonal Offices located at Delhi, Mumbai, Kolkata and Chennai look after project & maintenance activities in their respective zone. Another Zonal office setup at Guwahati is presently looking after maintenance activities in NE states. Each Zonal office is headed by Additional Director General (Engg).

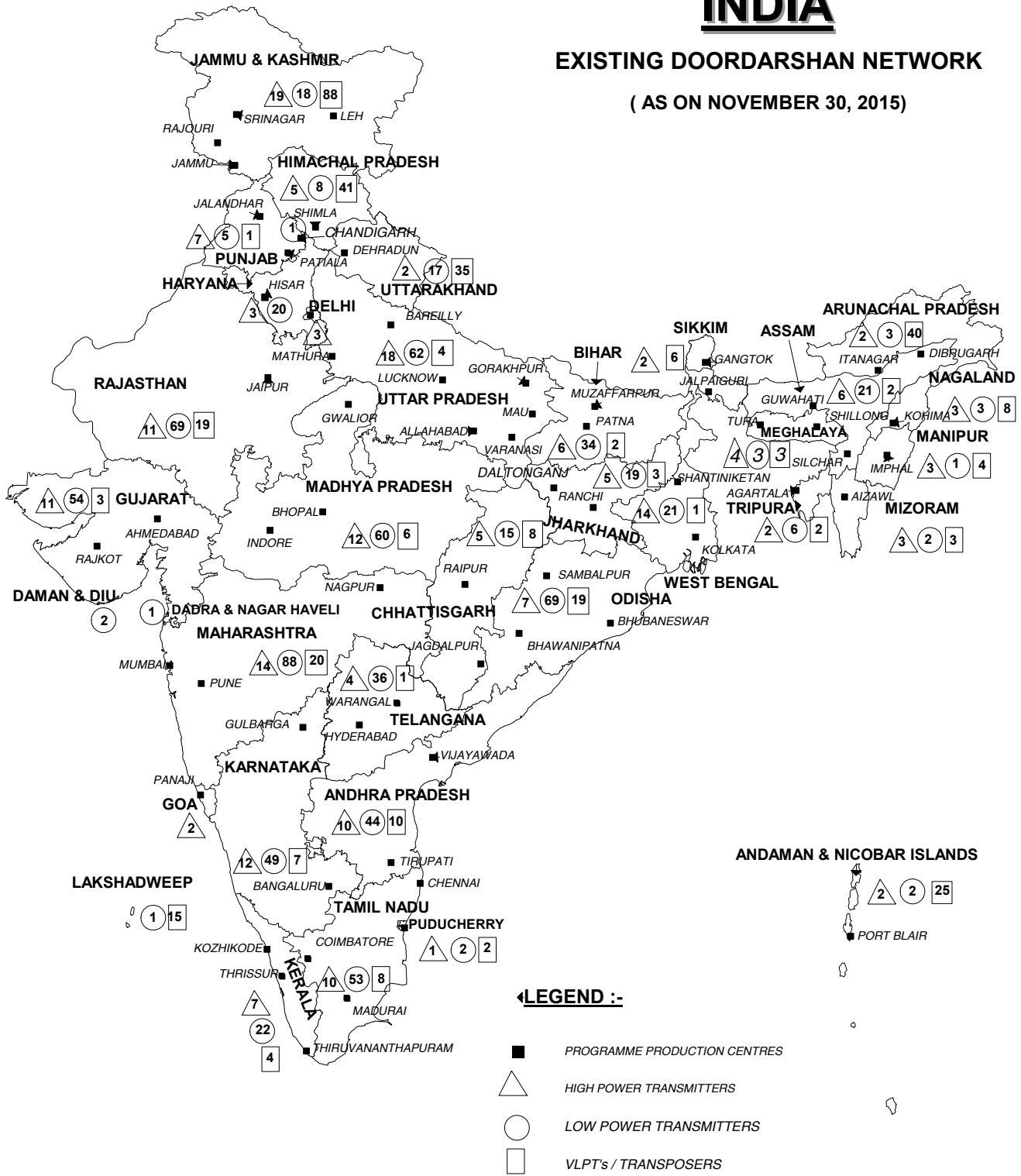
DD National : The Flagship Channel

DD National, a Public Service Broadcasting channel, is the largest terrestrial network in the world, covering 92.6% population and 81.0% land area of the country. Being the main face of the channel lends a healthy mix of entertainment,

INDIA

EXISTING DOORDARSHAN NETWORK

(AS ON NOVEMBER 30, 2015)



information and education. The service is available in terrestrial mode from 05.30 a.m. till midnight. In the satellite mode it is available round the clock.

Doordarshan procures content through various notified schemes such as Self-Finance-Commissioning (SFC), Revenue Sharing Mode (RSM), Advertisement Funded Programme (AFP) as approved in the 123rd Board Meeting. The revenue sharing schemes enable Doordarshan to collaborate with some private channels for sourcing some high quality software.

Doordarshan Directorate has set up a National Resource Exchange Pool with the purpose of creating a common store house of important programmes to be kept on record and for telecast in the future by RLSS Kendras.

Live programmes

All major national events like Republic Day, Independence Day Celebration, President's and Prime Minister's addresses to the Nation, Important Parliament debates, Sports events are covered and telecast on DD National.

Birth Anniversaries/Death Anniversaries of important personalities are covered and telecast on DD-National. Rashtriya Ekta Diwas, Birth Anniversary of Sardar Patel have also been covered and telecast on Doordarshan.

Doordarshan made elaborate arrangements with ISRO for live telecast of launch of GSAT-16 Communications Satellites.

Along with coverages, developmental programmes, socially relevant special programmes e.g. Healthy India, Pulse Polio Campaign, Anti Cancer, Leprosy, Tuberculosis, Dengue, Swine Flu, AIDS and other health related issues, Special Campaign for primary Education for all, consumer education, Road Safety, free legal aid to weaker section of the society etc. have been the major planks of telecast on DD National.

DD National has been completely rebranded with (i) new programmes and (ii) iconic old serials made by reputed film makers. DD National competes for eyeball with other General Entertainment channels. Therefore, all programmes in this band typically are soaps and serials including reality shows and literary classics and folk dances. The objective is to put high quality content, maximum viewership and to enhance revenue generation to Doordarshan.

The Education component is continued to be drawn from the contributions from varied sources such as Indira Gandhi National Open University (IGNOU),

University Grant Commission (UGC), Central Institute of Educational Technology (SIET)/NCERT and Vigyan Prasar.

Programmes/serials

- 'Manthan' in collaboration with German TV programme is a new Innovation on Science.
- 'Gali Gali Sim Sim' being telecast on Doordarshan is an animation series for children.
- Doordarshan has stepped up efforts for cross channel promotions and publicity including the use of social media.
- So far as DD National is concerned, a fresh colors scheme with a new tagline entitled "Desh Ka Apna Channel" has been initiated. New SFC programmes have been scheduled from 15th August 2015 and October 2015. All efforts are being made for complete switch over of DD National to full HD Transmission from January 2016 onwards.
- Some of the popular evening serials being telecast on DD National are: *Pavitra Bandhan.. Do Dilon Ka, Khwabon Ke Darmiyon, Zindagi Ek Bhamvar, Dard Ka Rishta, Janmo Ka Bandhan, 40 Plus, Rannbheri, Dil Ko-Aaj Phir Jeene Ki Tammana Hai, Albeli-Kahnai Pyar Ki, Beti Ka Farz*, IPS Diary and *Mashaal*.

Narrow-casting

Since 2004, Doordarshan has been producing the flagship project of Ministry of Agriculture Govt. of India. The project has three tier approaches.

1. On the National Channel: The Agriculture programmes are Telecast six days a week (Monday to Saturday), between 6.30 am to 7.00 am.
2. On 18 Regional Channels: State specific Agriculture programmes are telecast five days a week (Monday to Friday), for the duration of 30 minutes in the respective Regional Language of the state on state network, from 5.30 pm to 6.00 pm (due to change of National Telecast Timing).
3. In "Narrowcasting mode" (36 Kendra's): Area specific information, produced twice a week up to 30.06.2015 and w.e.f. 01.07.2015 one programme once a week, is being telecast five days a week (Monday to Friday), covering more than 140 districts across the country.

The date-wise schedule of programmes of each of the

55 production centres are uploaded on a specific portal (www.dacnet.nic/csms), so that extension workers, planners and the farmers can receive advance information about the programmes that would be telecast each day.

Films

Film unit of Directorate of Doordarshan procures Hindi Feature Films for various slots of National Network on Royalty basis for its viewers from all walks of life. Latest Blockbuster films are being telecast on all Fridays at 10.00 PM slot and super hit films are being telecast shown on all Saturdays at 10.00 PM slot on National Network. Retrospectives of eminent directors, actors etc. are shown on all Sundays at 12.00 noon slot, classic/popular films are being shown on all Sundays at 03.00 PM. Old popular films are being telecast in serialized format under Bioscope slot on Tuesdays and Wednesdays at 11.00 PM. Best of Indian Cinema produced in Indian Languages with English subtitles are telecast on Sundays and Mondays at 10.00 PM & 11.00 PM on Doordarshan.

The Gross revenue earned from the telecast of five Hindi Feature Films on Doordarshan's National Network every week is around ₹1.24 crore. Doordarshan has branded the feature film slot as "Friday Houseful" to show latest blockbusters and "Saturday Jubilee" to show super hit popular films.

The Best of Indian Cinema project was launched by DD on November 10, 2013. The spectrum of films screened under Best of Indian Cinema, every Sundays and Mondays at 10.00 PM and 11.00 PM varies from English to rare dialects like Mising, Tulu & Kokborok. 76 Films have been telecast till date.

It has been planned to do promotional activities of this ambitious project by using all the means. Few are mentioned below:-

1. To do intensive campaign during international Film Festival being held in India.
2. These films are being telecast on Regional Channels, DD-Urdu, DD-Bharati & DD-India.
3. Intensive marketing efforts being undertaken to generate revenue for these films .
4. Films Sections has organised BIC Film Festivals at IGNC A New Delhi, Hyderabad, Banga Bhawan, New Delhi, SRFTI, Kolkata and CSMVS Mumbai. A series of such BIC film festival has been planned in Major Grade B cities and important metros.

DD News

DD-News channel was launched on 3rd November 2003 by converting DD-Metro into a 24-hours news channel. Its satellite footprint is available across the country. DD News terrestrial reach is 49% area of the country. DD News is currently producing news content in Hindi, English, Urdu and Sanskrit languages. Over 18 hours of LIVE transmission include telecast of more than 30 news bulletins in these languages and special programmes on government schemes and initiatives. The channel telecasts daily three sports bulletins, one business show, daily current affairs programmes, special shows on health, youth issues, cinema, art and culture, world news magazine and country's only Sanskrit news magazine.

During the months of April to December, 2015, DD News has mounted following news programmes:

DD News has made earnest efforts to give wide publicity and disseminate information on various government initiatives for welfare of people. Exhaustive and live coverage of launch of the Pradhan Mantri Suraksha Bima Yojana, Pradhan Mantri Jeevan Jyoti Yojana, Atal Pension Yojana, Mission Indradhanush, Smart Cities, Housing for all by 2022, Atal Mission for Rejuvenation and Urban Transformation (AMRUT), Mudra Bank, Digital Locker initiative, National Policy for Skill Development and Entrepreneurship and Deen Dayal Gram Jyoti Yojana. A number of special programmes were also mounted on these initiatives highlighting benefits of these schemes for common people. Launch of country's first television channel for farmers, 'DD Kisan' channel was covered and DD News is also producing a 30 minute Kisan Samachar for DD Kisan daily.

Prime Ministers' visits in country and abroad were given special focus because of their significance. Prime Minister's foreign visits in all these months were covered with curtain raiser programmes, live coverage and follow-up programmes. These coverage included importance of the visits and issues of India's interests and the emerging role of India in global perspective. DD News did wide coverage of Prime Minister's three nation tour to Germany, France and Canada from 9th to 18th April 2015. Curtain raiser programmes were telecast focusing on bilateral ties with these countries and importance of PM's visit with live inputs from correspondents from in the countries. Prime Minister's three nation visit to China, Mongolia and South Korea from 14th to 19th May 2015 was also widely covered. Prime Minister's visits to Bangladesh in June, Russia and 5

Central Asian Countries in July and UAE in August were given exhaustive coverage. Prime Minister's historic visit to Ireland and USA in September and UK in November were prominently covered with live inputs from reporters and special programmes. Prime Minister's engagements in various world and multinational forums like G-20 summit held at Antalya in Turkey and Conference of Parties (COP21) on Climate Change at Paris in November were exhaustively covered by DD News. PM's visits to various developmental projects in different parts of the country as well as political engagements were also widely covered.

The channel also prominently covered President's visits to Belarus, Sweden, Israel, Palestine and Jordan and Vice President's visits to Cambodia, Laos, Indonesia, Brunei and Turkmenistan. External Affairs Minister's visits to New York in October and Pakistan in December were exhaustively covered. DD news also widely covered visits of President of Tanzania, Mozambique and Seychelles, Prime Minister of Sri Lanka, German Chancellor and Prime Minister of Japan to India. DD News did exhaustive coverage of rescue and relief operations in Nepal and evacuations from Yemen with expert discussions, special programmes and live inputs.

DD has visualized and adopted for television PM's radio broadcast "Mann Ki Baat". DD news adopted PM's Mann ki Baat for simultaneous TV telecast with radio broadcast, which was taken and carried by several private channels also. This was supported by package stories and thorough coverage of peoples' reactions. In September one year of Mann Ki Baat was marked with special programmes and stories that included snippets from previous editions of Mann Ki Baat.

DD News exhaustively planned commemoration of 125th Birth Anniversary of Dr. B.R. Ambedkar. Several of programmes were produced, promoted and telecast to mark Birth Anniversary of Baba Saheb from 9th to 14th April and repeated later in the week. A one hour documentary "Yug Pravartak" on life, thoughts and work of Dr. B.R. Ambedkar and government programmes and policies for weaker section were telecast on 14th April 2015. A 30 minute documentary "Adhikar" on Baba Saheb's Contribution to the Constitution was telecast on 11th April 2015. A one hour audience based discussion programme "Dr. Ambedkar-Vyaktitva Aur Vichar" was telecast on 13th April 2015. Two half an hour interviews with Prof. Vivek Kumar, JNU and Dalit Women Entrepreneur Kalpana Saroj were telecast on 9th and 10th April 2015. Besides this special episodes of "Ehsaas" and

"Mehnat Rang Layegi" were telecast on 12th April 2015 highlighting issues related to weaker sections and success stories of Dalit farmers.

Comprehensive planning for programmes on one year of the government was done. A number of special programmes were produced, promoted and telecast to mark the occasion. A special half an hour programme titled "Pehla Saal Modi Sarkar" was telecast daily from 12th May to 31st May 2015 and repeated on next day. Five special audience based programme of one hour duration each were also aired. A one hour documentary on achievements of government "Ek Majboot Kadam Naye Bhavishya Ki Ore" was telecast on 25th May 2015 and repeated three times on 26th May 2015. Special interviews of around 20 Union Ministers on achievement of their ministers were telecast from 1st May 2015 to 31st May 2015.

DD News did exhaustive coverage of International Yoga Day. The main function at Janpath on 21st June was carried live on DD News. Special stories from all corners of the country and across the globe on IYD were carried. The event organized at UN HQ in New York to mark first International Yoga Day was also carried live. In a 14 day long series, special programmes, national and international stories, interviews and discussions on International Yoga Day were telecast. DD News also carried special episodes of Total Health, Tejaswani, Charcha Mein and GenNext on Yoga. Special interviews of eminent Yoga Gurus e.g. Shri H R Nagendra, Swami Ved Bharati, Baba Ramdev, Shri Shri Ravi Shankar and AYUSH Minister Shri Shripad Nayak were also carried. A special documentary "Yoga-Gatha" was also telecast. Regional News Units (RNUs) also did special stories/programmes on IYD.

Special programmes on Centenary Birth Celebration of Pt. Deendayal Upadhyay, Demise of former President Dr APJ Abdul Kalam and tribute to departed leader and his last rites ceremony in Rameshwaram, Sardar Patel's 140th birth anniversary, World Environment Day, World Tourism Day, World Sanskrit Conference at Bangkok, 10th World Hindi Conference at Bhopal, 'Global Call to Action' Summit 2015 and Forum for India - Pacific Islands Cooperation (FIPIC) Summit in Jaipur and India-Africa Summit at New Delhi were mounted. Special series on 40 years of emergency was carried. A special documentary "Aapatkal Ka Sach" was telecast in five parts from 23rd to 27th June 2015. Special discussion and audience based programmes on emergency were also mounted.

The news channel also did a number of special programmes on Bihar assembly elections. Special programmes on Golden Jubilee of 1965 war, Special episodes of Total Health on Dengue, Yoga, World Heart Day, Treatment of earthquake victims, Thalassaemia, Mission Indradhanush etc were mounted. DD News recently completed 600 episodes of its popular show, Total Health. DD News has covered launch of PSLV C28, GSAT-6 and indigenous Astronomy satellite ASTROSAT and a special programme on MH-370 crash.

DD News launched the first Sanskrit TV News magazine of India, “*Vaartaavali*” in June. Two new weekly programmes on international news/events “World Konnect” in English and “*Khabar Duniya Ki*” in Hindi were started very recently in October 2015.

For fast collection of audio-visual feed, it is integrating its studio panels with latest internet tools. In recent international coverages, it has used cost-effective mobile transmission of feeds in place of satellite feeds, wherever possible.

In its effort to make the refurbished channel available far and wide, especially on new ICT platforms, DD News has been posting more and more audio-visual material on YouTube and other social media entities. The latest in this direction is a mobile app to provide live television and other videos to smartphone users.

DD Bharati

DD Bharati Channel was launched in January 2002 as a niche channel for culture, health and children, to preserve Indian culture with authenticity and to present it to the wider public. It has entered into partnerships with various National and International public institutions to acquire and premiere programmes available in their archives, after making very judicious selection keeping the character of the channel in view.

Under these partnerships, DD Bharati has the copyright to air various events organized by the partner institutions like:

- Indian Council for Cultural Relations (ICCR)
- Indira Gandhi National Centre of Arts (IGNCA)
- Films Division
- Indian National Trust for Art and Cultural Heritage (INTACH)
- Spic-Macay
- Indian Trust for Rural Heritage Development (ITRHD)

- Sahitya Akademi
- Vigyan Prasar
- National Centre for the Performing Arts (NCPA)
- Kala Ghoda Association (Kala Ghoda Arts Festival)
- Mukteswar Dance Festival
- Rajarani Music Festival
- Tansen Sangeet Samaroh
- Shree Baba Harivallabh Sangeet Sammelan
- Khajuraho Festival of Dances
- Sirpur National Dance & Music Festival
- Ministry of External Affairs
- Delhi International Art Festival

The channel has some regular slots to ensure variety.

- A special daily slot “*Aadha Aakash Apna*” is created to celebrate womanhood and supporting the continuing struggle of woman equality.
- “*Sanskriti Bharati*” featuring cultural round-ups of different states.
- “Classical Music”, a daily one hour slot in primetime.
- More than 124 events covered for a slot entitled “*AasPaas*”.

Live telecasts: the channel has telecast over 52 hours of programmes live as on 30th November, 2015. About 20 hours of programmes will be telecast live in the month of December.

Important programmes in the pipeline:

- A 52 episode series on Hindustani Classical music appreciation conceptualised by noted musicologist Pt. Vijay Kichloo.
- “Aao Ek Khwab Bune” – a series conceptualised by Channel Advisor, Dr. Yatindra Mishra which features upcoming personalities in the field of art, culture and literature.
- Lok Rang (Folk artists programme), Bhajnanjali (Devotional Music Programme).

DD Urdu

DD Urdu came into existence on 15th August, 2006 and became a 24x7 channel w.e.f 14th November 2007. DD Urdu transmission features a mix of repeat and non-repeat, acquired and in-house software, which encapsulates heritage, culture, literature,

information, education and societal issues specific to the target audience apart from News and live events like Independence Day, Republic Day celebration, Prime Minister messages and special programmes on the state leaders. The theme that predominantly runs through the transmission relates to modernizing educational and social outlook of the target audience.

A daily programme titled “Sargarmiyan” gives a roundup of all important happening with visual footage in and around Delhi.

As a USP of the channel Ten (10) News Bulletins in Urdu are being telecast daily with News headlines in Urdu given as scroll throughout the transmission.

On the eve of DD Urdu anniversary a series of special programmes such as Ghazals Concert, Qawwali Concert and Skits were telecast in collaboration with DDK Jaipur, DDK Jalandhar and DDK Hyderabad.

DD Urdu Channel proposed to commence the telecast from the January 2016, new in-house programmes apart from existing show such as Morning Show, Health Show, Guftugoo and Dastangoi etc.

Main activities of DD Urdu in 2015-16

- ❖ DD-Urdu organized all India reality show “*Jashn-e-Begum Akhtar*” on her centenary celebration and telecast 13 episodes series on DD-Urdu.
- ❖ Film Based Song Programme on Manna Day & Kaifi Azmi (Yadon Ke Dareeche Se) on 15/05/2015.
- ❖ Live telecast of Launching of DD Kisan Channel with the Prime Minister Shri Narendra Modi’s Message. (i.e. 06/052015).
- ❖ Panel Discussion Programme on Social Issues “Mubahisa” (Yog Aur Sehat) on 21/06/2015.
- ❖ Special programme on Eid-ul-Fitr (EID MUBARAK) on 20/07/2015.
- ❖ Live telecast of Flag Hoisting Ceremony & Prime Minister’s Address to the Nation on the eve of Independence Day.
- ❖ Film Based Song Prog. On Independence Day (Yadon Ke Dareeche Se) on 15/08/2015.
- ❖ Special Programmes on the eve of DD Urdu Channel anniversary (Ghazal Concert, Qawwali

Concert and Skit) on 15/08/2015.

- ❖ Special programme on Teej (Aayi haryali Teej) on 22/08/2015.
- ❖ Special programme on Haj (Haj Jaise Karein) on 18/09/2015.
- ❖ Special programme on Eid-ul-Azha (EID-E-QURBAN) on 25/09/2015.
- ❖ Special programme on Durga Pooja (Jashn-e-Fateh) on 22/10/2015.
- ❖ Special programme on Moharram (Sham-eGham, Sham-e-Alam) on 24/10/2015
- ❖ Special programme on Abul Kalam Azad’s birth anniversary (Bhartiye Taleem Ke Memar... Maulan Abul Kalam Azad) on 11/11/2015.
- ❖ Film Based Song Prog. On Dilip Kumar (Yadon Ke Dareeche Se) on 11/12/2015.

DD India

Doordarshan opened its windows to the world by launching its international channel on 14th March, 1995. The Channel, initially known as DD-World was renamed DD-India on 2002. The programmemeing offers international viewers an update on the Indian social, cultural, political and economic scene. DD-India was launched with a mission “to build bridges of communication with Indians living abroad and to showcase the real India, its culture, its values, its traditions, its modernity, its diversity, its unity, its agony and its ecstasy to the entire world through programmes of high quality, that will inform, educate and entertain people in the highest traditions of public service broadcasting.”

DD-India carries News bulletins, Features on Topical Events, Entertainment Programmes, Feature Films, Music and Dance, Serials, Documentaries, News and Current Affairs, Events and Tourism.

The DD-India programmes are reaching 38 countries of the world through submarine cable, satellite and DTH platforms. It is available on GSAT-10 which has its coverage in SAARC, ASEAN, FIPIC and East African coastal countries. It is available in Canada on ATN network in US as part of ITV and in Europe as part of DW bouquet. It is available in the country on Cable by most MSOs and DTH platform on Tatasky. A strategy for further expansion of its distribution and to have global footprint is underway in consultation with Ministry.

At present 8 hour programme loop is being telecast and the same is being repeated twice in 24 hours to suit the prime time zone of the world.

Achievements from 01.04.2015 to date

- 78 live programmes on DD-India featuring Hon'ble PM, President and other VVIPs, showcasing landmark programmes of GOI such as Jan-Dhan, International Day of Yoga, Make in India, Digital India, Skill India, Swavlamban and investitures of civil and defence officers and distribution of various awards and honours.
- The transmission infrastructure of DD-India is upgraded to latest state of art digital server based working on tapeless workflow w.e.f. 01.06.2015.
- The library of DD-India is digitised and content on tape is converted to digital file and is in process of archiving it on LTO 6 with metadata.
- Set up facility and mechanism to liaise with ministries such as MEA, Ministry of Tourism, Railways and Ministry of Culture etc. to use good archival contents available with them to telecast on DD-India .

Future Plans

- Expanding reach of DD-India to uncovered geographies.
- Developing and monitoring feedback of viewers through dedicated facebook page and tweeter handle of DD-India. Use of Youtube for DD India's programme.
- Launching 24X7 web cast of the channel for the benefit of global net users.
- Developing commercial opportunity for increasing revenue through sponsored programmes.
- Developing APS on Android and Windows platform for global access on mobile platforms.

DD Sports

- Sports channel of Doordarshan was launched on 18th March 1999. The transmission of the channel was increased from 10 hours to 12 hours a day from 25 April 1999 and considering the popularity of the channel the transmission hours has been extended to round the clock from June 2000. The channel has brought to its audience commendable programme / coverage of sports events during the year, some of which are: -

S.No.	Event
1	National Games Kerala, 2015
2	Live Telecast of 63rd All India Police Wrestling Cluster 2014 at Indira Gandhi Stadium, Indraprasth New Delhi
3	ABU Robocon 2015 National Contests at Balewadi Sports Complex Pune.
4	FIFA World Cup Russia 2018 Qualifying Round I (Indian National Football Team and Nepal National Football Team) at Indira Gandhi Athletic Stadium Sarusajai Guwahati.
5	Fed Cup Asia Oceania Zone Group II for Seniors Women at SAAP Tennis Complex L B Stadium, Fateh Maidan, Basheerbagh Hyderabad
6	National Badminton Premier League at Vijay Mall Vadapalni Chennai
7	Davis Cup World Group at R K Khanna Tennis Stadium New Delhi
8	World Universidad Games 2015 held at Republic of South Korea
9	World Judo Championship in Tashkand, Russia
10	Mizo Indigenous Games Festival 2015 held in Aizawl
11	Asian Racing Championship (3 rounds) held at Jakarta, Kuala Lumpur and Kuwait
12	Asian Youth Football Festa 2015 at Anseong, South Korea
13	Kuala Lumpur Grand Prix Car Rally

In Pipeline

1. SAF Games 2016 at Guwahati
2. National Games 2016
3. Olympic Games Rio 2016
4. Para-Olympic Games 2016

Besides above, DD Sports has given coverage to the various National level sports events held in India. Important in-house productions have been:

- a) One hour live programme "Sports Hour" in English & Hindi (30 mts. each) featuring National & International sports events.
- b) Programme "Sports Pulse" on every Saturday & repeat on Sunday.
- c) Lakshya – a day with eminent sport personalities.
- d) 4 new programmes Fit Rahe India, Indian Khel League, Sports Guru and Sport Konnect has been introduced on weekly basis from October 2015.
- e) Three special episodes on Asian Youth Football Festa 2015 held in South Korea.

In view of the public service mandate of Prasar Bharati (PB) to promote sports, from time to time, PB was exempted the cash outflow principle in respect of the following: -

1. 56th edition of Subroto Cup Football Tournament

2015 at Dr. Ambedkar Stadium, New Delhi

- 20th Bodoland Gallants Gold Cup Football Final Tournament 2015 at Dimakuchi Stadium, Udalguri Assam

DD Kisan

DD Kisan was launched on 26th May, 2015 from CPC: Doordarshan. This is the first channel dedicated to India's agriculture and its farmers. DD Kisan not only makes farmers aware of government policies, decisions but also bridges the gap between them. Apart from all these with the help of Agricultural experts and institutions it also makes farmers aware of new farming techniques and provide other information to them. Keeping in

mind the importance of 'Per Drop More Crop' slogan in mind, DD Kisan Water conservation will encourage its right usage. Apart from providing information on new upcoming techniques, farmers are provided information on use of good quality seeds, taking care of the soil, rate of vegetables in different markets, prediction of weather in different parts of the country and Water storage. DD Kisan has following segments:

- Kisan Samachar:- shows news that have direct impact on the farmers of the Rural India on a daily basis.
- Talks and Discussions:- Experts listen to the problems and difficulties of the farmers and try to find solution for them.



Launch of Kisan channel by Hon'ble Prime Minister Shri Narendra Modi

- Kisan Prashnmanch:- Team of DD Kisan travel from one village to another to find out the solution of farmers queries. In this farmers are quizzed and the winner get Prizes. Agricultural Experts is also a part of this programme.
- Chaupal Charcha:- Farmers are made aware of Village developmental programmes including village cleanliness and health issues.
- Hello Kisan:- Farmers directly talk to the experts on phone.
- Khet Khalihaan:- This one hour daily show provide information about agriculture, seed, soil, vegetable market, weather, marketing, food processing etc. Experts from different places provide opinion on the above issues as well as made aware of various agricultural planning.
- Ghumte Phirte:- Ghumte-Phirte is a mobile quiz show to enhance the knowledge of farmers. Questions are



MoS for I&B Col. Rajyavardhan Rathore addressing at the launch of DD Kisan Channel

based on agriculture and general knowledge. Duration of the programme is 25 minutes.

- Vaad Samvaad:- It is an interactive show on agriculture issues directly related to farmers.
- Vichar Vimarsh:- It is a discussion based programme of one hour duration based on views and counter views of farmers on Agriculture and rural issues.
- Mandi Khabar:- A daily half hourly show on the rural market scenario, which is based on the standard data provided by NCDEX and other reliable sources.
- Mausam:- A daily half hourly show on latest weather conditions including advisories and precautionary majors required for the peasants in 127 Agro Climatic Zone of the country.
- Baat Rajyo Ki:- A special programme highlighting significant features of different region in agriculture and rural development.
- Jeevan Darshan:- A daily morning half hourly show encompassing the cultural and spiritual ethos of the country in the perspectives of folk music, i.e. lokgeets, bhajans and qawwalies etc.

Regional Language Satellite Channels

DD Sahyadri

Sahyadri Channel started beaming Marathi programmes by the name DD-10 throughout India via Satellite from 15th August 1994. Its transmission was extended to round the clock from 05th April, 2000. It is available on Terrestrial Support from 6.00 AM to 9.00 AM and from 3.00 PM to 8.00 PM on all days except Sunday and on Satellite Mode it is available round the clock. In August, 2013 Doordarshan flagged off a high definition (HD) production studio at its Mumbai Kendra.

New programmes on DD Sahyadri

1. Dusri Bajr	May 2015
2. Ulat Sulat	May 2015
3. Man Kara Re Prasanna	May 2015
4. Savitrichya Leki	June 2015
5. Sankatmochan Hanuman	June 2015
6. Bharatatil Kille	July 2015
7. Geet Rangoli	August 2015
8. Ganpati Immersion	27-Sep-15
9. Hasya Rang	November 2015

9 new shows started in its prime time slot on DD Sahyadri

- Pashanapati, Maati Kokanchi Naati Janmachi, Sushilecha Dev”, and Vachanbaddha started from 2nd November, 2015
- Sangharsh Milanacha, ‘Bantya Television’, and Goshta Umalya Manachi started from 5th November, 2015
- “Anakalniya” : started from 5th November, 2015
- Chitrakathi : started from 5th November, 2015
- RBI Q : December 2015

Awards:

- The Sixth Edition of Doordarshan Sahyadri Cine Award aired on 12 July.
- Sahyadri Sahyog Sindhu Awards & Jaago Re Jaago aired on 14th August, 2015

DD Girnar

The Satellite Regional Language channel DD-11 in Gujarati was started on 01.10.1993 by up linking from Delhi and the same service started up-linking locally on 15.08.1994. 24 Hours Transmission on Regional Satellite Language Service started from 01.05.2000 and DD-Girnar became a Brand Identity from 02.10.2007. DD Girnar blends a healthy mix of entertainment, information and Education. The Tagline of the channel is “Aapni Sanskruti, Aapni Olakh”.

The Satellite mode of transmission in Gujarati on DD-GIRNAR can be down linked and seen through cable not only in entire country but 34 other Asian countries like Sri Lanka, Iraq, Armenia, Myanmar, Azerbaijan, Parts of CIS, Omen, Vietnam, Turkey, Uzbekistan, Bangladesh, Syria, Kyrgyzstan, UAE, Malaysia, Sumatra, Turkmenistan, Bhutan, Yemen, KSA, Afghanistan, Thailand, Egypt, Bahrain, Nepal, Iran, Kuwait, Pakistan, Cyprus, China, Qatar, Tajikistan and Mongolia.

Important programmes telecast during April, 2015 to March, 2016:

- Telecast of Asmita Parva, from 08-04-2015 to 11-04-2015.
- Special telecasts on 125th Birth Anniversary of Dr. B.R. Ambedkar on 14-04-2015.
- Special programme “Rang Chhe Gujarat”, on 55th Gujarat Foundation Day - 1st May, 2015.
- Special programme ‘Make in India, Digital India, Skill India & Smart City’ telecast on 22.05.2015.
- Modi Sarkar Nu Ek Varsh-Paricharcha at GIFT City, Gandhinagar - telecast on 23.05.2015.

- Live Telecast of First International Yoga Day on 21-06-2015.
- Special telecast to mark Anniversary of Man’s Landing on the Moon on 20.07.2015.
- Special telecast on Indian Broadcasting Day on 15-09-2015.
- Extensive Coverage of Shri Pranab Mukherjee - President of India’s 3 Days Visit of Gujarat from 30th Nov. to 2nd December 2015.
- Live coverage of Independence Day Ceremony of Hon’ble Chief Minister of Gujarat .
- Live Telecast of 138th Lord Jagannath Rath Yatra from Ahmedabad on 18-07-2015.
- Special telecast on World Tourism on 27-09-2015.
- Janmashtami live telecast on 05.09.2015 from Dwarka, Dakor, Rajkot & Studio.
- Special programme on International Literacy Day telecast on 08.09.2015.

DD Podhigai

Regional Language “Tamil Satellite Channel - Podhigai started functioning on the Pongal day i.e., 15.1.2001 with round the clock transmission. Considering the genre of programmes telecast it is coined as ‘Infotainment Channel’.

Some important programmes telecast during 2015-16.

Date of Telecast	Details of the Programme
22.04.2015	Maha Samprokshanam of Sri Varadaraja Perumal Temple at Kalingamalai
30.04.2015	Arulmigu Meenakshi Sundareswarar Thirukkalyanam at Madurai
21.05.2015	Sadhabhishega Mahotsavam at Srirangam, Trichy
12.06.2015	Maha Samprokshanam of Sri Parthasarathy Swamy Temple, Triplicane, Chennai
10.07.2015	The Launch of PSLV-C28 / DMC3 Mission from Satish Dhawan Space Centre (SHAR), Sriharikota
30.07.2015	The Last Rites of Former President Dr. A.P.J. Abdul Kalam
07.08.2015	The Launch of National Handloom Day by Hon’ble Prime Minister Shri Narendra Modi
27.08.2015	The Launch of GSLV-D6 / GSAT - 6 Mission from Satish Dhawan Space Centre (SHAR), Sriharikota
07.09.2015 & 08.09.2015	Annual Festival & Car Festival of our Lady of Health, Vailankanni
12.09.2015	The Passing Out Parade at Officers Training Academy, Chennai
22.10.2015	Dussehra Festival at Kulasekarapattinam
08.11.2015	Maha Kumbabhishekam of Arulmigu Thyagaraja Swamy Temple at Thiruvavur
25.11.2015	Karthigai Maha Deepam Festival at Arulmigu Arunachaleswarar Temple, Thiruvannamalai

Events to be covered from December 2015 to March 2016.

December - 2015

Special Programmes for New Year Eve and New Year

January - 2016

Maharajothi Festival at Sabarimala

Special Pattimandram for Pongal Festival

February – 2016

Mahamagam Festival at Kumbakonam

Natyanjali Festival at Chidambaram

DD-Yadagiri

After division of Andhra Pradesh into two parts, i.e; Andhra Pradesh and Telangana. Doordarshan Saptagiri channel was bifurcated into DD-Yadagiri at Hyderabad and DD-Saptagiri channel at Vijayawada and they started functioning from 27.09.2014. DD-Yadagiri was given tag line of Sumadhuram - Sumanoharam.

Name of the Programmes telecast from April 15 to November 2015

Live telecast of presentation ceremony of the 62nd National film awards	03.05.2015
PM's Live kisan channel inauguration	26.05.2015
International Yoga day celebrations Live	21.06.2015
Telangana state formation day celebrations Live	02.06.2015
Godavari Pushkara Samramham	01.07.2015 to 13.7.2015
The launch of GSLV-D6/GSAT-6 mission , Live from Sriharikota	27.08.2015

Important programmes telecast during the period:

Events	Date
Launching of DD-Kisan channel - Live	26/5/15
World Environment Day Special Programme	5/6/15
Andhra Pradesh State Government completion of 1 year celebrations - ahasankalpam	8/6/15
Live telecast of 1st International Yoga day celebrations at Rajpath	21/6/15
Godavari pushkaralu Live at Rajamundry, Narsapuram & Kovvur	14/07/15- 25/07/15
Gurupooja Mahotsavam Live at Visakhapatnam	5/9/15
Sports Live at Visakhapatnam	05/09/15
Navavarana & navaratri keertanalu in connection with dasara	13/10/15 - 23/10/15
Sri Venkateswara Swamy vari brahmotsavalu held at Tirumala	14/10/15 - 22/10/15
Andhra pradesh state capital inauguration - live	22/10/15
The 19th International Children's Film Festival of India	14/11/15
Christmas celebrations	25/12/15
New year celebrations	01/01/16
International Navel fleet review Live	February 2015

Sinhasta Kumbh Mela at Nasik-Triambakeshwar Live from Nasik	29.08.2015
Ujjaini Mahankali Ammavari Bonalu – Live telecast	02.08.2015
PM's interaction with school children – Live from New Delhi	04.09.2015
Indian Africa Summit 2015 opening session Live, New Delhi	29.10.2015
Special programmes on Mahatma Gandhi	02.10.2015
Special programmes on Dasara	22.10.2015
PM's –foundation stone for new capital amaravati of Andhra Pradesh State	22.10.2015
International children film festival programmes	13.11.2015 to 20.11.2015

Important programmes to be telecast from January to March-16

01.01.2016 New Years programme

14.01.2016 Sankranthi special programme and
Makaravilakku Live telecast from Sabarimala

26.1.2016 Republic day celebrations Live from Delhi

DD Saptagiri

Launched on 10th October, 1993 DD Saptagiri is the Telugu language satellite channel supported by Doordarshan studios in Hyderabad, Vijayawada and Warangal. It became a round the clock channel in 2000. On 27-09-2014 DD Saptagiri Channel was dedicated to Andhra Pradesh people by Union Urban Development Minister Mr. M. Venkaiah Naidu and Andhra Pradesh Chief Minister Mr. N. Chandrababu Naidu.

DD Bangla

Launched on 20th August, 1992 DD Bangla became 24 hours channel from 1st January, 2000. Collaborative Non-Liner Post Production facility in HDTV format have been inaugurated by Shri Jawhar Sircar, CEO Prasar Bharati on 15th April, 2013 .

Important programme activities during 1st April to 31st December, 2015

Following are the important programmes of Doordarshan, Kolkata during April, 2015 to December, 2015 containing details of programmes, facts, events etc.

- “*Chaitrer Shesh Belay*” (Special programme on end of Bengali Year) 14.04.2015.
- “*Nababarsheer Baithak – 1422*” (Special programme on Bengali New Year) on 15.04.2015.
- Live telecast of “*Kavi Pranam*” – 154th birth anniversary celebration of Rabindranath Tagore from Jorasanko Thakurbari, Kolkata on 09.05.2015.
- “*Paramparay Darshan*” – a special programme on 56th Anniversary of Doordarshan (DD Day) on 15.09.2015 at 8:00 pm.
- A special series of packaged programme, “*Swarna Juger Pujor Gaan*” based on archival recordings telecast from 21.09.2015 to 09.10.2015 (Monday to Friday).
- Programme on Mahalaya – “*Mabishasurmardini*” on 12.10.2015.
- Live musical programme on Aagomoni Gaan (songs invoking Goddess Durga into the earth) from the “Behala Roy Bari” on 18.10.2015 (Maha Panchami).
- Live telecast of Durga Puja ceremony from Ramakrishna Math Belur from 19.10.2015 to 23.10.2015 in different time slots.
- “Ebar Pujoy Bharat Darshan” – a series of programmes on Durga Puja celebrations contribution of various Kendras telecast from 19.10.2015 to 23.10.2015 in different time slots.
- Live telecast from various Durga Puja Pandels on 20.10.2015 (Golf Green Puja Pandel – Saptami), 21.10.2015 (Singhi Park Puja Pandel – Ashtami) & 22.10.2015 (Sandhani, Beliaghata Puja Pandel – Nabami)
- Live immersion of Goddess Durga from Baja Kadamtala, Kolkata on 25.10.2015.

- Live telecast of Shyama Puja from Dakshineswar Temple on 10.11.2015.
- Live telecast of the Inaugural Ceremony of 21st Kolkata International Film Festival from Netaji Indoor Stadium on 14.11.2015.
- “Poush Utsav” – the opening ceremony of Poush Utsav – live telecast from Bolpur, Santiniketan on December, 2015.
- New Years’ Eve special programme on 31.12.2015.

Brief indicative programmes during 1st January to 31st March, 2016

- Live programme on ‘Kalpataru Utsav’ from Dakshineswar Kali Temple on 01.01.2016.
- Special programme on the Birth Anniversary of Swami Vivekananda on 12.01.2016.
- Live telecast of opening ceremony of the 40th International Kolkata Book Fair 2016 in January, 2016.
- Programme on “*Gangasagar Mela*” on January, 2016.
- Programme on National Science Day on 28.02.2015.
- Special programme on Dol on March, 2016.

DD Punjabi

Launched on 06.08.1998, DD Punjabi became a 24 hours channel from 05-08-2000 and is available widely in India and also in other countries where the footprints of satellite INSAT 3A and satellite INSAT 4B are available. DD-Punjabi channel is also available on DTH (Direct to Home) platform on Satellite INSAT 4B.

Functions/Events Held During April, 2015 To March, 2016:

- Mela Baisakhi Da:- telecast on 16-04-2015 on the occasion of festival Baisakhi.
- Sur Sirtaj – 3 :-live telecast of grand finale of Sur Sirtaj-3 was held on 09-06-2015.
- Suran da shahanshah:-telecast of special audience based programme on Mohammed. Rafi on 08.08.2015.
- Sabrang:- a special stage show organized on 06-08-2015.
- Jashan di Raat:- a scintillating live show namely was organized on 15.09.2015.
- Tribhashi Kavi Samelan:- Rang Sunheri Tribhashi

Kavi Samelna” was telecast on 22-09-2015.

- Punjabi academy function:-“Punjabi academy function” was telecast on 22-09-2015.
- *Sunebri sham*:- Telecast on the occasion of “senior citizen day” on 20-10-2015.
- *Yaad Rabe Qurban*:-a special live stage show telecast on 16-11-2015.

Upcoming Programme and Live Telecast

- Programme on the eve of New Year.
- Harbhallabh Sangeet Sammelan.
- Nachan Nu Jee Karda
- Lohri Shagna Di

DD Kashir

The “DD Kashir” channel was launched on 28.8.2000. This was later converted into a 24 hour channel from 15th August 2003. The Transmission of DD Kashir includes 4 hours simulcast of “Regional Service” and half an hour relay from “DD National” Daily. The whole transmission is available on DD Direct plus, whileas from 0600 hrs to 0000 hrs (Mid-Night) the transmission is available through Terrestrial Mode also.

Due representation is being given to all languages/dialects as per the population ratio in the telecast of programmes on the “DD Kashir”. The languages include, Balti, Dogri, Gojri, Kashmiri, Ladakhi, Pahari, Punjabi, Sheena and Urdu.

Programme Content

Informative, Educative & Entertainment based programmes on traditional values, customs, cultural aspects, ethos, development in different spheres & CPG programmes on the themes identified by the Ministry of Home Affairs and Military Intelligence Directorate (MOD). Important programmes telecast during the period:

- Series entitled “*Payam-e-Ramzan*” telecast during Sehri in the Holy Month of Ramadhan.
- Series entitled “*Yaad-e-Karbala*” telecast in connection with Aashoora-e-Muharram.
- Series entitled “*Yatran-Teerath Yatran*” telecast during Navratra.
- Four live shows during the holy month of Ramadhan.
- Mushairas in different districts of Kashmir valley.

- CPG programmes.

DD-Odia

DD Odia was started on 02.10.1993 which later on made a 24-hour channel on 01.04.2001(on the occasion of Utkal Divas, the Statehood Day of Odisha State). From 1st March, 2014, DD-Odia channel is getting terrestrial support of 48 hrs 30 minutes transmission per week and the rest 119 hours 30 minutes duration of transmission is exclusively on Satellite mode.

Programme activities during April, 2015 to March, 2016:

A. Nabakalebara of Lord Jagannath from 17.04.2015 to 27.07.2015:

- International Men’s Hockey Series (4 Tests) from Kalinga Stadium, Bhubaneswar on 3rd, 5th, 7th & 9th May, 2015 .
- Special programme “*Mo Odisha*” on statehood day of odisha and TV report on celebration of odisha diwas in the state on 01.04.2015.
- A special programme on yoga “*Yogasan o’ sustha jeevan*” was telecast on International Yoga Day.
- Sital Sasthi of Sambalpur telecast on 24.05.2015.
- Convocation of National Law University, Cuttack telecast on 08.08.2015.
- Doordarshan Foundation Day Programme “ Satyam Shivam Sundaram” telecast on 15.09.2015.
- Telecast of Parvana Bela(Celebration of Dussehra in the State) – 21-24 October, 2015.
- Special Children’s day Programme “Indradhanu” on 14.11.2015.

B. Proposed live telecasts(December, 2015 to March, 2016):

- Konark Festival, 2015: 1-5 December, 2015.
- Mukteswar Dance Festival : 14-16 January, 2016.
- Rajarani Music Festival : 18-20 January, 2016.

DD Malayalam

DD Malayalam from its inception in 1985 has made its presence felt across the length and breadth of the country. The Kendra has programme production facilities at Thiruvananthapuram, Thrissur and Calicut and a network of terrestrial transmitters across the State.

Important Coverages during 2015-16:

Date of Telecast	Programme
29.04.2015	Thrissur Pooram Telecast Live
15.05.2015	Launch of Prime Minister's Suraksha Bima Yojana & PM's Jeevan Jyothi Bima Yojana
23.05.2015	Samvadam on 'Make in India'.
21.06.2015	International Yoga Day special programme
26.06.2015	International day against Drug Abuse.
23.07.2015	Indian Broadcasting Day special programme.
28.07.2015	'Mann Ki Baat' Malayalam version.
28.07.2015	Programme on Dr. A.P.J. Abdul Kalam.
08.08.2015	Curtain Raiser of Nehru Trophy Boat race.
15.08.2015	Independence Day; Deferred Live.
27.08.2015-31.08.2015	Onam Week celebration
15.09.2015	Kottayam Thazhathangadi Boat Race.
02.10.2015	Gandhi Jayanti special programmes 'Porbandarile Sooryodhayam'.
23.10.2015	Navarathri Special programmes.
24.10.2015	Muharram, Muharramasa Madhunilavu, Muharram music programme.
01.11.2015	Keralappiravi Day special programmes.
12.11.2015	Public Service Broadcasting Day; Special Programmes,
14.11.2015	Children's day special Programmes
17.12.2015-21.12.2015	2015 Chembai Music Festival
25.12.2015	Christmas Day Special Programmes.
31.12.2015	New year Eve Special Programmes.
13.01.2016	Sabarimala Makaravilakku - Curtain raiser
17.02.2016	Sivarathri; Siva Sthuthikal.
26.03.2016	World Theatre Day special programme.

DD Chandana

DD Chandana is the Kannada language Satellite Channel launched on 15th August, 1994 supported by Doordarshan studios in Bengaluru and Gulbarga, it became round the clock satellite channel in 2000 and its coverage expanded to more than 30 countries from 24th March, 2003.

Important Coverage on DD Chandana during the period

1. Live telecast of Prime Minister of India visit to Bengaluru. On 3rd and 4th April 2015.

2. Coverage of 95th Convocation of Mysore University at Mysore on 17th April.
3. Live Telecast of 5th Hockey India National Championship 2015, Mysore on 21st - 22nd April 2015.
4. Coverage of World Dance Day at Alliance Françoise de, Bengaluru on 26th April 2015.
5. Live telecast of Yoga Pradarshana the First International Yoga Day on at National High School Grounds, Basavanugudi, Bengaluru on 21st June 2015.
6. Coverage of Junior National Rowing Championship at Bengaluru on 11th and 12th June 2015.
7. Coverage of Kumbhamela, Narasapura, Andhra Pradesh from 14th July to 21st July 2015.
8. Coverage of Inauguration of centenary celebrations of Mysore University by Hon'ble President of India Shri Pranab Mukherjee at Mysore on 27th July 2015.
9. Coverage of Tanna Yanna from 8th August 2015 to 16th August 2015.
10. Live telecast of Sri Krishna Janmashtami Celebrations on 5th and 6th September 2015 at Sri Krishna Matha Paryaya Kaniyoor Matha, Udupi.
11. Coverage of Bengaluru International Arts Festival (BIAF) at Multiple venues in Bengaluru on 18th to 20th September 2015, 25th to 27th September 2015 and 2nd to 4th October 2015.
12. Coverage of Akashvani Sangeet Sammelan in Bengaluru & Mangalore on 10th October 2015.
13. Live telecast of Mysore Dasara Procession on 23rd October 2015 and Torch light parade from Bannimantappa.
14. Live Telecast of Kannada Rajyotsava function held at Sri Kanteerava Stadium, Bengaluru on 1st November 2015.

