



# Annual Report

2011-12



Ministry of Information and Broadcasting  
Government of India



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President, Smt. Pratibha Devisingh Patil presenting the Dadasaheb Phalke Award to veteran film maker Shri K. Balachander, at the 58th National Film Awards function, in New Delhi. Minister for I & B Smt. Ambika Soni and Minister of State for I & B Shri Choudhury Mohan Jatua are also seen



'Mera Tiranga' the 2nd prize winning entry from Narayana Rao of Vijayawada in the colour section of 23rd National Photo Contest, organized by Photo Division



सत्यमेव जयते

**MINISTRY OF INFORMATION  
AND  
BROADCASTING**

**ANNUAL REPORT**  
2011 – 2012

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*Minister for I & B Smt. Ambika Soni having a look at the poster exhibition after inaugurating the 1<sup>st</sup> National Community Radio Sammelan for Operational Community Radio Stations of India, in New Delhi*

# HIGHLIGHTS OF THE YEAR

## INFORMATION WING

- Cabinet approved the Press and Registration of Books and Publications Bill (PRB), 2011 to replace the PRB Act 1867 to cater to the phenomenal growth of the Print Media Sector, especially in view of the liberalization of the Government policies. The Bill was introduced in the Lok Sabha on 16<sup>th</sup> Dec. 2011.
- A 'Report to the People 2010- 11' on completion of two years of the UPA Government, highlighting the achievements of the Government was published in May 2011.
- India and Afghanistan signed a Memorandum of Understanding (MoU) on 24<sup>th</sup> May, 2011 for capacity building and to boost cooperation in critical sectors of information & broadcasting. The areas are development of media policies and strategies, identifying areas of reform and restructuring in the media sector and development and standardization of media related programmes.
- Directorate of Advertising and Visual Publicity (DAVP) published poster and booklet on 'Jamunia' . Carried out a mega multimedia campaign on the themes of flagship schemes under 'Bharat Nirman', highlighting the achievements of the Government.
- Song and Drama Division (S&DD) presented 22 Sound and Light Programmes: 'Jamunia - Tasvir Badalte Bharat Kee' (upto November 2011) in various parts of the country. These multi-staged programmes were based on the theme of developmental initiatives taken by the Government.
- Directorate of Field Publicity (DFP) arranged countrywide visits of opinion/local community leaders under Conducted Tour/Skill Upgradation.
- For the first time the Directorate of Advertising and Visual Publicity (DAVP) empanelled agencies for issuing advertisements through Mobile Telephony (SMS) and Community Radio Stations on socially relevant themes.
- Economic Editors Conference was organized on 19<sup>th</sup> & 20<sup>th</sup> October 2011 at New Delhi by Press Information Bureau.
- Press Information Bureau (PIB) set up the Media Centre at the venue of 42<sup>nd</sup> International Film Festival of India (IFFI) 2011 at Goa to facilitate information flow to both national and international media.
- PIB organized 89 Public Information Campaigns in different states of the country upto December 2011.
- Substantial progress was achieved towards completion of National Press Centre & Sookhana Bhawan under construction for the last few years. Both facilities are likely to be completed by 2012.
- Calendar for 2012 was released on 2<sup>nd</sup> December 2011, with the theme of 'Bharat Nirman and Flagship Programmes' of the Government, twelve lakh calendars were printed for distribution.
- Bhartendu Harishchandra Awards for the years 2009 and 2010 were given on 28<sup>th</sup> December 2011. These Awards are given to published or unpublished books in four categories- Journalism and Mass Communication, Women's Issues, Children's Literature and National Integration.
- Two regional centres of the Indian Institute of Mass Communication (IIMC) at Amravati (Maharashtra) and Aizawl (Mizoram) became operational with PG Diploma course in English Journalism.
- Photo Division organised an exhibition titled "Priyadarshini India" as a tribute to late Prime Minister Indira Gandhi at Kolkata on 19<sup>th</sup> & 20<sup>th</sup> November, 2011. The Division also organised National Level

Photo Contest, on different themes-depicting the life of tribals on behalf of the Ministry of Tribal Affairs.

## **BROADCASTING WING**

- Ministry's proposal for mandatory introduction of Digital Addressable Systems (DAS) in the cable TV services, with a time frame and road map for implementation on a pan India basis, leading to complete switch off of analog TV services by 31st December 2014 was approved by the Cabinet, on 13<sup>th</sup> October 2010.
- Notification was issued by the Ministry on 11<sup>th</sup> November 2011 to make it obligatory for every cable operator to transmit or re-transmit programmes of any channel in an encrypted form through a Digital Addressable System (DAS) in four phases. In the first phase, four metros will be shifted to DAS by 30<sup>th</sup> June, 2012, in the second phase, 38 cities with a population greater than one million, will be covered by 31<sup>st</sup> March 2013, in the third phase all other urban areas (municipal corporations/municipalities) except cities/towns/areas covered in Phase-I and Phase-II will undertake transition by 30<sup>th</sup> September, 2014 and in the fourth Phase, the remaining areas will be covered by 31<sup>st</sup> December, 2014.
- Following the introduction of DAS the Cable Television Networks (Regulation) Act, 1995 has been amended as the Cable Television Networks (Regulation) Amendment Act, 2011 and published in the Gazette of India on 31<sup>st</sup> December 2011.
- Apart from DD Direct+ India's first and only Free-to-Air DTH Service of Prasar Bharati, there are six private DTH operators. With the rapid growth of DTH Sector the total number of DTH households is estimated to reach 38.5 million in the first half of 2012.
- Proposal for amending the Cable Television Networks (Regulation) Act, 1995 to address the problem of illegal channels approved by the Cabinet on 30<sup>th</sup> August 2011, following this the Second Amendment Bill, 2011 containing certain amendments to address the problem of illegal channels was introduced in Lok Sabha on 15<sup>th</sup> December, 2011.
- For the Regulation of content in case of general entertainment channels a self-regulation mechanism has been put in place by the broadcasters in consultation with the