Tentative Schedule (1st December 2015 to 31st March 2016)

1. Madhura Madhuravee Manjula Gaana on 26th and 27th December 2015.
2. Republic Day celebration from Parade Grounds, Bengaluru on 26th January 2016.
3. Live Telecast of Thygarajotsava and Purandara Aradhane on 31st January 2016.
4. Coverage of the invited Audience programme Madhura Madhuravee Manjula Gaana (Shivrathri Spl.) in March 2016.

DD North-East

DD North-East was commissioned on 01-11-1990 and finally launched on 15th August, 1994. It became 24 hours channel from 27th December, 2000. Programme Production Centre (NE), DDK, Guwahati is the platform from where Doordarshan is offering uninterrupted programme service round the clock. Coverage area of DD North-East (DD-13) is extended to all the seven North-Eastern States and also Sikkim which has now come under the network of PPC (NE). Apart from PPC (NE), DDK, Guwahati's in-house programmes, contribution of different DD Kendras of the region constitute the telecast of DD North-East. This channel is also available on various DTH platforms such as DD Direct Plus, Videocon DTH, Tata Sky etc.

Major Achievements of PPC (NE) DD, Guwahati from April, 2015 to November, 2015

- An interview with eminent film Director Adoor Gopalkrishnan, telecast on 19.05.15.
- Tezpur – A historic and cultural place of Assam, telecast on 03.06.15.
- International Day against drug abuse and illicit trafficking, telecast on 26.06.15.
- Dimapur – The brick city of India, telecast on 15.07.15.
- Project under umling C&RD Block of Ri – Bhoi district of Meghalaya – a Central Development Scheme, telecast on 23.07.15.
- Swatantrata Ki Udan , telecast on 15.08.15.
- Choir festival of Aizawl – a deferred Live Programme, telecast on 23.08.15.
- Programme telecast on the occasion of DD foundation day on 15.09.15.
- A tribute to Babuji, telecast on 02.10.15.
- Don't make us history – a documentary on conservation of wildlife, telecast on 11.10.15.
- National Unity Day – tribute to Sardar Vallabhbhai Patel Run for unity, telecast on 31.10.15.
- Programme to commemorate 25 years of NES., AIR, Shillong – a deferred Live from DDK, Shillong, telecast on 06.11.15.
- Dalito Ka Masiha – programme on Dr. B. R. Ambedkar, telecast on 17.11.15.

DD Rajasthan

DD: Rajasthan, a 24 X 7 Hindi Regional Channel came into existence on 1st August, 2013 and formally started telecasting programmes from 15th August, 2013. This 24 hour channel telecast programmes of different genres, keeping in view tastes and needs of audience of the state.

Important Programmes telecast from DD Rajasthan (April, 2015 to March, 2016):

1. NREP Scheme - Bharat Ek Khoj, Nirmala, Sanyasi, Sohani Mahiwal, Tu Tota Main Maina, Soul of India, Ehsaas, Himalaya Darshan, Nonsense Pvt. Ltd. and Main Kuchh Bhi Kar Sakti Hu. Serial "Main Kuchh Bhi Kar Sakti Hu" Season -1 is at present on air from DDK, Jaipur.
2. MCU – 2 days Resurgent Rajasthan Summit held in Jaipur on 19th and 20th November was telecast live through OB Van and MCU. Shekhawati Utsav held at Momasar (Distt. Bikaner) in the month of September was telecast live on DD-Rajasthan through MCU.
3. Special Programmes on Flagship schemes such as Beti Bachao Beti Pado, Pradhan Mantri Jan Dhan Yojana, Swachh Bharat Yojana, Atal Pension Yojana etc.
4. Production of "Krishi Darshan" – Kendra has organised Crop Seminar live in rural areas.
5. Coverage of Sports Events –Several Cricket Tournaments, Badminton and Table Tennis Championship which were held at Jaipur was telecast live on DD-Sports.
6. Personality-Based Programmes on Music Director Naushad, ravi, Folklorist Komal Kothari, rajasthani Fiction Writer Vijay dan Detha, rani laxmikumari Chundawat, Poet Sh. Kanhaiyya Lala Sethia, Urdu poet Nida Fazli, Dr. Shaharyar, Film Actor Shri Mahipal, Marudhar Mridul, etc on their outstanding contribution in literature and society were telecast.
7. Prashnottari – This popular quiz programme has entered in 22nd years of its continuous telecast. This programme has completed more than 500 episodes.
8. New Year programme – A composite one hour variety programme has been planned for telecast on the New Year Eve this year.

DD Bihar

DD Patna came into existence on 13th October, 1990. Subsequently it was upgraded in March, 1996 and Digital Earth Station was commissioned in December, 2003.

Keeping pace with the development and needs of the people DDK, Patna was converted into 24 X 7 Hindi Regional Channel on 1st May, 2013.

This 24 hour channel covers genres like folk music, Light music, play, talk show, quiz and some archival programmes, Documentary, Tele Film/Feature Film, Serial/Skits etc.

Major activities of DD, Bihar for the period 2015-16

- 4th All India Football tournament (Bihar cup) was telecast on 04.04.2015.
- Programme on 100 years of High Court, Patna telecast live from High court on 18.04.2015 and 19.04.2015.
- PM Sri Narendra Modi's 'Mann Ki Baat' and Defence Award ceremony telecast on 26.04.2015
- Kavi Goshthi was telecast on 27.04.2015.
- Under the programme Aaina, talk with Hafiz Abdul Mannan was telecast on 20.05.2015.
- Special programme "Our Doctor our pride" was telecast on 27.05.2015.
- Under the programme Sarokar, programme Namami Gange was telecast live on 29.05.2015.
- A report on Kali Mandir, Darbhanga House, Patna was telecast on 12.06.2015.
- A report on Vaishali Sangrahalay" was telecast on 19.06.2015.
- Inauguration function of AMRIT and Smart city was telecast live on 25.06.2015 from Vigyan Bhawan, New Delhi(Relay from DD National).
- Honourable Prime Minister's Mann Ki Baat was telecast on 28.06.2015. (Relay from DD National)
- A TV report on Archaeological site, Koluha, Vaishali was telecast on 05.07.2015.
- Rag-Rasoi (Id special) was telecast on 18.07.2015.
- Address of PM Sri Narendra Modi from Veterinary college, Patna was telecast live on 25.07.2015.
- Maati Ki Gunj (lok geet) was telecast on 28.07.2015.
- Rag-Rasoi was telecast on 01.08.2015.
- Celebration of Independence Day at Gandhi Maidan,

Patna Was live telecast on 15.08.2015.

- Drama, 'samjhauta' was telecast on 29.08.2015.
- Function at Mahabodhi Mandir, Bodh Gaya was telecast live on 05.09.2015.
- Documentary on Patna ki shaan: Botanical Garden was telecast on 04.10.2015.
- Chhath Parv was telecast live on 17.11.2015 & 18.11.2015 from Digha ghat (Patna), Gay ghat (Patna) and Surya Temple (Aurangabad).

List of programmes (tentative) which are expected to be telecast (December, 2015 –March, 2016)

- Programme on Sonapur Mela.
- Programme on Guru Gobind Singh birth anniversary ceremony, Makar Sankhati (14.01.2016).
- Programme on Mahashivratri (08.03), Holi (23.03), Shahadat Diwas (23.03).

DD Uttar Pradesh

DD Uttar Pradesh, a 24 x 7 Hindi Regional Channel came into existence on 16th August, 2013. Previously it was only available on Terrestrial Network. This 24 hour channel covers genres like folk music, Light music, play, talk show, quiz and some archival programmes. DD Uttar Pradesh earned revenue of ₹3,49,54,000 during 2015-16.

Major activities of DD, Uttar Pradesh for the period 2015-16

- New version of Infotainment programme "Bole UP/ बोले युपी" (01.09.15)
- Foundation day ceremony "बेडह बेडहंग/Bedhab Bedhang" 26.11.15
Kavi Sammelan/ कवि सम्मेलन 26.11.15
- Foundation day ceremony "फसल संगोष्ठी/Crop Seminar", "कथक नृत्य/Kathak Nritya" and "लोक संगीत/Lok Sangeet" 27.11.15

DD Madhya Pradesh

DDK, Bhopal launched 24 hrs telecast service through satellite and was renamed DD: Madhya Pradesh on 25th June 2013. PGF: Gwalior and PGF: Indore produce programmes for telecast on DD: Madhya Pradesh. Kendra offers programmes in variety of formats like live phone-in, serials, telefilms, variety shows, concerts, poetic symposiums, quiz & features. Besides Hindi; the

programmes in local dialects like Malwi, Bundeli, Bagheli and Nimari are also included in the bouquet

Some important programmes telecast during 2015-16:

- Vikas Gatha based on disabled persons telecast on 02.04.2015.
- 'Parivesh' – Bacha Rahega Jal to Bachegi Dharti telecast on 12.04.2015.
- Live telecast of Agriculture Conference at Balaghat on 17.04.2015.
- Nav Prabhat – Special programme on '15 point programme of Prime Minister for Minorities' telecast on 03.05.2015.
- Special programme in 'Parivar' on 'Sex Abuse' on 12.05.2015 and on 'Women Empowerment and Sexual Harassment' on 09.06.2015.
- Special telecast on Yoga Divas on 21.06.2015 and TV report on 22.06.2015.
- Special Telecast on Chandra Shekhar's Birth Anniversary on 23.07.2015.
- 'Kavyanjali' on Independence Day on 16.08.2015.
- Live telecast of 'Vishv Hindi Sammelan' in Bhopal and its TV report on 10.09.2015.
- Live telecast of 'Agriculture Conference' in Reewa on 24.09.2015.
- Programme on Saansad Adarsh Gram on 12.10.2015.
- Programme 'Beti Bachao Beti Padhao' in Ghar Sansar on 30.10.2015.
- Special Programme on Sardar Vallabh Bhai Patel on 31.10.2015.

Doordarshan Commercial Service

Doordarshan Commercial Service is an independent wing to co-ordinate all the commercial activities being performed at the Headquarter, Doordarshan Kendras, Marketing Divisions and DCD towards sale of airtime as well as collection of revenue from agencies/clients/producers. DCS is responsible for framing of Commercial policies and updating of rate card as per inputs received from Marketing Divisions and regional Kendras, with the approval of Prasar Bharati Board.

This wing allows registration and accreditation status to various advertising agencies and interact with them for selling of air time. Rules and policies in this regard are

framed and reviewed from time to time in the changing market scenario.

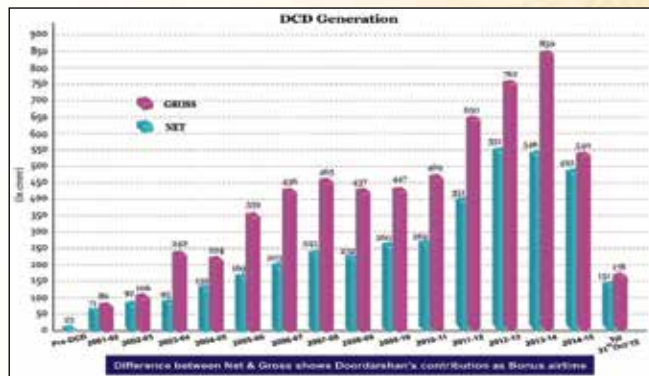
During the year 2013-14 Doordarshan earned revenue of ₹1295.96 crore (gross). In the financial year 2014-15 it has earned ₹1124.43 crores (gross). In the financial year 2015-16 (upto October 2015 is ₹440.79 crore). The said revenue figure is unaudited.

Development Communication Division (DCD)

Keeping in view the communication needs of government, depts./Ministries/PSUs, Development Communication Division (DCD) established in March, 2001 to function as a single window marketing division and a production house with innovative development communication model. Development Communication Division provides as a single window facility for:

- marketing of Doordarshan airtime and production capability;
- consultancy and customized media planning;
- production of programmes in countrywide stations in regional languages; and
- feedback and research surveys to the clients.

DCD with proactive approach, dynamic marketing tools and strategies, and on-time launch and completion has recorded revenue that contributed over 43% to Doordarshan's total revenue.



- DCD has launched the production & telecast of “Swachh Bharat Abhiyan” from DD-1. Swachh Bharat Abhiyan campaign is being produced and telecast on behalf of the Ministry of Drinking Water and Sanitation and it is an ongoing campaign.
- *Ayushman Bharat* – Doordarshan has collaborated with Ministry of AYUSH in achieving their goal of educating and creating healthy India through revival of traditional system of medicine.

- Doordarshan has also launched ‘Akshay Urja’ campaign for the Ministry of New and Renewable Energy for spreading awareness on new and renewable source of energy and launched year long campaign on 2.2.2015.
- Rural Development programme ‘Gaon Vikas ki ore’ a 52 episode series is also being telecast from National and 34 Regional Channels.
- Police Parakram – to contribute in the efforts of Intelligence Bureau, Ministry of Home Affairs in recognizing the supreme sacrifices made by the Police Martyrs, Doordarshan is airing a half an hour series titled, ‘Police Parakram’ to this end.
- *Sathi Hath Milana* – to partner and facilitate efforts of Ministry of DoNER as well as to keep up with the interest of the North Eastern migrants, Doordarshan is producing the composite television show titled ‘*Sathi Hath Milana*’ to create platform for fruitful discussion on alleviating discrimination.
- Mission Indradhanush Spots, a new scheme of Ministry of Health and Family Welfare for child vaccination and ‘Jago Grahak Jago’ has been launched on Doordarshan. DCD also telecast spots on Flagship campaigns of Government of India as well as on minority welfare and spots on activities for benefit of disabled persons.
- During the year 2015-16 (upto 31.10.2015) gross revenue earned by DCD is ₹ 176.88 Crore.

DD Archives

From 1959 to 2003, DD Archives was more or less a storehouse and archiving was only a process of not erasing recordings which were deemed to be important by individuals. Doordarshan Archives reinvented itself in 2003 with a new approach and prepared itself to meet the challenges of Audio Visual Digital World.

AIR and DD under Prasar Bharati (India's Public Service Broadcaster) is operating 218 radio stations and 67 DD Kendras producing audio & audio visual programmes over several decades pertaining to eminent leaders, great scholars, artists, historians, sports and other events. Also manuscript, Journals, photographs, brochures of yesteryears are available with AIR & DD.

Preservation of the rich heritage, art and culture of this great country over the years is not only the duty but also the responsibility of Prasar Bharati by digitising and creating a world class archive for the use of generations to come.

PB has taken various initiatives to digitise and preserve these content by cataloguing, digitising, creating metadata, meta tagging and preserve by deep archiving. The technical infrastructure is in position at Delhi, Kolkata for Doordarshan and at five locations in AIR namely Delhi, Kolkata, Mumbai, Hyderabad and Chennai. All brochures, manuscripts and journals are collected from all stations and are in the process of digitisation. Four thousand hours of content in Doordarshan and six thousand five hundred hours of content in AIR have been digitised and deep archived. Approximately 35000 legacy tapes are digitised into DVC Pro 50 format. Action to develop a Web portal is also under progress and through which research institutes, universities and other academics can access these content besides public in large.

In order to speed up the mission of digitisation and archiving, Prasar Bharati has created five Zones in Delhi, Kolkata, Mumbai, Chennai and Guwahati. The infrastructure facilities with manpower are being created at all these Zones to carry out digitisation in a time bound manner.

A centralised PB Archives having state of the art technology and world class facilities are under planning.

PR Section

Media and Publicity Division primarily has two teams in place; one is the Print & Outdoor team and second is the Social Media team. Print & Outdoor team is responsible for planning and execution of Print campaigns and out of Home/Hoarding campaigns on pan-India basis. In the ongoing fiscal year, (April '15 – October '15), the expenditure in Print Media is amounted to ₹3,40,42,575/- approx and on OOH the expenditure is close to about ₹1,19,50,000/-.

The two major multi media campaigns undertaken during this time period are, one - pertaining to the promotion of mid-prime time slot of DD National (12:00- 3:00 pm) and second the wide spread publicity of the prime time slot of DD National (7:00- 11:00 pm). For the first time, the DD National campaign was executed in Delhi Metro (in the in-coach panels) and HO HO buses. A Press Conference pertaining to the launch of prime time serials on DD National was also arranged on a mega scale, which resulted in noteworthy media coverage in top English & Hindi newspapers and also on online portals. The team also develops and executes TV Listings of DD National, DD Bharati and DD Urdu, which is being published in Times of India, Hindustan Times and Indian Express, on daily basis. Electronic Programme Guide (EPG) of the six national channels and the regional channels is also

furnished by the team to NDTV, which is then shared with the Cable and DTH operators, across the length and breadth of the country. Organizing Press Conferences on timely subjects like MOU signings, major achievements and developments issuing of Press Releases and maintaining positive media relations is also been taken care of. A pioneer project was implemented, wherein Unipoles were constructed in and around Doordarshan premises of Mandi House, AIR, Todapur and Pitampura. Initially, these sites were used to publicise Doordarshan programmes, however plans are underway to monetize these sites to earn revenue.

Social Media Team at Doordarshan is responsible for daily updates across official pages of Facebook, Twitter and YouTube. The constant efforts have resulted in 13 lakh likes on the official Facebook page of Doordarshan.

Implementation of the Judgements/Orders of CAT from January, 2015-November, 2015

Media Units/ section DG: Doordarshan	No. Of Judgments/ orders received from CAT for the year 2015	No. Of Judgments/ orders implemented during 2015
S-1	15	15
S-1(A)	07	06
S-II	13	04
S-III	07	06
S-IV	07	04
Vigilance	04	NIL
Total	53	35

Progressive use of Hindi in DG: Doordarshan

To ensure the compliance of the Official Language policy and instructions relating to the progressive use of Hindi, there is a separate Hindi Section in the Doordarshan Directorate. This section reviews the position relating to the progressive use of Hindi in the Directorate and its subordinate offices and make all efforts to promote the progressive use of Hindi.

Main activities of the section during the year 2015-16

- All documents under Section 3(3) of the Official Language Act 1963, were issued in bi-lingual form and all letters received in Hindi were replied to in Hindi during the year.
- To review the position of the compliance of Official Language policy in the Directorate, two meetings of the Official Language Implementation Committee were held. One meeting of the committee is

scheduled to be organized in December, 2015 and the other meeting in March, 2016.

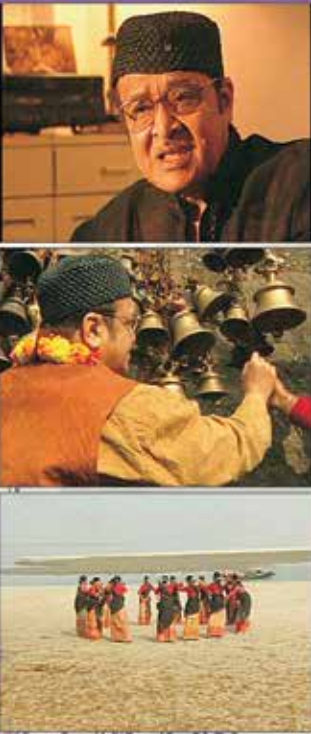
- Hindi workshops were organized from time to time to create awareness among the officers/employees in Official Language Hindi and to motivate them to do their work in Hindi.
- Hindi Month was organized from 01st to 30th September, 2015 and various competitions held.
- Committee of Parliament on Official Languages inspected 6 Doordarshan Kendras/offices during the year.
- A Regional Official Language Conference of the head of offices of DDKs/DMCS/HPTs situated in east and north east region is proposed to be held in January 2016.

Audience Research

The Audience Research Unit of Doordarshan with its 19 field units located with Doordarshan Kendras all over the country, is involved in Research studies on various aspects of broadcasting since 1976. During the year April, 2015

to March, 2016 Audience Research Unit contribution is as follows:

- Analysis and reporting of BARC TVR on weekly basis.
- Preparation of annual report of Prasar Bharati for 2014-15 and Ministry of I&B for the year 2015-16.
- Tracking of Violation of cable TV Regulation Act, 1995 by MSOs & LCOs with regard to non-compliance of Mandatory Carriage of DD Channels on their network.
- Keeping regular track on case no.70/2012 (TAM Vs. Prasar Bharati) filed in competition commission of India.
- Viewership survey on Doordarshan LPT Hathiyaal (under DMC Bengaluru).
- Submission of comments on the proposal for redeployment of AR staff in view of Padhy Committee report.
- Training programmes on BARC, BMW software organised for Audience Research & programme personnel.



Glimpses of the misty east

This is a documentary on northeast, shows different states of north east and it was directed by well known film maker from Assam, Bhupen Hazarika. This programme, showcases the famous kaziranga national park, abode of mother goddess kamakhya, which is a symbol of Shakti and the famous assamese bihu dance and many more from northeast.

Category : Documentary
 Language : English
 Producer : Bhupen Hazarika
 Episodes : 18
 Duration : 30 mts each

From the treasure troves of DD Archives

Doordarshan Kendras (Studio centres)	
State/UT	Location
Andhra Pradesh	Vijayawada, Tirupati
Arunachal Pradesh	Itanagar
Assam	Dibrugarh, Guwahati, Guwahati (PPC), Silchar
Bihar	Patna, Muzaffarpur
Chhattisgarh	Jagdalpur, Raipur
Goa	Panaji
Gujarat	Ahmedabad, Rajkot
Haryana	Hissar
Himachal Pradesh	Shimla
Jammu & Kashmir	Srinagar, Jammu, Leh, Rajouri
Jharkhand	Ranchi, Daltonganj
Karnataka	Bengaluru, Gulbarga
Kerala	Kozhikode, Thiruvananthapuram, Trichur
Madhya Pradesh	Bhopal, Indore, Gwalior
Maharashtra	Mumbai, Nagpur, Pune
Manipur	Imphal
Meghalaya	Shillong, Tura
Mizoram	Aizawl
Nagaland	Kohima
Odisha	Bhubaneswar, Bhawanipatna, Sambalpur
Punjab	Jalandhar, Patiala
Rajasthan	Jaipur
Sikkim	Gangtok
Tamil Nadu	Chennai, Coimbatore, Madurai
Telangana	Hyderabad, Warangal
Tripura	Agartala
Uttar Pradesh	Allahabad, Bareilly, Lucknow, Gorakhpur, Mau, Varanasi, Mathura
Uttarakhand	Dehradun
West Bengal	Kolkata, Shantiniketan, Jalpaiguri
Andaman and Nicobar Islands	Port Blair
Chandigarh	Chandigarh
Delhi	Delhi, Delhi (CPC)
Puducherry	Puducherry

Doordarshan Transmitters

Sl.No	State /UT	No. of transmitters												
		Primary Channel (DD 1)					News Channel (DD News)				DD I transmitters relaying Regional programmes during entire duration of their transmission			
		HPTs	LPTs	VLPTs	Trp	Total	HPTs	LPTs	VLPTs	Total	HPTs	LPTs	VLPTs	Total
1	Andhra Pradesh	7	38		1	46	3	6		9			9	9
2	Arunachal Pradesh	1	3	39	1	44	1			1				0
3	Assam	4	20	1	1	26	2	1		3				0
4	Bihar	4	32	2		38	2	2		4				0
5	Chhattisgarh	4	15	8		27	1			1				0
6	Goa	1				1	1			1				0
7	Gujarat	7	51			58	4	3		7			3	3
8	Haryana	2	13			15	1	7		8				0
9	Himachal Pradesh	3	7	39	2	51	2	1		3				0
10	Jammu & Kashmir	10	7	69	1	87	5	3		8	4	8	18	30
11	Jharkhand	3	17	2		22	2	2	1	5				0
12	Karnataka	8	47			55	4	2		6			7	7
13	Kerala	4	20			24	3	2		5			4	4
14	Madhya Pradesh	8	60	6		74	4			4				0
16	Maharashtra	8	78			86	5	10		15			20	20
17	Manipur	2	1	4		7	1			1				0
15	Meghalaya	2	3	2	1	8	2			2				0
18	Mizoram	2	1	2	1	6	1	1		2				0
19	Nagaland	2	2	6	2	12	1	1		2				0
20	Odisha	5	62		1	68	2	7	2	11			16	16
21	Punjab	4	4		1	9	3	1		4				0
22	Rajasthan	7	65	17	2	91	4	4		8				0
23	Sikkim	1		6		7	1			1				0
24	Tamil Nadu	6	44		1	51	2	9		11	1		7	8
25	Telangana	3	36			39	1			1			1	1
26	Tripura	1	5	1	1	8	1	1		2				0
27	Uttar Pradesh	11	53	3		67	7	9	1	17				0
28	Uttarakhand	1	15	33	2	51	1	2		3				0
29	West Bengal	8	19			27	4	2		6	1		1	2
30	A. & N. Islands	1	1	19		21	1	1	6	8				0
31	Chandigarh		1			1				0				0
32	Dadra & Nagar Haveli		1			1				0				0
33	Daman & Diu		2			2				0				0
34	Delhi	1				1	1			1				0
35	Lakshadweep Islands		1	1		2			7	7			7	7
36	Puducherry	1	1	1		3		1		1			1	1
	Total	132	725	261	18	1136	73	78	17	168	6	8	94	108

Note: In addition to above transmitters, four digital transmitters (HPTs) at four metros are in operation. Total No. of transmitters 1416

List of digital HPTs

Sl. No.	State/ UT	(Approved as part of XI Plan)		To be Implemented (Approved as part of XII Plan) – 23 Nos
		Phase I (Under Implementation - 19 Nos)	Phase II (To be Implemented - 21 Nos)	
1	Andhra Pradesh		Vijayawada	Tirupati
2	Arunachal Pradesh			Itanagar
3	Assam	Guwahati		
4	Bihar	Patna		Muzaffarpur
5	Chhattisgarh	Raipur		Jagdalpur
6	Gujarat	Ahmedabad	Surat	
			Vadodara	
			Rajkot	
7	Haryana			Hissar
8	Himachal Pradesh		Kasauli	Shimla
9	Jammu & Kashmir	Srinagar		Jammu
10	Jharkhand	Ranchi		Jamshedpur
11	Karnataka	Bengaluru	Mysuru	Shivamogga
				Dharwad
12	Kerala	Thiruvananthapuram	Kochi	Kozhikode
13	Madhya Pradesh	Bhopal	Gwalior	
		Indore		
14	Maharashtra	Mumbai	Nagpur	Ambajogai
		Aurangabad	Pune	
15	Manipur			Churachandpur
16	Meghalaya			Shillong
17	Mizoram			Lunglei
18	Nagaland			Mokokchung
19	Odisha	Cuttack		Balasore
20	Punjab	Jalandhar	Amritsar	
21	Rajasthan		Jaipur	Barmer
				Bundi
22	Sikkim			Gangtok
23	Tamil Nadu	Chennai	Kodaikanal	Rameshwaram
24	Telangana	Hyderabad		
25	Tripura			Agartala
26	Uttar Pradesh	Lucknow	Kanpur	
			Varanasi	
			Allahabad	
			Agra	
27	Uttarakhand		Bareilly	
			Mussoorie	
28	West Bengal	Kolkata	Kurseong	Asansol
			Krishnanagar	
29	Delhi	Delhi		

ALL INDIA RADIO

Facts at a Glance

1. Broadcasting Centres:	414	
a) Full-fledged Stations with Studios:	218	
i) Local Radio Stations	86	
ii) Stations with Studios other than LRS	127	
iii) Community Radio Stations:	5	
b) Relay Centres	196	
<i>(Including 169 Nos. of 100 W FM Relay Centres)</i>		
Total Stations:	414	
d) AIR Stations having FM Transmitter (s):	380	
e) Vividh Bharati Centres:	37	
f) Transmitting Centres for External services:	11	
g) Recording Studio:	1 (Bhubaneswar)	
2. Number of Transmitters:	602	
a) Medium Wave	145	
b) Short Wave	48	
c) FM	409	
Total Transmitters:	602	
3. Broadcast Coverage		
	<i>By Area (%)</i>	<i>By Population (%)</i>
By Primary Grade Signal (MW + FM)	92.00%	99.20%
By FM Signal Only	32.50%	45.00%
By MW Signal only	90.63%	98.41%
4. Captive Earth Stations	32	
5. Studios	221	
6. RNU	44	
7. AIR's DTH Channels	21	

ENGINEERING

A. Growth of Network & Coverage

All India Radio is one of the largest broadcasting networks in the world. At the time of independence there were six Radio Stations and 18 Transmitters (6 MW & 12 SW) which covered 11% population and 2.5% area of the country. By 31st December, 2015, AIR network has grown to 414 stations and 602 transmitters (145 MW, 48 SW & 409 FM) which provide coverage to 99.20% of the population spread over 92.00% area of the country.

B. Highlights of the Activities during the year:

- Effective from 01.4.2015 to 31.12.2015, the number of stations remain the same i.e., 414 and number of transmitters has increased from 595 to 602.



Commissioning of 10 KW Vividh Bharati FM and 6 KW FM (Rainbow) Transmitters of AIR Cuttack

Transmitter commissioned at existing station during the year:

- Delhi (Delhi) 10 kW FM Tr. (Interim set up for 20 kW FM Tr.) for VB Services.
- Parbhani (Maharashtra) 1 kW FM Tr. (Additional Channel)
- Ratnagiri (Maharashtra) 1 kW FM Tr. (Additional Channel)
- Cuttack (Odisha) 10 kW FM Tr. (Replacement of existing 1 kW MW Tr.)
- Adilabad (Telangana) 10 kW FM Tr. (Replacement of existing 1 kW MW Tr.)
- Jaipur (Rajasthan) 10 kW FM Tr. (Replacement of existing 1 kW MW Tr.)
- Sambalpur (Odisha) 5 kW FM Tr. (Additional Channel)

2. Stations/Transmitters technically ready:

Following stations are technically ready for commissioning:

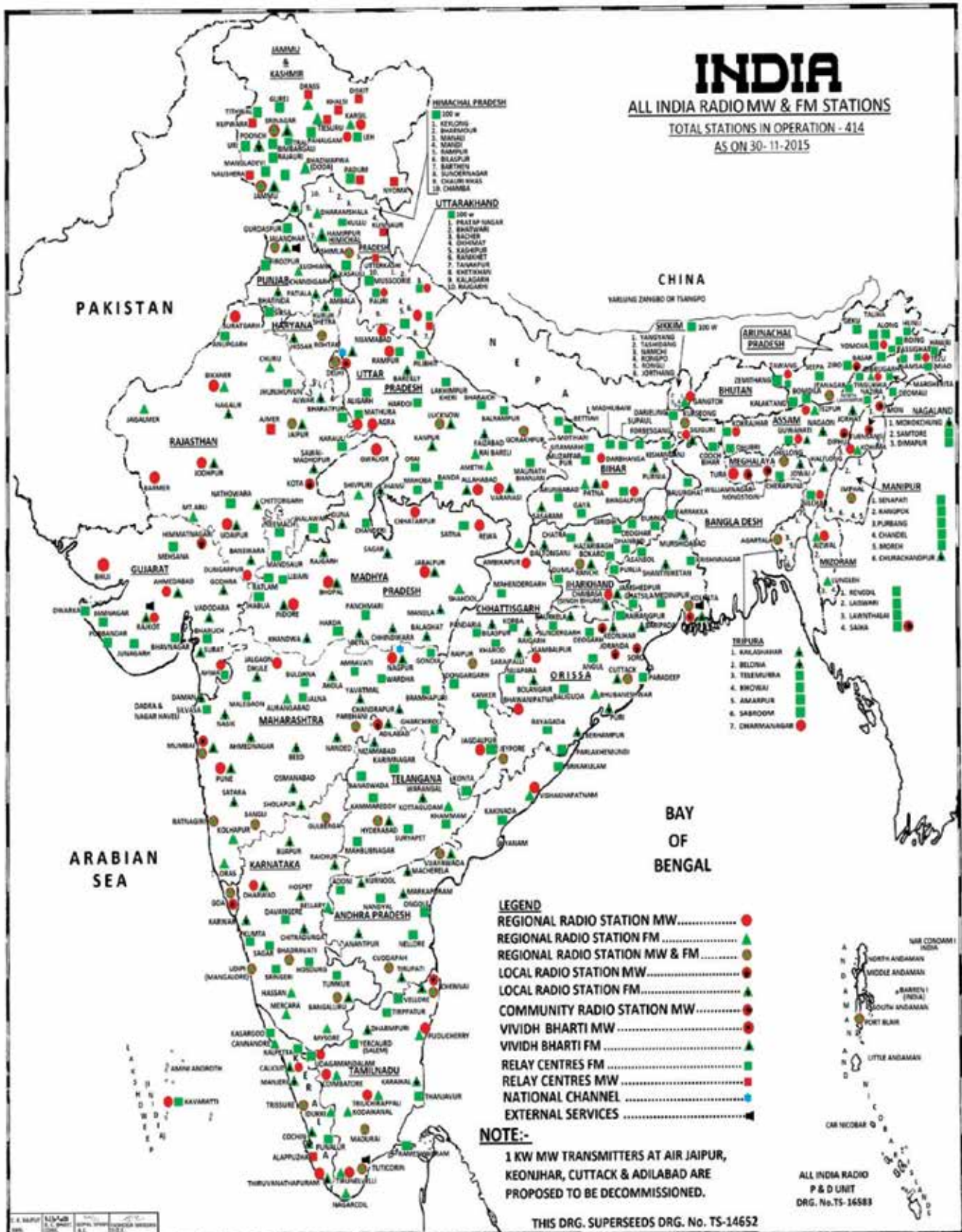
- Dehradun, Uttarakhand 10 kW FM Transmitter, Studio & Staff Quarters
- Bageshwar, Uttarakhand 5 kW FM Transmitter, Studio & Staff Quarters
- Longtherai (Tripura) 5 kW FM Transmitter with Studios & Staff Quarters (Interim Setup)
- Gairsain, Uttarakhand 1 kW FM Transmitter (Relay) & Staff Quarters

INDIA

ALL INDIA RADIO MW & FM STATIONS

TOTAL STATIONS IN OPERATION - 414

AS ON 30-11-2015



- | | |
|-----------------------------|--|
| 5. New Tehri, Uttarakhand | 1 kW FM Transmitter (Relay) & Staff Quarters |
| 6. Kota (Rajasthan) | 1 kW FM Transmitter |
| 7. Amritsar (Punjab) | 20 kW FM Transmitter |
| 8. Fazilka (Punjab) | 20 kW FM Transmitter |
| 9. Chautan Hill (Rajasthan) | 20 kW FM Transmitter |

All the above transmitters have been installed at existing set-ups.

3. Digitisation Scheme:

Projects completed & under implementation during the year:

- (i) Upgradation of existing MW Transmitters at three places in Arunachal Pradesh:
 - 20 kW DRM MW transmitter at Tawang has been installed and is under regular service.
 - DRM transmitters have been procured for Passighat (100 kW) & Itanagar (200 kW) and are under installation.
- (ii) Replacement of 31 Nos. of old MW Transmitters by new DRM MW Transmitters at Existing Stations:
 - 20 kW (5 Nos.): All the transmitters have been installed & commissioned.
 - 100 kW (10 Nos.): 8 nos. of transmitters have been installed & commissioned and 2 nos. of transmitters are under installation.
 - 200 kW (09 Nos.): 7 nos. of transmitters installed & commissioned and 2 nos. of transmitters are under installation.
 - 300 kW (6 Nos.): 4 nos. of transmitters installed & commissioned and 2 nos. of transmitters are under installation.
 - Purchase of 50 kW transmitter for Mumbai has been deferred.
- (iii) Replacement of 5 Nos. of SW Transmitters by DRM SW Transmitters:
 - One 500 kW DRM SW Tr. at Bengaluru has been installed and is taking regular service.
 - 02 Nos. of 100 kW DRM SW Transmitters has been procured and received for Delhi.
 - Procurement of 2 Nos. of 250 kW DRM SW Transmitters for Aligarh is under review.



MoS for I&B Col. Rajyavardhan Rathore inaugurating the Amer FM on 6th Nov 2015

- (iv) 100 Watt FM Transmitters at 100 locations for extending FM coverage in uncovered rural and semi urban areas (at existing AIR/LPT sites of DD):
 - Transmitters installed at all places.
- (v) Replacement of old FM Transmitters at remote & border areas at 34 locations (27 nos 06 kW & 07 Nos. 10 kW) with same power & 6 nos. of 1 kW MW Transmitter by 10 kW FM Transmitter:
 - All 13 Nos. of 10 kW transmitters have been installed.
 - 27 Nos. of 6 kW FM transmitters have been installed & under commissioning.
- (vi) New 1 kW/5 kW FM Tr. at 24 places:
 - 1 kW FM transmitter (12 Nos.) & 5 kW (12 Nos.) have been installed.
- (vii) Digitisation of 98 Studios:
 - Automation software, server, storage with back-up have been provided at 48 stations.
 - For remaining 50 stations, tender action is being initiated.
- (viii) Digitisation of Archival facility:
 - Setting up of Archival facility at Delhi, Chennai, Mumbai, Kolkata & Hyderabad has been completed which includes digitisation & restoration work stations with database server & storage.
- (ix) Augmentation of existing RNUs (44 Nos.) and Creation of New RNUs (7 Nos.):
 - Augmentation work completed at all the places.
 - Out of 7 new RNUs to be created, work completed at 2 places (Jodhpur & Rajkot). At remaining 5 places (Poonch, Vishakhapatnam, Sambalpur, Darbhanga

& Passighat)- hardware has been provided & software is being provided.

(x) Digital Studio Transmitter links (127 Nos.):

- Procurement is under process. Pre-despatch inspection has been completed. Equipment is being ready for despatch.

(xi) New Captive Earth Stations (5 Nos.):

- Supply, Installation, Testing & Commissioning (SITC) proposal for 5 New Captive Earth Stations at Dehradun, Silchar, Tiruchirapalli, Madurai & Dharwad is under process

4. Special Package for J&K (Phase-III):

- The scheme includes setting up of 4 Nos. of 10 kW FM Transmitters.
- Three transmitters are being installed at three new locations. Sites have been acquired for these locations at Green Ridge (Uri Sector), Himbotingla (Ladakh Region), Patni Top (in place of Natha Top) (Jammu Region) and civil works are in progress.
- The 4th transmitter is to be installed at existing TV site at Naushera.
- For procurement of 10 kW FM Transmitter & associated equipments - Purchase order has been placed & are expected to be received by December, 2015. SETC of 50 M tower awarded by zonal office and the work is likely to be completed by December, 2015.
- In addition to above, 4 Nos. of 100 Watt FM Transmitters at Kargil, Dras, Tiesuru & Padam have already been commissioned for providing FM coverage to these areas.

5. North-East Special Package (Phase-II):

Special Package for expansion & improvement of AIR services in North East and Island Territories is under implementation. The Package includes:

i. 1 KW FM stations – 19 Nos

1. Arunachal Pradesh : Roing (diverted from Anini), Bomdila, Changlang, Daporjio, Khonsa
2. Assam : Karimganj, Lumding, Goalpara
3. Manipur : Ukhrul, Tamenglong
4. Meghalaya : Cherrapunjee
5. Mizoram : Tuipang, Chemphal, Kolasib

6. Nagaland : Wokha, Zunheboto, Phek
7. Tripura : Udaipur, Nutan Bazar

New sites were required for setting up the 19 Nos. of new FM stations. There has been delay in offer of sites and demand notes by the respective State Governments.

- 17 sites out of 19 acquired. Sites/building etc. at Tamenglong & Roing (under diversion from Anini) are yet to be acquired.
- Transmitters installed at 15 places i.e. at Goalpara, Udaipur, Nutan Bazar, Kolasib, Tuipang, Lumding, Champhai, Changlong, Khonsa, Cherrapunjee, Daporjio, Wokha & Phek, Bomdila & Karimganj. Work for remaining 05 places is in progress.
- One site at Tamenglong (Manipur) identified. Demand note in this regard has been received which is under process.
- A suitable site at Anini (Arunachal Pradesh) was not found and now the site is under diversion to Roing (Arunachal Pradesh) for which demand note is being obtained from the DC, Roing.

ii. FM Transmitters at Silchar (5 kW) & Gangtok (10 kW):

- 10 kW FM transmitter at Gangtok has been commissioned.
- 5 kW FM transmitter at Silchar has been taken into regular service.

iii. 100 W FM relay transmitters at 100 places: Transmitter installed at 96 places and under installation at 2 places. Two transmitters diverted.

iv. Chinsurah: 1000 kW MW Transmitter (Replacement of existing 1000 kW MW Tr.) – Transmitter installed and commissioned.

v. Kavaratti: 10 kW MW Transmitter (Replacement of 1 kW MW Tr.) – Transmitter installed and is under commissioning.

vi. Digital Satellite New Gathering Systems (3 Nos) – Equipment procured and deployed.

vii. Strengthening of Zonal Office at Guwahati -

- Construction of Permanent Office accommodation at Guwahati completed.
- Construction of Staff Quarters for NE Zone (38 nos.) has also been completed.

6. New Initiatives under 12th Plan:

1. New FM Transmitters with Limited production facility : 11 Places

(i) 10 kW FM Transmitter - 9

[Kakinada (A.P), Muzaffarpur (Bihar) at TV Site, Ratlam (M.P), Rewa (M.P) at AIR Site, Krishnanagar (W.B.) at TV Site, Ludhiana (Punjab) Bundi (Raj.) at TV Site, Etawah (U.P), Meerut (U.P.)]

Sites for new stations at Meerut (UP), Etawah (UP) & Ratlam (MP) are under acquisition with the help of State Governments. Tenders for procurement of 10 kW FM transmitters (9 Nos.) are under technical evaluation.

[At Ludhiana, an interim setup of 5 kW FM Transmitter at BSNL premises has already been commissioned].

(ii) 5 kW FM Transmitter - 2

[Alappuzha (Kerala), Amethi (U.P.)]

5 kW FM transmitters (2 Nos.) are under technical evaluation.

[At Amethi, an interim setup of 5 kW FM Transmitter at DD Site has already been commissioned].

2. Additional Channel with FM Transmitter: 7 Places

(i) 20 kW FM Transmitter - 4

[Delhi, Kolkata, Mumbai, Chennai]

(ii) 10 kW FM Transmitters - 3

[Kanpur (U.P), Vijaywada (A.P) Panaji Goa]

Tenders for procurement of 20 kW FM transmitters (4 Nos.) and 10 kW FM transmitters (3 Nos.) are under process.

3. Setting up of 100 W FM transmitters at existing LPT/HPT DD sites (100 locations) (the scheme is kept on hold)

A proposal for installation of 23 Nos. of 1 kW FM transmitters at existing LPTV sites in place of 100 Nos. of 100 W FM transmitters has been submitted to PB Secretariat.

4. Replacement/upgradation of old FM transmitter by FM Transmitters at 77 places.

Tenders for procurement of FM transmitters (20 kW – 3 Nos.), (10 kW – 63 Nos.) & (5 kW – 11 Nos.) are under process.

5. Replacement of old MW transmitters by FM transmitters at 6 places.

• Kinnaur (H.P) - Replacement of 1 kW MW Tr. by 1 kW FM Tr.

• Joranda (Odisha) - Replacement of 1 kW MW Tr. by 1 kW FM Tr.

• Soro (Odisha) - Replacement of 1 kW MW Tr. by 1 kW FM Tr.

• Almora (Uttarakhand) - Replacement of 1 kW MW Tr. by 1 kW FM Tr.

• Ootacamund (Tamil Nadu) - Replacement of 1 kW MW Tr. by 10 kW FM Tr.

• Mathura (Uttar Pradesh) - Replacement of 1 kW MW Tr. by 10 kW FM Tr.

Tenders for procurement of 10 kW FM transmitters (2 Nos.) & 1 kW FM transmitters (4 Nos.) are under process

6. FM Broadcasting setup with DD along Indo-Nepal Border: 8 Places:

• This scheme is under review as part of Mid Term review of 12th Plan. Earlier, these transmitters were planned to be installed along-with DD setups on the Indo-Nepal Border. As DD setups are now not proposed, ₹40 crore sanctioned for FM transmitters is proposed to be utilized for setting up 6 Nos. of FM transmitters on the Indo-Nepal Border. Ministry of I&B has given list of locations (free of cost within the premises of ITBP/BSF/ICP etc.) along Indo-Nepal Border. The locations are being examined for suitability for installation of 10 kW FM Transmitter.

• In addition to this, production facility is also proposed at Lakhimpur Kheri and uplink facility at Gorakhpur & Kurseong at existing locations subject to availability of funds within the approved outlay.

7. Studios.

(i) Digitisation of 29 Studios:

NIT for procurement of equipment like OB Mixer, Hand-held Recorder and Phone-in-console is under process. Specifications for AC plants have been finalised.

(ii) Refurbishing of 6 AIR studios:

Detailed project note for Refurbishing is under finalisation.

(iii) Creation of Achival facility at Guwahati:

Detailed project note for setting up of Regional Archive centre at Guwahati is under finalisation.

8. Connectivity:

(i) Replacement of 2-pole to 4-pole Feeds & Dishes at 24 places.

(ii) Replacement of Single Channel Per Carrier (SCPC) by Multi Channel Per Carrier (MCPC) - 32

Satellite Connectivity Division of DG:AIR is in process to implement this scheme.

9. Strengthening of Training facilities

(i) Digital broadcast equipment for Delhi & Bhubaneswar

10. Strengthening of Research & Development

(i) Development of software Defined Radio and interactive Radio Services

(ii) Design of cheaper Digital Receivers

11. Broadcasting on alternate platforms

(i) Live streaming of AIR programme has been started with 8 channels which is planned to be extended to 20 channels.

7. Activities of IT Division

a. Major happenings and achievements during the year (1st April, 2015 to December, 2015) are as follows:

1. Live streaming of the FM Rainbow, FM Gold, Urdu and Vividh Bharati have been supplemented with following eight additional popular channels of AIR:

i. Gujarati, ii. Malayalam, iii. Punjabi, iv. Marathi, v. Bangla, vi. Tamil, vii. Telugu, viii. Kannada.

2. As part of the Human Resource Information System (HRIS) software being developed a module for “Basic Data entry” module has been deployed to capture the basic data of all the employees of Prasar Bharati. The data entry for this module has already been initialized. The data entry for Engineering Section, mainly dealt by EPM Section, DG: AIR, has been completed. It is targeted to supplement the software at EPM Section, DG: AIR, so that any short comings may be rectified before it is used by other cadre controlling authorities. After this development of

module related to transfer posting is going to be implemented in a phased manner.

3. Mobile apps for Apple iOS, Windows and Android platforms have been launched by the name and style of “All India Radio Live”.

4. DDO, Software for use of Cash Section, DG: AIR has been installed successfully.

5. A Telephone directory has been implemented in AIRNET and linked on homepage by the link “Contacts”. All offices of PB, AIR and Doordarshan can update their contact details.

6. A training was arranged in collaboration of NABM, Delhi, for the newly recruited EAs, in the field of software programming.

Proposed Activities of IT Division, from Jan, 2016 to March, 2016:

In the Human Resource Information System (HRIS) software being developed, module related to transfer posting is going to be implemented in a phased manner. After this development of various application modules like Leave Module, Training module, grievance management, performance appraisal etc. will be developed.

8. National Academy of Broadcasting & Multimedia (Tech.)

The Academy conducts training courses not only for departmental candidates but also imparts international training programmes on emerging broadcast technologies. It is continuously expending its activities beyond India by regularly organising international training programme for Asia-Pacific region in collaboration with Asia-Pacific Institute of Broadcasting Development (AIBD) Malaysia & Asia-Pacific Broadcasting union (ABU). Further realising its emerging role, recently ABU has also nominated ADG, NABM in its training panel. Beyond this NABM has been developing as training hub for broadcasters of neighbouring friendly countries.

The academy is also conducting faculty development training programme for the Lecturers/HODs of various polytechnics under Institute of Research Development and Training, Directorate of Technical Education. Under summer training programmes for Engineering Students, the academy provides an opportunity to students for developing an understanding about Radio & television broadcasting technology. Regular training programme &



MoS for I&B Col. Rajyavardhan Rathore addressing at the Indian Broadcasting Day in New Delhi

workshops are also planned at different field offices.

Departmental competitive examinations for promotions in the subordinate Engineering cadres are also conducted by the academy.

The regional academy also conducts training courses as per their approved training calendar for the engineering and programme personnel of All India Radio & Doordarshan.

Induction Training Programme for newly recruited PEXs/EAs/TREXs

Prasar Bharati has entrusted the responsibility of induction training programme for newly inducted PEXs/EAs/TREXs. This training process of new recruits at NABM will continue in batches for nearly for 2 years and each batch will go for rigorous training of nine weeks. The training will give an exposure to the new incumbents on transmission technology, studio production, field production and editing of Radio & Television Broadcasting. In last three weeks of the training programme, engineering & programme trainees work together in real programme production environment. The target of this induction training is to bring confidence of trainees to a level where they can start contributing in programme production activities after joining at their respective stations. This training process is simultaneously going on at NABM Delhi & Bhubaneswar. The first

Batch of Induction course Programme started from 15th June, 2015 & till now six batches (four at NABM Delhi & two at Bhubaneswar) of training have been successfully completed. Under this induction training, over all 1313 no. of staff members (832 EAs, 130 PEXs, 334 TREXs, 17 PA) will be trained in phases, out of which 308 (166 EAs, 48 PEXs, 93TREXs) have already been trained

International participation:

- Workshop on Short Wave Transmitter was conducted from 06-17 April, 2015 for 03 candidates from Afghanistan.
- Three candidates from Bhutan also attended the “Induction Course for newly recruited PEX/TREX/EAs” (Batch-V) scheduled from 07 Sept. to 06 Nov. 2015 at NABM Delhi.
- Four candidates from Bhutan also attended the “Induction Course for newly recruited PEX/TREX/EAs” (Batch-VI) scheduled from 28 Sept. to 27 Nov. 2015 at NABM Delhi.

AIBD Courses:

- An In-country workshop on Digital Audio/Video Archiving was conducted from 06-10 July, 2015 at DDK Kolkata. Total 24 participants attended the workshop.
- AIBD/NABM Sub regional workshop on Digital

Radio Transmission was conducted from 12-16 October, 2015. Candidate from Iran/Mozambique/Philippines & Vietnam also attended the workshop.

Special Courses

- Three Courses on NETIA Studio and Newsroom Automation System were conducted from 06-10 April, 2015, 20-24 April, 2015 and 25-29 May, 2015 at NABM Delhi.
- Induction Courses for newly recruited PEX/TREX/EAs first batch conducted from 11 June to 14 August, 2015 for 51 candidates followed by second batch from 06 July to 4th Sept. 2015 for 53 candidates at NABM Delhi. Fifth and sixth batch was conducted for 53 & 54 candidate's resp. from 07-09-2015 to 06-11-2015 & 28-09-2015 to 27-11-2015 at NABM Delhi.

- Industrial Training Programme for faculty of Maharashtra was conducted from 27th to 31st July, 2015 for forty seven candidates at AIR Pune.
- Software Development Technology Course through NIELIT was conducted from 26th August to 30th September, 2015 for 21 candidates at NABM Delhi.
- A workshop on Middle Income Group by SEBI was conducted on 14th May, 2015 at NABM Delhi. Nearly forty employees of technical/Programme/Administration attended the workshop.
- A Course on "Management and Administrative Skill Development" was conducted from 20th to 24th April, 2015. Total thirteen candidates attended the course.
- A "C-Band Downlink System and trouble shooting of its equipment" workshop was conducted from 5th



CEO Prasar Bharati Shri Jawahar Sircar addressing at the Orientation Programme for New Programme & Engineering Officers

to 8th May, 2015 at SPT Bengaluru. Total seventeen candidates attended the workshop.

- Computer Hardware Maintenance Course was conducted from 18th to 29th May, 2015 for eighteen candidates at RABM Shillong.
- Training on operation & maintenance of 10 kW VHF Analog TV Transmitter was conducted from 25th to 29th May, 2015 at NABM Bhubaneswar for 18 candidates.
- Three Induction courses for Batch-III, IV & VII for newly recruited PEX/TREX/EAs conducted from 03-08-2015 to 01-10-2015, 24-08-2015 to 20-10-2015 & 12-10-2015 to 11-12-2015 at NABM Bhubaneswar

Summer Trainings

- Summer Training programme of six week duration for 64 Engineering Students were conducted from 8th June 2015 to 17th July, 2015 at NABM Delhi.
- Summer Training for Degree Engg. Students were conducted from 18 May to 12 June, 2015 by NABM Bhubaneswar and total 32 students attended the course.

Exam related trainings

- A pre-exam training for S.Tech. to EA Exam for S.Tech.(SC/ST candidates) was conducted from 20th to 24th April, 2015 at NABM Delhi. Total twenty one candidates attended the training.



Engineering Heads Conference at Udaipur-2015

- A pre exam training for Helper to Technician (SC/ST candidates) was conducted from 29 June to 03 July, 2015 at NABM Bhubaneswar for eleven candidates.
 - Disciplinary Proceeding/Departmental Enquiry for DDG/DE/ADE(AIR/DD) from 15 to 19 February, 2015 t NABM Delhi.
 - Workshop on Radio & TV Broadcasting Technology for UP Polytechnic from 04 to 08 January, 2016 at NABM Delhi.
 - NETIA Studio & News Automation System for PEX/TREX/Announcers from 04 to 08 January, 2016 at AIR Guwahati.
 - Diesel Generator Workshop for EA/Sr. Tech.(AIR/DD) at Kirloskar Pune in the month of March-2016.
 - Management Skills for technical Personnel for DDG/DE/DDE (AIR/DD) at NITIE Mumbai in the month of March-2016.
- Proposed Training Activities from December, 2015 to March, 2016**
- Training on Satellite Communication Technology for DE/DDE/ADEs(AIR/DD) from 07 to 10 December, 2015 at MCF Hassan.
 - Workshop on DVB T-2 Transmission Technology for DDE/ADE/AEs(DD) from 14 to 18 December, 2015 at NABM Delhi.
 - Computer Hardware Maintenance Course for (NZ & WZ)(AIR/DD) from 14 to 18 December-2015 at NABM Delhi.
 - Induction Training for newly recruited PEX/TREX/EAs(AIR/DD)(Batch-IX) from 14-12-2015 to 13-02-2016 at NABM Delhi.
 - Administrative and Managerial Skill Course for DE/DDE/ADE(AIR/DD) from 08-02-2016 to 12-02-2016 at NABM Delhi.
 - Induction Training for newly recruited PEX/TREX/EAs(AIR/DD)(Batch-X) in the month of December-2015 at NABM Delhi.

9. Activities of 'AIR Resources'

Prasar Bharati has shared Infrastructure viz. land, building and tower on rental basis with Private FM Broadcasters under the Phase-I and Phase-II schemes of the Ministry of I&B at 85 cities where 243 FM channels have been allocated to Private FM Broadcasters and is in under process to share Infrastructure facilities with Private FM Operator under Phase-III scheme.

Prasar Bharati has also shared tower, building and land on

rental basis with 83 Mobile service providers at 49 cities for mounting their GSM/CDMA/WLL antenna on FM/TV/STL Towers and BTS Equipment for their mobile service operations.

AIR Resources is also generating revenue by providing training to engineering/ Diploma students (AIR & Doordarshan Stations) on weekly/monthly fee basis.

AIR Resources was also earning revenue by a joint venture agreement with IGNOU for operation & maintenance of Gyanvani FM transmitters at 37 places in India. Effects are being made to restart IGNOU at the earliest.

AIR Resources has been generating revenue right from the year of its inception (2001-02). The Progressive revenue generated from 2001-2002 to till 2014-15 is ₹5,54,98,77,664/-.

The revenue generated during the current financial year till October, 2015 is ₹16,78,69,122/- and the revenue likely to be earned from November, 2015 to March, 2016 is ₹50,16,28,724/- as per previous year revenue earning for the same period from November, 2014 to March, 2015.

10. Research Department, AIR & Doordarshan

The following are the main achievements of R&D for the current year.

Activities during the period April 2015 to December 2015:

1. Advance Remote Monitoring and Control (Telemetry System for Broadcast Transmitters):

- To introduce IT Technology in Telemetry of Broadcasting transmitters, R&D is working on a project namely development of Advance Telemetry system.
- Canopy is installed at AIR, Rohtak. It is to be tested with the telemetry system.
- Installation and commissioning of AM Telemetry System at AIR Tirunelveli.
- Telemetry system at 2-3 more stations will be installed by March,2016.
- Installation, testing and commissioning of FM Telemetry System at AIR Rohtak has been completed.
- R&D has already developed a system to provide this facility for 100 watt BEL make FM Transmitter.

2. Antenna lab : In antenna lab, a Project named 'High Power FM Antenna design' is in progress.

3. Propagation Lab : This lab has carried out propagation studies on RF Signal radiated by Terrestrial Transmitters of AIR & Doordarshan located in different part of the country & also have prepared technical reports which are very useful for SMS & Planning division

4. Acoustic Group : The acoustic laboratory is continuously engaged in carrying out various acoustic measurements of AIR & DDK stations, testing and evaluation (NRC, STC, FIIC etc) of acoustic materials including evaluation of electro-acoustic transducers viz., microphones and speakers in accordance with existing national and international standards. Further up-gradation of Acoustic measurement infrastructure is in process under plan project.

5. DRM Lab : The study, design and development of indigenous DRM Receiver is in progress. During the period of report efforts were made to find out integrated circuit compatible to DRM signal reception. So far few manufacturers are available in the market but their chips are not readily available in the market.

6. DTH/DVB-T Lab: DTT based(DVB-T2) Radio receiver and RF Splitter has been developed in the lab. Its proto type model has already been shown in the BES Expo 2015. The performance of this receiver is satisfactory. Further study on DRM Receiver/ modification is in progress.

7. DTH Signal Monitoring Lab: R&D has established a complete set up to monitor DD Must Carry Channels on various private DTH platforms. Presently, Twenty one channels are being monitored on six private DTH platforms. The monthly report is being sent to Doordarshan Directorate for onward submission to Prasar Bharti and I&B Ministry.

8. International Monitoring & Receiving Station, Todapur, New Delhi: International Monitoring & Receiving centre situated at Todapur, Inderpuri, New Delhi, is engaged in carrying out broadcast signal monitoring of MW, SW, FM and DTH signal carrying internal and external services of AIR. The activities carried out during the period April 2015 to November, 2015 are detailed below:

- (i) Frequency checking of MF & HF transmitters of All India Radio.

- (ii) Clear Channel watches and identification of Interference of Shortwave Channel of All India Radio.
- (iii) Monitoring of RN Channels/FM Channels.
- (iv) D.T.H. Radio monitoring.
- (v) Monitoring of the transmissions of foreign organisations.
- (vi) Reception reports for foreign broadcasting organisations.

PROGRAMME ACTIVITIES

- Broadcast of 'Mann Ki Baat' - Prime Minister's Address to the people of India on different issues/topics (every month broadcast)
- Post Box No.111- "Mann Ki Baat"(Programme based on listeners letters)-(Once in a week)
- A Radio Report on the 7th Youth Exchange Programme organised by Nehru Yuvak Kendra, New Delhi on 6th April, 2015
- A Radio Report on the Inauguration Function of Two Day Annual Conference organised by CII, New Delhi on 6th April, 2015.
- Live broadcast of the function on Civil Investiture Ceremony-II from Rashtrapati Bhawan, New Delhi on 8th April, 2015.
- Live broadcast of the Inauguration of Vividh Bharati Service of Delhi on FM MODE by Union Minister of Finance, Corporate Affairs and Information and Broadcasting, Government of India on 14th April, 2015.
- Broadcast of the address delivered by the Prime Minister Shri Narendra Modi at UNESCO Head Quarters, Paris on 10th April, 2015 during his visit to France.
- Broadcast of the addresses delivered at various functions by the Prime Minister Shri Narendra Modi on 13th April, 2015 during his visit to Germany.
- A Radio Report on the various functions organised in Delhi on the occasion of 125th Birth Anniversary of Babasaheb Dr. B. R. Ambedkar on 14th April, 2015.
- Broadcast a discussion on the Prime Minister Shri Narendra Modi's visit to France and Germany on 15th April, 2015.
- The excerpts of the recording of the Joint Press Conference of the Prime Minister of India, Shri Narendra Modi and the German Chancellor Ms. Angela Merkel on 14th April, 2015 at Berlin, Germany broadcast on 15th April, 2015.
- Broadcast of the addresses delivered at various functions by the Prime Minister Shri Narendra Modi on 16th April, 2015 during his visit to Canada.
- Broadcast of the addresses delivered at various functions by the Prime Minister Shri Narendra Modi on 17th April, 2015 during his visit to Canada.
- Live Broadcast of the function organised in connection with the laying of the Foundation stone of Dr. Ambedkar International Centre at New Delhi by the Prime Minister Shri Narendra Modi on 20th April, 2015.
- Broadcast of the address delivered by the Prime Minister Shri Narendra Modi at Global Exhibition Services organised by CII at Pragati Maidan, New Delhi on 24th April, 2015.
- Live Broadcast of the presentation of 50th Jnanpith Award to Prof. Bhalchandra Nemade by the Prime Minister from Balyogi Auditorium, Parliament Library Building, New Delhi on 25th April, 2015.
- Live Broadcast of the function on Defence Investiture Ceremony-II from Rashtrapati Bhawan, New Delhi 26th April, 2015.
- Radio report on the 16th D.P. Kohli Memorial Lecture on Economic Challenges for an Aspirational India delivered by Sh. Arun Jaitley, Union Minister of Finance, Corporate Affairs and Information and Broadcasting on 27th April, 2015.
- Live broadcast of the 62nd National Film Awards Presentation Ceremony from Vigyan Bhavan, New Delhi on 03rd May, 2015
- Radio report in English on the event held in connection with the observance of "World Press Freedom Day 2015" on the theme "Let Journalism Thrive : Television and Media Freedom", organised by UNESCO, UN information centre and Prasar Bharati at New Delhi.
- Live broadcast of the function organised at Kolkata in connection with the launching of three Schemes Namely Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), Pradhan Mantri Suraksha Bima Yojana (PMSBY) and Atal Pension Yojana (APY) by the

Prime Minister Shri Narendra Modi on Saturday, 9th May, 2015.

- Broadcast of the addresses delivered at various functions by the Prime Minister Shri Narendra Modi during his visit to China on 15th May, 2015.
- Broadcast of the addresses delivered at various functions by the Prime Minister Shri Narendra Modi during his visit of South Korea on 18th May, 2015..
- Live broadcast of the function of inauguration by Prime Minister Shri Narendra Modi of the golden jubilee celebration of two books by Rashtrakavi Shri Ramdhari Singh Dinkar.
- Broadcast of the address delivered by the Prime Minister Shri Narendra Modi at public rally held in Mathura, Uttar Pradesh on 25th May, 2015.
- Broadcast of radio report on the inauguration of multimedia exhibition by Shri Arun Jaitley, Union Minister of Finance, Corporate Affairs and Information and Broadcasting at New Delhi.
- Broadcast of the statement by the Prime Minister Shri Narendra Modi after the signing of various agreements between India and Bangladesh at Dhaka during Prime Minister's visit to Bangladesh on 7th June, 2015.
- Broadcast of the addresses delivered on 7th July, 2015 at various functions by the Prime Minister Shri Narendra Modi during his visit to Uzbekistan and Kazakhstan on 7th July, 2015
- Broadcast of the statement given to media on 6th July, 2015 and the recording of various functions by the Prime Minister Shri Narendra Modi at Tashkent during his visit to Uzbekistan on 7th and 8th July, 2015 respectively.
- Broadcast of the addresses delivered by the Prime Minister Shri Narendra Modi during his visit to Kazakhstan on 8th July, 2015.
- Broadcast of the addresses delivered on 9th July, 2015 by the Prime Minister Shri Narendra Modi at the BRICS Summit held at Ufa, Russia on 9th July, 2015.
- Broadcast of the speech delivered on 10th July, 2015 by the Prime Minister Shri Narendra Modi at the plenary session of the Shanghai Cooperation Organisation held at Ufa, Russia on 10th July, 2015.
- Broadcast of the speeches delivered on 13th July, 2015 by the Prime Minister Shri Narendra Modi at various functions during his visit to Tajikistan on 13th July, 2015.
- Broadcast of the speeches of Nagaland's group NSCN leader Thuingaleng Muivah and Prime Minister Shri Narendra Modi after witnessing the signing of the historic peace accord between Government of India and NSCN on 3rd August, 2015.
- Live broadcast of the function - launch of the First National Handloom Day and introduction of India Handloom as a brand by the Prime Minister Shri Narendra Modi at Centenary Auditorium of University of Madras, Chennai on 7th August, 2015.
- President of India Shri Pranab Mukherjee's address to the Nation on the eve of Independence Day on 14th August, 2015. Regional language versions were also broadcast by concerned AIR stations.
- Live broadcast of the Flag Hoisting Ceremony and Address to the Nation by the Prime Minister Shri Narendra Modi from the ramparts of Red Fort on 15th August, 2015.
- Broadcast of the addresses delivered by the Prime Minister Shri Narendra Modi during his two day visit to United Arab Emirates on 17th August, 2015.
- Broadcast of the address by the Prime Minister Shri Narendra Modi delivered before the Indian diaspora at Dubai Cricket Association Stadium, Dubai on 17th August, 2015 during his recent visit to Dubai on 18th August, 2015.
- Live broadcast of the function of the inauguration by the Prime Minister Shri Narendra Modi of the call to action summit organised by the Ministry of Health and Family Welfare, Government of India at Taj Palace Hotel, New Delhi on 27th August, 2015.
- Live broadcast of the presentation ceremony of the Rajiv Gandhi Khel Ratna Awards, Arjuna Awards and other Sports Awards on Saturday, 29th August, 2015 at Rashtrapati Bhawan, New Delhi.
- Broadcast of the statement on 31st August, 2015 given by the Minister for External Affairs Smt. Sushma Swaraj, in a curtain raiser press conference held at Delhi in connection with the 10th

World Hindi Conference organised in Bhopal from 10th September to 12th September, 2015.

- Broadcast of the function of the release of Digital Version of Ramcharitmanas by the Prime Minister Shri Narendra Modi at Panchvati, 7, Race Course Road, New Delhi on 31st August, 2015
- Live Broadcast of an interaction of the Prime Minister Shri Narendra Modi with the students from Manekshaw Auditorium, Zorawar Hall, Manekshaw Centre, Parade Ground, Delhi Cantt., New Delhi on 4th September, 2015.
- Live Broadcast of the ceremony of presentation of National Awards to Teachers by President of India from Vigyan Bhawan, New Delhi on 5th September, 2015.
- Broadcast of the address by the President of India Shri Pranab Mukherjee to a group of teachers delivered on 4th September, 2015 at New Delhi on the occasion of Teachers' Day on 05th September, 2015.
- Live Broadcast of the ceremony of Presentation of Gandhi Peace Prize by the President of India Shri Pranab Mukherjee from Rashtrapati Bhawan, New Delhi on 9th September, 2015.
- Live broadcast of the inaugural session of the 10th world Hindi Conference graced by the Prime Minister Shri Narendra Modi held at Bhopal on 10th September, 2015.
- Broadcast of the addresses delivered on various functions by the Prime Minister Shri Narendra Modi during his visit to Dublin, Ireland on 23rd September, 2015.
- Broadcast of the Prime Minister Shri Narendra Modi's statement at the United Nations Sustainable Development Summit at New York on 25th September, 2015.
- Broadcast of the speeches by Prime Minister Shri Narendra Modi during his visit to the United States of America on 27th September, 2015.
- Broadcast of the address delivered by the Prime Minister Shri Narendra Modi before Indian Community at SAP Centre on 27 September, 2015 during his visit to California, United States on 28th September, 2015.
- Broadcast of the addresses delivered by the Prime Minister Shri Narendra Modi during his visit to

California, United States on 28th September, 2015.

- Broadcast of the recording of the addresses delivered by the Prime Minister Shri Narendra Modi held in New York during his recent visit to United States on 29th September, 2015.
- A radio report on the Indo-German Summit hosted by NASSCOM in association with Fraunhofer at Bengaluru on 6th October, 2015 graced by Prime Minister Shri Narendra Modi and German Chancellor Ms. Angela Merkel on 6th October, 2015.
- Live broadcast of the Tenth Annual Convention of Central Information Commission from Vigyan Bhawan, New Delhi graced by the Prime Minister Shri Narendra Modi on 16th October, 2015.
- Live broadcast of the function Run for Unity from Rajpath, New Delhi on the occasion of birth anniversary of Sardar Patel on 31st October, 2015.
- Live broadcast of the programme organised at 1, Akbar Road, New Delhi on 31st October, 2015 to mark the death anniversary of former Prime Minister Late Indira Gandhi.
- Broadcast of a consolidated radio report on the visit of Prime Minister Shri Narendra Modi to Jammu and Kashmir on 7th November, 2015.
- Akashvani Annual Awards have been instituted with a view to promote professional excellence and to bring out the best from the staff working at various Stations of AIR. The jury session for the entries in programme categories received from the AIR Stations for the year 2014 was held in November 2015.
- A 26 episode science serial entitled "Atom to Stars" was broadcast from AIR Stations in collaboration with the Ministry of Science & Technology, Government of India .
- Another 26 episode science serial on Disaster Management entitled "Understanding and Managing Disasters" will be broadcast from AIR Stations during 2015-16 in collaboration with the Ministry of Science & Technology.
- All India Radio has an inherent objective of inculcating Scientific Temper amongst fellow citizens. In order to promote scientific awareness in the country all Stations of AIR have been advised to mount a series of programmes to promote scientific temper.

Elections

- Work related to Bihar State Legislative Assembly Elections-2015 in Five Phase from 16.9.2015 to 05.10.2015 as per the guidelines of the Election Commission of India.
- Political Party Broadcasts were duly organised for the Bihar State Legislative Assembly Elections-2015 as per the guidelines of the Election Commission of India.
- A Special Live Radio Bridge Bilingual Programme in connection with the Assembly Election in the State of Bihar (NSD Programme)
- Special composite live programmes and live phone-in programmes were broadcast in connection with the counting of votes and declaration of results of aforesaid Assembly Elections.

Proposed programmes

- Live broadcast of the presentation of National Awards for the Empowerment of Persons with Disabilities from Vigyan Bhawan, New Delhi on the occasion of 'International Day of Persons with Disabilities' on 03.12.2015.
- Live broadcast on 13th December, 2015 from Parliament House to pay floral tributes to the martyrs, who sacrificed their lives during the terrorist attack on Parliament on 13th December, 2001.
- Direct relay of the Shabad Kirtan Programme from Shri Takhat Harimandir Ji Patna Saheb, Patna on the occasion of the Birth Anniversary of Guru Gobind Singh Ji Maharaj on 07.01.2016.

The following programmes were broadcast in connection with the celebration of Republic Day-2016: -

1. Address to the Nation by the Hon'ble President on the eve of the Republic Day on 25.01.2016. Regional language versions was also broadcast by concerned AIR Stations.
2. Broadcast of the recording of National Symposium of Poets on 25.01.2016.
3. Live broadcast of Republic Day Parade from Raj Path in New Delhi on 26.01.2016.
4. Radio report on Beating Retreat Ceremony on 29.1.2016.
5. Coverage was provided to the other Republic Day-2016 Celebrations/events.

- Live broadcast of Prime Minister's NCC Rally from Parade Ground, Delhi Cantonment on 28.01.2016.
- Live broadcast of the Hon'ble President's address to both the Houses of Parliament on Budget Session.
- Live broadcast of presentation of Railway Budget-2016-17 in the Lok Sabha by the Union Railways Minister.
- Broadcast of Economic Survey for the year 2016-17 in the Lok Sabha by the Union Finance Minister.
- Live broadcast of presentation of General Budget-2016-17 in the Lok Sabha by the Union Finance Minister.

DR. RAJENDRA PRASAD MEMORIAL LECTURE

All India Radio started an Annual Memorial Lecture Series in honour of the first President of India Dr. Rajendra Prasad from 1969. This is one of the most prestigious memorial lecture series in the country. The lecture is organised every year by turn in different parts of the country before an invited audience. Eminent personalities and scholars from the fields of literature, culture, economics, politics, science and other social sciences are invited to deliver the lecture in Hindi on a subject of their choice. Many stalwarts like renowned litterateur Dr. Hazari Prasad Dwivedi, Mahadevi Verma, Dr. Harivansh Rai Bachchan, famous social scientist Dr. P.C. Joshi have delivered this memorial lecture over the years among others. The memorial lecture for 2015 was delivered by renowned writer and philosopher Dr. Narendra Kohli.

This year's lecture was delivered by Dr. Narendra Kohli at the National Media Centre, New Delhi on 23rd November, 2015, on the topic "Hamara Samay, Samaj aur Mahabharat". The recording of the lecture was broadcast on the national network of All India Radio on the birthday of Dr. Rajendra Prasad on 3rd December, 2015 at 9.30 pm.

SARDAR PATEL MEMORIAL LECTURE

This lecture series is being organized from 1956 onwards in memory of the first Information and Broadcasting Minister of independent India Sardar Vallabhbhai Patel.

In this lecture series delivered in English, renowned scholars, administrators, jurists, historians, social scientists, economists are invited to speak on a subject chosen by them before an invited audience. The first lecture was delivered by Dr. C. Rajagopalachari, the first Indian Governor General. Ever since, a galaxy of speakers including former Chief Justice of India Sh. P.N. Bhagwati, renowned historians, like Prof. Bipin Chandra, Prof. Romila Thapar, and National Security Advisor Sh. Shiv Shankar Menon among others have delivered this lecture.

The Sardar Patel Memorial Lecture for the year 2015 was delivered on 26th October, 2015 by Honourable Minister for Finance, Corporate Affairs, Information and Broadcasting Shri Arun Jaitley on “Is It Possible to Impose Reasonable Restrictions on Speech and Expression, Given Today’s Media Landscape”. The recordings of this lecture was broadcast on 31st October, 2015 at 9.30 PM on the national network of All India Radio.

SANSKAR GEET

All India Radio has embarked on a special project with the lofty objective of conserving our folk legacy and heritage. India is unique for its ethno-linguistic diversity. It is a daunting task to capture her cultural mosaic in all its variegated hues. It is best reflected in the abundant and rich folklore of its numerous regions, communities and cultures. The scintillating lyrics and tunes have a distinct flavour but are under threat of extinction. AIR, as the nation’s public service broadcaster has decided to step in and record the folklore and ceremonial songs, in their pristine purity.

AIR’s project envisages recording (i) songs associated with different rituals (sanskars)-stages/milestones in the life span of a person (ii) a variety of lok geet such as Ritu geet, Parv geet, sharm geet, Nadi geet, Vriksh geet, sthal geet, parvat geet and Andolan geet and (iii) lok gaathayein (legends). This will be one of the many major achievements of AIR in preserving the cultural heritage of India for the posterity.

AIR has organized a number of workshops at different places in the current financial year 2015-16 in this context. Recently on 26th and 27th November, 2015 a workshop was organized in Jaipur and the station heads of Rajasthan and Gujrat were made aware about the objectives of the project.

NATIONAL SYMPOSIUM OF POETS (*SARVA BHASHA KAVI SAMMELAN*)

Introduced in 1956, the *Sarva Bhasha Kavi Sammelan* (National Symposium of Poets) is an endeavor to provide a creative platform to national integration and linguistic harmony through mutual interaction and coordinated presentation of the best in contemporary poetry of all Indian languages. Its uniqueness is underlined by the fact that it is the only programme of its kind, wherein eminent poets of 22 Indian languages now come together on one stage to offer their creative best. Poems in all these languages are presented by the poets themselves before an invited audience, followed by rendering their Hindi versions translated by eminent poets of different languages. A two hour recording of this programme is broadcast on the national network of AIR on 25th January, on the eve of the Republic Day at 10 P.M. At the same time, regional language versions of this programme are broadcast from concerned AIR stations. Thus, this programme reaches across the length and breadth of the nation.

In 2005, four new languages, namely, Dogri, Mathili, Santhali and Bodo were added to the list of languages taking the total to twenty two languages. This programme is a reflection of the rich cultural and literary shared heritage of Indian languages, incomparable with any other programme in its status and grandeur.

During this year “*Sarva Bhasha Kavi Sammelan*” was organized at Nagpur on 8th January, 2016, and was broadcast on 25th January, 2016.

FARM & HOME BROADCAST

The Farm & Home units of AIR broadcast composite programmes including equal segments of rural development scheme and hard-core agriculture with programmes on subjects like Horticulture, Animal Husbandry, Poultry & Dairy farming, Fisheries, Forestry, Environment Conservation and allied agriculture activities like food and agro processing, dry and wasteland agriculture and also on segments dwelling on employment schemes, loan, insurance and training facilities, sanitation, health hygiene and nutrition.

AIR has expanded its Agriculture Broadcasts with the launch of an exclusive project on Mass Media support

to Agriculture Extension entitled 'Kisanvani' from Feb. 2004, in collaboration with the Department of Agriculture & Cooperation, Ministry Of Agriculture, to keep local farmers informed about the daily market rates weather reports and day to day information in their respective areas at micro level. Presently Kisanvani is being broadcast and relayed from identified 96 A.I.R stations across the country. Broadcast on a narrow casting mode, the programme is mostly interactive in content involving field based recordings of farmers and studio dial outs and dial-ins with experts and farming community which are quite popular with the target audience. The successful country wide execution of the Kisanvani Programme has resulted in the accrual of annual revenue of Rupees Thirty Eight Crores to the department during FY: 2015-2016.

Campaign on Safe and Judicious Use of Pesticides

Programmes creating awareness amongst the general public and the farming community in particular, have been broadcast about the safe and judicious use of pesticides and the ways and means of minimizing pesticide residues in fruits and vegetables before consumption.

Comprehensive Weather Forecasts for Farmers

Comprehensive weather forecasts of five minutes duration for farmers are being broadcast in the daily Farm & Home programmes of all AIR stations and all 96 stations broadcasting Kisanvani programmes .The daily weather forecasts coverage includes details of crucial parameters like rainfall, temperature, soil and air moisture, radiation, hot, dry, cold and wet spells including extreme events like droughts, floods, thunder storms, cyclones, hail, frost etc so as to alert farmers and help prevent crop failures.

Environment

World Environment Day was observed by stations on 5th June 2015 by mounting special programmes to create awareness about preservation of environment. Issues of social forestry, preventing land degradation and desertification, ozone hole depletion, climate change, water harvesting and noise pollution were also addressed suitably in the programme schedules.

Station have been mounting sustained publicity to the

cleanliness drive '*Swachh Bharat Abhiyan*' launched by the Prime Minister, focusing on the significance of both rural and urban sanitation in ensuring a cleaner environment for all.

World Toilet Day was also observed by all AIR stations on 19th November, 2015 Stations were advised to mount programmes to highlight the socio-environmental perils of open defecation and the need for toilet access for all, especially women.

Kisanvani Programme

AIR Stations broadcasting Farm and Home and kisanvani programmes are advised to mount suitable programmes in different formats, for creating awareness amongst the farming community, about the use of organic solid waste as manure in agriculture operations, as part of media campaign under Swachh Bharat Missions. These AIR Stations have been instructed to broadcast audio spots on the different flagship programmes of Ministry of Agriculture & Farming.

HEALTH & FAMILY WELFARE PROGRAMMES

Women's Programmes

Women's programmes of All India Radio covers subjects related to socio – economic development of women, Health and Family Welfare, Food and Nutrition, Scientific Home Management, Women Entrepreneurship, Education including Adult Education, Women Empowerment, Gender Issues etc.

Beti Bachao Beti Padhao programme was launched by the Prime Minister on 24th January, 2015. After the launch of the programme, DG AIR has issued instructions to all stations to give special attention while planning their programmes on the popularization of the programme. Besides this, All India Radio broadcasts a number of programmes in different formats for the welfare of girl child. Programmes of the Family Welfare Section of the stations generally aim at creating social awareness on the issues relating to female feticide and gender discrimination and awareness about the rights and privileges of women through the propagation of legal literacy. Different traditional of folk forms also used to communicate with the rural audience.

This year the theme of the International Women's Day was Empowering Women – Empowering Humanity.

DG: AIR issued special instruction to all AIR stations to focus on the theme, while taking women issues in their programmes. International Women's Week of this year was also observed with the view of empowering women in the society.

Health Programmes

During last year in the month of January-February Swine Flu was spread in many parts of the country and had become a serious public health problem. Directorate General of All India Radio issued interactions to all AIR stations, particularly located in Swine Flu affected areas, to mount suitable programmes to create awareness about the diseases.

Similarly when Dengue was spread in some parts of the country in the month of August, September, and October, special awareness programme on prevention of Dengue were broadcast across the network of All India Radio.

Wide publicity is being given to blood donation and eye donation. Suitable programmes have also been mounted against Drug abuse, tobacco consumption, illicit trafficking, AIDS and create awareness about the Rehabilitation and facilities being provided to the leprosy affected persons/families.

Special efforts have been made to create awareness on global iodine deficiency disorders. All AIR stations are giving wide publicity of IEC-Campaign against malnutrition. Stations have also mounted maximum possible suitable programmes on EBOLA, Dengue, Swine Flu, Glaucoma and Chikungunia under "Arogaya Bharatam". Keeping in mind the slogan "Aging and Health", programmes on eye care, and persons with disabilities have been broadcast.

Programmes in various formats are being broadcast from AIR Stations across the country to create awareness about the adverse child sex ratio and to alter the negative mindsets leading to abortion of girl child fetus. And publicity was also given to the Pre-natal Diagnostic Techniques Act and the penalties contained therein to create public opinion against violation of its provisions.

The National Deworming Day is an initiative with focus on reducing and to treat parasitic worm infestation, a wide

spread health issue effecting over 241 million children in India. All AIR stations were given interaction to mount suitable programmes on this serious child health issue.

In order to improve the vaccine coverage the Ministry of Health & Family Welfare has launched Mission Indradhanush in April 2015. Wide coverage is being given to the mission through AIR network.

Children Programmes

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

Some of the programmes are broadcast on weekly basis. Plays, Short Stories, Features, Choral Singing, Interviews; stories from Epics etc. are part of these broadcasts.

Children's day was celebrated on November 14th as Baal Diwas with special children activities, stage shows and invited audience programmes.

MUSIC

Hindustani Music

Some of the eminent artists featured/to be featured during April, 2015 to March 2016 in the National Programme of Music and Ravivasariya Akhil Bharatiya Sangeet Sabha:

Tapan Natta (Clarinet), Pt. Ritwik Sanyal (Dhrupad/Dhamar), Vid. Sangeeta Sankar (Violin), Pt. Harvinder Sharma (Sitar), Vid. Sumitra Guha (Vocal), Allahrakha Kalawant (Sarangi), Anuradha Paul (Tabla), Pt. Kaivalyakumar Gaurav (Vocal), Anupriya Devtale (Violin) and others.

AIR organized Akashvani Sangeet Sammelan in 2015 (10th October, 2015). This year, Folk & Light Music concerts were also included in Akashvani Sangeet Sammelan. Following prominent and promising artists were featured in the concerts.

Vikas Babu & Party (Shehnai), Pt. Mor Mukut Kedia & Pt. Manoj Kedia (Sitar and Sarod), Pt. Prabhaker Dhakde (Violin), Pt. Vidhyadhar Vyas (Vocal), Pt. Sunil Kant Gupta (Flute), Vidushi Ashwini Bhide Deshpande

(Vocal), Gopal Das (Clarinet), Jaishree Ranade (Lt. Cl. Vocal) and others.

AIR Music Competition is a regular feature of AIR to reach and hunt new talent among youth. For the year 2015, the final competition was held at Delhi and Chennai for Hindustani and Carnatic Music respectively.

To mark the centenary year of Vidushi Begum Akhtar, special prize in the categories of Thumri/Dadra and Ghazal were awarded.

In the National Programme of Regional Folk and Light Music the following artistes were featured.

Laxmi Madhusudan (Geet/Bhajan), Sh. Suryanarayana Dikshitulu (Lt. Music-Telugu), Sh. Dharmapuri Sambamurthy (Harikatha), Basant Lok Geet, Malvi Lok Geet, Prahlad Tipaniya (Kabir Bhajan), Smt. N. Lathika (Lt. Vocal - Malayalam), Sh. V.M. Kutty (Mappilapattu), Broadcast of Akashvani Annual Award-2013, Sh. Subhash Dass (Odiya Lok Geet), Ms. Asha Kesar (Jammu Ke Lok Geet- Dogri), Ms. Noor Jaan (Gojri Folk), Sh. Raghavendra Badasheshi (Lt. Vocal Kannada), Smt. Surekha Gopal Hegde (Devaranama), Assamese Folk Music, Thanjavur Sh. S. Sambanda Oduvar (Devotional - Vocal), Smt. V. Chinnamuthi & Party (Folk Songs).

Carnatic Music

The Trinity and Other Vaggeyakara Music Festival which was held at Tiruchirappalli on 29th and 30th May, 2015. In this festival both young and prominent artists featured to enrich the occasion. Tyagaraja Compositions were rendered by Popuri Gowrinath, Mysore Vasudevachar Compositions were rendered by Shwetha Venkatesh, Shyama Shastri Compositions were rendered by Swamimalai S K Suresh, Muthuswamy Dikshitar Compositions by B. Renjini Verma. These programmes were broadcast in the National Programme of Music from June to July, 2015.

Another notable event that closely followed was the prize distribution function of AIR Music Competitions 2015 (Carnatic Music) with Concert performance by the prize winners was held before invited audience on 08th May 2015 at Kolkata, Pune, Indore, Lucknow, Hyderabad and Chennai.

This year Akashvani Sangeet Sammelan Concerts were held at 24 venues on 10th October, 2015 out of which Karnatic Music was featured at 10 places beside this the two concerts of Light and Folk Music artistes were held at Coimbatore and Vijayawada. To mention a few, Thalachangadu TM Ramanathan (Tavil Solo), Jeyaraaj Krishnan & Jaysri Jeyaraaj Krishnan (Veena duet), J Yogavandana (Veena), Gayathari Venkataraghavan (Vocal), UP Raju & P Nagamani (Mandolin duet), Peri Sriram Murthy (Violin), Dr. Yella Venkateswara Rao (Mridangam Layavinyasam) and many other artists have participated in these concerts.

Some of the artistes featured in the National of Programme of Music/ Ravivasariya Sangeet Sabha:

Mysore M Nagaraj & Dr. Mysore M Manjunath, Kasturi Kamala Deepti, Thuravoor R. Narayana Panicker, Dr. Radha Venkatachalam, M Chandrasekaran, C. Cheluvvaraju, Trichur V. Ramachandran, Pudukottai Krishna Murthy, Nirmala Rajasekhar, Dr. K. Saraswathi Vidyarthi, Guruvayur Dorai, S. Shankar.

SPORTS

During the period from 1st April, 2015 to 31st December, 2015, All India Radio has provided/planned appropriate coverage to the various National and International sporting events on its National Hook-up as well as by the Regional AIR Stations. Details of national hook-up coverage of some major events are given below:-

(1) Cricket

1. Live coverage of India Vs Bangladesh Cricket Series-2015 (01 Test, 03-ODIs) played in Bangladesh from 10th to 24th June, 2015.
2. Live coverage of India Vs Zimbabwe Cricket Series- 2015 played in Zimbabwe in July, 2015.

(2) Hockey

1. Radio Report on the Men's Junior National Hockey Championship (A Division) on 23.04.2015 Played at Mysore (Karnataka).
2. Live commentary on the final match of Men's Hockey Championship (A Division) on 28.04.2015 Played at Pune (Maharashtra).
3. Live commentary on the final match of Women's

Senior National Hockey Championship (A Division) on 03.05.2015. played at Saifai in Uttar Pradesh.

4. Live commentary on the 4 match of India Vs Japan Hockey Test Series from 3rd to 9th May, 2015, played at Bhubaneswar (Odisha).
5. Live commentary on the final match of 120th Beighton Cup Hockey played at Kolkata on 11.10.2015.
6. Live commentary on the final match of 32nd Surjit Memorial Hockey tournament played at Jalandhar on 05.11.2015.

(3) Handball

1. Live commentary on the Maitree Cup Handball Match between Border Security Force (BSF) and Border Guard Bangladesh (BGB) played in New Delhi on 05.08.2015.

(4) Tennis

A. Wimbledon Tennis Championship, 2015

1. Preview programme on 28.06.2015.
2. Daily reports in Hindi and English from 29.06.2015 to 13.07.2015.
3. Live coverage of Davis Cup Tennis World Group Play-off Tie between India and Czech Republic from 18th to 20th September, 2015 played at Delhi.

(5) Football

1. Live commentary of the 2nd round FIFA World Cup-2018 qualifying match played at Bengaluru between India & Oman on 11.06.2015.
2. Live commentary of the 2nd round FIFA World Cup-2018 qualifying match played at Bengaluru between India & Iran on 08.09.2015.
3. Live commentary of the under seventeen Boys final match of the Subroto cup football tournament played at Delhi on 16.10.2015.
4. Live commentary of the 2nd round FIFA World Cup -2018 qualifying match played at Bengaluru between India & Gaum on 12.11.2015.

Followings are the details of the National/ International Sports events which AIR intends to provide live coverage (Subject to acquisition of Broadcast Rights) from 1st January, 2016 to 31st March, 2016:

A. CRICKET

1. India Vs Australia Cricket Series -2016 (05 ODIs, 03 T-20s) in January-February- 2016 to be held in Australia.
2. India Vs West- Indies Cricket Series- 2016 (03 Tests, 05 ODIs & 01 T-20) to be held in West- Indies (Feb-March-2016)
3. ICC T-20 Cricket WORLD Cup- 2016 (March- April- 2016).

B. Badminton

1. Syed Modi International Badminton Championship- 2016 (January, 2016).
2. BWF India Open Superstars-2016 (March, 2016).

C. Tennis

1. Chennai Open Tennis Championship (10th January, 2016).

Multi-Discipline Sports Event:

1. 12th SAF Games to be held in Guwahati/Shillong from 6th to 16th February, 2016.

NEWS SERVICES DIVISION

The News Services Division (NSD) of All India Radio has been expanding its presence across various domains with the aim of reaching diverse cross section of people. Efforts were made to use mobile technology to disseminate news to the public in their own language by launching Free AIR News SMS service. During 2015- 16 the News Services Division has substantially increased its presence on the social media and has crossed major milestones in reaching out to audience far and wide.

NSD broadcasts 651 bulletins daily in 91 languages/ Dialects in Home, Regional, External and D'TH Services. The total duration of these bulletins is 56 hours. 346 news headlines are put up per hour on FM mode from various AIR stations. News Service Division broadcast 179 news bulletins from headquarter Delhi every day which comes to 21 hours 42 minutes.

News Services Division of All India Radio carried important stories and discussion programmes including programmes on Budget session of Parliament, Rail and General Budget and Bihar assembly election- 2015. The economic topics covered include Atal Pension Yojna,

Insurance protection for labourers in the unorganised sector, Housing for all by 2022, Pradhan Mantri Jan Dhan Yojna, central assistance to mitigate the sufferings of farmers, especially cane growers, hike in minimum support price of agriculture produce. Programmes were also mounted on measures to check price rise of pulses and other essential commodities. 16 language units of NSD carried stories on topics mentioned above in its centrally originated bulletins and issues relating to respective states.

REGIONAL NEWS UNITS

All India Radio's 45 Regional News Units (RNUs) play a vital role to cater to the information needs of the people. RNUs make bulletins and programmes in 76 regional languages/ dialects to make news region specific and people friendly. Each state has at least one RNU and bigger states have up to four RNUs for effective coverage of events in the state. The RNUs originate 530 bulletins every day for a total duration of about 35 hours that includes regional, external, DTH services, FM headlines and News on Phone bulletins. RNUs also mount 1076 news-based programmes in a month for a total duration of nearly 140 hours besides broadcasting special programmes when State Assemblies are in session.

FM Headlines serve immediate needs of listeners during their daily busy schedule in cities and towns. At present 250 headline bulletins in 16 languages are being produced by RNUs. Also, News on Phone- NOP service is available from five RNUs- Mumbai, Bengaluru, Thiruvananthapuram, Jaipur and Raipur giving them hourly update of important events.

RNUs have about 90 full-time correspondents/ editors (including Seven non-RNU correspondents) working across the country. In addition, services of 515 Part Time correspondents (PTCs) at district level are being utilized to get news stories from remote areas. They are provided guidance and professional support by regular correspondents and editors in the RNUs. With a view to strengthen the professional skills of PTCs for better quantitative and qualitative output, NSD organizes orientation workshops for them from time to time.

Extensive planning was made by NSD and RNU Patna for comprehensive coverage of Assembly elections of Bihar. RNU Srinagar made contingency plan to inform people about flood threat by broadcasting additional bulletins. RNU Chennai did a better job through its broadcasts during the floods in Chennai caused by heavy rain

which was well appreciated by the mainstream media. RNUs also gave wide publicity to various social and developmental schemes launched by the government from time to time. On completion of one year of the Central government, a comprehensive coverage was given to major initiatives by RNUs. The modified SBG (2015-16) for RNUs is ₹ 18.19 crores.

REPORTING UNIT

Reporting Unit covered news events and happenings of current & topical interest during the period. New initiatives like Skill India, Digital India, Gold Monetization, launch of Sovereign Gold Bonds, Prime Minister's Mann Ki Baat on All India Radio were covered extensively. Special Correspondents were sent abroad for extensive coverage of President, Vice President and Prime Minister. These included President's visit to Sweden, Israel, Palestine and Jordan, Vice President's visit to Indonesia, Cambodia and Laos. Prime Minister's visit to France, Germany and Canada, his participation in BRICS Summit at Ufa, Russia, his visit to Central Asian Countries of Tajikistan, Turkmenistan, Uzbekistan, Kyrgyzstan, Kazakhstan, United Nations General Assembly, G-20 Summit at Antalya in Turkey and ASEAN-India and East Asia Summits at Kuala Lumpur were widely covered in AIR's bulletins. India-Africa Forum Summit which was held in New Delhi recently was also covered prominently.

Besides, Budget and Monsoon Sessions of Parliament, Special Session of Delhi Assembly, 125th birth anniversary of Pt. Jawahar Lal Nehru, Dr. B. R. Ambedkar and birth centenary of Pt. Deen Dayal Upadhyay were other important news events covered by the Reporting Unit.

TALKS AND CURRENT AFFAIRS UNIT

The Talks & Current Affairs unit has been assigned to broadcast analytical news based programmes on various topics. The idea is to help the listeners understand major news developments, put things in perspective and deal with the subject in detail for which, subject experts and journalists are invited. Accordingly the following topics were discussed extensively in Current Affairs, Spotlight/ News Analysis, Samayiki, Money Talk, Vaad Samvaad, Countrywide, Surkhiyon Se Par, Public Speak and Charcha Ka Vishay Hai programmes:-

Foreign trade policy 2015-2020, evacuation of Indians from Yemen, pollution control, a capable judiciary, issues relating to land acquisition, MUDRA Bank, Prime Minister's visit to various countries, New social security schemes introduced by the Central Government, Prime

Minister's address to the nation on completion of one year of NDA government, International Yoga Day, Launch of digital India, Pradhan Mantri Krishi Sichee Yojana, Skill India, Launch of Deendayal Upadhyaya Gram Jyoti Yojana, Atal Pension Yojana etc.

Programmes on Babasheb Bhimrao Ambedkar, Sardar Vallabhai Patel, special radio bridge programmes on Bihar Assembly Election-2015 were also covered during the period reported upon.

MONITORING UNIT (ENGLISH/HINDI)

Monitoring Unit (MU) is one of the important units of NSD, AIR, which supplies foreign news items for inclusion in News Pool of both English (GNR) and Hindi (HNR).

Reporters deployed in the units monitor various foreign broadcasting organisation viz. BBC, Channel News Asia (CNA), Radio Pak, China Radio International (CRI), Australian Broadcasting Corporation (ABC), Voice of America, Radio Iran, Radio Japan- NHK, DAWN, Al Jazeera, etc. and prepare news items accordingly. Both the units, on an average, supplies at least 25 to 30 stories daily. MU also broadcast 2 to 5 Special Weather Bulletins for mountaineers in between July and September every year. Reporters of both the Units are also deployed for coverage of Consultative Committee meetings of MPs attached to the Ministry of Information and Broadcasting.

REFERENCE UNIT

Reference Unit supplies prior information about the various activities/ programmes of the government and political parties on daily basis to various units of NSD, AIR. The Unit is headed by a Deputy Director. Reference unit also deals with Library activities and feeds GNR/HNR with referral and computerized back- up facility. It deals with backgrounders, biographies, analyses of news bulletins and letters from the listeners etc. The Unit brings out a diary of forthcoming events every day and has a library with over 20,000 titles. Out of the total collection, it has about 800 books on mass media and broadcasting. The Library subscribes to about 26 newspapers and 52 magazines.

IT UNIT

The IT unit maintains and updates the NSD official website newsonair.nic.in. The social media platforms Facebook, Twitter and Sound cloud function under this unit. The nationwide AIR's free SMS service is carried out by IT unit. NSD's AIR News mobile App is being maintained and upgraded by this unit.

Various National, International, sports, business news besides news based programmes, Features and Special programmes are uploaded on the website. Audio and text of news bulletins from NSD and Regional News Units are carried on the website. The Audio and text for Independence Day Address of PM, President's Addresses on eve of Independence Day and Republic Day, Union Budget, Railway Budget etc were uploaded on website. Live webcasting of Mann Ki Baat programme is done on NSD website through special window.

Mann Ki Baat Programme

Fourteen episodes of Prime Minister's radio address to the nation have been done successfully by IT unit. For Mann Ki Baat programme, live webcasting is done on website newsonair.nic.in. A special window and page is created for the purpose. Live tweeting is done through the NSD's twitter account @airnewsalerts, addresses were being live tweeted in English and Hindi. Near 30% of our tweets were retweeted by the official account of @PMOIndia. Live SMS are sent in 16 languages to over nine lakhs subscribers. The audios of programme are uploaded on Soundcloud soon after the broadcast. The links of the programme are provided on both Twitter and Facebook.

SOCIAL MEDIA

Facebook and Twitter

NSD has an impressive presence on social media. Likes for NSD's facebook page have crossed 25.3 lakhs. In terms of reliability on scale of 5, it has scored a massive 4.5 points with over 22000 reviews. NSD's official Twitter handle @airnewsalerts has crossed 7.4 lakh followers. Live tweeting is done on special events and awareness campaigns. Facebook post on Prime Minister's Yoga demonstration, garnered around 17 lakhs reach, more than 75000 likes and 4000 shares. On twitter handle, total 22 tweets were made carrying pictures of International Yoga Day. Followers were invited to share their Yoga moments with All India Radio and their pictures were retweeted on All India Radio Twitter page using #MeandYoga. The Rashtriya Ekta Diwas- Annual commemoration of the birthday of Sardar Vallabhbhai Patel was given wide publicity and coverage on the NSD's Social Media platform. The official Twitter account of NSD @airnewsalerts had also live tweeted the Bihar election results 2015. The hashtag used by AIR News #BiharResults was the top Twitter trend in India throughout the day.

News on SMS

Free SMS service in English was launched on 9th September 2013. The service is now available in 16 languages. They are Gujarati, Assamese, Tamil, Malayalam, Hindi, Marathi, Dogri, Sanskrit, Nepali, English, Bengali, Odia, Urdu, Punjabi, Arunachali and Kashmiri. Live news updates through SMS are sent during special events such as Mann ki Baat, Presentation of Budget, Independence Day etc.

Mobile News app

To provide another avenue for listening to AIR News, an AIR app was launched. Listeners can listen to their news and news based programmes on their mobile phone. App is available on internet free of cost. Apps for other platforms- Windows and Black Berry are developed and are being tested before hosting on the web. Development of iOS app is in pipeline.

Website

1. The IT unit maintains and updates the NSD's official website i.e. newsonair.nic.in. Various National, International, sports, business news besides News based programmes and Special programmes are uploaded on the website.
2. Audio and text of news bulletins from NSD and Regional News Units are carried on the website.
3. Live webcasting of Mann ki Baat programme is done on NSD website through special window and page apart from uploading audio and text of programme on the website.
4. Links or NSD social media platforms are provided on website.
5. The download facility of AIR News Mobile App for Android phones is also available on website.

ADMINISTRATIVE WING

CVC guidelines are strictly followed in the posting of various staff on the sensitive posts. For transparency in the day to-day work of administration and accounts, a file tracking system is in process. All 73 RTI replies were processed within the time limit as prescribed in RTI Act 2005.

Various orders issued by Department of official language are given due weightages for the implementation of official language Hindi. Guidelines issued by the government for welfare of SCs/STs/OBCs and minorities are being followed. An Internal Complaint Committee for women

is working in NSD to address problems of women staff members. This committee is working efficiently and constantly monitoring activities.

COMMERCIAL WING

The Commercial Wing of the All India Radio is bestowed with the responsibility to generate revenue. AIR has witnessed the fast-changing scenario in the field of radio broadcasting during the last few years and the Commercial Wing of All India Radio through its Central Sales Unit at Mumbai, 15 main Commercial Broadcasting Service Centers located in different parts of the country, 10 Commercial Revenue Divisions(CRDs) at Mumbai, Delhi, Chennai, Bengaluru, Hyderabad, Kolkata, Kochi, Thiruvananthapuram, Guwahati & Jalandhar has been successful in keeping the pace with these changes and able to augment the overall commercial revenue of the organization year-after-year besides maintaining its basic identity as a Public Service Broadcaster.

A prescribed Code of Conduct governs the programmes as well as commercials broadcast on All India Radio. While strictly adhering to the Broadcast and Commercial Codes and facing budgetary & staff constraints at almost all the AIR Stations including CBS Centers, Vividh Bharati Stations and FM Channels, Commercial Wing has been able to procure business from major corporate clients/advertisers as well as Government Departments and the PSUs.

Enumerated below is the position of revenue earned in last six years.

2010-11	₹372.96 crore
2011-12	₹359.65 crore
2012-13	₹376.68 crore
2013-14	₹510.95 crore
2014-15	₹479.46 crore
2015-16(April 2015 to September, 2015)	₹211.00 crore

Some of the major initiatives undertaken towards revenue enhancement:-

- i. Launching of an All India toll free No.15102.
- ii. CBS, Ahmedabad generated additional revenue.
- iii. CBS Bengaluru and Primary Channel, Lucknow generated additional revenue on account of Cricket World Cup.
- iv. CBS, Mumbai from Mann Ki Baat.
- v. CSU website is revamped.

We have also started on-line booking of advertisements and registered M/s Release My Ad as the first virtual advertising agency of AIR and also introduced new canvassers Grant of Registration status to new Agencies, Grant of Accreditation status to Registered Agencies. Recruitment of Marketing Executives in all 15 CBS Stations and CSU, AIR, Mumbai is also under consideration. To involve all radio stations to augment revenue. R.K. Talib Award was given to the Best CBS Station. Several steps have been taken to augment revenue generation. Targets have been fixed for all Radio Stations.

MARKETING DIVISION

The overall revenue generation of Prasar Bharati has been growing remarkably ever since Marketing Divisions came into being way back in late 90's. The first Marketing Division was established in Mumbai and at present Marketing Divisions are also functional at New Delhi, Chennai, Bengaluru, Hyderabad, Kolkata, Guwahati, Kochi, Thiruvananthapuram & Jalandhar. All these divisions working towards generating commercial revenue for All India Radio have been renamed as Commercial and Revenue Divisions.

Commercial and Revenue Divisions of Prasar Bharati function as key flashpoints between the entire media market and the programming link to ensure that the best market practices are also taken forward on Radio and Doordarshan in a progressive manner. The planned, strategic and aggressive marketing methodology of these Divisions is contributing immensely to the overall revenue generation of Prasar Bharati. A single window facility for all the channels of All India Radio and Doordarshan, CRDs cater to all the needs of advertising.

Some of our major clients include Ministry of Agriculture, Ministry of Consumer Affairs, Ministry of Drinking Water and Sanitation, Ministry of Minority Affairs, Ministry of Rural Development, Ministry of Health & Family Welfare, Directorate of Income Tax, Ministry of Human Resource Development, National Disaster Management Authority, Ministry of Home Affairs, Registrar General of Births and Deaths, DOPT, PCRA, BSNL & Private clients such as Coca-cola, Airtel, Vodafone, Pepsico, Glaxo SmithKline Health Care, Maruti Suzuki, Jindal Steel and Power Ltd., AIRCEL & Horlicks.

Association of the Prime Minister of India with All India Radio through the programme Mann Ki Baat has not only given a boost to AIR's image but is also giving us good revenue. This year's highlights also include earning good

revenue from State elections of Bihar and adding new private clients to our kitty such as Telenor, Apollo Tyres, HPL, Zee Media, V-Mart, SRL Diagnostics and JK Cement to name a few. With the contribution of ₹209 crore from CRD Delhi alone, All India Radio has been able to earn overall commercial revenue of ₹407 crore in the Year 2014-15. During the current financial year the revenue earned by CRD Delhi for AIR is ₹122 Crore till the end of October 2015.

The period from January to March every year is always the time when the activities gear up as far as procuring business from various Ministries and departments is concerned. At present we are awaiting approvals from the Ministry of Overseas Indian Affairs, Ministry of Water Resources, National Population Register, Ministry of School Education and Literacy & Ministry of Women and child and Ministry of Drinking Water and Sanitation. With the kind of projects in the pipeline we hope to get good revenue and achieve our targets.

TRANSCRIPTION & PROGRAMME EXCHANGE SERVICE

Central Archives of All India Radio

The Transcription Service was started on 3rd April, 1954 and entrusted with the main function of preparing transcription of speeches of all dignitaries with a special reference to the Presidents & Prime Ministers of India. This unit was also performing the duty of the processing of vinyl disc labelled "AIR-TS records" for preservation of recordings for future broadcast. The nomenclature of the Service was changed to "Transcription & Programme Exchange Service" from 1st April, 1959 and the office was placed under the independent charge of a "Director". As the processed records eventually proved to be uneconomical, the processing work had to be closed down in June 1967 and new modes of preservation like analogue magnetic tapes etc. came into use. Informal archiving had been there in the country, this unit took this job later as an organized activity.

RELEASE FROM AIR ARCHIVES

All India Radio got the opportunity to record, broadcast and preserve the renditions of all the major musicians over a period of time. Today it has a rich repertoire of Indian Classical Music, both in Hindustani and Carnatic. Since April 2003, AIR Archives has started releasing selection from its precious music collections under the banner "Akashvani Sangeet". So far 85 music albums have been released from the Central Archives. Sales counters

for those were opened in 100 AIR stations and many of the Doordarshan Kendras. In addition to this, released albums are also available with a retail music stall in Dilli Haat, New Delhi.

CURRENT ACTIVITY

1. After completion of screening, selection, audio quality improvement & finalization, Gurbani, and Christian Carols are ready for Release.
2. Simultaneously screening, selection, audio quality improvement & finalization of a CD comprising Hamd, Naat & Manqabat is going on.

Screening, selection, audio quality improvement & finalization process in respect of Audio CDs of different artistes and audio programme forms are a continuous process

NEW MARKETING STRATEGIES

AIR has been releasing authentic and original archival music under the banner of “Akashvani Sangeet”. But due to lack of proper online and other modes of publicity, its availability in the market is not noticeable. In view of this lacuna, various aspects of proposals are being examined for the benefit of maximum global marketing exposure to ensure proper delivery & prompt payment.

SOUND ARCHIVES

The Sound Archives of All India Radio can be called the National Audio Archives of the nation as it is the largest audio library of Indian Music recordings.

The library preserves voice recordings of eminent personalities, freedom fighters and national leaders. Apart from this, award-winning radio dramas, features, documentaries and memorial lectures are available in the library. The library also contains recordings of all the Presidents and Prime Ministers of India.

DIGITAL SOUND ARCHIVES

Transcription & Programme Exchange Service (T&PES) has taken up a mega project of digitizing all the analogue content. A special project was launched to digitize all Archival recordings in 2001 and the project is still continuing. By this Akashvani has become one of the major digital libraries in the broadcasting network with internationally accepted norms.

Programme transferred so far into digital medium is 25300 hours approximately.

RADIO AUTOBIOGRAPHY

In the category of Radio Autobiography, recordings of eminent personalities from various walks of life are preserved. The Central Archives of All India Radio is a rich repository of priceless recordings of Radio Autobiographies of renowned musicians, public figures, litterateurs etc. like Sh. J.R.D Tata, Ustad Ali Akbar Khan, Sh. Harivansh Rai Bachchan and Dr. Verghese Kurien. Recently, we have recorded eminent personalities like Pt. Hari Prasad Chaurasia, Sh. Ameen Sayani, Dr. Kedarnath Singh & Sh. K.G. Subramaniam. To enrich the collection further, the Central Archives is planning to record the various luminaries from different walks of life.

PROGRAMME EXCHANGE LIBRARY

The main purpose of this unit is to exchange good quality audio programmes among the stations as per their requirements. In PEU Library approx. 8000 tapes containing the recordings of music and spoken word programmes along with Radio Serials and Lessons on Languages and Community Singing Songs are used for this purpose.

Transcription & Programme Exchange Service has been allotted a fixed chunk between 1110 hrs and 1215 hrs on RN Channel for transmitting programmes to all AIR stations. These include programmes from Sound Archives, Programme Exchange Library, and also those contributed by stations. Programme Exchange Library circulates radio serials which are produced under software development projects of PP&D unit of DG: AIR to identified radio stations. Moreover monthly chain play produced by the Central Drama unit of DG: AIR is also circulated to identify radio stations after being fed through regular RN channel chunk.

TRANSCRIPTION UNIT

One of the important functions of this unit is to transcribe the recording of speeches delivered by the President and the Prime Minister and preserve them in the form of volumes in chronological order.

It is obligatory on the part of AIR stations to record all the speeches delivered by the President and the Prime Minister in public functions. The bound volumes of all transcriptions of above are prepared and kept in the Archives. All the speeches of President and Prime Minister are preserved in CD form with detailed data entry.

REFURBISHING UNIT

In order to refurbish the vintage music recordings in Archives, this unit was installed some years back with the assistance of the United Nations Development Programme. Hundreds of hours of recordings of music and voice of Mahatma Gandhi, Pandit Nehru etc. were refurbished here. At present, this unit takes care of enhancing the audio quality of the recording to be released by AIR and Doordarshan Archives.

HIGHLIGHTS DURING APRIL 2015 TO NOVEMBER 2015

- 1) The set of digital CDs consisting of seven Kaands of *Ramacharitmanas* produced by All India Radio was released by Prime Minister Sh. Narendra Modi on 31st August 2015,
- 2) Old Odia devotional songs of Lord Jagannath, '*Shri Jagannath Bhajanavali*' were released at Puri by the Revered Gajapati Maharaja of Puri on the occasion of Nabakalebara. The CD comprises 30 Bhajans produced by All India Radio in three Volumes.
- 3) For promotion and awareness of Akashvani Sangeet CDs and Archival material, stalls were put up during the following events:-
 - a. CII Global Exhibition on Services at Pragati Maidan, New Delhi from 23th to 25th April 2015.
 - b. Golden Jubilee commemorative exhibition and carnival of 1965 Indo-Pak war named 'Shauryaanjali' at India Gate lawns from 15th to 30th September 2015. This was inaugurated by Prime Minister Sh. Narendra Modi.
 - c. CII Big Picture Summit at Hotel Taj Palace, New Delhi on 19-20 October, 2015
 - d. Exhibition on 'Making of Constitution in the Parliament premises in observation of the first Constitution Day on 26th November 2015. The exhibition lasted till 30th November 2015. This was inaugurated by Prime Minister Sh. Narendra Modi.
- 4) The physical distribution of a CD entitled "Immortal Voice: Mahatma Gandhi" containing 31 Audio cuts to all educational institutes throughout India is being done on priority basis.

- 5) For Swachh Bharat Abhiyan:- audio cuts of Mahatma Gandhi on cleanliness were distributed to various ministries for public awareness campaign.
- 6) ACD containing 20 audio cuts selected from the speeches of former Prime Minister Shri Atal Bihari Vajpayee has been distributed to many Government departments.
- 7) ACD comprising excerpts from the speeches of Netaji Subhas Chandra Bose, Sardar Vallabhbhai Patel, Dr. B.R. Ambedkar, Dr. Rajendra Prasad, Pt. Jawaharlal Nehru and Dr. S.Radhakrishnan has been distributed in many Government departments.

EXTERNAL SERVICES DIVISION

A. Brief Introduction

The cardinal role played by International/External Broadcasting as an instrument of Foreign Policy and Public Diplomacy needs no elaboration. Nations attach great importance to international broadcasting as a means of projecting their image and point of view abroad.

Due to its colonial link with England, broadcasting came almost simultaneously in England and India. Similarly, shortly after BBC started its first foreign language broadcast in Arabic in 1938, All India Radio entered the domain of external broadcast on 1st October, 1939 purely as a tool for propaganda for the Allies during the World War II with a service in Pushto language to counter the German Radio Blitzkrieg in the region and supplement the efforts by the BBC in this part of the world. At the dawn of Independence, ESD had to don a new avatar as the voice of an emerging nation, an old civilization, a tool for diplomacy and also effective propaganda machinery at the time of different crises.

Since then the External Services Division of AIR has been a vital link between India and rest of the World, specially with those countries where the interest of India are intertwined because of Indian population, staying in those countries. Indians, who left their home decades ago in search of better life today live on every part of the globe and are still interested to know what "The Country of their birth" holds for them. Naturally, External Services Broadcast has been projecting the Indian point of view

on matters of national and international importance through its various programmes.

External Services Division of All India Radio ranks high among the External Radio networks of the world both in reach and range covering about 100 countries in 27 languages. An external broadcast aims to keep the overseas listeners in touch with the ethos of India. The languages in which AIR reaches its foreign audience are English, French, Russian, Swahili, Arabic, Persian, Tibetan, Chinese, Thai, Burmese, and Bhasha Indonesia. The services in Hindi, Bangla, Tamil, Telugu, Malayalam, Kannada and Gujarati are directed at overseas Indians, those in Urdu, Punjabi, Sindhi, Saraiki, Sinhala, Bangla and Nepali are meant for listeners in the Indian sub-continent and immediate neighbourhood. External Services Division follows a composite pattern that generally comprise of News Bulletins, Commentaries, Currents Events and Review of the Indian Press.

Besides Newsreel, Magazine Programmes on sports and literature, talks and discussions on social economic, political historical, scientific and cultural subjects, features on developmental activities, important events and institutions, classical, folk and modern music of India's diverse regions, form a major part of total programme output.

The dominant theme of all programmes in External Services Division is to present the reality of India as a strong secular, democratic, republic which is vibrant, forward looking and engaged in the task of rapid economic, industrial and technological progress. The fact of India's large technical manpower and its achievements and ecological balance are put across in easy and simple parlance.

Similarly, India's faith in non-violence, its commitment to universal human rights and international peace and its contribution to the creation of a new world economic order are frequently discussed. External Services Division continues to supply recordings of music, spoken word and composite programmes to about 25 foreign broadcasting organizations under the existing Cultural Exchange Programmes, in addition to this External Services Division continues to beam all across the globe commentaries on contemporary and relevant issues and press reviews in all its transmissions.

B. New Initiatives and Modernisation Efforts

REVAMPING

- (1) Revamping and strengthening of ESD services particularly Nepali, Tibetan, Baluchi, Dari, Pushto, Sindhi and other services targeted to Af-Pak. Region have been initiated. In this context, Nepal centric programmes for countering anti-India propaganda have been initiated. In addition to this, programmes on perception management and countering anti-India propaganda are also broadcast regularly by different ESD services and particularly those services targeted to the Sub-Continent.
- (2) Steps have been initiated to strengthen the Talks Unit of the ESD to enable it to produce more area specific news and current affairs based programmes.
- (3) A multi-media website with Live Internet Radio and Radio on Demand components at par with other international broadcasters has been launched for ESD which would go a long way to make ESD services available across the globe and particularly to the areas where the service was not reaching hither before.
- (4) Steps have also been initiated to start Live Internet Radio for all the 27 ESD services which will enhance its access globally. In this context, live streaming of five ESD services viz. GOS, Urdu, Hindi, Bangla and Nepali have been launched this year while the remaining services are in the pipeline.
- (5) A massive digitisation work for all recordings of archival value has been initiated wherein about 20,000 tapes in different Indian and Foreign Languages have been digitized in a time bound manner and the remaining digitization work is under progress.
- (6) ESD has also initiated steps towards computerizing all the foreign language units to slowly move towards a paperless system.
- (7) ESD has started using the other social media platforms like Facebook, Twitter, WhatsApp etc. for propagation of its programmes and making them more interactive in nature. WhatsApp based request programme has been introduced in Urdu Service which is getting responses from all over the World.

C. Reviving Co-operation and Co-ordination with Ministry of External Affairs:

To foster a greater understanding of India abroad, particularly in view of India's ever growing stature

through the medium of Radio, recently initiatives have been taken to revive the coordination and cooperation with the MEA (XP Division in view of the commonality of purposes of XP Division of MEA and ESD, AIR)

Programmes for 1st January- 31st March 2016

1. Radio Report on Pravasi Bharatiya Divas 2016 (Inaugural function).
2. Radio Report on Pravasi Bharatiya Divas 2016.
3. Radio Report on the Valedictory function of Pravasi Bharatiya Divas 2016.
4. Address to the Nation by Hon'ble President of India on the eve of Republic Day.
5. A Radio Report on the Republic Day Parade and Cultural Pageant.
6. Radio Report on Beating Retreat.
7. A feature on Mahatma Gandhi (On his Martyrdom Day).
8. A feature on Vasantotsav (Spring festival).
9. A Documentary on festival of Holi.
10. Live Broadcast of Commentary (Hindi) of Republic Day Parade from 09:20 A.M Rajpath India Gate till the end.
11. A Radio Report-Based On Republic Day Parade.

International Relations Unit

International Relations Unit' is the nodal Section of the Directorate General that handles all international matters relating to Programme Wing of AIR.

Prime responsibilities of the Unit include coordination of the (i) participation of AIR officials in the various international conferences, events, training workshops (ii) participation of AIR's programme entries in international radio competitions (iii) implementation of broadcast related articles of the Cultural Exchange Programmes Agreements (CEPs) & MoUs signed with foreign countries (iv) hosting of the international broadcasting events, conferences and in-country training workshops by Prasar Bharati/AIR etc.

Activities & Achievements during the period 2015-16

1. AIR organized an in-country Workshop with the support of Asia-Pacific Broadcasting Union (ABU) on "Emergency Warning & Communications for Disaster Risk Reduction" from 21st to 25th April, 2015, at

Bhubaneswar. It was attended by 25 radio and TV producers drawn from AIR stations and Doordarshan Kendra's located in the costal disaster prone areas. The Workshop was jointly conducted by Mr. Russell Isaac (UK), and Ms. Natalia Ilieva of ABU.

2. The IR Unit coordinated participation of a five-member folk Music band in the grand finale of 3rd ABU Radio Song Festival 2015 held in Yangon, Myanmar on 29th May, 2015. AIR's song entry 'Nayi Khushi', sung by Bengaluru based band of armature singers 'Peeple Tree' was shortlisted among the finalists of the 3rd ABU Radio Song Festival and the band was invited for a stage performance at the Gala Finale function held in Myanmar. Twelve finalists from different countries representing their radio organisations participated in the finale event.
3. AIR assisted the ABU in the preliminary selection of ABU Prize 2015 by providing an expert jury to screen the entries received in drama category.
4. AIR's entry Nilkkam Ivarkoppam (Stand beside them...) produced by Shri Biju Mathew, Programme Executive, CBS, AIR, Thiruvanthapuram, won the 1st Prize in the 'Community Service Announcement (CSA)' category of ABU Prize 2015. The prize included a trophy, certificate and cash prize of USD 2000.
5. The Unit also coordinated participation of AIR's entries in the AIBD Awards 2015. AIR Nazibabad's programme entry 'Shri Guruve Namah' ranked as runner-up in the AIBD Reinhard Keune's Memorial Award-2015 for the Best Radio Programme on: "Putting the Spotlight on Teachers in Society".
6. Under the Cultural Exchange Programme Agreements (CEP) signed with different countries, music programmes were sent by AIR to many foreign countries through its External Services Division. AIR also broadcasted Bulgarian music programmes on two occasions of Bulgaria's national importance under the CEP.
7. Delegations from many foreign countries/broadcasting organizations visited Prasar Bharati/AIR with the aim at strengthening the bilateral ties between Prasar Bharati and their Radio & TV organizations.

National Academy of Broadcasting & Multimedia (Programme)

National Academy of Broadcasting & Multimedia being the training wing of Prasar Bharati situated at Kingsway Camp, Delhi, is responsible for training of in-service Programme and Administrative personnel working at various stations/offices of All India Radio & Doordarshan. It was declared as a subordinate office of DG, AIR, New Delhi on 01.01.1990. Subsequently other six Regional Training Institutes namely, STI (P), Bhubaneswar & RTI (P) S at Ahmedabad, Hyderabad, Lucknow, Shillong and Thiruvananthapuram came into existence in different zones covering the entire region of the country with a module to impart training to the staff of AIR & Doordarshan. The Regional Training Institutes are controlled by Staff Training Institute (Programme), Delhi for coordination of various training programmes.

Sphere of Activities

1. In-house Training Courses for AIR & DD staff

NABMs and RABMs of Prasar Bharati aim towards creating an effective workforce by developing competence, expanding horizon and sharpening the inherent prowess by planning and executing courses which are appropriate, useful & relevant. The courses are designed with a vision to foster and facilitate the attribute of the staff and also to increase awareness and equip them to meet the challenges of changing times vis-a-vis media. These workshops are meant for Programme & Administrative staff of AIR & Doordarshan. Combined courses for Programme, Engineering & Administrative Wings are also organised in order to achieve the goal of close coordination and cooperation amongst the technical and programme staff. Comprehensive training Programmes are based on varied subjects which include Programme courses like Redesigning youth & Children programme, Gender issues & Gender related programmes, Training of Vani Trainers, A relook on Radio Drama, Digitisation of Archival content, Radio Agrivision, Partipation of Special Audience Programme, Duty Room Management, Social Media & Programmeming, Automation of Libraries, Managing Archives, Innovation in Broadcasting, Marketing Strategy and Communication and Commentary on sports & non sports events.

The administrative courses are also held for the Administrative staff as well as for the staff posted in programme and Engineering wings of AIR & Doordarshan and include subjects like, RTI and record

management, disciplinary procedures and departmental inquiries, financial administration, reservation in services, establishment rules, purchase management, handling Court/CAT cases & social media for stenographers etc. covering all the work requirements for due discharge of their duties.

OUTSIDE PAID COURSES

1. VANI (Voice Articulation and Nurturing Initiative) Certificate Course

All India Radio is the first electronic media in the country where Announcers/ Presenters/ Comperes and News Readers have set the style in presentation. Based on this unique expertise, Staff Training Institute (Programme), Delhi has specifically designed courses for the performers in broadcast media. VANI Certificate Course is one such course which is helpful in honing the skills of presenters, announcers and anchors etc.

The five day VANI (Voice Articulation and Nurturing Initiative) Certificate Course is conducted by AIR Stations. Candidates for this course are selected after auditions at each station and then trained. Total no. of courses conducted during April 2015-Dec 2015 was 58 in which 1325 participants were trained earning net revenue of ₹55,88,032.

2. Mass Communication (Practical Training)

Internship (Practical Training) is imparted to the students of mass media of recognized institutes/universities on payment at Capital/Regional Stations. Three courses were conducted in which 18 students were trained during April 2015-Dec 2015, earning a net revenue of ₹72000/-.

Revenue Earned

National Academy of Broadcasting & Multimedia (Programme) Delhi, during April 2015 to December 2015 earned a net revenue of ₹77, 69,827 from all the sources. NABM is likely to add ₹40 Lakh to its revenue from all sources by March, 2016.

AUDIENCE RESEARCH WING

With the changing mass communication scenario, Audience Research has occupied the centre stage. World over, almost all the big media organizations have been doing in-house audience research in one form or the other or 'Market Research' in marketing parlance as no media organization can afford to put their scarce

resource at stake without knowing the potential audience (consumers) and market for their media content. Besides, they are also subscribing to syndicated research done by the various media and market research organizations. The secret behind the success of private TV and Radio channels lies in their capability to feel the pulse of audience through continuous audience research and to design and modify the programme content including presentation accordingly.

All India Radio has been the pioneer in this field. It has a wide network of Audience Research Units across the country operational since 1946. It provides programme feedback to programme producers to plan, design, and modify the programmes according to the needs, tastes, and aspiration of the target audience. Apart from this, programme ratings/listenership data are provided to sponsors, advertisers, and marketers to fulfill their commercial objectives. Audience Research Unit also functions as data bank and reference section for the organization.

During the year 2015-16, following audience research activities/studies were carried out/planned:

1. Telephonic Quick Feedback Study on “Mann Ki Baat” for the entire eight episodes broadcast up to November, 2015.
2. Study on special programme “Mann Ki Baat: Ek Saal Jan Judav Ka” at 28 AIR stations.
3. Focus Group Discussion (FGD): A qualitative study on FM Gold, AIR Chennai.
4. Impact Assessment study on RTI Campaign (Sponsored by DOPT) at 10 stations.
5. A Study on the Effectiveness on Community Radio Stations of AIR at 5 stations.
6. Radio Audience Survey on North-Eastern Service (NES) at 8 stations in progress.
7. Radio Audience Survey on Vividh Bharati Channel at four metro stations.
8. Compilation of Annual Report of Prasar Bharati–2014-15.
9. Compilation of India Reference Annual of Ministry of I&B-2016.

Studies Planned during the period 1st January to 31st March, 2016

1. Radio Audience Survey on “MW Transmission” at 26 stations.

ADMINISTRATION

1. Reservation for SCs/STs/OBCs

AIR has taken all requisite measures for implementation of reservation policy in respect of SCs/STs/OBCs categories by setting up a dedicated SC/ST Cell. All relevant policy directions and instructions issued by Nodal Ministries/ Departments for extending benefits to SCs/STs/OBCs in Government Service were circulated to all offices and field units of AIR for compliance. All the Capital Stations have been instructed to nominate Liaison Officer for SC/ST and most of the Capital Stations have nominated Liaison Officer.

2 PUBLIC GRIEVANCE AND REDRESSAL MECHANISM

Grievance Redressal and Access Mechanism has been set up at the Station Level, Zonal Headquarters & the Central Headquarter level in accordance with the guidelines of Department of Administrative Reforms & Public Grievances and monitored through the Centralized Public Grievances Redress and Monitoring System (CPGRAMS). Information and Facilitation Counters have also been set up at all offices of AIR. As per Directorate's Order No.A-11013/4/2015-IWSU dated 23.06.2015, a Taxation Cell has been set up in the Directorate for addressing all tax related aspects pertaining to DG: AIR. Regular status reports on disposal of Grievances are being submitted to the Ministry of Information and Broadcasting and Prasar Bharati Secretariat.

3. Implementation of Right To Information Act 2005

All AIR Stations have broadcast a number of programmes in different formats to inform the people regarding various provisions of the Right To Information Act, 2005 in order to empower people and contribute to transparency and accountability in governance. Programme Heads of all AIR Stations have been asked to highlight the salient feature of this Act in the programme. This Act has also been covered under Flagship Programme since September, 2008. AIR will continue with the publicity of this Act in future also.

In AIR 60 CPIOs and 6 Appellate Authorities in Directorate and 295 CPIOs and 20 Appellate Authorities at field level have been designated for implementation of RTI Act. In the year 2015-2016 (from 01.04.2015 to 31.12.2015), 924 RTI applications were received and were replied within the stipulated time. 186 appeals were received by the Appellate Authority during the period (from 01.04.2015 to 31.03.2016) and all were disposed of.

4. SANCTIONED STRENGTH

The Wing-wise sanctioned strength of officers and staff in AIR is given below:-

Wing	All India Radio
Programme	6,896
Engineering	5,974
AIR HQ	723
Administration (AIR Stations)	10,835
News Wing	209
CCW	1,492
Total	26, 129

5. WELFARE SECTION

1. AIR has a vast network consisting of 414 stations/offices spread all over the country. There are about 14,157 personnel working in three stream viz., programme, Engineering and Administration in AIR.
2. In All India Radio, the percentage of working women in Group 'A', 'B' and 'C' is about 25% of the total strength of human resources. All AIR Stations/Offices have been instructed to set up a Complaints Committee to look into the grievances/complaints of sexual harassment. The Internal Complaints Committee has been set up at all the AIR Stations/Offices accordingly. It has also been directed that the said Internal Complaints Committee will be chaired by senior level women officer and half of its members should be female.
3. Aadhar Enabled Biometric Attendance System (AEBAS) has been made operational in AIR Directorate and all Offices of AIR in Delhi with the registration of over 2500 Delhi based employees. New Bio Metric Attendance Machines have been installed on many AIR Stations throughout the country. Process is going on to install such Machines on the remaining Stations.
4. In line with the Government directions, All India Radio has started using the e-tendering process for procurement of goods and services.
5. A Committee is formed to supervise service, discipline and quality of service rendered by the Contractor in the Departmental Canteen. The Committee will also comment on present rates and offer their recommendations.
6. Awareness Workshop for Directors, DDAs and Section Officers of AIR Directorate on prevention

of sexual harassment at workplace and to ensure prohibition and prevention of sexual harassment was conducted on 17.07.2015 under the chairmanship of Chairperson, ICC, DG:AIR. In the workshop, besides sensitizing all present about the provisions of the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013, some case studies were also discussed for effective implementation of the Act.

DAYS CELEBRATED

The following points are mentioned in this regard:

1. 2nd October, 2014: Swachh Bharat Abhiyan: Swachhha Bharat Abhiyan was observed in all offices of All India Radio throughout the country. Requisite Pledge were circulated by this Section to all the Stations through AIRNET as well as Satellite Message to take Swachhhta Pledge in English and Hindi. Accordingly all the employees of All India Radio throughout the country took pledge which was administered by their Head of Office. We have received reports/photos/album/CDs from 40 Stations.
2. 30th January, 2015: A two minutes silence was observed throughout all the Stations of All India Radio on 30th January, 2015 in the memory of those martyrs who sacrificed their lives for the freedom of the country. Accordingly, a two minutes silence was observed in this Directorate administered by Director General, All India Radio.
3. 8th March, 2015: Women's Day: As 8th March, 2015 was fallen on Sunday, Women's Day was celebrated on 9th March, 2015 (Monday) at 11.30 A.M in the Conference Hall, 1st Floor, Akashvani Bhawan, New Delhi. Around 180-200 women employees working in this Directorate took part in the Programme organized by Welfare Section of this Directorate. During the interaction, women employees were encouraged to come forth with suggestions and/or complaints for improvement in the working environment in AIR Directorate.
4. 14th April, 2015: Birth Anniversary of Baba Saheb Dr. Bhim Rao Ambedkar: Circular as well as Satellite Message from Welfare Section, DG AIR was issued

to all the Stations of All India Radio to celebrate birth anniversary of Baba Saheb Dr. B.R.Ambedkar on 14th April, 2015. A Programme was also organized to pay homage by DG:AIR in this Directorate on 14.04.2015 at 10.30 A.M in Conference Hall, Akashvani Bhawan, New Delhi.

5. 21st May, 2015: Anti Terrorism Day: 21st May of every year is observed as Anti Terrorism Day. The objective behind the observance of this day is to wean people, especially the youth, away from the cult of terrorism and violence. An important feature of the observance of the Anti Terrorism Day is the Pledge Taking Ceremony which was conducted on 21.05.2015 in the Conference Hall, Akashvani Bhawan, New Delhi in which all the officers/staff members are accordingly assembled in full strength and took pledge administered by DG:AIR.
6. 20th August, 2015: Sadbhavana Diwas: It was observed in all the Stations of All India Radio on 20th August this year. Necessary circular as well as Satellite Message was issued from this Section on 17.08.2015. The theme of Sadbhavana is to promote National Integration and Communal Harmony among people of all religions, languages and regions. The idea behind observance of Sadbhavana Diwas is to eschew violence and to promote goodwill among the people.
7. 19th November to 25th November, 2015: Communal Harmony Week: Quami Ekta Week (National Integration Week) was observed from 19th November, 2015 to 25th November, 2015. It is observed in our Country every year from 19th November to 25th November to foster the spirit of patriotism, communal harmony and National Integration. Quami Ekta Week would commence with pledge taking ceremony on 19th November, 2015. All the officers/staff members working in this Directorate were assembled in the Conference Hall, 1st Floor, Akashvani Bhawan, New Delhi at 11.00 A.M sharp on 19.11.2015 to take part in full strength in the National Integration Pledge Taking Ceremony which was administered by DG:AIR.

RENOVATION WORK CARRIED IN THIS DIRECTORATE

1. Renovation of Departmental Canteen: Senior Officers of this Directorate visited the Departmental Canteen and found that the work of renovation is required immediately. Accordingly, renovation work in the Departmental Canteen is being done by the CCW of this Directorate in consultation with the Canteen Committee.
2. Renovation of Toilets and Corridors: The renovation work of toilets and Corridor of Akashvani Bhawan is also being undertaken by the Civil Construction Wing of AIR.
3. Renovation of Reception Office: The common Reception office of Akashvani Bhawan, Broadcasting House and New Broadcasting House is also being renovated.
4. Display Board: Display Boards have been put up at some places around Akashvani Bhawan prominently displaying the key programmes of AIR.

6. WELFARE ACTIVITIES FOR WOMEN EMPLOYEES

The following points are mentioned in this regard:

- a). A number of the offices of AIR are located in the buildings owned by Prasar Bharati. There is adequate arrangement for their sitting, drinking water etc. The work place is adequately illuminated. Proper toilets are available to the staff, with a provision for separate toilet for women employees, wherever necessary.
- b). At many places AIR has its own staff quarters. These are allotted to the staff as per All India Radio (Allotment of Residential Quarters) Rules.
- c). In accordance with the instructions of the Department of Personnel and Training, appointment on compassionate grounds is offered to the close relatives of AIR employees who die while in service and include female members of the family of the deceased.
- d). AIR Staff like Technicians, Sr. Technicians, Engineering Assistants, Sr. Engineering Assistants etc. are shift duty staff. For them shift duty is incidental to their service. To the extent possible arrangements are made for dropping of employees including women employees during late night shift duty at odd hours.

- e). The staff (men and women alike) is paid the pay scales approved by the Government. AIR employees including female employees are granted leave in accordance with the government rules on the subject.
- f). AIR employees including female employees are entitled to terminal benefits at par with the government employees.
- g). At places where Central Government Health Scheme is working, AIR employees are entitled to obtain its services. At other places, AIR employees are given the benefit of Central Services (Medical Attendance) Rules. Under these Rules even Private Medical Practitioners are appointed as Authorized Medical Attendants for the employees and their families.

Wherever requested separate Authorized Medical Attendants are appointed for women.

- h). AIR has its system of encouraging and providing incentives to its employees by way of grant of Akashvani Annual Awards for Programmes as well as for Technical excellence and a number of women are awarded prizes under this scheme.

Accepting the recommendations of the Committee on Empowerment of Women a new category of Awards i.e. Best Women's Programme has been introduced under Akashvani Annual Awards from 2009. A majority of producers of the Women Programmes are women. So ultimately the women may be benefitted through this new category of awards.

7. Implementation of the Judgements/orders of Cats

As per the instructions received from Department of Personnel and Training, the information in r/o Implementation of the Judgements/Orders of CAT Cases in AIR for the year 2015 (01.04.2015 to 31.12.2015) is are under:

S.No.	Section/Station/Offices	No. of Order received from CAT for the period during (01.04.2015 to 31.12.2015)	No. of the Judgement/Orders implemented for the period during (01.04.2015 to 31.12.2015)
1.	DG:AIR (Sections / Stations/ Offices)	50	34

Reservation for Persons with Disabilities

- 1. The Constitution of India ensures equality, freedom, justice and dignity of all individuals and implicitly mandates an inclusive society for all including the persons with disabilities. The Government of India enacted "The Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995", in the effort to ensure equal opportunities for persons with disabilities and their full participation in nation building.
- 2. The PWD Act has come into force in 1996. However it was much before in November, 1997 that the reservation for persons with disabilities was introduced in case of direct recruitment to Group 'C' and 'D' posts. It was extended to the cases of promotion to Group 'C' and 'D' post in 1989. With the enactment of the Act, reservation for persons with disabilities was made applicable in identified Group A and B posts also in case of direct recruitment.
- 3. The Department of Personnel & Training, Government of India has issued consolidated instructions on the subject in December, 2005. As

per the instructions, reservation for persons with disability is now available in all groups of posts in case of direct recruitment. In case of promotion it is available when promotions are made from Group 'D' to Group 'C' and within Group 'C' identified posts.

- 4. Prasar Bharati has taken all requisite measures for implementation of reservation for PWDs, all relevant policy decisions and instructions issued by DOP&T from time to time are being followed.
- 5. All India Radio broadcasts programme on Persons with Disabilities through the AIR Stations spread across the country. In these programmes, apart from the Schemes of Welfare of Persons with Disabilities being implemented by the central and state governments, the programmes relating to their Health, Social and Cultural concerns are also included. The content of programmes are so designed that it not only helps them to get benefits of welfare schemes of the Government but also encourages them to live with their dignity. The programmes are crucial from the point of view of social awareness and also useful in changing the callous attitude of society towards Persons with Disabilities.

6. Although there is no specific Budget Head in Directorate for the benefit of Persons with Disabilities but activities like making of ramp, special toilets preferably on ground floor are constructed from 'Minor Works' budget Head of CCW, AIR.

RAJBHASHA (HINDI UNIT)

The Hindi Unit of AIR Directorate (Headquarter) is dedicated wholly in implementing the Official Language Policy of Union of India and constantly strives to implement the orders/instructions issued from time to time by Ministry of Home Affairs, Official Language Department and implementing targets mentioned in Annual Programme in Various AIR stations/offices. Apart from the implementing the Official Language Policy in the year 2015-16 by Hindi Unit, the following work were carried out to encourage the officers/officials to work in Official Language Hindi.

Reports of Hindi Divas/ Hindi Fortnight organized in the year 2015-16 and other specific works:-

Organising Lecture Series/Kaviyitri Sammelan:-

"Akhil Bhartiya Kaviyitri Sammelan" was organized by DG:AIR on 13 May, 2015 at 6:00 p.m. at Bhartiya Vidya Bhavan, Copernicus Lane, Kasturba Gandhi Marg, New Delhi. To promote Official Language Hindi one more lecture is being organized on 18.12.2015 in memory of "Shri Girja Kumar Mathur" in which Sh. Tarun Vijay, Member of Parliament will be delivering the lecture.

Hindi Seminar

To promote Hindi, an Official Language Hindi Seminar was organised at Nagpur on 03rd and 04th September, 2015 for AIR stations/offices situated in Maharashtra.

Hindi Divas/ Hindi Fortnight organized in 2015-16

According to the orders issued by Government of India, Ministry of Home Affairs, Department of Official Language, 14th September is to be observed as Hindi Divas every year. AIR Directorate always strives to organise this. In keeping with this tradition "Hindi Divas" was observed on 14th September, 2015 and "Hindi Fortnight" was organised from 15th September 2015 to 30th September 2015 under the guidance of Director General, Shri. F. Sheheryar. Various officers/officials participated with great enthusiasm and the messages of Home Minister, Minister of Information and Broadcasting and CEO, Prasar Bharati were read out on this occasion.

Nineteen competitions in Hindi were organized during Hindi Fortnight. In these competitions, it was ensured that officers/officials of Non-Hindi speaking areas take part in large number and separate Hindi competitions were organized for them. Many officers/officials participated

in the competition. 114 officers/officials were awarded with prizes and certificates. A total of ₹1,99,500/- were spent on these awards.

Shri Amitabh Shukla, ADG distributed the prizes. D.D.G (A&F), Shri Rashid Abbas Ansari also participated in the prize distribution ceremony and they requested the officers present in the prize distribution ceremony to work in Hindi so that officials working under them are encouraged to work in Hindi.

Hindi Workshop

This year three Hindi Workshops have been organized so far, in which solutions were provided for the problems being faced while working in Hindi. A workshop on "Use of Unicode on computers" was organized on 10th June 2015 in which Sh. Rajesh Srivastava; Assistant Director gave training on how to use Unicode on computers to the officials. Another Workshop on "Use of Hindi in Official Noting/Drafting" on 12th June 2015 in which Sh. Rakesh Dubey, Deputy Director (O.L.) discussed the problems coming before the officials while doing Noting/Drafting in Hindi and suggested solutions for their problems. Another workshop was organized on 28th July 2015 in which Smt. Richa Banerjee; Joint Director (O.L.) discussed "Usefulness of Language and status of Official Language Hindi" with officials present in the workshop.

Work of Town Official Language Implementation Committee Delhi (Centre)

Town Official Language Implementation Committee Delhi (Centre) has 150 offices/ members and DG, AIR is the chairman. A workshop was organized on 17th April 2015 by DG:AIR in memory of "Shri Jay Shankar Prasad" in which Sh. Laxmi Shankar Vajpayee, Famous Poet and Writer was invited as the Speaker.

Akhil Akashvani Rajbhasha Sammelan

Akhil Akashvani Rajbhasha Sammelan has been proposed to be organized on 15th January, 2016 in Delhi for all the Stations/Offices of AIR.

NEW MEDIA WING

Set up in the year 1945, the Research, Reference and Training Division now renamed as "New Media Wing" functions as information serving unit for the Ministry of Information and Broadcasting. It provides background, reference and research material for use of the Ministry, its media units and others engaged in mass communication. As per Ministry's Office Order No.A50013/167/2013-Admn.IV dated 4th September, 2013, the New Media Wing (NMW) provides the functional and operational support to the newly set up Social Media Cell in the Ministry. The New Media Cell is headed by Joint Secretary (P&A). OSD(C) will assist Joint Secretary (P&A). The New

Media Wing includes all the existing staff/infrastructure of Research, Reference and Training Division. The IIS Gr. A and Gr. B Officers presently attached with Social Media Cell of the Ministry are attached with the New Media Wing in order to strengthen it. These Officers report directly to Additional Director General, New Media Wing who, in turn report to the Ministry.

Organisational Setup

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

Major Activities

Social Media

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

India - A Reference Annual

The Division compiles a reference book, 'India-A Reference Annual', on development and progress made by Central Ministries/Departments, States/Union Territory Administration and PSUs/ Autonomous bodies. It is simultaneously published in Hindi titled- 'Bharat'. Compilation of this year book-2016 was completed and sent to Publications Division for publication.

Diary of Events

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

Specialized Magazines' Monthly Report

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

Speeches/Messages

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

Reference Library

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

National Documentation Centre on Mass Communication

The National Documentation Centre on Mass Communication (NDCMC) was created in 1976 as a part of the Division on the recommendations of an Expert Committee set up by the Ministry for collecting, interpreting and disseminating information about the events and trends in mass media through its periodical services. The NDCMC documents major news items, articles and other information material available on mass media/communication. The current activities of the Centre range from collecting & documenting to dissemination of information. The information collected is maintained and disseminated through services like Current Awareness Service - annotated index of select articles; Bibliography Service annotated subject index of articles; Bulletin of Film abstract of various developments in the film industry; Reference Information Service - background papers on subject of topical interest in the field of mass media; 'Who's Who in Mass Media'- biography of eminent media personalities; Honours conferred on Mass Communicators - details of awards conferred on Mass Communicators. The Centre brought out 31 such services during the period.

Vigilance Activities

Details of vigilance set up for the organization at headquarters and in field offices.

- 1) Joint Secretary of Ministry of I&B is the Chief Vigilance Officer.
- 2) Preventive Vigilance activities during the period
 - i) Regular inspections are conducted during the period
 - ii) Surprise inspections are also carried out during the period
- 3) Surveillance and detection activities during the period

- i) Details of the areas selected for keeping surveillance.
NMW is a small subordinate office and as per its mandate there is a limited scope for surveillance.
- ii) Number of persons identified for being kept under surveillance.
Nil in view of III (i) above.
- 4) Punitive activities (Number to be indicated against 4(i) to (x) where the appointing authority is other than President).
 - i) Number of complaints/references received during the period. NIL
 - ii) Number of cases in which preliminary inquiry was conducted. NIL
 - iii) Number of cases where preliminary inquiry reports were received. NIL
 - iv) Number of cases in which charge-sheets for Major penalty were issued. NIL
 - v) Number of cases in which charge sheets for Minor penalty were issued. NIL
 - vi) Number of persons on whom Major penalty was imposed. NIL
 - vii) Number of persons on whom Minor penalty was imposed. NIL

- viii) Number of persons placed under suspension. NIL
- ix) Number of persons against whom administrative action such as issuance of warning etc. was taken
and
NIL;
- x) Number of persons prematurely retired under relevant provisions of rules. NIL

Detail in Respect of Implementation of the Judgment/orders of CAT.

S.No.	Media Units/ Sections	No. of order received from CAT for the year 2014-15	No. of the Judgement/ order implemented during 2014-15
1.	New Media Wing	Nil	Nil

New Media Cell

The New Media Cell serves as a virtual interface between Government and public, by disseminating information through various social media platforms such as Twitter, YouTube, Facebook, MIB Blog, Google+ Page and Instagram. The usage of these dynamic platforms have helped in transmitting the traditional forms of



MIB Shri Arun Jaitley felicitating the winners of Social Media contest on Republic Day 2016 organized by Ministry of I&B



Shri Shyam Benegal responding to public queries on Talkathon event at IFFI-2015

communication like Press Releases, Press Conferences, etc. in an interactive manner.

This dynamism is reflected in Ministry of Information and Broadcasting's official Twitter handle @MIB_India, which has a following of 4,44,000 twitteratis, whereas MIB's Facebook Page has 11,55,982 likes. The official YouTube Channel of MIB has 43,33,716 views, whereas the Google+ Platform boasts of having 12,12,931 followings. The Blog of MIB <http://inbministry.blogspot.in/> has a viewership of 21,55,945.

Highlights of New Media Cell for the year 2015-16

- The New Media Cell conducted Social Media Contests as a part of 67th Republic Day celebrations comprising Poster Making Contest on Facebook, @MIB_India Twitter Contest and Graffiti Contest. The winners were invited to witness the Republic Day Parade and were awarded certificates by HMIB Shri Arun Jaitley.
- Special Coverage of IFFI-2015 - 8 Talkathons were conducted, IFFI-2015 Android Smartphone App was

launched curtain raiser press conference, at Panaji, Goa. Special Graphic Plates on Movie Schedules, homages, etc were made and live coverages of inaugural, closing ceremony, master classes were done .

- A total number of 16 Talkathons have been conducted by the New Media Cell for the year 2015-16 on Accessible India, Road Safety, COP21, Budget 2014-15, IFFI Goa, etc. Talkathon, a unique initiative of New Media Cell, where Questions of twitteratis are answered on a real time basis.
- Special Infographics and Cartoon Strips on success stories of various Government initiatives, were posted on all MIB social media platforms, during the completion of one year of the Government.
- Special coverage of events like 67th Republic Day Parade, International Yoga Day, Saal Ek Suruaat Anek, Ekta Divas, Swachh Bharat Anniversary and MIB's events like International Film Festival of India (IFFI) at Goa, National Film Awards, North-East Film Festival were executed by the New Media Cell.



Union Ministers at the Talkathon organized on completion of One year of the government

Broadcast Engineering Consultants India Limited (BECIL)

1. Brief History

Broadcast Engineering Consultants India Limited (BECIL) an ISO 9001:2008 certified, Mini Ratna, public sector enterprise of Government of India under Ministry of Information and Broadcasting was established on 24th March, 1995 for providing consultancy services of international standards for broadcasting in transmission and production technology including turnkey solutions in the specialized fields of Terrestrial & Satellite Broadcasting, Cable and various IT related fields, including acoustics & audio-video systems.

BECIL also undertakes operation and maintenance of broadcast stations of all types and descriptions. BECIL has a pool of in-house expertise and vast reservoir of experts drawn from various fields in broadcasting. It has been constantly improving its skills to keep itself abreast with the latest technology. In addition to the projects operation and maintenance of broadcast systems, BECIL also provides training and undertakes placement of technical manpower and experts to various departments in India for development as well as operation of broadcasting set up of all types.

BECIL client list includes Government, Semi Government, Overseas and Private organizations. It has

many firsts to its credit like establishment of first teleport in India, first to establish infrastructure, first to set-up multi channel FM transmission in India combining up to 7 FM channels at Bengaluru, first to design and establish HDTV studio set-up for Presidential Secretariat and Lok Sabha TV, to name a few.

2. Areas & Modes Of Operation

- Areas of Operation
 - Broadcast Engineering
 - Providing Technical inputs to Ministry of Information and Broadcasting
- Modes of Operations
 - Consultancy
 - Turnkey Solutions
 - System Integration
 - Deposit Work

3. Business Activity

- Areas of Specialization
 - Providing Technical inputs to Ministry of Information and Broadcasting
 - FM Broadcasting
 - Establishment of TV Channels
 - Installation of Teleports

- Design of Digital News Room Systems
- DTH (Direct to Home System)
- Conformity of wire-line Broadcasting networks to Indian Standards
- Distance education systems through satellite
- CCTV, Surveillance and Monitoring Systems
- Setting up of Community Radio Stations (CRS)
- Acoustics, Stage lighting, Sound reinforcement system
- Training/up-skilling in wire-line networking
- Providing Placement Services to Government organisation
- Maintenance of Multimedia Studio for Rashtrapati Bhavan.
- SITC of Broadcast Equipments at EMMRC-Calicut & EMMRC- Dibrugarh.
- Establishment of HDTV Studio set up at National Institute of Open Schooling, NOIDA.
- SITC of TV studio set up at Maharishi Dayanand University, Rohtak.
- SITC of DTT Doordarshan Antenna at 4 metro cities and 15 sites of Doordarshan.
- Supply, testing and handing over of Broadcast equipment at IGNCA.
- Audit & certification of Digital Addressable Systems (DAS).

4. Mission

To play a pivotal role in modernization and growth of radio and television broadcasting through terrestrial, cable and satellite transmission in India and abroad, and achieve excellence.

5. Objective

1. To enhance the present share in the market by providing specialized and customized solutions to a wider range of clients.
2. To provide technical input and consultancy to Ministry of Information and Broadcasting in policy, regulatory & formulation of various papers pertaining to Broadcasting.
3. To explore the opportunities in overseas market.
4. To conduct market survey for product development.
5. To establish satellite uplink & downlink systems for TV channels & Distance Education Centers.
6. To establish and maintain the operation of broadcasting centers.
7. To train & provide broadcast professionals
8. To design, develop and manufacture specialized broadcast equipments.

6. Summary of major projects completed/ongoing

a) Projects Highlights (Current year)

- Establishment of 24 x 7 Rajya Sabha TV Channel.
- Augmentation of Electronic Media Monitoring Centre (EMMC).
- SITC of Broadcast Equipment at Bundelkhand University, Jhansi.

- Social Media Communication Hub.
- Variable anechoic chamber for Indian Institute of Science, Bengaluru.
- SITC of multichannel TV channel logger system with operation and maintenance at Information Department of Karnataka.
- Setting up of Board room with audio and video facilities and allied technical facilities at GATE Department, IISc, Bengaluru.
- Setting up of TV studio technical facilities and Auditorium technical and allied facilities at Tamil Virtual Academy, Anna University Chennai.
- 5.1 surround sound project for Doordarshan.
- Setting up of the TV studio and Internet Radio Studio setup for the Dr. Baba Saheb Ambedkar Open University, Ahmedabad (MOU).

b) Major Projects Executed

- Supply, Testing & Commissioning as well as training for operation & maintenance of fully solid state DRM operational 1000 KW MW Transmitters for AIR Rajkot and AIR Chinsurah for external services.
- Supply, Installation, Testing & Commissioning of 8 Cameras Robotic Setup in Rajya Sabha for RSTV.
- Supply, Installation, Testing & Commissioning of Broadcasting equipment and setting of TV Channel for Bangladesh Television, Dhaka.
- Supply of VMAS I & II to M/s. Antrix Corporation and Defence Electronics Research Laboratory.

- Supply of C-band Satellite Uplink Project at Maldives National Broadcasting Corporation.
- Supply of 12 Nos. of 5 KW FM Transmitters 31 Nos. of 6 bay & 13 Nos. of 4 bay VHF FM antenna system and spares to All India Radio (Prasar Bharti).
- Supply of Broadcasting Equipment to Lok Sabha Television.
- Acoustic treatment of Crawford Hall, University of Mysuru.
- E-class rooms at Indian Institute of Management, Indore.
- Up-gradation of TV Studio at Jamia Milia Islamia.
- SITC of TV studio setup for Consortium of Educational Consultants (CEC), Electronic Media Monitoring Research Centre (EMMRC)-Hyderabad, Patiala, Indore, Jodhpur, Roorkee, Mysore and Chennai.
- Supply, erection, testing and commissioning of 3 sets.

of log Periodic Antenna for cabinet secretariat.

7. Management & Organisation

The Board of Directors comprises of one Chairman & Managing Director, one Whole-Time Director (Operations & Marketing), two Directors nominated by the Government of India and one Part-Time Non-Official Director. Below Board level, there are General Managers, Deputy General Managers, Assistant General Managers, Managers, Deputy Managers, and Assistant Managers & Junior Managers. The project Work is further assigned to Consultants and Project Managers hired by the Company on contract basis.

At present the Board consists of following members:

Chairman & Managing Director (I/C) & Whole Time Director : **Shri George Kuruvilla**

Government Nominee Director : **Shri Puneet Kansal, Joint Secretary (B)**

Government Nominee Director : **Shri Vijay Kumar Choubey, CCA, Ministry of I&B**

8. Financial Highlights

8.1 The Financial Performance of the Company for the financial year 2014-15, along with the comparative figures for 2013-14, are indicated below:

(₹ in Lakh)

	Particulars	Year	Year
		2014-15	2013-14
A	Result of Operations		
	Income from operations	8609.56	7270.73
	Value of Deposit work	3995.22	4874.96
	Total business during the year	12604.78	12145.69
	Expenditure (including Deposit work)	12112.12	11543.33
	Operating Profit/(Loss)	492.66	602.36
	Finance Cost	520.92	410.31
	Depreciation & Amortization	238.38	132.16
	Allowance for Doubtful Receivables & Advances	5.32	0
	Prior Period Adjustments & Extra Ordinary Items	-14.77	8.39
	Profit/(Loss) before Tax Expense	-257.19	51.50
	Deferred Tax	-118.40	39.66
	Profit/(Loss) after Tax Expense	-138.79	11.84
	Proposed Dividend	0	0
	Tax on Dividend	0	0

	Particulars	Year	Year
		2014-15	2013-14
	Transfer to General Reserve	0.00	5.00
	Earnings/(Loss) Per Share (Rs.)	-102.00	9
B	Sources of Fund		
	Issued, Subscribed and Paid up Capital Reserve & Surplus	136.50	136.50
	Reserve & Surplus	2023.51	2163.79
	Non – Current Liabilities	1522.01	646.16
	Current Liabilities	10938.12	9322.49
	Total	14620.14	12268.94
	Uses of Funds		
	Fixed Assets	1237.53	1457.33
	Current Asset	9143.76	6187.82
	Deferred Tax Assets (Net)	456.03	337.63
	Other Non-Current Assets	3782.82	4286.16
	Total	14620.14	12268.94
C	Other Information		
	Authorized Capital	250.00	250.00
	Capital Employed	2160.01	2300.29
	Net worth	1703.98	1962.66

8.2 Share Capital

BECIL was incorporated with authorized Capital of ₹250 Lakhs. The paid up equity has increased from ₹25 Lakhs for the year 1995-96 to ₹136.5 Lakhs. At present Central Government of India is holding 100% Equity Share Capital. BECIL does not get any budgetary support from Government.

8.3 Performance

During the financial year BECIL recorded a growth of 18% in its revenue except deposit work as compared to that of last year. However due to decreased revenue from deposit works, total business during the year could increase only by 4%. Further, during the year, the finance cost and the cost of depreciation & amortization has increased by 27% and 80%, respectively which resultant into a loss of ₹138.79 Lakhs. BECIL has re-worked depreciation with reference to the estimated useful lives of fixed assets prescribed under Schedule II the Companies Act, 2013. As a result the charge for depreciation is higher by ₹115.19 Lakhs.

9. Management Initiative And Business Activities

During the year under review BECIL has carried out the following major projects:-

9.1 News Automation System including Civil Electrical & Furnishing of two floor for operation of RSTV Channel

Under this project BECIL has been awarded the work of:

- SITC of CCTV, access control, fire alarm & gas flooding system at Talkatora Stadium for RSTV Channel.
- SITC of fibre end equipments for newsroom & general purpose facility at Talkatora Stadium.
- SITC of Precision A.C. (PAC) at CER (Central Equipment Room) of RSTV Channel, exclusively for data centre.
- SITC of 3x20 KVA System setup at Talkatora Stadium along with health monitoring.
- Consultancy in interior design & development of recreational areas such as crèche, etc. for RSTV.

- Setting up of news room facility for floor area measuring 10,000 sqft along with development of admin & technical facility.
- Civil, HVAC, IT & Electrical works for setting up of RSTV facility.

9.2 Installation & Commissioning of Electronic Media Monitoring setup for 600 TV Channels

BECIL has been engaged as turnkey partner for augmentation of logging and media monitoring facility for monitoring of TV channels, centralized FM monitoring mechanism in Electronic Media Monitoring Centre at Sookna Bhawan, Delhi. The project includes enhancing the monitoring capacity of EMMC from 300 to 1500 satellite TV channel and to setup a centralized FM monitoring facility.

Works under execution during the year under review consist of:

- (a) Civil & interior/plumbing/electrical works/HVAC & IT networking works for setting of EMMC at 10th floor, Sookna Bhawan, New Delhi.
- (b) SITC of RF downlink system for 600 TV channels.
- (c) SITC of logging and media monitoring setup for 600 TV channels and 400 Radio channels.

9.3 Updation of LSTV Channel

BECIL has been awarded the work of upgradation of server automation system for Lok Sabha TV channel at Parliament Street with maintenance contract of the teleport system setup installed at Parliament House Complex.

9.4 AMC of Lok Sabha Teleport and Edusat, Haryana

BECIL has been awarded the work of AMC of audio /video logger, centre storage and associate peripherals, semi comprehensive AMC of 320 KVA DG Set and AMC of 60 KVA and 40 KVA UPS system of Lok Sabha Teleport and Edusat, Haryana.

9.5 SITC of 16 Panel Antenna at 18 sites of All India Radio (Prasar Bharti)

Prasar Bharti (All India Radio) has issued order for supply, installation, testing & commissioning for the 16 Panel Antennae with associated equipment at 18 sites. This order is won through global competing bidding.

The supply portion of the project has been completed during the year 2014-15. Installation, testing and commissioning is planned in the year 2015-16. The supplied Wide Band Antenna operates in FM band has

an aperture of 4 bays of 4 panels each resulting in 16 Panel Antenna. The system is circularly polarized with mounting arrangement on square portion of the Tower. The order also includes RF cable of 3" and 4" size and associated equipment viz. antenna switch, rigid lines and dehydrator.

9.6 STC of Superturnstile Antenna at 3 sites for Doordarshan (Prasar Bharti)

BECIL has secured order for supply, testing & commissioning for the VHF and UHF Superturnstile antennae at 3 sites. This order is won through global competing bidding.

The supply portion is completed and pending testing and commissioning portion is planned in 2015-16 depending upon the completion of the installation by Doordarshan.

9.7 Surveillance and Access Control Management System (SACMS)

This project is the first of its kind in India. It is about design, procurement, installation, integration, testing commissioning and associated services for a fully operational Surveillance and Access Control Management System as per customer requirement and codes that provide central security management, integrated control and remote monitoring of some of the important building in Delhi. The SACMS shall comply to the strict regulation and adapting state-of-the-art security technologies, the highest level of reliability and integrate to networking infrastructures such as Intranet, Internet, LAN/WAN. All interfaces within the SACMS shall be based on TCP/IP network protocol connectivity over the corporate intranet/internet/LAN/WAN.

9.8 Secure Data Transmission Network Project (SDTN)

This project envisaged as a fully converged IP based data network to provide services like P2P data transfer, IP telephony, Video etc. to ride. Highest grade of secrecy, guaranteed QoS and fail-safe operation are key characteristics expected of the project. Understandably, timely receipt of accurate information is critical for efficiency in exercising Command and Control and managing any national-level crisis. This challenge is sought to be realized through a reliable, robust, and dynamic world-leading communication network. Secure Data Transfer Network Solution covering 20 locations to enable high speed data transfer between sites in secured environment over backbone of peer to peer STM-1 communication channel on OFC across Wide Area Network.

9.9 Ground Based Elint System (GBES)

This project is for detection, direction finding, analysis and classification of radar emissions within the 0.5 GHz to 18 GHz band. It provides alarms of pulsed and continuous wave signals based on digital receivers, with extremely high probability of detection within IBW accurate identification and tracking of targets. The system also include intelligence gathering capabilities, performing ELINT processing during mission time or recording data for subsequent/later further analysis.

9.10 Renovation of Technical facilities of Town Hall, Bengaluru.

Bruhat Bengaluru Mahanagra Palike (BBMP) has engaged BECIL for preparing DPR and Project Management and Consultancy for renovation of technical facilities of Townhall. Townhall is one of the majestic and imposing landmark of Bengaluru. The auditorium is being extensively used by the general public, educational institutions and Government departments for organizing and conduct of all sorts of art and cultural events, shows, and festivals. BBMP have decided to refurbish and provide all the modern facilities to make it as world class auditorium. This detailed project report provides advisory, suggestion, design, detailed description of the facilities, bill of quantities and estimation of the works for taking up all the required renovation works with state-of-the-art facilities with complete automation to make Town Hall truly a world class auditorium.

9.11 Setting up of HD TV studio at MANA TV, Society for Andhra Pradesh Network (SAPNET), Hyderabad

BECIL had executed the project for Setting up of HD TV studio facilities for production of educational programmes in conjunction with the other technical setup installed in the TV Studio complex by Society for Andhra Pradesh Network (SAPNET), Hyderabad. The entrusted work in addition to the extra items has been completed within the time line.

9.12 TV studio at CM House, Raipur, Chhattisgarh

BECIL was chosen by SAMVAD Chhattisgarh, Chhattisgarh for setting up of HD TV studio with allied facilities on turnkey basis CM House, Raipur, Chhattisgarh. The project involves planning, designing, supply, installation, commissioning, testing and training. The project completed within the time frame as mentioned in the MoU.

9.13 BAOU Internet radio and TV studio

BECIL was chosen by Dr. Baba Saheb Ambedkar Open University, Ahmedabad for Setting up of HD TV studio and Internet radio station. The project involves complete acoustic treatments, HVAC works, electrical works, studio lights, fire alarms, TV studio and internet radio station and streaming of audio & video content through CDN. The project completed within the time frame as mentioned in the MoU and inaugurated by Governor of Gujarat and Chief Minister of Gujarat.

9.14 Providing acoustic treatment, professional sound reinforcement and Audio/video and allied facilities for Auditorium at HAL , Bengaluru

BECIL had won the tender for Setting up of interior and Audio video facilities of Auditorium at HAL, Bengaluru called by Hindustan Aeronautic Limited, Bengaluru. As per the work order BECIL is executing the project.

9.15 Renovation of the CCTV setup for the Legislative Assembly and Legislative Council, Vidhana Soudha, Bengaluru.

Government of Karnataka engaged BECIL for renovation of CCTV setup for Legislative Assembly and Legislative Council at Vidhana Soudha, Bengaluru. The project completed within the time frame as mentioned in the work order.

10. FUTURE BUSINESS ACTIVITY

Following are the expected future business prospects of BECIL:

- TV coverage and distribution of the proceedings of the Maharashtra and Karnataka Legislatures.
- Establishment of Audio Video forensic lab.
- Mission Digitisation Project of MIB.
- Highway Advisory Radio for Ministry of Transport.
- Web Portal for Publication Division and TV Section of MIB and Directorate of Film Festival.
- Implementation of FM Phase –III (Part-I).
- IT Infrastructure for NTRO
- Voice Recognition and Analysis System for Project Management Organisation (PMO), SURAJ.
- AMC of DCME System, GSM System and IF Recorder of Signal Intelligence, Directorate.
- Establishment of 12 e-class rooms at Hindustan Aeronautic Limited (HAL) Bengaluru.
- Renovation and up-gradation of auditorium at BHEL, Bengaluru.

- Establishment of state-of-the art auditorium at Kasargod, Karnataka.
- Providing acoustic treatment, professional sound reinforcement and allied facilities for the auditorium, Mangalore University, Mangaluru.
- Providing acoustic treatment, professional sound reinforcement and allied facilities for the auditorium, CFTRI, Mysuru.
- Establishment of Media centre at Vartha Bhavan, Bengaluru.
- Providing sound reinforcement of auditorium at ASTE, Air force, Bengaluru.

11. MOU WITH MINISTRY OF INFORMATION AND BROADCASTING

BECIL has signed Memorandum of Understanding (MoU) with Ministry of Information and Broadcasting (MIB) for the financial year 2015-16. During the financial year 2013-14, BECIL has been rated “Fair”. The self evaluation of targets achieved against MoU signed between BECIL and MIB for the FY 2014-15 indicates “Good” rating.

12. HUMAN RESOURCES DEVELOPMENT

Human Resources Development is an integral part of the overall management. The employees being the most valuable assets of the Company are continuously trained to keep pace with the fast changing technological advancements.

Faculties from BECIL and outsourced experts etc. provide training to new entrants. Officers across all ranks with judicious mix of senior, middle level and young professionals are nominated for various training programmes through a roster depending on the training needs.

12.1 Appointment of candidates belonging to SC/ST/OBC/Minority communities

The Company follows Government’s guidelines/instructions on reservation policies. Accordingly, the guidelines/instructions of the Government on reservation matters in respect of SCs/STs/ OBCs and for appointment of Minority have been/are taken care of while making recruitments and promotions in the Company. Relevant Rosters are maintained as per guidelines for proper projection of reservation quota fixed for these categories. Periodical check-up/inspections are carried out by the HR Officer and reports/suggestions are given

by them to the Competent Authority for consideration. Periodical reports/returns are also sent to the Ministry of Information and Broadcasting, Department of Public Enterprises and other Government Departments on action taken for the implementation of reservation policies.

13. SEXUAL HARRASMENT

During the year under review, with a view to provide safe environment free from sexual harassment to women working in BECIL, it has constituted Internal Complaint Committee. No case was filed before the Committee during the year under review.

14. RIGHT TO INFORMATION ACT, 2005

In order to promote transparency and accountability, appropriate action is taken to reply to queries from any source whenever received, on time. In compliance to the provisions of the Right to Information Act, 2005, Central Public Information Officers (CPIO) have been appointed and utmost care is being taken for timely compliance and dissemination of information.

During the Financial year 2014-15, the company had received 68 applications under RTI Act, 2005 and all had been responded within the statutory time limit. As on 31st March, 2015, 4 applications were pending for reply under RTI Act, 2005.

15. PROGRESSIVE USE OF HINDI

Required action/updated status of compliance by BECIL on the recommendations made in the various parts of the Report on Official Language were furnished to the Ministry of Information and Broadcasting. Hindi Fortnight was observed from 12th September, 2014 to 26th September, 2014 in BECIL.

During the fortnight, competition of Rajbhasha Niti Gyan, Hindi Essay Writing and Hindi debate were organized. Necessary help material like Dictionaries & Technical glossaries were made available to all the officers/ employees to motivate them to do their official work in Hindi.

16. VIGILANCE ACTIVITIES

Vigilance Section in BECIL has been regularly issuing norms and guidelines as per direction by the Central Vigilance Commission, Department of Public Enterprises and Ministry of Information and Broadcasting regarding measures to strengthen all aspects of preventive vigilance for compliance in BECIL.

Periodical returns are being submitted regularly to Central Vigilance Commission, Central Bureau of Investigation

and Ministry of Information and Broadcasting and inquiries are properly and promptly attended besides, surprise checks/inspections are carried out from time to time and constant vigil is kept.

17. GENERAL

The company does not get any Budgetary Support from the Government of India. BECIL's Budget is its own internal projection of receipts and expenditure related to Consultancy and Turnkey jobs secured through competitive tender system in the open market.

The company has not been entrusted with any Central/ Centrally sponsored Schemes relating to women, North-East (including Sikkim), employment generation, rural component, Tribal Sub plan, Special Component Plan, Voluntary Sector, Information & Publicity, Minority Welfare etc.

ELECTRONIC MEDIA MONITORING CENTRE

Protecting the citizens from undesirable content being aired by television channels is a norm followed by almost all leading democracies in the world. In India, Electronic Media Monitoring Centre (EMMC) is entrusted with the task of monitoring the content being aired by TV channels. EMMC is among one of the premier organisations of the world that monitor the broadcasting sector and the content being aired by broadcasters. The Centre is also one of the youngest among the government-owned media units in the country.

It is worth recalling that the need to monitor content arises in response to grievances and complaints coming from different quarters against invasion of raunchy reality shows, talk shows, news, documentaries and soap operas into the television industry.

EMMC records and monitors the content of around 600 channels, beaming over the Indian Territory, so that any violations of codes framed under the Cable Television Network (Regulation) Act, 1995 could be checked. Cable Television Networks (Regulation) Act, 1995 identifies several codes which must be adhered to by all broadcasting entities. The revised up-linking guidelines and down-linking guidelines for channels beamed at Indian viewers also require monitoring of content for possible violations and remedial measures thereto.

Electronic Media Monitoring Centre identifies topical matters of immense public importance and reports them to the Ministry for evaluation and for taking any action, if needed. EMMC also prepares and submits special reports to the Ministry on topics desired by the Government.

Setting up examples of success, the EMMC has taken a big leap forward by starting Radio Monitoring since January 1, 2015. The newly started wing of EMMC is currently monitoring Community Radio Stations (CRS) for detection of possible violations. At present, 30 Community Radio Stations from across the country are being monitored to check whether they are airing any content that violates the 'General Agreement between Government of India and Community Radio Stations (GOPA)' and 'Programme and Advertisement Code of All India Radio'. In a very short span of time, several apparent violations have been detected in the content being broadcast by CRS and submitted before the Ministry by EMMC. These apparent violations not only include obscene and vulgar programmes but several other types of content too which violate general rules laid by the Ministry.

EMMC puts out reports on apparent violations along with the recorded clips to the Scrutiny Committee, which examines the purported violations and forwards its findings to the Inter-Ministerial Committee and other bodies for further action.

Because of the ever-increasing number of channels, there is a race among channels to attract as many eyeballs as possible, and this trend has resulted in most of the channels treading on a very thin line and often barging into grey area. The somewhat callous attitude of TV channels towards the regulatory guidelines is becoming a matter of concern, particularly when an average Indian family, increasingly finds itself sitting in front of the TV for a time longer than ever before. The change in trend of TV viewing is also due to the fact that television industry has grown immensely over the past few years. Television shows have evolved over the years as more and more TV shows resort to unwarranted content to capture their audience. It has been observed that some of the TV shows affect young viewers and it is becoming a problem. Television influences the lives of young children in a big way. Children are exposed to all sorts of violence and anomalous culture at home. Public Interest obligation is missed by mass media when they air programmes.

Advertisement sector is a key part of Indian television industry. With the rising influence of TV media on people, it has become a catalyst of consumerism. The scope of creativity is enormous in the field of advertising. People like advertisements because they provide information and create awareness about new products in the market. Our decisions, whether to buy a product or not, are often completely influenced by the promotional activities

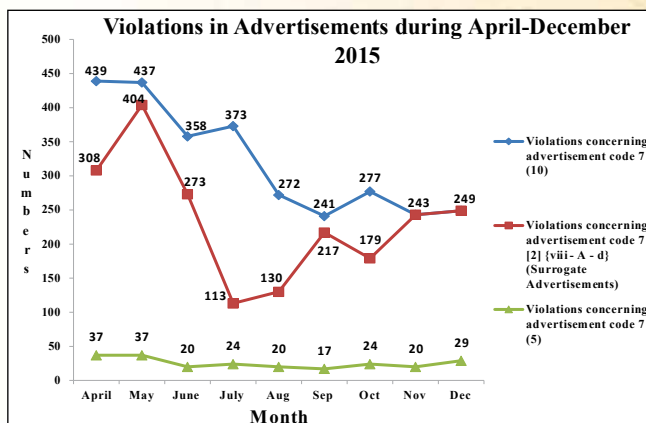
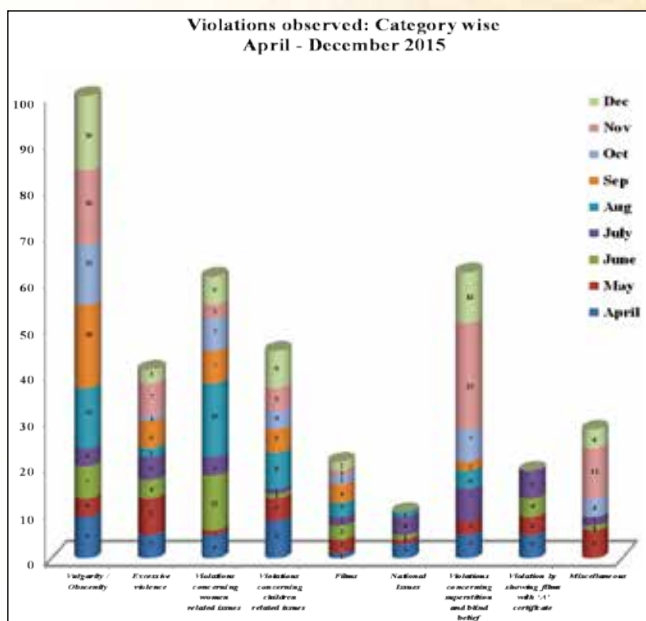
of the companies concerned. Therefore, due to unfair trade practices, deceptive advertisements and widespread adverse impact of the advertisements of unhealthy products like tobacco and liquor, the Government of India has always endeavoured to curb or at least restrict advertisements of such products by bringing in appropriate legislations, orders and directives. As a reaction to the Government's directive to ban advertisements of products that are adverse to health, the major companies of liquor and tobacco have taken the route of "Surrogate Advertisements". These advertisements are bombarded on viewers lest they forget the liquor & tobacco brands as there is a ban on directly advertising them.

The advent of the "Era of Reality Shows", in the Indian TV industry, has generated fairly good TRP for many a TV channels. Nowadays, when every second TV channel is coming with its own version of the "reality programmes based on borrowed ideas and values", it is very much

imperative for the Government to ensure that the 'Freedom of Expression' is not misused to play with the young minds of our country. Such shows have a greater impact on children than other regular TV programmes as they interpret real life situations. Reality shows are meant for adults, and without proper knowledge, understanding, and guidance, children can be misled by such programmes. Some reality shows have children as participants who are under tremendous pressure to perform. Also, children who are left to watch these shows on television can often be baffled at the display and can take them as behaviour expected out of everyone, especially themselves and their peers.

Another common violation observed across various TV channels is related to "Miraculous solutions to all problems offered by the self-proclaimed Babas and Gurus in the guise of spiritual programmes." A large number of misleading advertisements make unsubstantiated claims about the impact of certain products. Ministry of I&B has cautioned that advertisements should not dwell on a product's seemingly miraculous properties that cannot be proven. Hours of content on astrology and Vaastu as well as discourses by gurus and healers are shown in a way that may push the viewers to think they are watching a programme rather than an advertisement. This is in violation of the Advertising Code, particularly rule 7(5) contained in the Cable Television Networks Rules framed under the Cable Television Networks Regulation Act, 1995.

It is, however, neither possible nor desirable for the Government to monitor and regulate the volume and diversity of content provided, which is increasingly getting localized. Any kind of Government interference is seen as a violation of their fundamental rights as enshrined in the Constitution. Nevertheless, in view of the concerns expressed by various sections of society regarding the need, role, scope and impact of electronic media, the need to regulate the programme and advertisement content was felt. Violations of codes were reported in all categories of channels and content therein. On an analysis of complaints relating to entertainment channels, it has been found that they generally relate to depiction of women and children in a demeaning manner. The complaints concerning children relate to their participation in reality shows, some of which, have been found to be obscene and vulgar. Other complaints relate to age-inappropriate visuals and language used in certain cartoon shows. Some tele-serials and reality shows have shown women through their depiction about her figure or form or body part in such a way as to have the effect of being indecent,



and derogatory to women. Many a times, complaints have also been received against programmes alleged to be depicting a particular caste in a bad light which may offend certain communities. Such content aired by TV deeply impact societal values, behavioural patterns and customs.

Table 3: Trend of Violations in Films and Promos

Category/Month	April	May	June	July	Aug	Sep	Oct	Nov	Dec
Special References	18	16	09	09	14	20	14	10	10
Films without CBFC Certification	103	117	102	94	123	108	118	100	85
Promos without CBFC Certification	691	613	550	675	651	501	418	329	343

Some of the major achievements of EMMC in the current financial year: Apart from submitting numerous apparent violations picked up from various channels and reporting the same to the Ministry for subsequent action, EMMC also performed some other tasks that are enumerated below:

- Monitoring of Bihar Assembly Elections:** EMMC monitored the electronic media coverage of election management-related news during Assembly elections in Bihar. SMS alerts on major happenings during the day of polling and one day prior to polling were also sent to the Election Commission of India. EMMC apprised the Commission of the latest situation at ground zero throughout the polling day in the State. ECI has appreciated the role of EMMC in its endeavour to conduct free and fair elections in the State.
- Monitoring of Chennai floods:** EMMC put in its news team for the monitoring of rain and flood situation in Chennai and other parts of Tamil Nadu. Hourly reports on the latest situation including the relief and rescue operations were sent to the Ministry. The exercise was continued till normalcy returned.
- Playing pivotal role in the Crisis Management Plan of the Union Government:** SMS alerts of EMMC are linked to the Control Room of the Ministry of Home Affairs for which a dedicated RAX line is set up in the office. HoD, EMMC, is designated as Nodal Officer for the Crisis Management Measures to upgrade the efficacy of Government's Control and Response System.
- Daily Content Analysis Report:** EMMC has also provided Comparative analyses of the wide coverage given by various news channels to the special broadcast programme of PM's radio broadcast-

'Mann Ki Baat', PM's visit to foreign nations such as France, Germany, Canada, China, Mongolia, South Korea, Bangladesh, Uzbekistan, Kazakhstan, Russia, Turkmenistan, Kyrgyzstan, Tajikistan, the U.A.E, Ireland, the USA, the UK, Turkey, Malaysia and Singapore, PM's address in the UN General Assembly. EMMC has also prepared comparative news coverage reports of the new welfare programmes, drives and initiatives of the Government such as *Swachh Bharat Abhiyan*, *Saansad Adarsh Gram Yojna*, *Jan-dhan Yojana*, *Deen Dayal Upadhyay Gram Jyoti Yojana* and Global Investors Summit.

- News Analytic Report on Major Stories/Debates/ Discussions of the Day:** EMMC has recently initiated a news analytic report on the major stories and debate/discussions of the day carried by various news channels in their prime time. A dedicated team of Monitors headed by an in-charge sends a SMS in the evening at around 7 PM to higher authorities on the major topics to be discussed by various channels in their discussion programmes during their prime time. A detailed report based on the discussions held is also being prepared on pilot basis.

Technical Infrastructure: Under the 12th Plan Scheme "Strengthening of EMMC", the monitoring capacity is to augment to 1500 TV channels along with setting up of Centralized Monitoring mechanism for Private FM channels and Community Radio Station (CRS). For achieving this target, EMMC has been provided with space for machinery, equipment, other technical set-up and office space on the 10th and the 11th floor of Sookhna Bhawan, New Delhi. At present, EMMC is equipped with state-of-the-art facility for accessing, monitoring and recording of 900 satellite TV channels. EMMC has commissioned 15 dish antennas which are tuned to different satellites having foot prints in India. Monitors keep a watch on both recorded and live content of TV channels round the clock. The content clips are stored for a period of 90 days and are then purged automatically on FIFO basis.

Social-Cultural activities: EMMC organised various social-cultural programmes in the office during April-December, 2015. A series of events viz. creative writing, slogan writing, quiz, extempore speech, poem recitation, song, drama and skit were organized during the Hindi Fortnight and Communal Harmony Week. All staff members of EMMC participated in the events and gave an overwhelming response to the programmes organised.



The 62nd National Film Awards Function in New Delhi on May 3, 2015

6

Activities Under Films Sector

FILMS DIVISION

The story of the Films Division is synchronous with the eventful years of the country since Independence and over the last 67 years, the Division has been motivating the broadest spectrum of the Indian public with a view to enlisting their active participation in nation building activities. The aims and objectives of the Division, focused on national perspectives, are to educate and motivate people in the implementation of national programmes and to project the image of the land and the heritage of the country to Indian and foreign audiences. The Division also aims at fostering the growth of the documentary film movement, which is of immense significance to India in the field of information, communication and integration.

Films Division produces documentaries, short films, animation films and news magazines. The Division caters to nearly 4000 cinema theatres all over the country and also to the non-theatrical circuits like units of the Directorate of Field Publicity, Doordarshan, Educational Institutions, film societies and voluntary organizations. The documentaries and newsreels of State Governments are also featured in the Division's release on the theatrical circuit. This Division also sells prints, stock shots, DVDs/VCDs and distribution rights of documentaries and feature films in India and abroad. Apart from production of films, Films Division also gives on hire, its Recording Theatre, Editing Rooms & other Cine Equipment to film makers.

Various Wings of Films Division

This Organization is broadly divided into four work groups:-

- (1) Production, (2) Distribution, (3) International Documentary, Short and Animation Film Festival and
- (4) Administration.

(1) Production Wing

The production wing is responsible for production of films such as (1) Documentary Films (2) Short Feature Films specially designed for rural audience (3) Animation Films and (4) Video Films. In addition to the headquarters at Mumbai, three production centres of the Division are located in Bengaluru, Kolkata and New Delhi.

The documentaries range in theme and topic from agriculture to art and architecture, from industry to the international scenes, from food to festivals, from healthcare to housing, from science and technology to sports, from trade and commerce to transport, from tribal welfare to community development etc. Normally, the Division reserves certain quota of its production schedule for allotment to independent film makers from all over the country with a view to encourage individual talent and promote documentary movement in the country. In addition to its normal production programme, the Division provides assistance to all the Ministries and Departments of Government, including public sector organizations in producing documentary films.

Newsreel Wing of Films Division encompasses a network spread over main cities and towns including State and Union Territory capitals, engaged in covering of major events, VVIP visits, etc. to the different parts of the country and abroad and other events like natural calamities etc. These coverages are in turn used for making news magazines and also compilation of archival material.

Cartoon Film Unit of Films Division has become high-tech with computer animation replacing cell or classical animation. Equipped with the state-of-the art technology both in hardware and software, the Unit now can churn out productions in U.S. animation, 2-D and 3-D animation with advanced software including Opus, Concerto, High-End and Maya.

(2) Distribution Wing

The Distribution Wing of the Films Division control ten Distribution Branch Offices in Bengaluru, Chennai, Hyderabad, Kolkata, Lucknow, Madurai, Mumbai, Nagpur, Thiruvananthapuram and Vijayawada. These branches are responsible for the supply of Approved film to all the cinema theatres (required under the Central Cinematograph Act, 1952) execution of Agreement, issue of Films Division Certificate as well as collection of 1% rent from the exhibitors. Branch Offices also participate in all the Public Information Campaigns and market

DVDs. The Wing also distributes prints/video of selected films of Films Division to the Indian Missions abroad through the External Publicity Division of Ministry of External Affairs. It also commercially exploits films on royalty basis as well as through sale of Stock shots, Film Strips, Video Clippings and DVDs.

The Publicity Section of Distribution Wing arranges participation of Films Division films in National and

International Film Festivals.

The Film Library Section of Films Division is a treasure trove of valuable archival material of India's contemporary history and its rich heritage and artistic traditions. It is in great demand by the film makers throughout the world. It contributes vital footage for the production of films by rendering services besides generating revenue through the sale of stock footage.



MoS for I&B Col. Rajyavardhan Rathore at the inauguration of the Mumbai International Film Festival

(3) International Documentary, Short & Animation Film Festival

The Ministry has entrusted the task of organising the biennial "Mumbai International Film Festival for Documentary, Short & Animation Films" (MIFF) to Films Division under the Plan Scheme.

The aim of MIFF is dissemination of images, contributing to widen knowledge and bringing closer fraternity among the nations of the world. This event provides a unique opportunity for film makers, producers, distributors, exhibitors and film critics to meet and exchange ideas and concepts. This biennial competitive film festival is organized by Films Division since 1990 in Mumbai.

4) Administration Wing

The Administration Wing consists of Finance, Personnel,

Stores, Accounts, Factory Management and General Administration.

The Details of the Staff Strength/Staff in position in respect of Films Division as on December 31, 2015 is as under:-

Sr. No.	Category	Sanctioned Strength	Staff in Position	No. of posts vacant
1	Group 'A'	44	17	27
2	Group 'B'	260	188	72
3	Group 'C'	509	396	113
Total :		813	601	212

HIGHLIGHTS OF THE YEAR

- Films Division provided sustained publicity and communication support through its documentaries, News Magazines on important national campaigns like Women Empowerment, Communal Harmony,

National Integration , Eradication of Untouchability , Health & Hygiene, Weaker Sections of the Society, Senior Citizens etc. During April 1, 2015 to November 30, 2015, this Division has produced 45 documentary films. Out of which 25 films have been produced departmentally and 20 films through Outside Producers.

- Films Division has screened 105 films in 19 special screenings organized by various organizations/institutions/Schools and Colleges.
- Films Division has entered 146 films in 27 National and International Film Festivals and won 14 awards in National and International Film Festivals.

- The Branch Offices have organized six film Festivals in collaboration with schools, colleges and various institutions and 59 films were screened in these Film Festivals.
- 132 Students visited Films Division on educational tours to gain information about film making, film appreciation, editing, animation etc.
- Recording Studios are being up-graded with replacing upgrading new Projection and Sound system. Modern equipment such as highly configured works stations are being used for production and restoration of film, like DLP Projector and DVD Duplicator.



MIB Shri Arun Jaitley releasing the 46th IFFI Poster in New Delhi

FD ZONE

FD ZONE is a collaborative effort of Films Division with independent film makers to organize regular curated screenings of documentaries, short films and animation films and *avant-garde* and meaningful cinema.

For every screening, an independent film maker curates on voluntary basis a mixture of films of Films Division and independent film makers. The Director, cinematographer or editor, sound recordist and other main members of the crew of the independent films screened in the event are invited for interaction with the audience. The screenings are free and open to all.

THE FD ZONE is being developed as a pan-Indian network of film clubs for organizations and individuals collaborating in various cities and towns of the country for the promotion of documentary, short, animation and *avant-garde* films. FD ZONE at Mumbai has been active since July 14, 2012. Weekly screenings are held from 4 p.m to 6 p.m. on each Saturday. The screenings are documented and parts of the interactions are uploaded on Youtube and Facebook.

Apart from Mumbai, “THE FD ZONE” Chapters are operational at Thrissur (Kerala), Chennai, Coimbatore,

Kolkata, Delhi, Chandigarh and Wardha. Special festival was held in association with Punjab University at Chandigarh & at Wardha.

New Initiatives

1. Dynamic Web Portal & e-commerce

The web portal was made more interactive and user-friendly by updating the information available of current events, screenings, books, DVD and film releases on the website to maintain a constant mode of interaction with website visitors by:

- Inaugurating an e-commerce portal that would make the films produced by Films Division available for purchase in High Definition. The films will be available in DVD and VOD format.
- Making publicly accessible the archives of Films Division through uploading of videos in low resolution on the YouTube channel of Films Division.
- Uploading of the Films Division catalogue which shall contain information of all the video material produced and housed at Films Division.



Secretary I&B Shri Sunil Arora at the Films Division, Mumbai

2. Archival Research Centre (ARC)

ARC, a multi station research facility by Films Division has been opened on October 26, 2013. The aim of this facility is to share the enormous wealth of visual history and visual documentation that Films Division has accumulated since its conception. The ARC makes the entire archive of Films Division available to the fifteen research stations presently routed to it. The Films Division archive will be available to these fifteen stations for viewing and research purposes.

3. National Museum of Indian Cinema

The concept of National Museum of Indian Cinema (NMIC) is a great idea to be pursued for the first time in the history of Indian Cinema. In the last 100 years of Indian Cinema, lot of historical material suitable for the film museum has been destroyed, damaged or not taken care of properly due to lack of restoration and preservation facilities of this kind. The Film Museum will not only provide a store house of information to the laymen but it will also help film makers, film students,

enthusiasts and critics to know the development of cinema as a medium of artistic expression not only in the country but in all parts of the world, as there is no Film Museum in India.

The Museum would come up in two different phases with total project cost of ₹121.55 crores. In its first phase, the museum will be spread over an area of 6,000 sq. ft in a portion of Gulshan Mahal, a heritage building that has been renovated recently. The construction work of the Museum is awarded to the National Building Constructions Corporation and the work of setting up of Galleries for display of artefacts has been awarded to the National Council of Science Museum. The first phase of Museum is complete and construction of second phase is on.

REPRESENTATION OF SC, ST & OBC

Government orders / instructions regarding representation of SC, ST & OBC candidates in the service are followed as per Government directives from time to time and for the purpose Reservation Rosters are maintained in accordance with prescribed rules, by the Films Division.

The details of Representation of SC, ST, OBC & Women Employees in the Service as on December 31, 2015 are :-

Group of Post	Total Employees In position	SC	% of SC	ST	% of ST	OBC	% of OBC	Women
		Employees						
Group A	17	4	23.53	--	--	5	29.41	3
Group B	188	42	22.34	14	7.45	29	15.43	25
Group C	396	118	29.80	24	6.06	87	21.97	74
Total	601	164	--	38	--	121	--	102

The details of the backlog vacancies for SC/ST/OBC in Films Division as on December 31, 2015 are:-

Sr.No.	Category	Sanctioned Strength	Staff in Position	Number of Posts Vacant	Backlog in SC	Backlog in ST	Backlog in OBC
1	Group A	44	17	27	0	2	1
2	Group B	260	188	72	5	0	11
3	Group C	509	396	113	3	1	11
	Total :	813	601	212	8	3	23

Persons with Disabilities

The Ministry has identified following categories in Films Division to be filled from amongst the physically handicapped persons vide letter No.2/8/80-Vig. dated June 26, 1980:

Group C	Group D (now upgraded as Group 'C')
Assistant Layout Artist	Peon
Artist Grade I	Packer
Artist Grade II	
Asstt. Editor Grade I	
Asstt. Editor Grade II	
Asstt. Recordist	
Assistant	
Lower Division Clerk	

There are no Group 'A' and 'B' vacancies which have been identified in Films Division which are to be filled from amongst Physically Handicapped persons by the Ministry. The posts identified for filling up from amongst physically handicapped are to be filled under direct recruitment.

The requisite information is furnished below:

Group	Number of Employees				
	Total	In Identified Posts	VH Visual Handicap	HH Hearing Handicap	OH Orthopaedic Handicap
1	2	3	4	5	6
Group A	17	-	-	-	-
Group B	188	60	-	-	2
Group C	396	131	-	-	4
Total	601	191	-	-	6

There are no backlog of posts to be filled under physically handicapped quota. However, 3 posts (2 posts of Lower Division Clerk & 1 post of Peon) have been identified to be filled up under physically handicapped quota under Direct Recruitment. The process to fill up these posts under SPECIAL RECRUITMENT DRIVE FOR PWD has been initiated.

CITIZEN'S CHARTER

Films Division has already prepared Citizen's Charter under the title "Information Brochure of Films Division" and the same is available in the Website <http://www.filmsdivision.org>. This Division has nominated a Nodal Officer and conference/seminar of the Officers of Films Division who are directly involved, have been arranged for proper implementation of the Charter. The contents of Citizen's Charter are being updated by including new aspects therein.

PUBLIC GRIEVANCES REDRESSAL MECHANISM

In accordance with the instructions/guidelines issued by the Government, mechanism for redressing public grievances has been established. The Director General has been nominated as Public Grievances Officer for Films Division. Track of the disposal of public grievances is maintained. Register for public and staff grievances are maintained and requisite report of the disposal of Public Grievances is sent to the Ministry regularly.

HINDI SECTION

The Hindi Section looks after use of Hindi (Raj Bhasha) in office correspondence. In compliance of the implementation of the Official Language (OL) policy of the Central Government in Films Division and as per the revised norms of Department of OL, Ministry of Home Affairs, 11 of posts of Junior Hindi Translator have been created in Films Division.

VIGILANCE ACTIVITIES

A Vigilance Cell consisting of one Superintendent, one Assistant and One Upper Division Clerk works under the supervision of the Assistant Director (O.L) to monitor Vigilance/Disciplinary cases against the employees of Films Division.

IMPLEMENTATION OF RIGHT TO INFORMATION ACT, 2005

In accordance with the provisions of the Right to Information Act, 2005 and instructions/guidelines issued by the Government from time to time, Films Division has nominated/appointed Deputy Director General (I/C) as Appellate Authority and one Director as Central Public Information Officer. The Public Information Officer at Head Office is assisted by fourteen Asstt. Public Information Officers out of which thirteen are at the field offices i.e. ten Distribution Branch Offices and 3 Regional Production Centers of Films Division. One Asstt. Public Information Officer is posted at Head Office to assist Public Information Officer. The Asstt. Public Information Officers coordinate with the Public Information Officer in dealing with the cases/applications received under the provisions of the Right to Information Act, 2005.

All the matters pertaining to the implementation of the Right to Information Act are being dealt with in one Nodal Section in the Head Office. Hitherto 81 applications seeking information under RTI Act have been received during the period. Requisite information has been given to 74 applicants and remaining 7 are being informed shortly. We have received two appeals under the provision of RTI Act. Requisite information has been given to all 3 applicants. Reports/returns on disposal of the applications received under RTI are uploaded on website regularly.

Children's Film Society, India

INTRODUCTION/OVERVIEW

Children's Film Society, India (CFSI) was established in May, 1955 under the aegis of the Ministry of Information and Broadcasting, Government of India, on the recommendations of Film Inquiry Committee (1949) at the instance of the then Prime Minister, Pt. Jawaharlal Nehru whose concern for children requires no amplification. The organization is registered under the Societies Registration Act XXI of 1860, with the main objective of providing children and young people with 'value based' entertainment through the medium of films.

The Chairman, who is an eminent personality in the field of cinema, heads the Society. The Chairman is also the head of the Executive Council and the General Body, members of which are nominated by the Government of India. The Chief Executive Officer, who has under him all heads of Department, handles the day-to-day functions of Administration, Production, Marketing and Accounts Dept.

The headquarters of CFSI is located at Mumbai with branch offices at New Delhi and Chennai.

PRODUCTION ACTIVITIES

Films Completed

Three films namely Kima's Lode (Mizo Feature), Happy Mother's Day (Hindi Feature) and Melanam, Children of Rhythm (Malayalam Short) were completed during the period April to December 2015.

Films under production

There are six films namely Gauru the Journey Of Courage (Hindi feature), Pinti Ka Sabun (Hindi feature), Shaanu (Telugu feature), Gyapo (Lepcha feature), Ishu (Assamese feature) and Summer Holidays (Malayalam Feature) are under various stages of production.

Dubbing of Films: nine films in three languages Tamil, Telugu and English were under different stages of dubbing.

Making of prints: Prepared 2 DCPs, 22 DVC Pros, 583 DVDs of CFSI's titles.

Marketing & Distribution Activities

DISTRIBUTION

At least 333 Theatrical & Non-Theatrical shows (LCD shows) were conducted covering an audience of over one lakh twenty four thousand under Plan Scheme "Exhibition

of CFSI Films in Schools" in States of Assam, Nagaland, Mizoram, Meghalaya, Tripura, Bihar, Uttar Pradesh, Punjab & Tamil Nadu. Besides that, 251 shows & 12,800 audience were covered through individual shows and mini festivals arranged by NGO's in the cities of Mumbai and Delhi.

MARKETING

- Four films were telecast on National network programme of "Chulbulli Filmen Chatpati Gupshup" generating a revenue of ₹2.25 lakh.
- 4501 DVDs and two VCDs of various films of CFSI were sold during the year 2015 resulting in a revenue realization of ₹5.26 lakh.
- Total revenue of ₹55.00 lakh was earned during the year 2015.
- CFSI has entered into following agreements with:
 - Ultra Media Entertainment Pvt Ltd., Mumbai - All Rights (Except Indian Theatrical) of 10 films for a period of 7 years generating revenue of ₹21 lakhs (inclusive of Tax), Minimum Guarantee plus Revenue Share & Digital Rights (Except Satellite, DD, Theatre, Private Screening) of 70 films for a period of 7 years generating revenue of ₹25 lakh, Minimum Guarantee plus Revenue Share.iii)
 - Makkal Tholai Thodarpu Kuzhuman Ltd., Tamil Nadu - Basic Cable, Satellite or Digital Terrestrial, Pay Television, Standard Television. Internet Protocol Television (IPTV), Over-the-top content (OTT), (Multiple telecast) of 10 films for a period of 5 years generating revenue of ₹4.00 lakh.
 - Kalaignar TV Pvt. Ltd., Tamil Nadu- Basic Cable, Satellite or Digital Terrestrial, Pay Television, Standard Television. Internet Protocol Television(IPTV), Over-the-top content (OTT), (Multiple telecast)of 10 films for a period of 2 years generating revenue of ₹2.50 lakh.

Participation in International Film Festivals: 8 CFSI's Films participated in 67 International Film Festivals in 34 countries.

19th International Children's Film Festival India, 2015

The 19th edition of International Children's Film Festival India was organized from 14 to 20 November 2015 at Hyderabad, Telangana wherein 286 films from 40 countries were screened in 13 theatres throughout



MoS for I&B Col. Rajyavardhan Rathore addressing at the inauguration of the 19th International Children's Film Festival of India in Hyderabad

the twin cities of Hyderabad and Secunderabad viewed by 1,75,000 viewers, a separate package of films were screened in 8 district level screenings in the state of Telangana across 24 theatres during the period of festival. A new record total of 1204 entries from 80 countries have been received online including through CFSI website for the 19th ICFFI 2015. A committee of 13 film makers, journalists and eminent personalities were part of the film selection process.

Special screenings for differently abled children was organized at Indira Priyadarshini Auditorium where

three CFSI films were screened for 450 children. Five workshops and five open forums were also organized. 86 National, International adult delegates and 427 children delegates with escorts attended the festival.

A special event on “Digital India” the theme of the festival was organized on the opening day of the festival at Shilpa Kala Vedica at Shilparamam, Hyderabad, Telangana. Besides the above a Mobile App of CFSI was launched prior to the opening of the festival. This mobile app was developed to create a presence of CFSI on the mobile platform with facilities of booking the show, sale of DVDs and publicizing the film production activities.

The Opening Ceremony was held on November 14, 2015 at Shilparamam, Hyderabad which was inaugurated by the Minister of State for Information and Broadcasting, Col Rajyavardhan Rathore (Retd.) AVSM, the Minister for Commercial Taxes and Cinematography, Shri Talasani Srinivas Yadav, Govt of Telangana, Secretary, I&B, Shri Sunil Arora, special invitees Smt. Tabu, Smt. Karishma Kapoor and Smt. Kareena Kapoor also graced the occasion. After the opening ceremony the CFSP's latest produced film "Happy Mother's Day" was screened as the inaugural film. Awards were given to the films selected by jury in adult and children category. A media centre was set up at the venue to facilitate local as well as National press

to cover the events of festival. Extensive coverage in print, electronic media and social media was done.

Film and Television Institute of India, Pune

The Film Institute of India was set up by the Government of India in 1960 under the Ministry of Information and Broadcasting. Following the addition of Television Wing in 1974, the Institute was re-designated as Film and Television Institute of India. The institute was registered as a Society in October, 1974 under the Registration of Societies' Act, 1860. The FTII Society consists of eminent personalities from the field of Film, Television, Communication, Culture, besides the Alumni



MoS for I&B Col. Rajyavardhan Rathore inaugurating the 19th International Children's Film Festival of India, in Hyderabad on November 14, 2015.

of the Institute and Ex-Officio Government Members. The Institute is governed by a Governing Council, headed by Chairman. The academic policies of the Institute are formulated by the Academic Council. The matters involving finance are controlled by the Standing Finance Committee.

The Institute consists of two Wings: The Film Wing and the TV Wing. The Three Year Courses lead to award of Post Graduate Diploma in Direction, Cinematography, Sound Recording and Sound Design, and Editing. The Institute also offers Two Year Post Graduate Diploma Course in Acting and Art Direction and Production Design, One Year Post Graduate Certificate Course in Feature Film Screenplay Writing and One and Half Year Certificate Course in Animation and Computer Graphics. The Television Courses consist of One Year Post Graduate Certificate Course in Television with specializations in Direction, Electronic Cinematography, Video Editing, Sound Recording and TV Engineering.

Due to fast growth of television industry, the curriculum of the main diploma courses in Film has been updated to include the television input. With this, students of the Institute are equipped with conceptual and technical skills necessary for the field in film and television.

FTII provides higher level of professional education and technical expertise in the art and technique of film making and television production. Since 1974, in service training is also provided to the officers of all grades of Doordarshan. Short-Term courses are also conducted in specialized areas for the Doordarshan staff and IIS probationers etc. FTII in collaboration with NFAI, Pune, also organizes intensive Film Appreciation Course, every year.

HIGHLIGHTS OF THE YEAR

- With voluminous response from staff, teachers and students, a blood donation camp organized by Poona Surgical Institute Blood Bank, Pune was held at FTII in April 2015.
- A Film Appreciation Workshop was conducted at Dharmashala from May 12 to 14, 2015. The Workshop organized by Department. of Language, Art and Culture, Government of Himachal Pradesh was attended by 160 participants.
- The Chief Minister of Punjab Shri. Prakash Singh Badal visited FTII in June, 2015 to explore possibilities of establishing a similar Film Institute in Chandigarh.

- A meditation session was organized on June 11, 2015 by the famous meditationer Dr. Nikhil Mehta. Some 50 staff members attended the meditation session.
- 'Yoga day' was celebrated in FTII on June 21, 2015 where practical knowledge was given.
- The 40th Film Appreciation course organized by the FTII and NFAI was held from June 1 to 27, 2015.
- A 10-day training course for Group 'A' probationers' of Indian Information Service was held at FTII from July 22 to 31, 2015.

SELECTION OF FTII FILMS IN FILM FESTIVALS

- FTII diploma films - *Songs We Wrote* (Dir. Sandhya Sundaram), *Bhumika* (Dir. Dhiraj Meshram), *Sadababar Brass Band* (Dir. Tushar More), *Yabin Kabin Nabin* (Dir. Karma Takapa), *Chaita Ki Ek Dupahari* (Dir. Rakesh Shukla), *Seek and Hide* (Dir. Manoj Kumar Nitharwal), *Kamakshi* (Dir. Satindar Singh Bedi) - were selected in International Documentary and Short Film Festival of Kerala, 2015.
- FTII TV Final Fiction films - *Shadow* (Dir. Rakesh Kumar Paikara), *Wired* (Dir. Varuna Tuteja), *Setu* (Dir. Shivam Sharma), *Mangal* (Dir. Mahesh Kumar Mishra) - were selected in International Documentary and Short Film Festival of Kerala.
- FTII diploma film '*A Dream Animal*' (Dir. Sanyukta Sharma) was selected the 14th International Film Students Meeting Festival at de San Sebastián, Spain.
- FTII diploma film '*Udedh Bun*' (Dir. Sidharth Sinha) was selected in India week in Kurz Film Agentur (KFA), Hamburg, Germany.
- FTII diploma film '*Chaver*' (Dir. Abhilash Vijayan) was selected in 14th International Student Film and Video Festival of Beijing Film Academy.
- FTII diploma films - *Penalty Corner* (Dir. Ranjith Kumar Oraon), *0 (Zero)* (Dir. Abhishek Varma), *Kamakshi* (Dir. Satindar Singh Bedi), *Cross Roads* (Dir. Ankita Gupta) - were selected in 9th SIGNS -John Abraham National Awards, Kochi, Kerala.
- FTII TV Final Fiction films - *Mangal* (Dir. Mahesh Kumar Mishra), *Setu* (Dir. Shivam Sharma), *Shadow* (Dir. Rakesh Kumar Paikara)- were selected in 9th SIGNS -John Abraham National Awards, Kochi, Kerala.
- FTII diploma films - *Sadababar Brass Band* (Dir. Tushar More), *Seek and Hide* (Dir. Manoj Kumar Nitharwal), *Kamakshi* (Dir. Satindar Singh Bedi), - were selected in 46th International Film Festival of India, Indian Panorama, Goa.

- FTII diploma films - *Kabani* (Dir. Sarthak Bhasin), *Sadababar Brass Band* (Dir. Tushar More), *Chaita Ki Ek Dupabari* (Dir. Rakesh Shukla) - were selected in 13th Kalpanirjhar International Short Fiction Film Festival, Kolkata.
- FTII TV Final Fiction films - *Mangal* (Dir. Mahesh Kumar Mishra) & *Ajobanchi Patang* (Dir. Saurabh Khanna) - were selected in 13th Kalpanirjhar International Short Fiction Film Festival, Kolkata.
- FTII diploma films - *Bhumika* (Dir. Dhiraj Meshram) & *Cross Roads* (Dir. Ankita Gupta) - were selected in 14th Third Eye Asian film Festival, Mumbai 2015.
- FTII TV Documentary films *Parivartan* (Dir. Mahesh Kumar Mishra) & *The Bohemian Musician* (Dir. Rochak Sahu) were selected in 8th Jaipur International Film Festival, 2016.

AWARDS FOR FTII FILMS

- *Sadababar Brass Band* - Tushar More, 'Best Direction' Category in Samyash Short Film Festival, Pune.
- *Sadababar Brass Band* - Tushar More, PATTON AWARDS for the best India entry in 13th Kalpanirjhar International Film Festival, Kolkata.
- *Chaita Ki Ek Dupabari* – Rakesh Shukla, Special mention Category, in 13th Kalpanirjhar International Film Festival, Kolkata.
- *Kabani* - Sarthak Bhasin, Special mention Category, in 13th Kalpanirjhar International Film Festival, Kolkata.
- *Kamakshi* – Satindar Singh Bedi, Best Short Film in Fiction Category 9th Edition of SIGNS John Abraham National Awards, Kochi.
- *Seek and Hide* - Manoj Nitharwal, New York Indian Film Festival New York won in 'Best short film' category.
- *Kamakshi* - Satindar Bedi, 'NIGHT AWARDS' 13th International Festival Signes De Nuit, Saarbruecken, Germany.
- *Kamakshi* - Satindar Bedi, 'HONOURABLE MENTION' in the category SHORT FILM 12th Indian Film Festival Stuttgart Germany.
- *Seek and Hide* - Manoj Nitharwal, 'Best Student Film' Award in International Film Festival, Fiji 2015.
- *Chaver* – Abhilash Vijayana, Best Short Film, Youth Spring Film Festival, Calicut, India, 2015.
- *Chaver* – Abhilash Vijayana, Best Student Film, Kochi International Film Festival, India, 2015.

Students Exchange Programmes

FTII students visited the following foreign Film Institutes during the year under Students Exchange Programme:

No.	Students and Specialization	Batch	Institution	Duration
1	Samira Huseynova, Editing	2009	FAMU, Czech Republic	February, 2014 to April, 2015
2	Piyush Shah, Sound Recording	2011	International Film School, Cologne, Germany	5 weeks: 1 st July – 10 th August, 2015.
3	Makarand Dnyandeo Dambhare, Editing	2011	La Femis, France	5 weeks: 20 th April – 23 rd June, 2015.
4	Bhushan Dinkar Ingole, Editing	2012	La Femis, France	5 weeks: 20 th April – 23 rd June, 2015.

Satyajit Ray Film and Television Institute, Kolkata

Government of India established Satyajit Ray Film and Television Institute in 1995 as an autonomous academic institution under the Ministry of Information and Broadcasting. The Institute was subsequently registered under the West Bengal Societies Registration Act, 1961. Named after the legendary film maestro Satyajit Ray, the Institute is a national centre of cine-pedagogy offering 3-year post-graduate diploma courses in six specializations (1) direction and screenplay writing (2) cinematography (3) editing (4) sound recording and design, (5) producing for film and television (course commenced from 2012) and (6) animation cinema (course commenced from 2015).

Management and Organisational Framework

The Institute is run by a Society constituted by the Government of India. Headed by a President, the Institute is run through a Governing Council (GC), which includes, in addition to the experts in the field of cinema, officials of the Ministry and other media units as ex-officio members and representatives of ex-students. GC is responsible for overall superintendence and management of the Institute. The Society, Governing Council and Standing Finance Committee have officials of the Ministry as ex-officio members representing the Government. Academic Council (AC), constituted by GC, consists of six domain specialists in addition to Dean and six HODs of the institute and representatives of students and alumni. AC is mandated to oversee all the academic and pedagogy-related issues. Director is the chief executive officer of the institute, acts under the guidance and directions of the GC and is assisted by Dean and Registrar for academic and administrative functions respectively.

Highlights of the Year

- A special screening programme 'KOLKATA- FROM DAWN TILL DUSK' was organized by this Institute on April 29, 2015. After screening, a Q&A session was held where eminent Polish Documentary Cameraman Mr. Jacek Petrycki actively took part.
- SRFTI bagged Award for Silver Lining directed by Bhabani Tamuli, in the family values category at the 62nd National Film Awards held on May 3, 2015.
- A tree plantation programme was held where more than 200 saplings were planted by Director and other officers, faculty, staff members and students in the campus of this Institute.
- Film Appreciation Programme for students of Bharatendu Natya Academy, Lucknow, from July 13 to September 6, 2015, were conducted. SRFTI also Organized a Film Appreciation Course for the students of National School of Drama, New Delhi, from July 21, to August 1, 2015.
- Shri Bedabrato Pain, Director of film 'Chittagong' and inventor of Red Camera sensor took an interactive session with students at Department of Producing Film and Television on August 12, 2015.
- One Day Workshop on "The Magical World of Cinema" was organized by this Institute in collaboration with *Ei Samay*, a Bengali newspaper of Times of India Group, on August 29, 2015 under the project 'Atmadeep' where 65 selected students of class VII to X standard of different schools were exposed to the basic knowledge of cinema making.
- "Hindi Pakhwara" was duly observed from September 14 to 28, 2015, and various competitions on Official Language were arranged.
- Mr. Lulgi Attademo an eminent Italian Guitarist had performed classical guitar on November 24, 2015 in the Institute.
- 60th Anniversary Celebration of Pather Panchali was organized in this Institute from December 19 to 20, 2015 during which Master Class on Pather Panchali: How Ray Tells it by Professor Martin Thau, German. A panel discussion where renowned Professor Swapan Chakravorty, Professor Anindyo Sengupta, Professor Supriya Choudhuri and Author Shri Subrata Mukherjee discussed the



Celebration of 60 years of Pather Panchali at SRFTI Kolkata

topic: Humanist Narratives- text to motion image. A panel discussion where eminent film –maker Shri Shaji N. Karun, film Director Shri Kamaleshwar Mukherjee, well-known Director of Photography Shri Shankeh Raman, Documentary film-maker Shri Sourav Sarangi, renowned film Director Shri Shekhar Das participated and discussed the topic: Legacy of Ray-Contemporary Cinema film-making, apart from screening the classics of Satyajit Ray.

Present Students

146 students (including 6 foreign) are presently pursuing P.G. Diploma Course in the Institute. The new course structure adopted from 2015 onwards is based on modular credit system after extensive deliberations with

domain specialists and members of Academic Council. The course design has been strengthened to adhere to the schedules for completion of projects in time.

Students Exchange Programme: during the last one-year:

- i) Eight students & one faculty member were invited to Normal University, Beijing, China to make four films on urban life of China.
- ii) MoU with FAMU, Czech Republic and Griffith University, Australia are under finalization.
- iii) SRFTI has been approached by the People’s Republic of Bangladesh for having an MoU with Bangladesh Cinema and Television Institute, Dhaka.

Selection at International Festivals and Awards won by the Students:

Sl No.	Name of the Film	Awards Won / Participation in International Film Festivals	Director/ Cinematographer
1.	Rong’kuchak	Awarded best Short Film ‘Volumina Award’ in CaFoscari Short Film Festival, Venice, 2015,	Dir: Dominic Sangma
2.	Randu Kurippukal (Two Notes)	Awarded as Best Short Film in 21st Kolkata International Film Festival, 2015.	Dir: Gireesh Kumar K.
3.	Going Home	International Film Festival, Tampere	Dir: Niranjan Kujur
4.	Key Square	Selected in CaFoscari Short Film Festival, Venice, 2015.	Dir: S.K. Rakshit
5.	Going Home	Selected in IDSFFK Short Film Festival 2015	Dir: Niranjan Kujur
6.	Kshatrap	Selected in IDSFFK Short Film Festival 2015	Dir: Sajal Anand
7.	Aandolan	Selected in 34th Filmschoolfest Munich Short Film Festival, Munich, 2015.	Dir: Vaibhab Hiwase
8.	Going Home	14 th International Student Film & Video Festival of Beijing Film Academy, 2015.	Dir: Niranjan Kujur
9.	Daddy Grandpa & My Lady	Selected in IFFI Film Festival, 2015.	Dir: Kim Jung Hun
10.	Going Home	Selected in MIFF, Prism Film Festival, 2016.	Dir: Niranjan Kujur
11.	Daddy Grandpa & My Lady	Selected in MIFF, Prism Film Festival, 2016.	Dir: Kim Jung Hun

New Initiatives

Department of Animation Cinema: In the past few years, the world of audio-visual production has gone through a sea change. One of the major areas that have been developed immensely is animation and multimedia related applications.. There is a vibrant vast market and potential for web related application and multimedia CD-ROMS/ Games development, in addition to creative story telling through animation films. India is already a major outsourcing destination for animation related work. There is a huge demand for trained manpower to support this creative industry. In view of the changing trend and scarcity of specially trained manpower in the field, the Institute commenced three-

year Postgraduate Programme in Animation Cinema with an intake capacity of ten students in each batch (first batch-eight students only), from the year 2015.

Film and Television Institute in Arunachal Pradesh: As part of Government's initiatives for overall development of North Eastern Region of the country and to encourage talent among youngsters of the North East in the sector of film and television, the Ministry proposed to establish a Film and Television Institute in any of the North Eastern States on similar lines to that of Film & Television Institute (FTII), Pune & Satyajit Ray Film & Television Institute (SRFTI), Kolkata. SRFTI, Kolkata was assigned the task of conducting feasibility study by visiting the states as well as interacting with the state government. Based on the responses shown by various state governments, SRFTI recommended two sites i.e. Jolling (jote), Itanagar, Arunachal Pradesh and Chingkhui, Imphal, Manipur for the proposed institute. In accordance with the Budget Speech of Finance Minister for the year 2015-16, the Ministry is now working on setting up a Film & Television Institute in Arunachal Pradesh. SRFTI has submitted the detailed project report of the project which is under examination and awaiting formal confirmation of transfer of land by the Government of Arunachal Pradesh.

NATIONAL FILM ARCHIVE OF INDIA OVERVIEW

The need for preserving film as art and historical document has been recognized all over the world. The task of preserving cinema in all its varied expressions and forms is best entrusted to a national organization having adequate resources, a permanent set-up and the confidence of the local film industry. Thus, the National Film Archive of India (NFAI) was established as an independent media unit under the Ministry of Information and Broadcasting, in 1964. The National Film Archive of India is the outcome of the government's realization that films are as valuable as books and other historical documents and that the country's film heritage needs to be preserved for posterity.

In addition to the primary charter of acquiring and preserving the heritage of Indian cinema, it is also one of the declared objectives of the Archive to ensure that the cultural presence of the Indian cinema is made more visible across the globe.

Moving image heritage of every society is important and is very much part of its cultural heritage. The preservation

of moving image heritage is accorded top priority in most countries. The support being extended by International organizations like UNESCO for safeguarding moving image heritage in member countries is a testimony to the importance of the activity. In India NFAI is the only organization entrusted with the task of acquiring and preserving India's rich and varied cinematic heritage.

The aims and objectives of the Archive include:-

- i. to trace, acquire and preserve for posterity the heritage of national cinema and build up a representative collection of world cinema;
- ii. to classify and document data related to film, undertake and encourage research on cinema and publish and distribute them; and
- iii. to act as a centre for dissemination of film culture in the country and to ensure the cultural presence of Indian cinema abroad.

Film Acquisition Policy of NFAI

- Films which are awarded prizes and certificates of merit in the State Awards for Films in India and in International Film Festivals.
- Films shown in the Indian Panorama section of International Film Festivals.
- All films which have been popular at box office and seen by large audiences in India and abroad.
- Film adaptations of well-known literary works both Indian and foreign.
- Films shot in Indian and foreign locales and made either by Indian or foreign nationals.
- All films financed/produced by NFDC and other government organizations.
- Representative examples of good children's films.
- Actuality material recorded in news coverage done by Indian and foreign production set ups.
- Documentaries of historical importance made by government and private agencies.

Jayakar Bungalow

"Jayakar Bungalow" in the premises of NFAI's main campus at Law College Road is a structure classified as heritage structure by the Pune Municipal Corporation. It is the building in which Barrister Mukul R. Jayakar used to stay. Barrister Mukul Jaykar, a renowned educationist and legal luminary, was the first Vice-Chancellor of Pune University who made immense contributions to the

rich heritage of Pune. The building has a decent solid structure in stone with wooden staircase and windows.

From its modest beginnings in 1964 when it was housed in small sheds with make-shift vaults in the premises of the Film Institute of India, Pune, NFAI office shifted to Jaykar Bungalow in May, 1974 and its staff started working in Jaykar Bungalow. The Jayakar Bungalow was acquired by NFAI alongwith two acres of land in March, 1981 from Indian Law Society. In Jayakar Bungalow, NFAI had its office till January, 1994 when it moved into a new building in the same premises, where film vaults designed according to international film preservation standards, a reasonably well-equipped preservaion department, a well-stocked book and periodical library and a cataloguing, research and documentation centre which contains a precious collection of cinema posters, stills and other ancillary mateial are also housed. The archive has three auditoriums for the public screening of films from its collection. The Jayakar Bungalow is historically important for the country due to its heritage value and therefore needed to be preserved in good condition for posterity. The Government of India has allocated ₹9 crore and it is proposed to utilize this Jayakar Bungalow by setting up digital library. The scheme would involvee suitable preservation work of the building and setting up of the required infrastructure for digital library.

During the period April 1, 2015 to December 31, 2015 NFAI has added to its collection over 334 films (94 Fresh and 5 Duplicates, 235 films received on LTL basis), 153 books, 2,358 stills, 360 song booklets, 150 scripts, 427 press clippings and 1,054 wall posters.

Some of the important fresh film titles/prints added to the Archive collection during the period under report are given in **ANNEXURE – A**

Important acquisitions

A delegation from Germany, The Arsenal – Institute for Film and Video, Berlin, Ms. Stefanie Schulte Strathaus, Lara Brodenfeld, Cultural Officer at the German Embassy, New Delhi and other members handed over the digitally restored film 'Ghashiram Kotwal' in DCP format and set of DVDs to NFAI in March 2015. It is an Indian film which depicts the socio-cultural and political developments of early times.

National Film Archive of India has found a nitrate based of Telugu classic film 'Palanati Yuddham' of the year 1947, a film directed by Gudavalli Ramabrahmam and

L.V. Prasad in Hyderabad. The 168 minute Black & White film is of historical relevance as it depicts the Battle of Palanadu. It starred Dadasaheb Phalke Award winner Akkineni Nageswara Rao along with Govindrarajula Subba Rao, Pasupuleti Kannamba. It was produced under the banner of Shri Saradha Productions.

The National Film Archive of India has received a DVD copy of PC Barua's 'Devdas', the first talkie adaptation of Sarat Chandra Chattopadhyay's celebrated novel made in 1935 in Bengali. No print of the film was available in the country. A New Theatres production, the film's only available original negative was deposited with the Bangaladesh Film Archive in Dhaka. A three member delegation of Bangladesh High Commission, presented a DVD copy to NFAI in August, 2015. French Embassy, New Delhi deposited 63 films with NFAI for preservation.

About 600 film reels of rare negatives in Nitrate Based (from 1930 to 40 era) historic films produced by Shree Bharat Lakshmi Pictures, Kolkata were traced and acquired recently. These films which were acquired are part of country's cinematic legacy in Bengali, Punjabi, Hindi, Tamil, Gujarati and Telugu.

Film Storage/Preservation Facilities at NFAI

NFAI houses, nearly 19 state-of-the-art, film preservation facilities/vaults with global standards and specifications. These vaults have the capacity of nearly 2 lakh film reels storage. There are 3 vaults in the Main building and 16 vaults at Phase-II facility in Pune.

The film vaults are maintained with following temperatures for Black & White films, Colour films and nitrate based films:-

Type of films	Temperatures	Relative Humidity
Nitrate based Films	14° C	40%
Black & White films	14° C	40 to 50%
Colour films	2° C ± 1° C	24% ± 5%

Dissemination of Film Culture

1) Film Appreciation Course

An important activity under dissemination of film culture is screen education scheme which includes long and short term film appreciation courses, conducted in collaboration with various educational and cultural institutions across India. The 40th Annual course in Film Appreciation was held in Pune in June, 2015.

73 participants from across the country attended the course including one each from Guwahati and Duliagam, Assam. Eminent film director, Kundan Shah graced the valedictory function. The course is primarily designed to meet the needs of film-related professionals like teachers of film studies, communication, journalism, film society organizers, film critics, researchers, officials handling films, and technicians and others interested in films.

A short Film Appreciation Course was conducted to sensitize the IIS Officer Trainees towards the importance of film appreciation and the need for spreading a healthy film culture throughout the country. Eight Officer Trainees from various parts of the country participated in this course held in July, 2015. The course was inaugurated by Shri Prakash Magdum, Director, National Film Archive of India and senior Film teachers Shri Anil Zankar and Shri Samar Nakhate. The course concluded with an insightful talk by veteran journalist and media critic Dilip Padgaonkar. He talked on the changing role of news papers today vis-a-vis the television news channels, the challenges faced by PIOs and the need for advertising and campaigning by the Government. There was a brief Question and Answer session and the Certificates were presented by Shri Padgaonkar.

A short Film Appreciation course in Marathi was jointly conducted in association with Federation of Film Societies of India (Maharashtra Chapter), Ashay Film Club, V. Shantaram Foundation and NFAI, Pune in September, 2015 at NFAI, Pune. 105 participants from all over Maharashtra participated in the course.

A short Film Appreciation Course was held in Mysuru in collaboration with Karnataka Chalchitra Academy and the University of Mysore. 80 participants attended the course.

2) Film Technical Workshop

A lecture-cum-workshop with power point presentation on film preservation and restoration was organized for the staff members in January 2015. Technical staff from FTII also attended the workshop.

3) Film Preservation and Restoration School in India

One week course on Film Preservation and Restoration from 22.2.2015 to 28.2.2015 was organized by Film Heritage Foundation; Mumbai

in collaboration with Martin Scorsese's The Film Foundation and World Cinema Project, Cineteca Di Bologna, L'immagineRitrovita, Bologna and FIAF (International Federation of Film Archives) was organized at Films Division, Mumbai. Two Film Checkers from NFAI, Pune were deputed for the course and Film Preservation Office as invitee attended the course for three days.

4) Supply of films for various programmes and the programmes held by NFAI

NFAI's activities to disseminate film culture in India are manifold. Its distribution library has about 25 active film clubs/ members throughout the country. The Archive supplies films for various screening programmes and film festivals across India. During the year NFAI supplied films and organized various film festivals in coordination with other organizations.

5) Participation in various Film Festivals

- The 13th Pune International Film Festival was organized jointly by Govt. of Maharashtra, Pune Film Foundation and National Film Archive of India from January 8 to 15, 2015. NFAI lent 15 films and provided two theatres - one at Law College Road and other at Phase-II at Kothrud.

- NFAI participated in the 46th International Film Festival of India (IFFI-2015), Goa by putting up a "Multimedia Exhibition on Restored Classics" consisting of 80 panels and 25 audio-visual clips at the Inox Theatre. This exhibition displayed the objectives of the National Film Heritage Mission (NFHM). The exhibition was organised by the DAVP, New Delhi. Most of the exhibits were redesigned to convey the highlights and narrative of the film. All the exhibits were accompanied by captions which were informative and conveyed the importance of the film in Indian Film History. There was a representation of regional as well as Hindi Cinema. As the panels were arranged chronologically, the exhibition displayed the history and development of Indian Cinema. Hence the exhibition was not only a audio-visual treat but also educative. The images were sourced from the vast collection of NFAI. Vintage film equipments like old cameras, projectors, wooden patla, tripods were showcased, the major attraction being the Magic Lantern of 1885. A promo film of the NFHM was also part of this exhibition. Selfie corners and the Wall of Fame were additional attractions. The exhibition was inaugurated by Minister of State for Information

and Broadcasting Col. Rajyavardhan Rathore. Besides the above exhibition, NFAI displayed 800 exhibits of posters and photographs on the footpath opposite the ESC (Entertainment Society of Goa). This exhibition began from Kala Academy and extended till ESG. This exhibition was also arranged chronologically and began from India's first film Raja Harischandra in 1913 till films of 2014. This exhibition proved to be a visual voyage of Indian Cinema. Besides, there was a special focus on North East Cinema and also the Music in Indian Cinema was highlighted.

The exhibition was well attended by the delegates and VIPs. Many film personalities like Ilaiya Raja, Shyam Benegal, Rakeysh Om Prakash Mehra, Kabir Khan, Kunal Kapoor, Jackie Shroff, Aribam Syam Sharma, Manju Borah, and the International Jury Chairman, Shekhar Kapur.

- NFAI marked its presence at the International Film Festival of India (IFFI) in Goa with the release of a signature film on the "National Film Heritage Mission (NFHM)". Minister of State for Information and Broadcasting, Col. Rajyavardhan Rathore released the film at an event held on November 21, 2015. The film is aimed at creating awareness about the importance of the film preservation process and promotion of the mission's objectives. The three-minute film is based on the theme 'Cinema is immortal only if it is preserved' NFAI also supplied 11 DVDs and 8 films for the festival.

Films sent for International Film Festivals and other Special events

One film "Light Of Asia" in BRD format for Indian Film Festival at Lebanon was sent through Indian Embassy in Beirut. Noted Film maker Mrinal Sen's two films in DVD format 'Calcutta-71' and 'Interview' were supplied for Venice Biennale Festival held in May, 2015.

Poster Exhibition

NFAI also organizes poster exhibitions showcasing vintage posters of films for different languages under different themes.

National Film Heritage Mission (NFHM)

"National Film Heritage Mission", a ₹597.41 Crore project was approved by the Ministry of I&B, Government of India, in November, 2014 through Ministry of Finance for restoring and preserving the film heritage of India. This is a part of 12th Five Year Plan which will spill over



MoS for I&B Col. Rajyavardhan Rathore visiting the Multimedia Exhibition on NFHM at IFFI-2015

to 13th Five Year Plan as per the year-wise allocation of Plan outlay. This initiative will be greatly appreciated by the film industry. This new Plan scheme has taken care of digitization/restoration of films available with NFAI as well as other media units under film wing of the Ministry. Implementation of the Plan scheme is given to National Film Archive of India, Pune.

First High Level Committee meeting was held in June, 2015 under the Chairmanship of Secretary (I&B) consisting of AS & FA, Joint Secretary (Films), Chairpersons of CBFC, FTII, CFSI, SRFII and NFDC, Director, DFF, Director General Films Division. The Committee also includes three members from film industry viz. Jahanu Barua (Film Director), Shri Santosh Sivan (Cinematographer), Shri Rajiv Mehrotra (Managing Trustee, PSBT) and Director, NFAI.

Identification and engagement of personnel and a Consultant to empanel the implementing agency/cies for various activities of NFHM is being processed.

Objectives of NFHM

- to undertake film condition assessment of the film collection and to ascertain the left over life of the film;
- preventive conservation of 1,32,000 film reels;
- 2k/4k picture and sound restoration of 1086 landmark feature films and 1152 shorts of Indian Cinema and recording of new picture and sound inter-negatives of each film;
- digitisation of 1160 features films and 1660 shorts;
- construction of archival and preservation facilities for

preservation of material restored under NFHM in dust free, low humidity, and low temperature conditions at NFAI campus, Pune; and

vi) training workshops and courses in field of conservation, preservation and archiving in co-ordination with international agencies that are experts in this field.

Theatre Facilities

NFAI has three multi-purpose theatres. A preview theatre of 35 seats and main theatre of 300 seats in the main campus and state-of-the-art theatre of 200 seats at Kothrud. Apart from NFAI's own programmes and FTIP's academic screenings, the facilities were also availed of by other institutions for their screening programmes, lectures, seminars etc.. Max Mueller Bhavan, Alliance Francaise and British Council in Pune also organized screening programmes for the benefit of their members and NFAI Film Circle members on a regular basis. During the period under report the main auditorium and preview theatre were rented out for 311 programmes.

Facilities to Producers/Copyright Owners

NFAI is rendering services to producers/copyright

owners in respect of supply of films for repairing their original negatives, preparation of duplicate copies and video copying for telecast purposes. A number of celluloid classics being telecast on the national and satellite networks were collected from its collection.

Plan And Non-Plan Programmes

NFAI has a Plan Outlay budget provision of ₹6.00 crores during 2015-16 for two Plan Schemes.

During the period April 1, 2015 to December 31, 2015 NFAI has added to its collection over 334 films (94 Fresh and 5 Duplicates, 235 films received on LTL basis), 153 books, 2,358 stills, 360 song booklets, 427 press clipping, 150 scripts and 1,054 wall posters.

A statement showing Plan Performance during 2015-16 is at **Annexure-C**.

Budget provision for North East region and Jammu and Kashmir

Considering the nature of activities of NFAI it was not considered feasible/possible to provide any budget provision for North-East region and Jammu and Kashmir.

Statement showing the Budget for Plan and Non-Plan are given below:

Budget Estimates 2015-2016			
	Plan	Non-Plan	Total
(₹ in crore)			
Major Head "2220"-Information & Publicity			
Revenue Section & Capital	6.00	4.75	10.75
Total	6.00	4.75	10.75
Revised Estimates 2015 – 2016			
Major Head "2220"-Information & Publicity			
Revenue Section & Capital	6.00	4.34	10.34
Total	6.00	4.34	10.34
Budget Estimates 2016 – 2017			
Major Head "2220"-Information & Publicity			
Revenue Section & Capital	12.77	5.92	18.69

ADMINISTRATION

Organizational set up

With headquarters in Pune, the NFAI has three Regional Offices at Bengaluru, Kolkata and Thiruvananthapuram. These regional offices are primarily engaged in the task of diffusing film culture in the respective areas through film societies, educational institutions and cultural organizations. The functioning of the regional offices is overseen by the Director, NFAI. The staff strength of NFAI inclusive of the three Regional Offices is 49 (26 in the administrative wing and 23 in the technical wing).

Budget provisions with regard to Tribal Sub-Plan/ Special Component Plan for SCs and STs.

Considering the nature of activities of NFAI it was not considered feasible to provide any budget provisions with regard to Tribal Sub-Plan/Special Component Plan for SCs and STs.

FIAF

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

Welfare of SC/ST/OBC

Due care is taken to provide benefits and welfare for the employees belonging to SC/ST/OBC, as per the norms amended from time to time.

Use of Hindi as Official Language

A Second Sub-Committee of Parliament on Official Language visited Pune on January 15, 2015 and conducted the inspection of NFAI towards implementation of Official Language along with other four Government Departments.

Hindi week was celebrated with an inaugural function on September 22, 2015. Poetry reading competition, shrutlekhan writing in Hindi and translation were held in which all the employees of NFAI participated. On September 24, 2015 a workshop was conducted by Shri Rajendra Kumar Verma, Assistant Director(OL), Hindi Shikshan Yojna, Pune on how to do office work effectively

in Hindi. Prize distribution was held on September 24, 2015 and prizes were awarded to the winners of the competitions.

Departmentalized Accounts

NFAI follows the departmental accounting system introduced in 1976. Under this arrangement NFAI's Pay and Accounts are controlled by PAO, FD, Mumbai. Director, NFAI as the Head of Department has been designated as DDO and has delegated these powers to the Administrative Officer, NFAI.

Pending Audit Objections

Director General of Audit (Central), Mumbai audited the accounts of NFAI in May, 2015. Two earlier paras were dropped and three new paras were raised during the audit. All efforts are being made to settle the outstanding audit paras.

Deputations/Delegations

Director, NFAI attended the 71st FIAF Congress, Symposium and General Assembly at Sydney, Canberra from April 13 to 18, 2015.

Implementation of the Judgements/Orders of CATs

Information in respect of NFAI in this regard under report may please be treated as Nil, as no such Judgements/orders of CATs received by NFAI.

RTI Act – 2005

NFAI has implemented the Right to Information Act, 2005 as notified by the Govt. of India. 14 applications were received by NFAI for the period April 1, 2015 to December 31, 2015 and necessary information was provided to the applicants as per the rules. This Act has brought transparency in the functioning of the organization.

Grievance Cell

Director, NFAI being the Head of Department has been designated as Grievance Officer. All grievances have been redressed as per the government rules and norms.

Citizens' Charter

Citizens' Charter is hosted on NFAI's website. Citizens can visit our website www.nfaipune.gov.in and obtain necessary information. Information on Citizens' Charter is up-dated from time to time.

Implementation of Action Plan

SFC approval for the New Plan Scheme for the 12th Five Year Plan "Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library" was received on June 14, 2013 which is under implementation. Security fencing and internal road at Phase-II of NFAI was completed, installation of Dolby Digital Sound System, providing of chairs and carpet at Phase-I auditorium and replacement of DG set was completed and Electrical work like replacement of air-conditioning for vaults, auditorium, fire fighting system are in process.

Modernization, Computerization and e-Governance/e-Commerce

NFAI is a cultural and research organization and is engaged in the primary task of acquiring and preserving the heritage of Indian Cinema. It also acts as a Centre for dissemination of film culture in the country. General public, serious students of cinema and researchers from different parts of the country and from across the globe enjoy better access to the collection and services of the Archive through its website. Application forms for film appreciation courses and Reserach Fellowship schemes are available on the website. Public queries are mostly attended through e-mail (nfaipune@gmail.com). NFAI has Internet, fax and scanning facility. Organization's Facebook page has been hosted.

Vigilance Activities

The information on vigilance activities during the year under report is as under :-

1. Details of vigilance set up of the organization at Headquarter and in field offices:

This office does not have the post of Chief Vigilance Officer and as such the Director as Head of Department has been designated as Vigilance Officer.

2. Preventive vigilance activities during the period:
 - i. Number of regular inspections conducted during the period : Twelve
 - ii. Number of surprise inspections carried out during the period: Nine
3. Surveillance and detection activities during the period:
 - i. Details of the areas selected for keeping surveillance: Security and copying of films.
 - ii. Number of persons identified for being kept under surveillance: Nil
4. Punitive activities (number to be indicated against 4 (i) to (x) where the appointing authority is other than President):
 - i. Number of complaints/references received during the period: Nil
 - ii. Number of cases in which preliminary inquiry was conducted: Nil
 - iii. Number of cases where preliminary inquiry report were received: Nil
 - iv. Number of cases in which charge sheets for major penalty were issued : Nil
 - v. Number of cases in which charge sheets for minor penalty were issued: Nil
 - vi. Number of persons on whom major penalty was imposed: Nil
 - vii. Number of persons on whom minor penalty was imposed: Nil
 - viii. Number of persons placed under suspension: Nil
 - ix. Number of persons against whom administrative action such as issuance of warning etc was taken : Nil
 - x. Number of persons prematurely retired under relevant provisions of rules: Nil

Some of the important fresh titles added to the Archive during the period under report:-

PALANATI YUDDHAM	-	L.V. Prasad/Telugu/1947
MANGAIYAR THILAKAM	-	L.V. Prasad/Tamil/1955
NEELAVUKKU NERANJA MANSU	-	K. Somu/Tamil/1960
SATYA HARISHCHANDRA	-	Hunsur Krishnamurthy/Kannada/1965
SABASH THAMBI	-	Jamboo/Tamil/1967
BOMMALATTAM	-	V.Srinivasan/Tamil/1968
PENNAI VAZHA VIDUNGAL	-	Devan/Tamil/1969
VEETU	-	Mappillani/Tamil/1973
BHAKTA KUMBHARA	-	H.Krishnamurthy/Kannada/1974
UPASANE	-	S.R.P. Kanagal/Kannada/1974
SHANKAR GURU	-	V. Somashekar/Kannada/1978
HOMBISILU	-	Geethapriya/Kannada/1978
SADHURANGAM	-	Durai/Tamil/1978
PUTANI AGENT 123	-	Geethapariya/Kannada/1979
BANKER MARGAYYA	-	T.S. Nagabharana/Kannada/1983
BHEEGARA PANDYA	-	K. Babu Tao/Kannada/1986
MATRU VATSALYA	-	H.N. Shankar/Kannada/1988
SANGYA BALYA	-	S. Krishna Urs/Kannada/1992
AAKASMIKA	-	T.S. Nagabharana/Kannada/1993
SUPER NOVA	-	S.KrishnaUrs/Kannada/1994
CROSSING BRIDGE	-	S.D.Thongdok/English/2013
PRAKRUTI	-	Panchakshari/Kannada/2014
DECEMBER ONE	-	P. Sheshadri/Kannada/2014
AJEYO	-	Jahnu Barua/Assamese/2014

ANNEXURE – B

Statement showing archival acquisition as on 31st December, 2015

Items	As on 31.03.2015	1.4.2015 to 31.12.2015	As on 31.12.2015
Films	18,899	99	18,998
Video Cassettes	2,798	--	2,798
DVD	2,654	--	2,654
Books	28,663	153	28,816
Scripts	37,785	150	37,935
Pre-recorded audio cassettes	1,098	--	1,098
Stills	1,47,879	2,358	1,50,237
Wall Posters	24,653	1,054	25,707
Song Booklets	14,374	360	14,734
Audio Tapes (oral history)	191	--	191
Press Clippings	2,05,619	427	2,06,046
Pamphlets/folders	8,876	--	8,876
Slides	8,576	--	8,576
Disc records	3,214	--	3,214
Audio Compact Discs	155	--	155
Digitisation of ancillary film material	3,70,220	--	3,70,220

ANNEXURE – C

Plan Performance 2014-2015

(₹ in crore)

Programme/Schemes	S.B.G. 2015-16	R.E. 2015-16	Actual Expenditure upto 31.12.2015
NEW SCHEMES			
1) Acquisition of Archival films and Film Material.	2.00	2.00	1.28
2) Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library.	4.00	4.00	4.00
3) National Film Heritage Mission (NFHM).	6.00	4.50	0.85
Total	12.00	10.50	6.13

Statistics in respect of all important activities of NFAI

	No. of Reels	
	16 mm	35 mm
1. Detailed checking of films	--	660
2. Routine checking of films	--	8,002

Dissemination of film culture

	No. of Reels	
	16 mm	35 mm
1. Distribution Library Members		25
2. No. of films supplied to Distribution Library Members		20
3. Films supplied for special occasions		25
4. Joint Screenings		20
5. Films supplied for Film Appreciation Courses		10
6. Viewing facilities extended to research workers		10
7. Films supplied to FTII for academic screenings		15
8. Number of films shown at NFAI		50
9. Number of readers who availed of book library service		1,215
10. Number of research workers who availed of the services of Documentation Section		600
11. Number of viewers who attended the screening at NFAI		21,250

DIRECTORATE OF FILM FESTIVALS

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. DFF facilitates India's participation in Festivals abroad, arranges programmes of foreign films in India and Indian films abroad and holds the National Film Awards function. As a vehicle of cultural exchange, DFF promotes international friendship, provides access to new trends in world cinema, generates healthy competition and, in the process, helps to improve the standards of Indian Films. These objectives are served by organizing the following activities:

- The International Film Festival of India.
- The National Film Awards and the Dadasaheb Phalke Award.
- Cultural Exchange Programme and organizing screening of Indian films through the missions abroad.
- Selection of Indian Panorama.
- Participation in International Film Festivals abroad.
- Special film expositions on behalf of the Government in India.
- Print collection and documentation.

International Film Festival of India

The 46th International Film Festival of India (IFFI), organized jointly by the Ministry of Information and Broadcasting and Government of Goa, successfully concluded on November 30, 2015, after ten days of film screenings, master classes, discussions and other events.

287 Films in total from 95 countries were screened at 45th IFFI. The films were screened at 4 INOX theatres, Kala Academy, Maquinez Palace I and II.

The chief guest for the opening ceremony was the widely-acclaimed Indian actor Anil Kapoor.

Minister of I&B Sh. Arun Jaitley, Defence Minister Sh. Manohar Parrikar, Minister of State for Information and Broadcasting Sh. Rajyavardhan Rathore and Goa Chief Minister Sh. Laxmikant Parsekar and Indian celebrities, Sonakshi Sinha, Palomi Ghosh and Kabir Khan also graced the occasion.

Also present at the ceremony were critically acclaimed Israeli director Amos Gitai and Mr. Mark Mangini, a celebrated Hollywood sound designer and sitting Governor for the Academy of Motion Picture Arts and Sciences.



Music performance at the closing ceremony of the IFFI-2015 in Panaji, Goa



Secretary I&B, Shri Sunil Arora visiting the NFHM exhibition at the 46th International Film Festival of India



MoS I&B Col. Rajyavardhan Rathore addressing at the closing ceremony of IFFI-2015

The International Jury chaired by renowned Indian filmmaker Mr. Shekhar Kapur and the other members- Mr. Michael Radford (UK), Ms. Julia Jentsch (Germany), Mr. Jeon Kyu-Hwan (South Korea) and Ms. Suha Arraf (Palestine) were formally announced to the guests at the ceremony.

The opening film was “The Man Who Knew Infinity” directed by Matthew Brown.

The 46th IFFI showcased seven Spanish films in the country focus section. The package presented some of the best of Spanish cinema- from Master filmmakers like Carlos Saura and Pedro Almadovar and to contemporary filmmakers like Alejandro Amenabar in this section.

The Centenary Award for Indian Film Personality of the Year was conferred upon Indian music maestro Ilayaraja in recognition of his unparalleled contribution to Indian cinema and music.

The Life Time Achievement Award was presented to Academy Award winner Russian filmmaker Nikita Mikhalkov.

The Closing Ceremony of IFFI was a grand event. The chief guest for the closing night was Oscar winning Indian music director A.R. Rahman.

Awards

BEST FILM- GOLDEN PEACOCK AWARD

“Embrace of the Serpent”

Director: Ciro Guerra

Producer: Cristina Gallego

BEST DIRECTOR- SILVER PEACOCK AWARD

Peter Greenaway for “Eisenstein in Guanajuato”

BEST ACTOR- MALE- SILVER PEACOCK AWARD

Vincent Lindon for the film “The Measure of a Man”

BEST ACTOR- FEMALE- SILVER PEACOCK AWARD

The award was collectively given to the five actress of the film “Mustang”. The actresses are **Gunes Sensoy, Doga Doguslu, Tugba Sunguroglu, Elit Iscan and Ilayda Akdogan.**

SPECIAL JURY- SILVER PEACOCK AWARD

“Sealed Cargo”, directed by Julia Vargas Neuman

SPECIAL MENTION

“Enclave”, directed by Goran Radovanovic

ICFT- UNESCO Fellini Medal

For the first time in India, the International Film Festival of India (IFFI) 2015 in collaboration with the International Council for Film, Television and Audiovisual Communication (ICFT), Paris, presented a special ICFT prize consisting of the UNESCO Fellini Medal awarded to a film which reflects the ideals promoted by UNESCO.



Secretary I&B, Shri Sunil Arora addressing at the 46th IFFI 2015 in Goa



Secretary I&B, Shri Sunil Arora presenting Special Jury Award to Director Julia Vargas, for the film Sealed Cargo, at 46th IFFI closing ceremony

INDIAN SECTION AND INDIAN PANORAMA

26 feature films and 21 non-feature films were screened as part of Indian Panorama. Sanskrit film Priyamansam was the inaugural film for this section after a gap of 31 years.

56 other Indian films were screened in various categories like homage and retrospectives.

NATIONAL FILM AWARDS

The National Film Awards, the highest awards in the field of cinema continue to underline cinematic excellence. The National Awards along with cinema's highest honour, the

Dadasaheb Phalke Award, are presented by the President of India.

To commemorate the release of the first Indian Feature Film, Raja Harishchandra on 3rd May 1913, It has been decided to confer the National Film Awards on 3rd May of every year. Accordingly, 62nd National Film Awards were given away on 3rd May 2015.

62nd National Film Awards for the year 2014

The Best Feature Film was bagged by 'Court' (Marathi) directed by Chaitanya Tamhane. The award for Best Popular Film Providing Wholesome Entertainment was given to 'Mary Kom' (Hindi) directed by Omung Kumar. The Best Actor award was presented to Vijay Kumar B. for the film 'Naanu Avanalla Avalu' and Best Actress to Kangana Ranaut for the film 'Queen' (Hindi). The film 'Tender is the Sight' directed by Torsha Banerjee was adjudged the Best Non-Feature Film. The Best Book on Cinema Award was given to the book titled 'Silent Cinema' written by Pasupaleti Purnachandra Rao, whereas Tanul Thakur was awarded Best Film Critic. The prestigious Dadasaheb Phalke Award for the year 2014 was presented to renowned Actor and Producer Shri Shashi Kapoor for his commendable contribution to Indian Cinema.

Public screenings of 62nd award winning films were organized at Siri Fort Auditorium Complex, New Delhi from May 4th-13th, 2015.



MoS for I&B Col. Rajyavardhan Rathore at the inauguration of the Indian Panorama Section at the 46th IFFI-2015



Uthara Unnikrishnan receiving 62nd National Film Award for Best Female Playback Singer

Participation in Foreign Film Festivals

Directorate of Film Festivals participated in more than 20 International Film Festivals. Several films were critically acclaimed. Bengali film Chhoder Chhobi won best Actor Award at SAARC Film Festival, Colombo.

India was the focus country with a package of 22 films at Silk Road International Film Festival held in Fuzhou from September 22 to 26, 2015.

Participation in Cannes Film Festival

A five member Indian delegation was led by Minister of State for Information and Broadcasting, Shri Rajyavardhan Rathore including three officers from Directorate of Film Festivals comprising Shri C. Senthil Rajan, Director (Directorate of Film Festivals), Ms. Tanu Rai, Deputy Director and Shri Rizwan Ahmad, Deputy Director visited France to participate in the 68th edition of the Cannes Film Festival.



MIB Shri Arun Jaitley visiting the Exhibition on Shri Shashi Kapoor Film posters in New Delhi



MIB Shri Arun Jaitley addressing at the Dadasaheb Phalke Award ceremony



MoS for I&B Col. Rajyavardhan Rathore lighting the lamp at the inauguration of North East Film Festival in New Delhi



Minister of State for Youth Affairs and Sports, Shri Sarbananda Sonowal at the North East Film Festival in New Delhi

India Pavilion at Cannes was inaugurated by Minister of State for Information and Broadcasting, Shri Rajyavardhan Rathore on 13th May 2015. Interesting interactive sessions were also organized at India Pavilion to showcase the current Indian cinema landscape to the global film community.

Directorate of Film Festivals organized Indian Panorama Film Festivals at Mysuru, Bhopal and Shillong.

Directorate of Film Festivals also supports film festivals organized by various film bodies as well as state governments by providing films.

Fragrances from the North East

Second edition of North East Film Festival was organized at Siri Fort Auditorium from August 21 to 23, 2015. North East Film Festival works as a tool bringing all North-East under one umbrella. It turns out to be a great opportunity for people in Delhi to get closet possible of North-East Indian art and culture via films. Many distinguished film personalities from North-eastern states attended the festival.

Festivals under Cultural Exchange Programme

Singapore Film Festival in collaboration with Singapore High Commission was organized from August 13 to 16, 2015. Also photographic exhibition showing Singapore culture was on display.

CENTRAL BOARD OF FILM CERTIFICATION

INTRODUCTION

- 1 The production and exhibition of films occupies an important place in the field of culture as the most widely appreciated and democratic of the arts. Films play a significant role in shaping public opinion and in imparting knowledge and understanding of the culture and traditions of the people of various regions. Production of feature films in the country is mostly in the private sector.
2. Our Constitution guarantees freedom of speech and expression as a fundamental right but subjects it to reasonable restrictions. These restrictions are placed in the interest of the “sovereignty and integrity of India, security of the State, friendly relations with foreign States, public order, decency and morality and in relation to contempt of court, defamation or incitement to any offence.” Keeping in view these provisions of the Constitution, the basic principles for the guidance of the Board in certifying films for public exhibition in India are laid down in the Cinematograph Act, 1952. Further, directions (guidelines) have been issued by the Central

Government under section 5B (2) of the Act setting out the principles in further detail for determining the suitability of films for public exhibition.

3. The Board of Film Censors, which was re-named as the Central Board of Film Certification from 1-6-1983, has been set up by the Central Government under Section 3 of the Cinematograph Act, 1952 for the purpose of sanctioning films for public exhibition. The present Board consists of a Chairperson and twenty-one non-official members, all of whom are appointed by the Central Government.
4. The Board functions with its headquarters at Mumbai and nine regional offices at Mumbai, Chennai, Kolkata, Bengaluru, Hyderabad, Thiruvananthapuram, Delhi, Cuttack and Guwahati. The regional offices are headed by Regional Officers/ Addl. Regional Officer and are assisted by Advisory Panels in the examination of films. The members of the Board and the Advisory Panels represent a cross-section of the society and include people from all walks of lives like educationists, social workers, housewives, film personalities, doctors, journalists etc.
5. Films considered suitable for unrestricted public exhibition are granted “U” certificates. Films which are suitable for unrestricted public exhibition but contain some material which require parental guidance for children below 12 years, are granted “UA” certificates, with a caution to parents to that effect. Films which are found unsuitable for exhibition to non-adults are granted “A” certificates. Those considered unsuitable for the general public, but suitable for exhibition to specialized audiences such as doctors etc. are granted “S” certificates. Films considered unsuitable for public exhibition are not granted certificates.

CERTIFICATION OF FILMS

6. During the period between April, 2015 and December, 2015 the Board issued a total of 13735 certificates (15 celluloid films, 5020 video films and 8700 digital films). During the period under report, 1 Indian Feature Film and 14 Indian short films were certified under celluloid category. 354 Indian Feature Films, 488 Foreign Feature Films, 3828 Indian Short films, 340 foreign short films, 10 Indian long films other than feature films were certified under video category. 1475 Indian Feature Films, 252 Foreign Feature Films, 6636 Indian Short films, 337 foreign short films were certified under digital category. A statement indicating the certificate-wise and category-wise details of films certified during April, 2015 to December, 2015 is given at Annexure I.
7. The Board also receives applications for change of category of certificates from “A” to “UA” or “U”

for the purpose of telecast on satellite channels and Doordarshan. After examining the re-edited version in video format, the suitability for change of category of certificate is decided by the Board. The Board also continued to certify film songs and trailers in video format for telecast on Doordarshan.

BOARD MEETING

8. During this period one Board meeting was held on July 31, 2015.

WORKSHOPS FOR ADVISORY PANELS

9. Workshops were arranged for Advisory Panel Members at various regional centers such as Mumbai and Kolkata for the benefit of the members of the Advisory Panels and Examining Officers in certification of films. Various issues involved in the examination of the films were discussed at the workshops. The need for observing a code of conduct and discipline was also emphasized.

IMPORTANT EVENTS

10. Demonstration-cum-interaction meeting with the stake holders for online certification process was held in December, 2015 at Mumbai.

COMPLAINTS

11. Complaints about certification of films were received from the public from time to time. These complaints mainly relates to sex and violence on screen and these complaints were dealt in accordance with the provisions of the Act/Rules.

CENSORSHIP VIOLATIONS

12. The incidence of censorship violations at the stage of

exhibition of films are being reported to CBFC this year. Most of the cases of violations that came to the knowledge of CBFC and the Central Government relate to interpolations. The censorship violations indulged in by sections of the film industry are broadly of five types viz.

- Insertion of the portions deleted by CBFC in films during public exhibition,
 - Insertion of portion not shown to the Board in a certified film,
 - Insertion of excerpts (bits) in a certified film,
 - Exhibition of uncensored films, with forged certificates, and
 - Exhibition of films without censor certificates.
13. During the period between April, 2015 and December, 2015, no cases of interpolation in films were detected.

CINE WORKERS WELFARE FUND ACT

14. The Central Board of film certification continued to collect Cine Workers Welfare Cess (CWWC) on Indian Feature Films on behalf of Government of India, Ministry of Labour. These rates are at ₹20,000/- for Hindi and English films, ₹10,000/- for all other regional language films. C.W.W.C collected during the year is ₹1,90,60000/-

CERTIFICATION FEES

15. An amount of ₹4,56,37499/- was collected towards certification fees during the year.

Annexure-I

CENTRAL BOARD OF FILM CERTIFICATION CONSOLIDATED STATEMENT INDICATING THE FILMS CERTIFIED BY THE BOARD FROM 1-4-2015 TO 31-12-2015

CELLULOID

	U	UA	A	S	TOTAL
INDIAN FEATURE FILMS	1	-	-	-	1
FOREIGN FEATURE FILMS	-	-	-	-	-
INDIAN SHORT FILMS	14	-	-	-	14
FOREIGN SHORT FILMS	-	-	-	-	-
INDIAN LONG FILMS OTHER THAN FEATURE	-	-	-	-	-
FOREIGN LONG FILMS OTHER THAN FEATURE	-	-	-	-	-
TOTAL	15	-	-	-	15

VIDEO

	U	UA	A	S	TOTAL
INDIAN FEATURE FILMS	130	222	2	-	354
FOREIGN FEATURE FILMS	121	353	14	-	488
INDIAN SHORT FILMS	2220	1552	56	-	3828
FOREIGN SHORT FILMS	114	209	17	-	340
INDIAN LONG FILMS OTHER THAN FEATURE	10	-	-	-	10
FOREIGN LONG FILMS OTHER THAN FEATURE	-	-	-	-	-
TOTAL	2595	2336	89	-	5020

DIGITAL

	U	UA	A	S	TOTAL
INDIAN FEATURE FILMS	621	547	307	-	1475
FOREIGN FEATURE FILMS	36	134	82	-	252
INDIAN SHORT FILMS	5478	994	164	-	6636
FOREIGN SHORT FILMS	72	249	16	-	337
INDIAN LONG FILMS OTHER THAN FEATURE	-	-	-	-	-
FOREIGN LONG FILMS OTHER THAN FEATURE	-	-	-	-	-
TOTAL	6207	1924	569	-	8700
GRAND TOTAL	8817	4260	658	-	13735

FINANCES OF THE BOARD

Under the provision of the Cinematograph Act, 1952, the Central Board of Film Certification is a statutory body regulating the public exhibition of films. However, for administrative purpose, the Board is treated as a subordinate office under the Ministry of Information and Broadcasting.

The revenue of the Board is by the way of collection of certification fee as per the scales provided in the Cinematograph (Certification) Rules, 1983. The Board also levies projection charges in respect of screening of the films done in the Regional Office. The total income accrued during the period 1st April, 2015 to 31st December, 2015 is ₹663.13 (in lakh). The revenue collected is credited to the Consolidated Fund of India. The Board does not operate any bank account in this regard.

For the purpose of maintaining the accounts for revenue as well as expenditure, the Board observes the financial year (1st April, 2015 to 31st March, 2016) as per the practice followed by the Government of India. The Board receives budget allocation from the Ministry under Non-Plan and expenditure incurred against these sub-heads from 1-4-2015 to 31-03-2016 are furnished below:

BUDGET ALLOCATION AND EXPENDITURE

(₹ In lakh)

	Non-Plan B. E. 2015-16	Expenditure upto 31 st December, 2015
Salaries	450.00	322.65
Medical	4.50	2.82
TE	27.80	8.46
OE	75.00	60.09
PPSS	165.00	112.43
Grant-in-aid	0.05	0
O.T.A	0.10	0
Rent Rates and Taxes	11.00	4.21
Other Administrative Expenses	15.00	4.30
Information Technology	2.55	1.69
Total	751.00	516.65

1. PLAN SCHEME: UPGRADATION, MODERNIZATION AND EXPANSION OF CBFC AND CERTIFICATION PROCESS.

(₹ in lakh)

The CBFC, under the proposed Scheme “Upgradation, Modernisation and Expansion of CBFC and Certification Process” under the 12th Plan period from 2012 to 2017, proposed to undertake the following activities for which 10.00 crores has been earmarked and an amount of ₹4.00 crore had been allocated for the financial year 2015-2016.

- (1) Software Development for online processing of film application and certification, Website
 - (2) Digital Projection System and Digital Theatres for all offices of CBFC.
 - (3) Requirement of additional office space for Regional Offices of CBFC and Headquarters.
- SFC not approved. Hence no expenditure incurred.

Sr. No.	B.E. for 2015-2016	Expenditure incurred upto 31-12-2015
1	400.00	252.47

2. PLAN SCHEME: TRAINING FOR HUMAN RESOURCES AND DEVELOPMENT.

CBFC under the Scheme “TRAINING FOR HUMAN RESOURCES DEVELOPMENT” proposed to undertake the following activities during 2015-2016.

- (a) Workshop/Seminar for Board Members and Regional Officers at Regional Offices and at Mumbai
- (b) Training/Workshop of Advisory Panel Members in each region.
- (c) Training of Group “A”, “B” and “C” in

Administration, Accounts, Budgeting, Maintenance of records, e-governance, IT Skills, Vigilance, and RTI matters.

SBG: 2015-16: ₹25.00 (lakh).

Expenditure as on 31-12-2015: ₹6.17 (lakh).

NATIONAL FILM DEVELOPMENT CORPORATION

Incorporated in the year 1975, the National Film Development Corporation Ltd. was set up by the Government of India with the primary objective of planning, promoting and organizing an integrated and efficient development of the Indian film industry in accordance with the national economic policy and objectives laid down by the Central Government from time to time. NFDC was reincorporated in the year 1980 by merging the Film Finance Corporation (FFC) and Indian Motion Picture Export Corporation (IMPEC) with NFDC. Since inception, NFDC has funded/produced over 300 films in more than 21 regional languages, many of which have earned wide acclaim and won national/international awards. Apart from production of films, NFDC also provides 360 degrees of integrated marketing solutions for Government Agencies and produces advertisements, documentaries, short films, TV series, web advertisements, radio series and thematic musical anthems.

As a film development agency, NFDC is responsible for facilitating growth in areas/segments of the film industry that not only have a cultural bearing but also in areas which cannot be taken by private enterprises due to commercial exigencies, thereby facilitating a balanced growth of the industry. However, even while its role in the Indian film industry is largely developmental, as a Public Sector Enterprise, NFDC also has a corporate mandate and is responsible for generating a healthy balance sheet. NFDC was presented the Turnaround Award 2013 on November 1, 2013 by BRPSE (Board for Reconstruction of Public Sector Enterprises) as it posted profits for three consecutive financial years — 2010-11, 2011-12 and 2012-13, within one year of the restructuring of NFDC.

During this year, NFDC further enhanced its forte in production and distribution under the brand, Cinemas

of India, production of advertisement, short and corporate films for various government agencies, film exhibition, restoration, Film Bazaar, training in digital non-linear editing, cinematography, subtitling etc.

PRODUCTION

The Film Production Department produces and co-produces feature films that reflect the diversity in Indian Cinema, under the 12th Five Year Plan Scheme of the Ministry of Information and Broadcasting, titled “Production of films in various Indian languages”. Under the said Scheme, NFDC produces and co-produces films under its extant guidelines for film production, whereby it encourages debutant filmmakers by undertaking 100% production of their first feature film and co-production of good quality films in partnership with private players both from India and abroad.

The Production Department’s mandate is to support and



MoS for I&B Col. Rajyavardhan Rathore addressing at the closing ceremony of the 1st International Film Festival for Persons with Disabilities in New Delhi

drive NFDC's mission to create artistic movies with a view to foster excellence in cinema and promote Indian culture through the Cinemas of India. In keeping with this directive, it is continuously seeking to create an environment conducive to the making of cinema that reflects India's most imaginative, diverse and vibrant film culture. It endeavours to support, through production and collaboration, a community of versatile and emerging filmmakers who embody diversity, innovation, and uniqueness.

During the period April, 2015 to December, 2015, NFDC produced/completed the following films.

Film Name	Language	Director	Category
Chauthi Koot	Punjabi	Gurvinder Singh	Co-production
Island City	Hindi	Ruchika Oberoi	Own-production

Film Yasodhara Ek Kaavya (Marathi) directed by Jyoti Patil is under production.

Some outstanding achievements accomplished by the films produced & co-produced by NFDC are as follows:

- Film Island City directed by Ms. Ruchika Oberoi, produced by NFDC won FEDEORA Award for Best Debut Director, Venice Days Sidebar - Venice Film Festival, 2015.
- Film Chauthi Koot directed by Gurvinder Singh and co-produced by NFDC, Film Café Entertainment Pvt. Ltd., Catherine Dusart Productions, won Golden Gateway of India trophy at MAMI Mumbai Film Festival, 2015, Best Film Award, at Singapore Film Festival, 2015 and Grand Prix at Belgrade Auteur Film Festival, 2015.
- Film Arunoday directed by Partho Sen Gupta co-produced by NFDC, Independent Movies Pvt. Ltd and Dolce Vita Films from France, won Best feature film and Best Cinematography at 36th Durban International Film Festival, 2015 and Black Tulip Award (for Best Feature film) at the Imagine: Amsterdam Fantastic Film Festival, 2015.
- Film Shesher Kobita directed by Suman Mukhopadhyay and commissioned by the Ministry of Culture as part of 150th birth anniversary celebrations of Rabindranath Tagore was released by

Dr. Mahesh Sharma, the Union Minister of State for Culture (Independent Charge), Tourism (Independent Charge) and Civil Aviation on August 7, 2015. NFDC was Executive producer for the film. The cast of the film includes Rahul Bose and Konkana Sen Sharma in the lead roles.

- Film Chauranga screened at the 13th IFFLA Film Festival, won the Grand Jury award for the Best Feature Film.
- Film Fig Fruit and the Wasps was screened at the 17th Calgary International Film Festival and 5th Beijing International Film Festival.

FILM DISTRIBUTION

Theatrical Release

- Manjhi – The Mountain Man on August 21, 2015 through Viacom 18, a leading film distribution studio.
- Malayalam language National Award winning film Kaliyachan in the state of Kerala on September 25, 2015 through distributor, East Coast International.
- As marketing agent for the film, NFDC released the Ministry of Culture production, Shesher Kobita on August 7, 2015 in West Bengal

Home Video

Following six films have been released adding to a total of 99 titles available to the audience pan India.

Film Name	Language	Director
Amodini	Bengali	Chidananda Dasgupta
Uttoran	Bengali	Sandip Ray
Tok Jhal Misti	Bengali	Basu Chatterjee
Hemanter Pakhi	Bengali	Urmi Chakraborty
Debshishu	Hindi	Utpalendu Chakraborty
Kaliyachan	Malayalam	Farook Abdul Rahiman

Following four titles are in WIP for release in FY 2015-16

Film Name	Language	Director
Soul Kitchen	German	Fatih Akin
As the River Flows (Assamese)	Assamese	Bidyut Kotoky
Antarjali Yatra	Bengali	Goutam Ghose
Mansur Miyaar Ghora	Bengali	Nabyendu Chatterjee

Video on Demand – www.cinemasofindia.com: NFDC's VOD platform was re-launched on February 20, 2015 along with the India theatrical release of Qissa – The Tale of a Lonely Ghost. The films are available on pay-per-view and monthly & yearly subscription basis. A total of 160 films (acquired and own titles) are available for streaming.

Emerging Digital Platforms

NFDC has entered into agreements with content aggregators Vista India and Film Karavan for NFDC films available on Google Play and iTunes. VOD premiere for Kaliyachan was held on Times Internet video-on-demand platform Boxtv.com on October 28, 2015

Film Clubs & Outreach Programme

- Screening of NFDC films for film aficionados at events organized at IIT Powai Festival and through film club such as The Lost Plot.
- Gandhi (Tamil) had a non-commercial screening in select theatres in Chennai on October 2, 2015 through Gandhi Prarthana Centre.
- NFDC has collaborated with an emerging online film screening Event Company, 1018mb.com for screening of NFDC films for audiences and had a houseful screening of Qissa and Jaane Bhi Do Yaaro.
- NFDC has collaborated with the Korean Embassy and conducted an Indo-Korean Film Festival in Tagore Film Centre, Chennai.

FILMBAY – FILM CULTURE CENTRE

For setting up a unique Film Culture Centre in Mumbai that will encourage a deeper understanding and appreciation of the art, aesthetics, history and technology of filming and also a platform for showcasing Indian and world cinema, NFDC has acquired a theatre complex in Bandra, Mumbai from the BMC on a thirty-year lease during the Financial Year 2015-16. Titled Film Bay, the Centre shall function as a Film Cultural Centre, and shall be equipped, among other things, with a 100-seater theatre, a research center and library, a cafeteria, a space for temporary exhibition of film related works from both India and abroad and an outdoor theatre.

The proposed centre will cater to programming that shall be a mix of Indian & world cinema. The new theatre will feature a sustainable, environmentally friendly design and unmatched technology. NFDC will remodel the Theatre as per international standards and Film Bay shall be a place where film screenings, workshops, lectures, research material and interactions with the film fraternity will be offered to cine lovers, youth and local residents.

OVERSEAS PROMOTION AND MARKETING

In terms of overseas promotion of Indian cinema and to substantiate the mandate of the exports division, NFDC undertakes various initiatives to increase marketing of its new films, existing catalogue and promotion of Indian films in global networks. Apart from monetizing its catalogue of films in overseas markets, the department also undertakes the developmental mandate of promoting Cinemas of India and Indian filmmakers abroad.

The Overseas division works towards building the presence of Indian Cinema at International Film Festivals & Markets. With International Film community's ever-increasing interest in Indian Cinema, the division primarily focuses on promoting and showcasing Cinemas of India and Indian talent at International Film Festivals & Markets. The division has also fostered partnerships with private and government film institutions from across the world.

In the year 2015 NFDC participated in Cannes Film Festival, Sarajevo Film Festival, Venice Film Festival, Locarno International Film Festival and International Film Festival of South Asia, Toronto.



MoS for I&B Col. Rajyavardhan Rathore at the launch of Film Facilitation Office in Mumbai

Film Bazaar

NFDC's Film Bazaar provides emerging and established filmmakers from South Asia a platform to collaborate and showcase their works to various distributors, production houses, festival programmers, film curators, sales agents and other important fraternity stakeholders. With a modest beginning in 2007 (204 guests from 18 countries), Film Bazaar has become a focal point for South Asian filmmakers to present their stories to the international film fraternity. In 2015, 1102 delegates from 38 countries attended Film Bazaar, including country delegation from Canada. Increasingly filmmakers and talent view Film Bazaar as a principal platform for launching, funding, co-producing and distributing films (including festival participation).

In addition to the other event, this year the Ministry of Tourism in association with the Ministry of I&B and the NFDC held a four-day Symposium at Film Bazaar 2015, on Film Tourism. While on the first day of the symposium, eminent members of the Indian and

international film industry met the Ministries of I&B and Tourism to present a macro picture of the problems faced by them. NFDC designed the rest of the Symposium specifically to address some of the key problems faced by filmmakers and created a forum for a dialogue between the film fraternity and the Archaeological Survey of India (ASI), the Ministry of Railways and the Ministry of Home Affairs. This is the first time that a dialogue has been set up between the various stakeholders involved in the process of building India as a filming destination.

For the first time, NFDC organized a Film Tourism Workshop for government officials wherein international and Indian Speakers with domain expertise in the field of promoting locations and enabling foreign shoots were invited to conduct workshops for state tourism officials. They spoke about best practices adopted by countries around the world, about how to make India a film friendly destination, and the cost-benefit analysis of this segment of the film and tourism sector.

Children's Film Lab was set up in 2015 to develop content

specifically for children, given the paucity of children's cinema in India. In its first year, the lab attracted 91 applications. Six projects were selected from the shortlist of 21 applications. During Film Bazaar, participants pitched their scripts to Indian and international film professionals during the Investors' Pitch Session. Meetings were arranged for the participants with eminent filmmakers like Raj Kumar Hirani, Prakash Jha, Kabir Khan, Anubhav Sinha and Vikas Behl to expose them to the actual concerns of filmmaking.

TRAINING AND DEVELOPMENT

NFDC set up a Training and Development Department in 2012, which has been devised to address the gap in the area of mid-career training opportunities in the film sector. It has been established under the brand NFDC Labs to deliver a key output for the Indian film community: training for professional filmmakers, providing workshops and master classes in core disciplines – directing, writing, editing, cinematography and producing.

NFDC Labs conducted a two part programme – “Screenwriters’ Lab” which was on its 9th edition. Six writers were chosen to participate from a total of 248 applications. The first session of the lab was conducted in Sarajevo in collaboration with the Sarajevo International Film Festival and the second session was conducted before and during Film Bazaar, Goa, where the participants presented their scripts to the international and domestic film professionals.

NFDC Labs conducted a two part programme – “Romance Screenwriters’ Lab”, and the scripts were pitched to the producers, studios and investors at the Film Bazaar 2015.

NFDC Labs conducted the first edition of a two part programme – “Children’s Screenwriters’ Lab” with a focus on stories of and for children and the scripts were pitched to the producers, studios and investors at the Film Bazaar 2015. Two projects, A Lottery Ticket by Sagarika Banik and The Adventures of Kaka & Kiki by ShreyasThathachari were selected to participate in the Film Financing Forum in Malmo, Sweden.

The Work-in-Progress lab was also restructured and introduced in a new format, wherein two labs were organized – one for fiction films and one for documentary films, with

an additional Editing Lab for each of the section.

NFDC Labs also conducted the 3rd year of the Producers’ Lab where 37 aspiring producers were introduced to best practices across the world in the realm of production, ranging from development, budgeting, distribution and sales practices. Mentored by national and international film professionals, the producers also got a chance to pitch their projects to international film professionals.

NFDC Labs curated and presented 19 national and international projects for the Co-Production Market held during Film Bazaar 2015. The Co-Production Market in its 9th edition is dedicated to promoting films made in South East Asia.

ADVERTISEMENT FILM PRODUCTION AND COMMUNICATION

During the financial year 2015-16, NFDC strengthened itself as a provider of end-to-end communication solutions to Central Government Ministries, Departments and PSUs. During the year, NFDC has produced three long running sponsored radio programmes, over 30 audio-video advertisements and over 50 films of various formats in several regional languages. NFDC has successfully initiated the Corporation's first ever on-ground community mobilization drive with 20 passenger buses custom-made to bear the infrastructure of an enrolment camp of the National Population Register, Ministry of Home Affairs, India.

NFDC's most recent remarkable productions this year include the advertisements commemorating 50 years of the 1965 Indo-Pak War Victory of the Indian Army, signature film of the Accessible India Campaign, Navy Day film of 2015, MyGov corporate film, brand film and celebrity endorsements for the International Day of Yoga among others. NFDC has also partnered with the National Mission for Clean Ganga and the Swachh Bharat Mission for production of audio-visuals for advocacy purposes.

The Corporation has successfully structured its business unit as an advertising agency with dedicated teams responsible for business development, client servicing, creative and production and media planning and buying, thus resulting in better service delivery to clients.

FILM FACILITATION OFFICE OF THE MINISTRY OF I&B

In FY 2015-16, the Ministry of I&B and NFDC signed the MoU for setting up of the Film Facilitation Office (FFO) of the Ministry of I&B, to be housed in NFDC, with a view to promote India as a filming destination. The FFO, will facilitate according permissions for shooting in India by foreign filmmakers with a view to tap the vast talent/resources available in the Indian film industry as well as promoting Indian locales. This endeavour will result in easing the procedure of obtaining permissions to execute the shooting of feature and non-feature films in the country. Col. Rajyavardhan Rathore, Minister of State for Information and Broadcasting, Government of India, unveiled the logo of the Film Facilitation Office, at the Film Bazaar 2015. The tagline 'Film In India', seeks to position India as a preferred destination for filmmakers across the world. The functions of the FFO are as under:

- Act as a facilitation point for the film producers from foreign countries in assisting them to secure requisite permission including acceptance of application for film shooting permission by Ministry of Information and Broadcasting, scrutinizing the documents submitted, seeking MHA clearance and getting evaluation of the script done by script evaluators and forward for issue of permission letter by Ministry of Information and Broadcasting. After having established due processes, these services are to be extended for Indian film producers also.
- Facilitating obtaining of clearances from other Central/state agencies.
- Work closely with state governments in assisting them to set up similar facilities towards ensuring single window clearance.
- In the long term, work also closely with other Ministries such as Ministry of External Affairs towards devising a standard operating procedure for issuing of visa in connection with shooting in India, with Ministry of Culture (ASI) for framing guidelines which are more sensitive for the needs of filmmakers and with Ministry of Tourism for promoting various shooting venues as a sub brand of “Incredible India”.
- Establishment of a dedicated web-portal that will
 - enable online submission of applications for

seeking permission for shooting in India and disseminate information on shooting locations and the facilities available with the Indian film industry for production/post production as well as all necessary information relating to film shooting in India.

- serve as a central repository of information and facilitate the on-location filmmaking within a region in India and, at the same time, offer production companies a complete range of pre-production services through a central contact point starting from single-window clearances.
- enable the applicant to have access to all the information, online forms etc. required for submissions/clearances/approvals from the various Central Government Ministries, Indian Missions located abroad, Department of Customs, Archaeological Survey of India etc. and State Government and Local District Authorities including Municipal Corporation, Police Authorities and other such Agencies, with a view to get the requisite permissions for shooting.
- enable the applicant to view the various locations in India state-wise and each location will have detailed information relevant to that particular location and also link to the various state government sites so as to establish synergies. This would be initially developed by NFDC and the Corporation would coordinate with various state governments to keep updating the information pertaining to locations, adding new destinations and also listing down any schemes that the state governments may have to promote these locations.
- contain details of empanelled line producers competent to execute foreign film productions along with the various Production and Post-production facilities in the country.
- include logistical information regarding crew, talent, facilities, stages, equipment, and support services including Production of Booklets, Forms, Shooting Guides, Instruction manuals etc. A separate section on FAQs will also be included in the site.



MIB Shri Arun Jaitley along with MoS for I&B Col. Rajyavardhan Rathore and Secretary I&B Shri Sunil Arora at the Inauguration of IFFI 2015



Minister of Communications and Mass Media of Russia, Mr. Nikolai Nikiforov meeting the MoS for I&B, Col. Rajyavardhan Rathore, in New Delhi

7 International Co-operation

INDIA AND UNESCO

India is among the founder members of UNESCO, one of the specialized agencies of the United Nations. UNESCO's main goal is to promote International Co-operation in the field of education, science and technology, social sciences, culture and mass communication. In order to promote communication capabilities of developing countries, the 21st Session of the General Conference of UNESCO in 1981 approved the setting up of an International Programme for the Development of Communication (IPDC). India played a significant role in its conception and has been a member of the IPDC and also of the Inter-Governmental Council (IGC) of the IPDC. India was elected by acclamation by the General Conference at its 35th Session, to be a Member of the IGC for the period 2009-2013.

Smt R. Jaya, Joint Secretary (I&B) and Shri Chaitanya Prasad, OSD attended the meeting of the Sub-Commission on Communication during the 38th Session of the General Conference of UNESCO on 10th & 11th November, 2015 in Paris, to promote and enable environment for freedom of expression, press freedom and journalist safety, facilitating pluralism and participation in media and supporting sustainable and independent media institutions

CULTURAL EXCHANGE PROGRAMMES (CEP) WITH COUNTRIES

The Cultural Exchange Programmes have the aims and objectives to strengthen the relationship and also to promote exchange of ideas between India and the other countries in the spheres of Mass Media, Broadcasting and Films.

Under these Cultural Exchange Programmes, there are identified areas of Co-operation in Information, Broadcasting and Film sectors.

During the year 2015-16 there are 17 draft CEP proposals to be executed between India and other countries such as Japan, Indonesia, Myanmar, Turkey, etc., have been received from the Ministry of Culture and are under active consideration in the Ministry.

INDIA'S ROLE WITH SAARC

SAARC Information Centre works as the Information Hub for the Countries under the SAARC region. The mandate of SAARC Information Centre is to:-

- a. Act as a nodal agency for collection of information of SAARC and its member states;
- b. Work as facilitator in professional matters for print and electronic media;
- c. Coordinate radio and TV productions, facilitate research and conduct training and skill transfer activities;
- d. Act as an Information Bank of SAARC and its member countries;
- e. Forge stronger intra-regional links for co-operation and collaboration among the media of SAARC countries; and
- f. Interact with the SAARC Audio-Visual Exchange (SAVE), SAARC Regional Centres, SAARC Apex and recognized bodies and other programmes within SAARC.

India is an active member of South Asian Association for Regional Cooperation (SAARC). The Information Minister of SAARC Member Countries are required to meet annually to discuss matters relating to media. The Ministry has acted as a Nodal Agency of the government activities in SIC deliberation. The Ministry representatives have participated in various activities and programmes conducted by the Centre in the region in the past. However, during the year 2015-2016, no such programme was organized by SIC in the region.

INTERNATIONAL MEDIA EXCHANGE PROGRAMME

This is one of the Components under the new Plan Scheme 'Human Resource Development' being implemented by the Ministry under the XII Five Year Plan with an outlay of ₹1.50 Crore. An outlay of ₹15 lakh was kept for the year 2015-16. This Programme comprises of Media Exchange Programme, Joint Working Groups & Agreement on cooperation in the field of Information & Film Sector



MoS for I&B Col. Rajyavardhan Rathore meeting the President of the Republic of Zimbabwe, Mr. Robert Gabriel Mugabe & inviting him for India-Africa Forum Summit



*MoS for I&B Col. Rajyavardhan Rathore meeting
President of Namibia, Dr. Hage Geingob*

and International Media Seminars/Workshops. The main objectives of the programmes are as follows:

- Recognizing the vital role that media plays in the promotion of better understanding between countries and in enhancing regional cooperation through greater interaction between media persons and for dissemination of information about each other.
- Recognizing the critical role that media plays in the promotion of democratic values and tolerance in societies.
- The broad objective of this scheme is to strengthen the friendly ties with different countries by promoting better understanding in the field of information and print media, inspired by a common desire to establish and develop closer relations with other countries in the field of information and mass media.
- To strengthen the relationship between India and the other countries.
- To promote exchange of ideas between India and the other countries in the spheres of Mass Media, Broadcasting and Films
- Advanced Media Training
- Crisis Communications
- Social and Multimedia Training



A Photograph from National Photography Awards

8

Reservation for Scheduled Castes, Scheduled Tribes and Other Backward Classes

This Ministry has been making all possible efforts to ensure adequate representation of Scheduled Castes, Scheduled Tribes and Other Backward Classes in the posts and services under its administrative control keeping in view the orders/instructions/guidelines issued by the Government in this regard. Efforts are also made to ensure adequate representation of officers belonging to Schedules Castes, Scheduled Tribes and Other Backward Classes in various training programmes. Post based rosters are maintained by all the attached/subordinate offices/PSUs/Autonomous Bodies under the administrative control of the Ministry.

The guidelines & instructions regarding reservation for SC/ST/OBC in Services and for other benefits, issued from time to time by the Nodal Ministries/Departments, are circulated to all the Media Units for strict compliance.

As per the instruction of DoP&T issued vide its O.M. dated 17.4.2015, information pertaining to the representation of SC, ST and OBC as on 01.01.2015 has been compiled for uploading on DOP&T's URL 'rrcps.nic.in' in respect of Ministry of Information and Broadcasting. The data so compiled is given below.

The percentage of representation of SC, ST and OBC vis-à-vis the total number of employees in the Ministry including all its attached and subordinate offices as on 01.01.2015 was as under :

Category	Group A	Group B	Group C (Excluding Safai Karamchari)	Group C (Safai Karamchari)	Total
SC	14.75%	15.02%	19.59%	52.63%	18.29%
ST	6.56%	4.57%	9.99%	0%	8.53%
OBC	3.83%	14.47%	11.88%	0%	11.41%

Details of recruitment of Minority Community for the year ending 31.03.2015 as per prescribed proforma is as under:

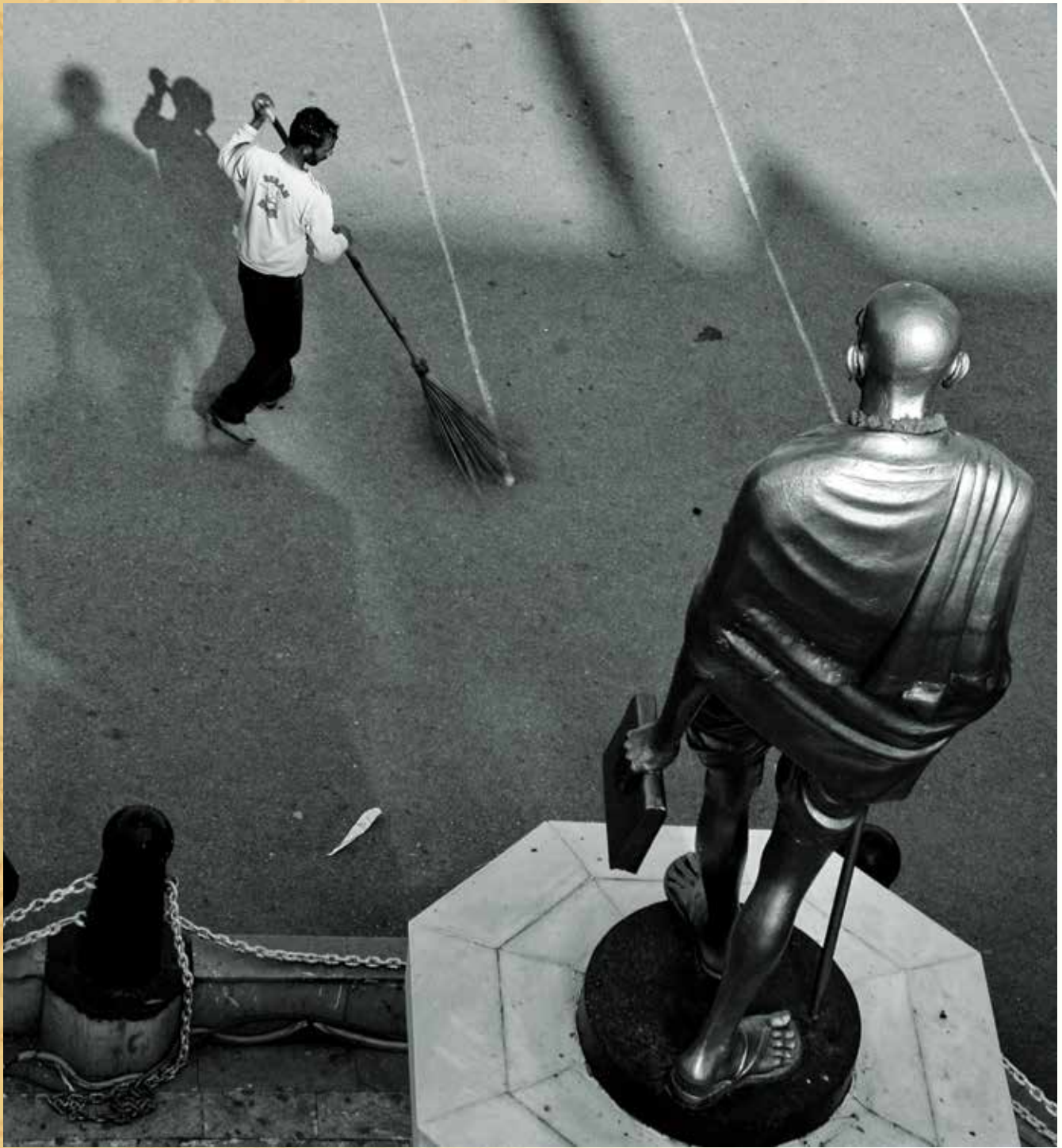
	Total No. of employees as on 31st March, 2015	Total No. of persons employed during the year	Minority persons employed during the year	Total No. of employees as on 31st March, 2015	Total No. of persons employed during the year	Minority persons employed during the year
	Group A			Group B		
Ministry/ Department	87	11	2	416	20	1
Attached/ Sub-ordinate Offices	462	24	9	503	44	1
Total	549	35	11	919	64	2

Table continues ...

	Total No. of employees as on 31st March, 2015	Total No. of persons employed during the year	Minority persons employed during the year	Total No. of employees as on 31st March, 2015	Total No. of persons employed during the year	Minority persons employed during the year
	Group C			Group D		
Ministry/ Department	130	6	1	0	0	0
Attached/ Sub-ordinate Offices	3203	119	9	19	0	0
Total	3333	125	10	19	0	0

6. The Cell under the supervision of a Liaison Officer of the rank of Dir/DS is functioning for coordinating and monitoring of work relating to implementation of reservation policy and other benefits due and admissible to SCs, STs and OBCs under the rule of this Ministry and its attached and subordinate offices.

	Total Employee	SC	ST	OBC	Others
A	549	81(14.75)	36(6.56)	21(3.83))	411
B	919	138(15.02)	42(4.57)	133(14.47)	606
C (Excluding Safai Karamchari)	3333	653(19.59)	333(9.99)	396(11.88)	1951
C (Safai Karamchari)	19	10(52.63)	0(0)	0(0)	9
Total	4820	882(18.29)	411(8.53)	550(11.41)	2977



A Photograph from National Photography Awards



MoS for I&B Col. Rajyavardhan Rathore along with Shri Vivek Oberoi at the 1st International Film Awards for Persons with Disabilities

9 Representation of Physically Disabled Persons in Service

The instructions and guidelines regarding Persons with Disabilities issued by the nodal Ministry/Department from time-to-time, are circulated to all Media Units and Administrative Sections in Main Secretariat of M/o I&B for strict compliance. In the Main Secretariat, a Liaison Officer is also appointed to look after the interest of Persons with Disabilities.

In accordance with the guidelines issued by DoP&T, Special Recruitment Drive has been launched in the Ministry to fill up backlog vacancies reserved for Persons with Disabilities. The representation of Persons with Disabilities in this Ministry is also compiled annually and furnished to DoP&T.

PWD REPORT-I

Annual Statement Showing the Representation of Persons with Disabilities in Service (As on 01.01.2016)

Ministry/Department :- Ministry of Information and Broadcasting

Attached/Subordinate Office:- Ministry of Information and Broadcasting

Group	Number of Employees				
	Total	In Identified posts	VH	HH	OH
1.	2	3	4	5	6
Group A	1228	80	06	01	03
Group B	7545	256	05	06	51
Group C	20628	872	31	07	140
Group D	3525	102	12	10	51
Total	32926	1310	54	24	245

Notes:

- (i) VH stands for Visually Handicapped (persons suffering from Blindness or low vision).
- (ii) HH stands for Hearing Handicapped (persons suffering from Hearing impairment)
- (iii) OH stands for Orthopedically Handicapped (persons suffering from locomotor disability or cerebral palsy).

PWD Report II
Statement Showing the Number of Persons with Disabilities Appointed During the Calendar Year
For the Year : 2015

Ministry Of Information and Broadcasting

Group	No. of vacancies reserved for PwD under direct recruitment quota			No. of appointments made in direct recruitment quota					No. of vacancies reserved for PwD under Promotion quota			No. of appointments made in promotion quota				
	VH	HH	OH	Total appointment made	In identified posts for PwD	VH	HH	OH	VH	HH	OH	Total appointment made	In identified posts for PwD	VH	HH	OH
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Group A	01	01	04	07	03	01	01	01	00	00	00	01	00	00	00	00
Group B	01	04	03	07	05	01	02	02	00	00	00	04	00	00	00	00
Group C & D	14	14	41	32	08	02	01	05	01	02	03	03	00	00	00	00
Total	16	19	48	46	16	04	04	08	01	02	03	08	00	00	00	00

Notes:

- (i) VH stands for Visually Handicapped (persons suffering from blindness or low vision)
- (ii) HH stands for Hearing Handicapped (persons suffering from Hearing impairment)
- (iii) OH stands for Orthopedically Handicapped (persons suffering from locomotor disability palsy)
- (iv) There is no reservation for Persons with Disabilities in case of promotion of Group A and B Posts. However, persons with disabilities can be promoted to such posts, provided the concerned post is identified suitable for persons with disabilities.



MIB Shri Arun Jaitley chairing a meeting of Hindi Salahkar Samiti in New Delhi

10 Use of Hindi As Official Language

Hindi is the Official Language of the Union of India. There is a well-considered policy of the Government to accelerate the progressive use of Hindi in Official work. This Ministry has been emphasizing on the use of Hindi as per the Official Language Policy of the Government of India. The Official Language Implementation Committee (OLIC) in the Main Secretariat of the Ministry monitors the progressive use of Hindi in the Main Secretariat as well as in its attached and subordinate offices. The meetings of Official Language Implementation Committee are held regularly to monitor the status of implementation of the Official Language Policy in the Ministry and its media units/organizations and ways and means to augment the use of Hindi in official work and achieve targets under the annual programme as fixed by the Department of Official Language.

To provide necessary assistance in translation, implementation and monitoring of the Official Language Policy of the Government of India, the Main Secretariat of the Ministry has an approved strength of one Director (OL), one Deputy Director (OL), two Assistant Directors (OL), two Senior Hindi Translators and two Junior Hindi Translators.

In order to ensure issuance of all papers/documents under Section 3(3) of the Official Languages Act in bilingual form and that letters received in Hindi and signed in Hindi are invariably replied to in Hindi only, check-points strengthened. In addition, quarterly progress



Hindi Pakhwara Samaroh 2015 by Films Division, Mumbai

reports received from different sections and media units are reviewed and remedial actions are taken/suggestions made in order to ensure better compliance of the Official Language Policy.

For promoting the use of Hindi in official work, “Hindi Fortnight” was organized in the Ministry from 14 to 28 September 2015. During this period, Essay Writing, Poetry, Noting/Drafting, Dictation, Translation, Debate and Quiz competitions were organized in which 82 officials participated, 50 officials (both from Hindi and Non-Hindi speaking areas) were given cash prizes. The Hon’ble Minister also issued an Appeal for increasing the use of Hindi in official work. Moreover, the Appeals issued by the Union Home Minister and the Cabinet Secretary on this occasion were also circulated.

During the year 2015-16, Xth World Hindi Conference was organized in Bhopal, Madhya Pradesh from 10 to 12 September, 2015, for which three officers from the Ministry i.e Director (OL), Deputy Director (OL) and one Assistant Director (OL) were deputed to attend.

During the year 2015-16, Hindi Advisory Committee was constituted and its first meeting was held on 10th November 2015, under the Chairmanship of the Minister of I & B, Shri Arun Jaitley.

An incentive scheme for original noting and drafting as per the directions of Department of Official Language, Ministry of Home Affairs is also operative. Nine officials of the Ministry (Main Secretariat) were awarded cash prizes for the year 2014-15 under the scheme. In order to facilitate the officials to use Hindi in official work, Hindi workshops were organized during each quarter in the Ministry; attached and subordinate offices were also requested to organize Hindi workshops in their respective organizations.

The second sub-Committee of Parliament on Official Language inspected 13 offices under this Ministry during the year. The suggestions made by the Committee were noted and remedial actions initiated for better implementation of the Official Language Policy. Other ten offices under the Ministry were also inspected.



Public Rally on 'Mother & Child Health and Mission Indradhanush' at Dhanora village of Jagdalpur district of Chhattisgarh

11

Women Welfare Activities

“To review the programmes and monitor implementation of development schemes for women in accordance with the guidelines of the National Commission for Women, a Women Cell was created in the Ministry in 1992. Later, in accordance with the Supreme Court guidelines laid down in Vishakha & Others Vs. State of Rajasthan case, the Cell was re-constituted on 16th May 2002 as the Complaint Committee for matters relating to sexual harassment at work place. An external expert from YWCA as non-official member in the Women Cell was included on 13th January, 2006.

Later on, in accordance with the guidelines of the Supreme Court and the recommendation of National Commission for Women, Women’s Cell has been renamed as “Internal Complaint Committee” on 25.10.2013.

This Committee was reconstituted last time on January 9, 2015 vide Circular No. B-11020/17/2011-Admn.III.

Ms. R. Jaya, Joint Secretary, Ministry of I&B has been nominated as Chairperson of ICC. Besides, Ms. P. Vasanti, Director, CMS, an external expert from YWCA of India has been nominated as non-official member of this Committee. Three other women members and one male member of the Ministry are its official members.

Internal Complaint Committees are also functioning in the attached/ subordinate offices and autonomous bodies of the Ministry. The Office Memorandum issued by Department of Personnel & Training regarding Central Civil Services (Conduct) Rules, 1964 – Guidelines regarding prevention of sexual harassment of women at the workplace was also issued to all the Media Units under this Ministry.

All the Committees are meeting regularly and disposing of their duties.



A Photograph from National Photography Awards

12 Vigilance Related Matters

The vigilance set up of the Ministry functions under the overall supervision of the Secretary, I&B. Vigilance Wing of the Ministry is headed by a Chief Vigilance Officer (CVO) (at the level of Joint Secretary), who is appointed with the approval of Central Vigilance Commission (CVC) out of one of the Bureau Heads of the Ministry, is assisted by a Deputy Secretary (Vigilance), an Under Secretary (Vigilance) and Vigilance Section. CVO of the Ministry provides a link between the Ministry and its subordinate/attached office and CVC as well as CBI. A full time Chief Vigilance Officer has been appointed for Prasar Bharati with the approval of CVC, who supervises the vigilance activities of both All India Radio and Doordarshan. In other attached/subordinate offices, public sector undertakings and registered societies also, separate vigilance set-ups exist. The CVO of the Ministry coordinates vigilance activities of the attached and subordinate offices, public sector undertakings of the Ministry as per CVC guidelines.

Concerted efforts were made to streamline the procedures in order to minimize scope for corruption. Efforts were also made to rotate the staff posted in sensitive positions. Regular and surprise inspections were carried out by senior officers to ensure proper observance of rules and

procedures. During the period 1st April to 31st December 2015, 55 regular and surprise inspections were carried out. In addition, a total of 41 areas have been selected for being kept under surveillance in different media units of this Ministry. A week long Vigilance Awareness Week was observed by the Ministry of I&B and its Media Units from 26th October to 31st October, 2015.

During the period from 1st April to 31 December 2015, 185 fresh complaints were received in the Ministry and its media units from different sources. These were examined and preliminary inquiries were ordered in 7 cases. Preliminary inquiry reports in respect of 7 cases were received during this period. Regular departmental action for major penalty was initiated in 8 cases and for minor penalty in 3 cases. During the period major penalties have been imposed in 6 cases and minor penalties in 1 case. During the period under report 1 official was placed under suspension and in 3 cases, administrative action have been taken under relevant provisions of rules.

During the period, sanction for prosecution in respect of 9 delinquent officers under relevant Prevention of Corruption Act has been accorded to Central Bureau of Investigation (CBI).



Launch of Film Facilitation Office at Mumbai

13 Citizens' Charter & Grievance Redressal Mechanism

The Citizens'/Clients' Charter of Ministry of Information and Broadcasting is available on the website of the Ministry i.e. <http://www.mib.nic.in>. The following 12 main services have been included in the Charter, which are being provided by this Ministry directly to its stakeholders:-

- (i) Issue of license for providing DTH services to prospective licensee;
- (ii) Issue of License to Multi System Operators;
- (iii) Issue of license for providing HITS services to prospective licensee;
- (iv) Registration of Television Rating Points (TRP) Agencies to operate in India;
- (v) Setting up teleports by TV Channels for up linking/down linking;
- (vi) Issue of permission for Up linking/Down linking of TV Channels uplinked from India;
- (vii) Issue of permission for Down linking of TV Channels uplinked from Abroad;
- (viii) Setting up of Community Radio Stations(CRS) by Non Governmental Organizations(NGO), Educational Institutes and Krishi Vigyan Kendras/Institutes;
- (ix) Issue of approval letter for the publication of Indian editions of foreign magazines/journal/periodical/New Magazine by an entity having foreign investment in the category of Speciality/Technical/ Scientific;
- (x) Issue of approval letter for the publication of Indian editions of foreign magazines dealing with news and current affairs/newspapers by an entity having foreign investment/facsimile edition of foreign newspaper by an entity having/not having foreign investment;
- (xi) Grievance Redressal Mechanism; and
- (xii) Issue of permission letter to foreign Producers for shooting of feature films for TV/Cinema and reality shows/commercial TV serials

Grievance Redressal Mechanism

The Grievance petitions received in the Ministry are registered and processed in the computerized Centralized Public Grievance Redress and Monitoring System (CPGRAMS). All the petitions received are acknowledged according to norms fixed for the purpose. The acknowledgement letter contains registration number of the grievance, expected time of disposal and the details of the contact person. The grievance petitions are sent to the concerned media units/offices/divisions for taking necessary action to redress the grievance, with the direction to send a suitable reply to the petitioner, as per rules. These petitions are monitored on regular basis to keep track of their disposal, by sending reminders to the concerned offices/divisions and by convening review meetings etc. In all the media units, normally, an officer of the rank of Joint Secretary/Director/Deputy Secretary is designated as Public Grievance Officer of that Unit. In important and urgent nature of cases, senior officers of the concerned media units/offices hold discussions for quick disposal of the cases. The position regarding final disposal of petitions is also intimated to the authority/individuals concerned from whom the grievance is received, by post or through CPGRAMS.

The guidelines received from time to time regarding redressal of public grievances/activating machinery for redressal of public grievances, from Department of Administrative Reforms and Public Grievances etc. are circulated to all media units/autonomous bodies etc. functioning under the aegis of this Ministry. Disposal of grievances in the Ministry is monitored by the Secretary (I&B) also.

A similar mechanism is also in place in all the attached/subordinate offices, autonomous bodies and public sector undertakings working under the administrative control of the Ministry.

Time Frame Prescribed for Redressal of the Grievances:

S. N.	Subject	Time
01.	Issue of acknowledgement/interim reply to the petitioner	3 days
02.	Time taken for transfer of the Grievance Petition to the concerned Administrative Wing/Responsibility Centre	7 days
03.	Time taken to give final reply to the petitioner from the date of receipt of grievance or date of receipt of clarification/additional information sought from the petitioner, whichever is later	2 months



MoS for I&B, Col. Rajyavardhan Rathore meeting Shri Sunil Arora, on his assuming charge as Secretary I&B. Former Secretary I&B Shri Bimal Julka is also seen.



President Shri Pranab Mukherjee along with MoS for I&B Col. Rajyavardhan Rathore conferring National Awards for Excellence in Journalism on National Press Day

14 Right to Information Act, 2005 Related Matters

Right to Information Act, 2005 provides freedom to every citizen to secure access to information under the control of public authorities, consistent with public interest, in order to promote openness, transparency and accountability in administration and in relation to matters connected therewith or incidental thereto. Right to information means the right to information accessible under this Act, which is held by or under the control of any public authority and includes the right to-

1. Inspection of work , documents, records;
2. Taking notes, extracts or certified copies of documents or records;
3. Taking certified samples of material; and
4. Obtaining information in the form of CDs or in any other electronic mode or through printouts where such information is stored in a computer or in any other device.

Implementation of RTI Act in the Main Secretariat

The Information and Facilitation Counter (IFC) of the Ministry was established on 4th July, 1997 in pursuance of the decision of the Government to make administration more transparent and responsive.

All Applications, appeals and decisions of the CIC under RTI Act, 2005 related to the Ministry and its attached, sub-ordinate offices, PSUs, autonomous bodies are received in IFC. 27 Central Public Information Officers (CPIOs) and 17 Appellate Authorities (AAs) have been designated to provide information to persons requesting for the information and take decision on the appeal filed by appellant under this Act in the Main Secretariat of the Ministry. List of CPIOs and Appellate Authorities are available in this Ministry's website www.mib.nic.in

1870 applications and 244 appeals have been received during the period from January 1 to December 31, 2015 at IFC and all the applicants have been replied suitably as prescribed under RTI Act, 2005. A web portal namely RTI online with url 'https://rtionline.gov.in' was launched in April 2013 by Ministry of Personnel, Public Grievances & Pensions. The Ministry has received 888

online applications and 138 appeals which is included under 1870 applications and 244 appeals. RTI applications received physically through Dak are also being uploaded on RTI web portal w.e.f. September 1, 2014. An amount of ₹25,502 has been received as application fee/ information charges/ inspection charges. Approximately 1300 visitors belonging to different States of India have been attended to by the IFC. The information sought by them pertained to information relating to various TV Channels, Cable TV etc.

The Information and Facilitation Counter provides the following services to the clients/ customers of the Organization:

- (a) Information regarding services provided and programmes, schemes supported by the organization and the relevant rules and procedures through brochures, folders;
- (b) Facilitating the customer/client to obtain the services of the Organisation optimally, timely, efficiently and in a transparent manner and providing forms etc of public usage;
- (c) Information regarding the standards of quality of service, time norms etc. evolved by the organization with reference to the services/schemes/functioning of the organization;
- (d) Information regarding hierarchical set up of Public Grievance Redress Machinery of the organization; and
- (e) Receiving, acknowledging and forwarding the grievances/application/request/form (related to the services provided by the organization) to the concerned authority in the organization and providing information on their status/disposal.

An Information Manual under RTI Act, 2005 has been prepared by the Ministry which is available at the Information and Facilitation Counter.

Constant monitoring and review is done to ensure that the provisions contained under the Act are fully implemented.

Mechanism to deal with RTI applications

All applications received under RTI Act are scrutinized in the Section. Those RTI requests which do not concern this Ministry are transferred to the CPIO of the concerned Ministry. Remaining applications are forwarded to the concerned CPIOs after making necessary entries in the RTI Register.

As a mechanism to follow up the pending application, colour coded reminders are being issued to CPIOs on blue and pink papers after 15 and 25 days respectively so that there may not be any lapse in providing information to the applicant within the prescribed period of 30 days.

RTI applications and appeals received through online RTI portal are forwarded online to concerned CPIOs / AAs of the Ministry. All the CPIOs and AAs have been provided username and passwords to check status of the applications / appeals and send online replies.

Implementation of Section 4 of the RTI Act, 2005

The Ministry has already completed the obligations under Section 4(b)(i) and 4(b)(ii) which deals with suo-moto disclosure of all information held by the Public Authority and uploading the same in the public domain through its website. RTI applications, appeals and their replies are uploaded on the website by the Ministry. Quarterly Report giving the figures of applications/ appeals received, rejected, transferred is uploaded on the CIC's website regularly.

Implementation of RTI Act in the Attached/ Subordinate offices of the Ministry

CPIOs and Appellate Authorities have been appointed by all the attached/ subordinate/ PSUs and autonomous bodies under this Ministry to work in accordance with the instructions issued in this regard by DoPT from time to time.



A Photograph from National Photography Awards

A BLAZE OF GLORY

10 mins

COMMEMORATING
THE VALOUR &
SACRIFICE OF
THE ARMED
FORCES IN THE

**INDO
PAK
WAR
1965**



NFDC Film - Commemorating valour and sacrifice in the 1965 war

15 Accounting & Internal Audit

Secretary, Ministry of Information and Broadcasting is the Chief Accounting Authority of the Ministry. He performs this function with the assistance of Additional Secretary & Financial Advisor and the Chief Controller of Accounts.

The Chief Controller of Accounts is the administrative head of the Accounting Organization, and is assisted by a Controller of Accounts and 14 Pay and Accounts Officers. The Pay and Accounts Offices are located in Delhi, Mumbai, Kolkata, Chennai, Lucknow, Nagpur and Guwahati.

The major responsibilities of the office of Chief Controller of Accounts include:

- Preparation of the Annual Budget and Accounts of Ministry of Information and Broadcasting and all matters related thereto;
- Monitoring timely realization of receipt of the Ministry;
- Administration of the payments and accounting system through PAOs and DDOs in various units of the country;
- Preparation & submission of Statement of Central Transaction, Appropriation Accounts, Union Finance Accounts to O/o the CGA and Receipt Budget to Ministry of Finance;
- Publication of 'Accounts at a Glance' for the year;
- Providing general guidance to Internal Audit teams and liaison with the O/o C & AG of India;
- Ensure payment of grants in aid, loans and bills and monitor repayments and utilization certificates;
- Ensure speedy settlement of pension and other retirement benefits, General Provident Fund and other personal claims cases;
- Exercise of the powers of the Head of the Department for the Accounting Organization and managing the cadre with reference to training, transfer, promotion, leave, vigilance and disciplinary matters etc; and
- Function as Internal Finance Adviser to Press

Information Bureau (PIB) and the Directorate of Field Publicity (DFP).

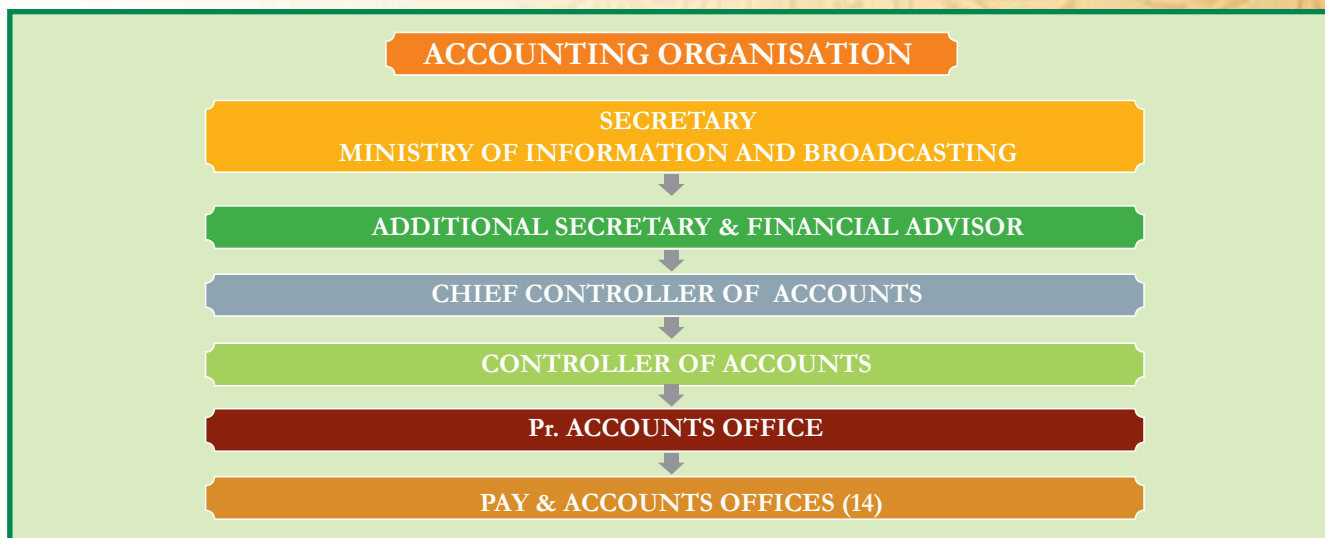
Payment and Accounting System

Payments relating to the Ministry are effected through designated Pay and Accounts Offices. e-payment system using the Government electronic Payment Gateway (GePG) was introduced successfully in the Pay and Accounts Offices of the Ministry. Consequently, the amount due for payment is now credited directly to the recipient's bank account.

The monthly Accounts and the Annual Appropriation Accounts of the Ministry are prepared in the form and in accordance with the timelines prescribed by the Controller General of Accounts (CGA) Ministry of Finance, Government of India. The payment transactions are effected through COMPACT which is an application developed by the O/o CGA with technical support of National Informatics Centre (NIC). The data is then uploaded to e-lekha which is the electronic payment and accounting software solution for the Civil Accounts Organization. Built on and around COMPACT running at Pay and Accounts Offices and other offline interfaces e-lekha provides a system of core accounting with integration of daily, monthly and annual accounting process for value added reporting and monitoring mechanism. The PAOs render their monthly Accounts to the Principal Accounts Office which compiles monthly accounts for the Ministry and transmits it to the office of Controller General of Accounts online through e-lekha module.

These applications have facilitated daily reporting of the expenditure vis-à-vis budgetary allocation till the lowest level of accounting, resulting in optimum utilization of the resources for effective monitoring of social projects initiated by various ministries/departments of the central government.

A summary of Receipts and Expenditure of the Ministry is being displayed on the website of the Ministry every month along with corresponding figures of previous year.



IRLA (Individual Running Ledger Accounting system)

Pay & Accounts Office (IRLA) came into existence along with other departmentalized PAOs of other Ministries. The idea of IRLA system (Individual Running Ledger Accounts) originated to keep service and payment detail in a centralized system so that officers of media units of the Ministry and Prasar Bharati, who have an all India transfer liability can draw their salary conveniently. Pay & Accounts Office (IRLA) is maintaining service and salary records of almost 50 media units of the Ministry of Information and Broadcasting and Prasar Bharati located in various cities all over India. This office disburses salary payments to approximately 1200 serving officers and facilitates payment of pensions to nearly 12000 retired officers of the Ministry and Prasar Bharati. PAO (IRLA) is headed by the Chief Controller of Accounts who is assisted by four Accounts Officers and eight Assistant Accounts Officers. Efforts are underway to upgrade the existing systems to provide better services to the officers.

Internal Audit

The Internal Audit function has always been an integral part of government financial management. Traditionally it has been a mechanism for assuring the Ministries that public funds are received and spent in compliance with appropriations and other relevant rules and laws. Internal Audit also reports on the quality of maintenance of accounting records so that use of government funds is appropriately reflected in the accounts. In Central Civil Ministries (Union Government), the internal audit function is discharged by the Controller General of Accounts in accordance with Allocation of Business Rules

for Ministry of Finance, Department of Expenditure, item no 6(c), which inter alia requires him to “oversee the maintenance of adequate standards of accounting by Central Civil Accounts Office”. This largely explains the focus of Internal Audit Wings in central civil ministries on “Compliance Audit”.

Department of Expenditure has issued the Revised Charter of Financial Advisers which stipulates that Internal Audit Wings working under the control and supervision of Chief Controllers of Accounts/Controllers of Accounts would move beyond compliance/regulatory audit and focus on:-

- Assessment of adequacy and effectiveness of internal controls in general, and soundness of financial systems and reliability of financial and accounting reports in particular;
- Identification and monitoring of risk factors (including those contained in Outcome Budget);
- Critical assessment of economy, efficiency and effectiveness of service delivery mechanism to ensure value for money; and
- Providing and effective monitoring system to facilitate mid course corrections.

The revised charter has thus augmented the scope of internal audit, from merely ascertaining whether the rules and regulations have been followed and procedures in accounting and financial matters complied with to include appraisal and evaluation of individual schemes, assessment of adequacy of internal control, monitoring of risk factors, efficiency, etc.

The augmented scope of Internal Audit is in line with international best practices, as the audit function itself had

evolved to take a more comprehensive view of economic and social implications of government operations- often termed as “value for money” or performance audit. In practical terms, the revised charter necessitates a change from “compliance audit” to an approach that focuses on risks that may potentially impede the achievement of the objectives of an organization/department/ministry. In this new environment, internal auditors help programme managers by evaluating the internal controls and commenting on their comprehensiveness, adequacy and efficacy in operational terms, thus facilitating mid-course corrections.

The Internal Audit Wing, working under the overall guidance of Financial Adviser has focused on strengthening governance structures, capacity building and leveraging technology in appropriate manner to ensure an efficient and effective Internal Audit practice.

The main thrust of inspection parties being to assist the Drawing and Disbursing Officers in 725 units (Prasar Bharati-622 and Non-Prasar Bharati-103) under various media units of the Ministry spread throughout the length

and breadth of the country in proper discharge of their financial responsibilities. For the sake of administrative and functional convenience and economy, four Zonal Internal Audit parties have been established at New Delhi, Chennai, Mumbai and Kolkata. The audit reports are discussed by the concerned audit parties with the auditee units and forwarded to Internal Audit (IA) headquarters for vetting and issue after obtaining necessary approvals. The Internal Audit reports are reviewed at the HQs and important paras are taken up by the CCA/CA with the divisional heads for early settlement.

During the year 2014-15, general audit of 40 units of the Ministry was conducted by Internal Audit parties. The primary areas identified for improvement included recovery of government dues, avoidance of loss/infructuous expenditure, adjustment of advances, observance of accounting policies and rules and timely realization of government funds. The overall financial implication of various audit observations was nearly ₹1188.14 lakhs.

A summary of para of important irregularities and total amount involved therein should be shown under the following distinct headings:

Sr. No.	Nature of irregularities	No. of Para	Total amount involved (₹ in lakh)
1	Non-recovery of Govt. dues from Central Govt. Department/State Govt./Govt. bodies/Private parties	4	561.71
2	Over payments	5	14.61
3	Idle machinery/surplus stores	1	3.98
4	Loss/infructuous expenditure	4	30.97
5	Irregular expenditure	13	111.38
6	Irregular purchase	9	207.64
7	Non-adjustment of advances-		
	Contingency Advance	3	166.65
	T.A Advance	6	44.66
	LTC Advance	1	4.02
8	Blocking of Govt. money	3	37.58
9	Non-accounted of costly stores/Govt. money	0	0.00
10	Any other items of special nature	2	4.94
	Total	51	1188.14



Winners of the 4th National Photography Awards

16 C & AG Paras

List of C & AG paras received from 01.04.2015 to 31.03.2016

S.No.	Report No. & Year	Para No.	Details of Subject
1.	18 of 2015(Compliance Audit)	10.1	Non-compliance with the terms of contract entered into with the National Buildings Construction Corporation (NBCC) and prematurely released payments to the latter without observing linkages with various milestones of construction activity and their completion. Out of a total sum of ₹88.11 crore released to NBCC between March 2010 and March 2011, only ₹36.72 crore had been utilized leading to blocking of substantial sum with the NBCC.
2.	18 of 2015(Compliance Audit)	10.2	Not rectifying tilt of 100m FM Tower in time led to its collapse and resultant wasteful expenditure of ₹84.92 lakh-Prasar Bharati



3rd National Student's Film Awards at FTII, Pune

17 Implementation of the Judgements/Orders of CATs

As per the instructions received from Department of Personnel and Training, the information in r/o Implementation of the Judgements/Orders of CAT Cases was received from various Media Units & Main Secretariat of the Ministry. The status for the year 2014-15 is as follows:

S.N.	Media Units	No. of Orders received from CAT for the year 2014-15	No. of the Judgements/Orders implemented 2014-15
1	Main Secretariat*	5	1**
2	DG: DAVP	0	0
3	DPD	0	0
4	PIB	4	3
5	S&DD	1	1
6	DFP	4	4
7	RNI	0	0
8	Photo Division	0	0
9	New Media Wing	0	0
10	PCI	0	0
11	IIMC	0	0
12	AIR (including CCW)	60	42
13	DG: DD	53	35
14	BECIL	0	0
15	CBFC	1	1
16	SRFTI	1	1
17	FTII	1	1***
18	Films Division	4	1****
19	NFDC	0	0
20	NFAI	0	0
21	CFSI	0	0
22	DFP	#	#
23	PAO	#	#
24	EMMC	0	0
	TOTAL	134	90

* Information in r/o Main Secretariat does not include MUC/Admn-III/INSAT/B(D)/BA-E/ FTI/F(C)/F(I)/F(A)/FIN-II

** In r/o two orders received by IIS section during 2014-15, one OA was dismissed in favour of the Ministry and in respect of the other WP have been filed in the Hon'ble High Court, Delhi against the order of the CAT, Delhi.

*** The appeal by way of Writ Petition has been filed in the Hon'ble High Court, Punjab and Haryana.

**** 1 implemented/3 Nos. action not required.

#Data not received.



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18 Plan Outlay

The Plan outlay for 2015-16 in respect of the Ministry of I&B was ₹1114.53 crore (₹914.53 crore GBS + ₹200 crore IEBR) for Plan Schemes as given below:

(₹ in crore)

S.No.	Sector	GBS	IEBR	Total
1	Information Sector	70.65	0.00	70.65
2	Films Sector	208.55	0.00	208.55
3	Broadcasting Sector	635.33	200.00	835.33
	Total	914.53	200.00	1114.53

- Scheme wise break-up of the Annual Plan 2015-16 is given at Annexure-I.
- The North East component at ₹92.00 crore represents 10% of the total plan outlay (GBS) of ₹914.53 crore earmarked for Plan Schemes. The break-up of North East component is as under

(₹ in crore)

Information Sector		
PIB		2.00
DAVP		6.00
IIMC		2.00
DFP		0.40
Film Sector		
Main Sectt.(Film Wing Schemes)		3.00
Broadcasting Sector		
AIR		44.40
Doordarshan		33.20
Main Sectt. (Broadcasting)		1.00
Total		92.00

**Ministry of Information and Broadcasting
Annual Plan 2015-16 (Scheme-wise)**

Annexure I

(₹ in crore)

Sl. No	Name of the Scheme	Total Plan Provision (2015-16)	Provision earmarked for NER (2015-16)	Provision as shown in statement of Budget Estimate (2015-16)
	INFORMATION SECTOR			
A	On-going Schemes			
1	Setting up of National Press Centre at New Delhi (PIB)	0.00	0.00	0.00
2	Up-gradation of IIMC to International Standards (IIMC)	5.00	0.00	5.00
3	Construction of Soochna Bhawan (MS)	0.00	0.00	0.00
	Total	5.00	0.00	5.00
B	New Schemes			
4	Media Infrastructure Development Programme			
4.1	Revamping & Restructuring of DAVP (DAVP)	3.00	0.00	3.00
4.2	Modernisation of PIB (PIB)	4.00	0.00	4.00
4.3	Opening up of New Regional Centers of IIMC (IIMC)	10.00	2.00	8.00
4.4	Revitalization, up-gradation and modernisation of Publications Division and Employment News (Publications Division)	4.50	0.00	4.50
4.5	National Centre of Photography and Special Drive for North Eastern States (Photo Division)	0.52	0.00	0.52
4.6	Strengthening of RNI Headquarters (RNI)	0.20	0.00	0.20
4.7	Kendriya Soochna Sadan in states (DFP)*	0.00	0.00	0.00
4.8	Development Support to NE / J&K and other identified areas*	0.00	0.00	0.00
	Total	22.22	2.00	20.22
5	Development Communication & Dissemination			
5.1	People's Empowerment through Development Communication (Conception and Dissemination) (DAVP)	20.00	6.00	14.00
5.2	Media Outreach Programme and Publicity for Special Events (PIB)	8.00	2.00	6.00
5.3	Direct Contact Programme by Directorate of Field Publicity (DFP)	3.38	0.40	2.98
5.4	Live Arts and Culture (S&DD)	3.00	0.00	3.00
5.5	Social Media Platform (MS)	5.15	0.00	5.15
	Total	39.53	8.40	31.13

Ministry of Information and Broadcasting
Annual Plan 2015-16 (Scheme-wise)

(₹ in crore)

Sl. No	Name of the Scheme	Total Plan Provision (2015-16)	Provision earmarked for NER (2015-16)	Provision as shown in statement of Budget Estimate (2015-16)
6	Human Resource Development			
6.1	Training for Human Resource Development (excluding Prasar Bharati)(Main Sectt.)	2.00	0.00	2.00
6.2	International Media Programme (Main Sectt.)	0.15	0.00	0.15
6.3	Policy Related Studies, Seminar, Evaluation, etc. for all three sectors (excluding Prasar Bharati) (Main Sectt.)	0.25	0.00	0.25
6.4	HRD of Film Media Units (Main Sectt.)	1.00	0.00	1.00
6.5	Payment for Professional Services (Main Sectt.)	0.50	0.00	0.50
	Total	3.90	0.00	3.90
	Grand Total (Information Sector)	70.65	10.40	60.25
	Total On-going schemes	5.00	0.00	5.00
	Total New schemes	65.65	10.40	55.25
	FILM SECTOR			
A	Ongoing Schemes			
7	National Museum of Indian Cinema (FD)	0.50	0.00	0.50
8	Grants-in-Aid to SRFTI (SRFTI)	0.00	0.00	0.00
	Total	0.50	0.00	0.50
B	New Schemes			
9	Infrastructure Development Programme relating to Film Sector			
9.1	Upgradation, modernisation and expansion of CBFC and certification process (CBFC)	4.00	0.00	4.00
9.2	Upgradation of Siri Fort Complex (DFP)	2.00	0.00	2.00
9.3	Upgradation of building infrastructure of Films Division (FD)	2.50	0.00	2.50
9.4	Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library (NFAI)	4.00	0.00	4.00
9.5	Grants-in-Aid to FTII – Upgradation and Modernisation of FTII (FTII)	20.00	0.00	20.00
9.6	Infrastructure development in SRFTI (SRFTI)	10.00	0.00	10.00
	Total	42.50	0.00	42.50

**Ministry of Information and Broadcasting
Annual Plan 2015-16 (Scheme-wise)**

(₹ in crore)

Sl. No	Name of the Scheme	Total Plan Provision (2015-16)	Provision earmarked for NER (2015-16)	Provision as shown in statement of Budget Estimate (2015-16)
10	Development Communication & Dissemination of Filmic Content			
10.1	Promotion of Indian cinema through film festivals and film markets in India and abroad (Main Sectt.)	15.00	2.00	13.00
10.2	Production of films and documentaries in various Indian languages (Main Sectt.)	10.00	1.00	9.00
10.3	Centenary Celebrations of Indian Cinema (Main Sectt.)	0.00	0.00	0.00
10.4	Webcasting of Film Archives (FD)	1.00	0.00	1.00
10.5	Acquisition of archival films and film material (NFAI)	2.00	0.00	2.00
	Total	28.00	3.00	25.00
	Missions /Special Projects			
11	National Film Heritage Mission (Main Sectt.)	137.00	0.00	137.00
12	Anti-Piracy initiatives (Main Sectt.)	0.05	0.00	0.05
13	Setting up a Centre of Excellence for Animation, Gaming and VFX (Main Sectt.)	0.50	0.00	0.50
	Total	137.55	0.00	137.55
	Grand Total (Film Sector)	208.55	3.00	205.55
	Total On-going schemes	0.50	0.00	0.50
	Total New schemes	208.05	3.00	205.05

**Ministry of Information and Broadcasting
Annual Plan 2015-16 (Scheme-wise)**

(₹ in crore)

Sl. No	Name of the Scheme	Total Plan Provision (2015-16)	Provision earmarked for NER (2015-16)	Provision as shown in statement of Budget Estimate (2015-16)
	BROADCASTING SECTOR			
A	Main Secretariat			
14	Strengthening of Electronic Media Monitoring Centre (EMMC)	21.00	0.00	21.00
15	Supporting Community Radio Movement in India	6.30	1.00	5.30
16	IEC activities for promoting Digitisation*	0.00	0.00	0.00
17	Infrastructure Support Cell in the Ministry renamed as Digitisation Mission	2.00	0.00	2.00
18	Capacity building of Cable TV Industry personnel in Digital wireline Broadcasting*	0.00	0.00	0.00
19	Automation of Broadcasting Wing	1.00	0.00	1.00
	Total (Main Sectt.)	30.30	1.00	29.30
B	Prasar Bharati			
i)	Prasar Bharati	560.03	77.60	482.43
ii)	Kisan Channel	45.00	0.00	45.00
	Total Prasar Bharati	605.03	77.60	527.43
	Total - Broadcasting Sector	635.33	78.60	556.73
	Grand Total of Budgetary Support (Information+Film+Broadcasting)	914.53	92.00	822.53
20	New Content Development to be financed by IEBC by Prasar Bharati			
	AIR	75.00	0.00	75.00
	DD	125.00	0.00	125.00
	Sub-Total	200.00	0.00	200.00
	OVERALL PLAN SIZE	1114.53	92.00	1022.53

Note1: * schemes dropped during 12th Plan

Note 2: Total Plan provision for People's Empowerment through Development Communication (Concept and Dissemination) is ₹151.00 crore. Out of this ₹20.00 crore has been shown now and the rest i.e. ₹131.00 crore has been kept under NFHM. Reappropriation will be done after approval of RCE/EFC.



MoS for I&B Col. Rajyavardhan Rathore presenting the Golden Peacock award for the best film to 'Embrace of the Serpent', at the 46th International Film Festival of India, Goa

19

Media Unit-wise Budget

Media Unit-wise Budget

Demand No. 53-Ministry of Information and Broadcasting Name of Media Units/Activity		B.E. 2015-16			R.E. 2015-16			B.E. 2016-17				
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total		
		₹ in thousands)										
Revenue Section												
Major Head '2251' - Secretariat Social Services												
1.	Main Sectt. (including PAO & Pvt. FM Radio Station)	1769000	583300	2352300	428400	486000	914400	0	703200	703200		
Major Head '2205' - Art & Culture Certification of Cinematographic films for public exhibition												
2.	Central Board of Film Certification	0	75100	75100	0	65870	65870	0	90000	90000		
3.	Film Certification Appellate Tribunal	0	1700	1700	0	7730	7730	0	3200	3200		
	Total Major Head '2205'	0	76800	76800	0	73600	73600	0	93200	93200		
Major Head '2220' - Information, Films & Publicity												
4.	Films Division	10000	431000	441000	10000	404700	414700	10000	594600	604600		
5.	Directorate of Film Festivals	0	124300	124300	0	113200	113200	0	131200	131200		
6.	National Film Archive of India	20000	47500	67500	20000	43400	63400	20000	59200	79200		
7.	Grants-in-aid to SRFIL, Kolkata	100000	123700	223700	90000	121400	211400	70000	134700	204700		
8.	Grants-in-aid to Children's Film Society of India (CFSI)	0	29800	29800	0	29800	29800	0	31000	31000		
9.	Grants-in-aid to FTII, Pune	200000	220600	420600	180000	215800	395800	200000	246600	446600		
10.	Grants-in-aid to Film Societies	0	0	0	0	0	0	0	0	0		
11.	Film Wing Plan Schemes	0	0	0	0	0	0	639100	0	639100		
12.	Information Wing Plan Schemes	0	0	0	0	0	0	78000	0	78000		
13.	Broadcasting Wing Plan Schemes	0	0	0	0	0	0	133000	0	133000		
14.	Electronic Media Monitoring Centre	90000	14100	104100	90000	10400	100400	100000	14200	114200		
15.	New Media Wing (erstwhile Research, Reference & Training Division)	0	23100	23100	0	18700	18700	0	29400	29400		
16.	Grants-in-aid to IIMC	130000	109500	239500	75000	118200	193200	170000	133700	303700		
17.	Directorate of Advertising & Visual Publicity	170000	740200	910200	1480000	669990	2149990	1153500	845600	1999100		
18.	Press Information Bureau	100000	548100	648100	93700	509500	603200	110000	704100	814100		
19.	Grants-in-aid to Press Council of India	0	66300	66300	0	64700	64700	0	73800	73800		
20.	Payment for Professional & Special Services	0	100	100	0	10	10	0	100	100		
21.	Directorate of Field Publicity	29800	532800	562600	26000	512500	538500	35000	679600	714600		
22.	(a) Song and Drama Division :Voted	30000	247800	277800	20000	243000	263000	20000	427000	447000		
22.	(b) Song and Drama Division :Charged	0	0	0	0	737000	737000	0	0	0		
23.	Publications Division	45000	285400	330400	50600	303200	353800	50000	371500	421500		
24.	Employment News	0	242100	242100	0	198500	198500	0	223500	223500		
25.	Registrar of Newspapers for India	2000	52200	54200	5000	49900	54900	5000	73600	78600		
26.	Photo Division	5200	41700	46900	17000	36800	53800	10700	54700	65400		
27.	Private FM Radio Station	0	0	0	0	0	0	0	38500	38500		
28.	Contribution to International Programme for the Development of Communication (IPDC)	0	1700	1700	0	1700	1700	0	2100	2100		
29.	Contribution to Asia-Pacific Institute for Broadcasting Development (AIBD)	0	2500	2500	0	2600	2600	0	2600	2600		
	Total Major Head '2220'	932000	3884500	4816500	2157300	4405000	6562300	2804300	4871300	7675600		
	Total Major Head 2251, 2205 and 2220	2701000	4544600	7245600	2585700	4964600	7550300	2804300	5667700	8472000		

Name of Media Units/Activity	(₹ in thousands)									
	B.E. 2015-16			R.E. 2015-16			B.E. 2016-17			Total
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	
Broadcasting (Major Head - 2221)										
Sound Broadcasting (Sub Major Head)										
Direction and Administration (Minor Head)										
Salaries	0	0	0	0	0	0	0	0	0	0
Television (Sub Major Head)										
Salaries	0	0	0	0	0	0	0	0	0	0
General (Sub Major Head)										
Prasar Bharati (Minor Head)										
Grants-in-aid	5274300	23421200	28695500	3924200	23421200	27345400	3920000	27168600	31088600	31088600
Total - Broadcasting	5274300	23421200	28695500	3924200	23421200	27345400	3920000	27168600	31088600	31088600
North-Eastern Area other expenditure scheme for the benefit of North-Eastern Region & Sikkim										
Lump Sum Provision (Major Head - 2552)	920000	0	920000	750000	0	750000	800000	0	800000	800000
Total - Revenue Section	8895300	27965800	36861100	7259900	28385800	35645700	7524300	32836300	40360600	40360600
Total - Revenue: Voted	8895300	27965800	36861100	7259900	276488000	283747900	7524300	32836300	40360600	40360600
Total - Revenue: Charged	0	0	0	0	737000	737000	0	0	0	0

Name of Media Units	B.E. 2015-16				R.E. 2015-16				B.E. 2016-17			
	Plan	Non-Plan	Total	Total	Plan	Non-Plan	Total	Total	Plan	Non-Plan	Total	Total
Capital Section												
A] Machinery & Equipment												
1. Acquisition of Equipment for Films Division	5000	0	5000	0	7000	0	7000	0	2800	0	2800	0
2. Acquisition of Equipment for Press Information Bureau	0	0	0	0	0	0	0	0	0	0	0	0
3. Acquisition of Equipment for Directorate of Field Publicity	0	0	0	0	0	0	0	0	0	0	0	0
4. Acquisition of Equipment for Song and Drama Division	0	0	0	0	0	0	0	0	0	0	0	0
5. Acquisition of Equipment for Photo Division	0	0	0	0	0	0	0	0	0	0	0	0
6. Acquisition of Equipment for Main Sectt.	0	0	0	0	0	0	0	0	0	0	0	0
7. Acquisition of Equipment for Indian Institute of Mass Communication	0	0	0	0	0	0	0	0	0	0	0	0
8. Acquisition of Equipment for Satyajit Ray Film and Television Institute, Kolkata	0	0	0	0	0	0	0	0	0	0	0	0
9. National Film Heritage Mission - Machinery & Equipment	0	0	0	0	0	0	0	0	2000	0	2000	0
10. Acquisition of Equipment for Film and Television Institute, Pune	0	0	0	0	0	0	0	0	0	0	0	0
11. Acquisition of Equipment for Establishment of Computerised Management system and modernisation of certification process of CBFC	20000	0	20000	0	14000	0	14000	0	30000	0	30000	0
12. Film Festival Complex - Additions and alterations - Machinery and Equipment	100	0	100	0	100	0	100	0	100	0	100	0
13. Electronic Media Monitoring Centre - Machinery & Equipment	75000	0	75000	0	75000	0	75000	0	100	0	100	0
14. Acquisition of Equipments for Publications Division	0	0	0	0	0	0	0	0	0	0	0	0
15. Acquisition of Equipments for Employment News	0	0	0	0	0	0	0	0	0	0	0	0
B] Buildings												
16. Upgradation of building infrastructure of Films Division- Major Works	20000	0	20000	0	16000	0	16000	0	14000	0	14000	0
17. Setting up Museum of Moving Images (FD) Major Works	5000	0	5000	0	3100	0	3100	0	286900	0	286900	0
18. Upgradation and modernisation of FTII	0	0	0	0	0	0	0	0	0	0	0	0
19. Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library	40000	0	40000	0	40000	0	40000	0	50000	0	50000	0
20. Film Festival Complex - additions and alterations - Major Works	19900	0	19900	0	19900	0	19900	0	9900	0	9900	0
21. Infrastructure development in SRFTI	0	0	0	0	0	0	0	0	0	0	0	0
22. Soochna Bhavan building - Major Works	0	0	0	0	0	0	0	0	0	0	0	0
23. Kendriya Soochna Bhavan in States of DFP	0	0	0	0	0	0	0	0	0	0	0	0
24. National Film Heritage Mission - Major Works	0	0	0	0	0	0	0	0	50000	0	50000	0
25. Setting up of National Press Centre and Mini Media Centre for PIB	0	0	0	0	0	0	0	0	0	0	0	0
26. Upgradation and expansion of Infrastructure of CBFC	20000	0	20000	0	20000	0	20000	0	10000	0	10000	0
27. Building & Housing project of IIMC	0	0	0	0	0	0	0	0	0	0	0	0
28. Building & Towers for Private FM Radio Stations	0	0	0	0	0	0	0	0	0	0	0	0
29. Setting up of Institute of Mass Media (FD)	0	0	0	0	0	0	0	0	0	0	0	0
30. Electronic Media Monitoring Centre - Major Works	45000	0	45000	0	45000	0	45000	0	19900	0	19900	0
Investment												
National Film Development Corporation	0	0	0	0	0	0	0	0	0	0	0	0
Total - Capital Section Major Head '4220'	250000	0	250000	0	240100	0	240100	0	475700	0	475700	0

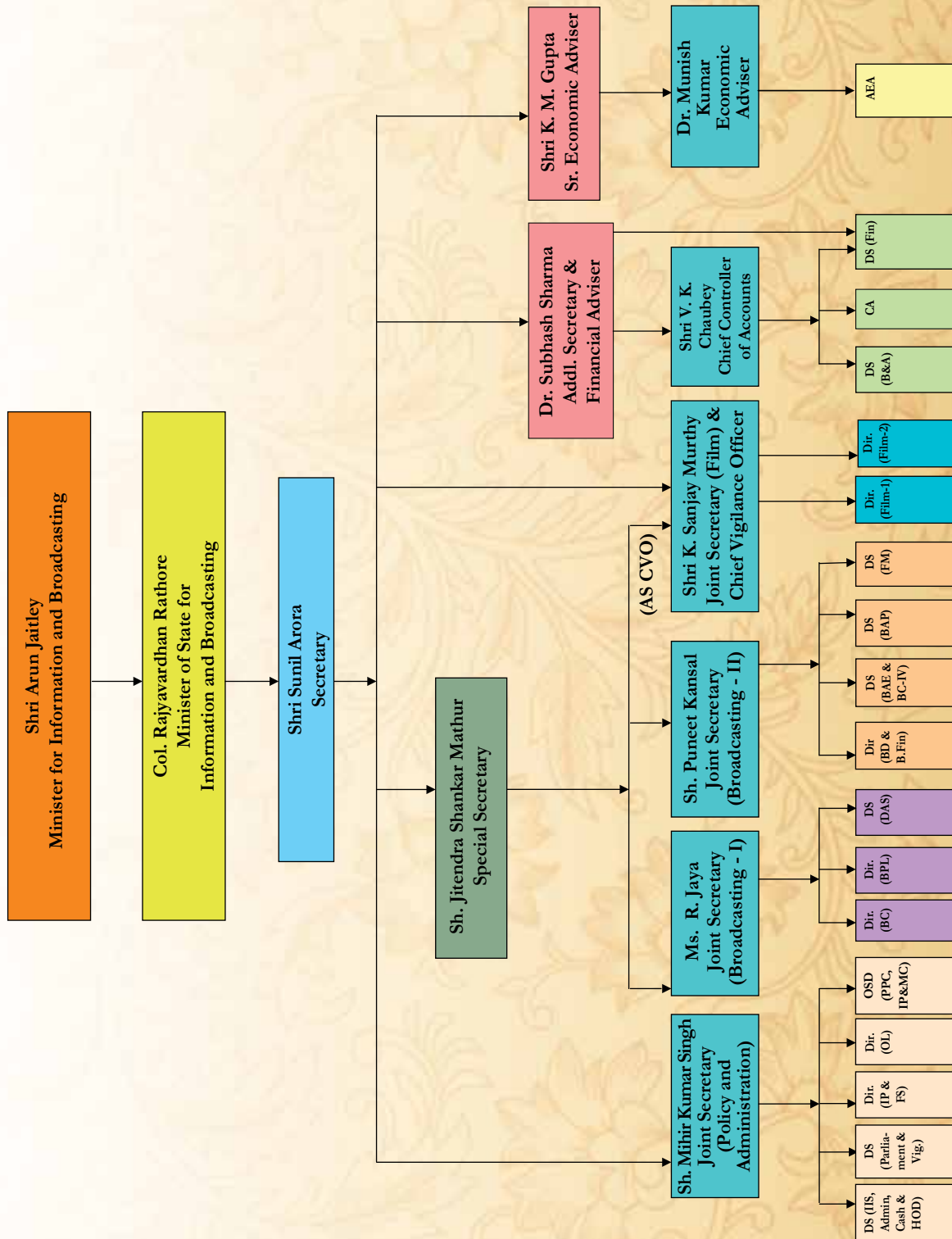
Name of Media Units	(₹ in thousands)									
	B.E. 2015-16			R.E. 2015-16			B.E. 2016-17			Total
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	
Loans for Information & Publicity (Major Head - 6220)										
Films (Sub Major Head)										
Loans to Public Sector and undertakings										
(Minor Head)										
National Film Development Corporation										
Loans and Advances	0	0	0	0	0	0	0	0	0	0
Loans for Broadcasting (Major Head - 6221)										
Loans to Public Sector and Other Undertakings										
Prasar Bharati										
Loans and Advances	0	0	0	0	0	0	0	0	0	0
Capital outlay on North-East Areas other expenditure										
Project/Scheme for benefit of North-Eastern Region and Sikkim (Major Head - 4552)										
Acquisition of Equipment for Directorate of Field Publicity	0	0	0	0	0	0	0	0	0	0
Acquisition of Equipment for IIMC	0	0	0	0	0	0	0	0	0	0
Opening up of New Regional Centres of IIMC	0	0	0	0	0	0	0	0	0	0
Upgradation and expansion of Infrastructure of CBFC	0	0	0	0	0	0	0	0	0	0
Total Major Head 4552	0	0	0	0	0	0	0	0	0	0
Capital outlay on North-East Areas other expenditure										
Project/Scheme for benefit of North-Eastern Region and Sikkim (Major Head - 6552)										
Prasar Bharati	0	0	0	0	0	0	0	0	0	0
Total - Capital Section	250000	0	250000	240100	0	240100	475700	0	475700	0
Total - Demand No. 53	9145300	27965800	37111100	7500000	28385800	35885800	8000000	32836300	40836300	40836300
Grand Total: Voted	9145300	27965800	37111100	7500000	27648800	35148800	8000000	32836300	40836300	40836300
Grand Total: Charged	0	0	0	0	737000	737000	0	0	0	0



20 Organisational Chart of Ministry of I&B

- ***Organisational Chart***
- ***Designations in the Ministry***
- ***Website Addresses***

Organisational Chart of Ministry of Information and Broadcasting



Designations in the Ministry

Secretary	Secretary
A.S/S.S.	Additional Secretary (Temporarily upgraded by AAC to the present incumbent)
AS & FA	Additional Secretary & Financial Adviser
Sr. Economic Adviser	Senior Economic Adviser
JS (P&A)	Joint Secretary (Policy & Administration)
JS (B-I)	Joint Secretary (Broadcasting-I)
JS (F)	Joint Secretary (Films)
JS (B-II)	Joint Secretary (Broadcasting-II)
Economic Adviser	Economic Adviser
CCA	Chief Controller of Accounts
Director (Films-I)	Director (Films-I)
Director (BC)	Director (Broadcasting Content)
Director (BP&L)	Director (Broadcasting Policy & Legislation)
Director (IP&FS)	Director (Information Policy & Films Society)
Dir (BD & B(Fin.))	Director (Broadcasting Development & Broadcasting Finance)
Director (OL)	Director (Official Language)
Director (Films-II)	Director (Films-II)
DS (Fin.)	Deputy Secretary (Finance)
DS (BAP)	Deputy Secretary (Broadcasting Administration Programme)
AEA	Additional Economic Adviser
OSD (C)	Officer on Special Duty (Co-ordination)
DS (IIS, Admn, Cash & HoD)	Deputy Secretary (Indian Information Service, Admn, Cash & HoD)
DS (DAS)	Deputy Secretary (Digital Addressable System)
DS (FM)	Deputy Secretary (Frequency Modulation)
DS (Vig. & Parl.)	Deputy Secretary (Vigilance & Parliament)
DS (BAE) + BC-IV	Deputy Secretary (Broadcasting Administration Engineering)+Broadcasting Content. IV
DS (B&A)	Deputy Secretary(Budget & Account)
CA	Controller of Accounts
US(MUC)	Under Secretary(Media Unit Coordination)
US (Press)	Under Secretary (Press)
US (FS)	Under Secretary (Films Society)
US (Admn.II &IV)	Under Secretary (Administration II&IV)

US (Admn.I & III)	Under Secretary (Administration I & III)
US (Vigilance)	Under Secretary (Vigilance)
US (IIS, Cash, Parl. & HoO)	Under Secretary (Indian Information Service, Cash & Parliament & HoO)
US (NMC + NMW)	Under Secretary (New Media Cell + New Media Wing)
US (PPC & IP&MC)	Under Secretary (Policy Planning Cell & Information Policy & Media Coordination)
US (BC-I, II & III)	Under Secretary (Broadcasting Content-I, II & III)
US (INSAT)	Under Secretary (Indian Satellite Television))
US (DAS)	Under Secretary (Digital Addressable System)
US (BP&L)	Under Secretary (Broadcasting Policy & Legislation)
US (BD & B Fin.)	Under Secretary (Broadcasting Development & Broadcasting Finance)
US (BAP-I)	Under Secretary (Broadcasting Administration Programme-I)
US (BAP-II)	Under Secretary (Broadcasting Administration Programme-II)
US (BA-E)	Under Secretary (Broadcasting Administration-Engineering)
US (BC-IV)	Under Secretary (Broadcasting Content- IV)
US (F-I & III)	Under Secretary (Finance-I & Finance-III)
US (Fin-II)	Under Secretary (Finance-II)
US (B&A)	Under Secretary (Budget & Accounts)
US [F (F)+ F(I) I+F(C)]	Under Secretary (Films Festival & Films Industry & Films Certification)
US [F (A) + F(PSU) + F (FTI)]	Under Secretary (Films Administration & Films Public Sector Undertaking& FTI)
US (FS)	Under Secretary (Films Society)
DD(EW)/AD (EW)	Deputy Director (Economic Wing) & IFC
DD (OL)	Deputy Director (Official Language)
AD (OL)-1	Assistant Director (Official Language)-1
AD (OL)-2	Assistant Director (Official Language)-2
DD (CRS)	Deputy Director (Community Radio Station)
DCA	Deputy Controller of Accounts
Admn-I	Administration-I
Admn-II	Administration-II
Admn-III	Administration-III
Admn-IV	Administration-IV
Cash	Cash
Parliament	Parliament
MUC	Media Unit Cell
FS	Films (Society)

OL	Official Language
Vigilance	Vigilance
IP&MC	Information Policy & Media Coordination
PP Cell	Policy Planning Cell
Press	Press
IIS	Indian Information Service
F (F)	Films (Festivals)
F (FTI)	Films (Film & Television Institute)
F (A)	Films (Administration)
F (C)	Films (Certification)
F (I)	Films (Industry)
F (PSU)	Films (Public Sector Undertaking)
BC-I	Broadcasting Content-I
BC-II	Broadcasting Content-II
BC-III	Broadcasting Content-III
BC-IV	Broadcasting Content-IV
B (D)	Broadcasting (Development)
B (Fin.)	Broadcasting (Finance)
BP & L	Broadcasting Policy & Legislation
BA-P	Broadcasting Administration-Programme
FM Cell	Frequency Modulation Cell
CRS Cell	Community Radio Stations Cell
INSAT-TV	Indian Satellite Television
BA-E	Broadcasting Administration-Engineering
Fin-I & III	Finance I & III
Fin-II	Finance II
PC Cell	Plan Coordination Cell
B & A	Budget & Accounts
PMS	Performance Management Section
NMC	New Media Cell
P & AO	Pay & Accounts Officer
IFC	Information Facilitation Counter

Website Address of Media Units under Ministry of I&B

S.No.	Name of the Media Unit	Website
1	Press Information Bureau	www.pib.nic.in
2	Directorate of Advertising and Visual Publicity	www.davp.nic.in
3	Publications Division	www.publicationsdivision.nic.in
4	Registrar of Newspaper for India	www.rni.nic.in
5	Directorate of Field Publicity	www.dfp.nic.in
6	Photo Division	www.photodivision.gov.in
7	Indian Institute of Mass Communication	www.iimc.nic.in
8	Press Council of India	www.presscouncil.nic.in
9	New Media Wing	
10	Prasar Bharati (i) Doordarshan (ii) All India Radio	www.prasarbharati.gov.in www.ddindia.gov.in www.allindiaradio.gov.in
11	Song and Drama Division	
12	Directorate of Film Festival	www.dff.nic.in
13	Broadcasting Engineering Consultant India Limited	www.becil.com
14	Films Division	www.filmsdivision.org
15	Children's Film Society of India	www.cfsindia.org
16	Film and Television Institute of India	www.ftiindia.com
17	National Film Development Corporation Ltd.	www.nfdcindia.com
18	Central Board of Film Certification	www.cbfcindia.gov.in
19	Satyajit Ray Film and Television Institute	www.srfti.gov.in
20	National Film Archive of India	www.nfaipune.gov.in
21.	Electronic Media Monitoring Centre	www.emmc.gov.in

Discontinuation of Volume-II of
Annual Report of Ministry of Information and Broadcasting

As per the recommendations of the Estimates Committee,
communicated by Lok Sabha Secretariat vide their
O.M. No. 61/2/EC/2009 dated 18th December 2009, the Volume-II
of the Annual Report of Ministry of Information and Broadcasting
has been discontinued
from the Year 2009-10 onwards.

However, the same is available on the website of the Ministry at
www.mib.nic.in or www.mib.gov.in in the same format as published
earlier in Volume-II of the
Annual Report of Ministry of Information & Broadcasting.

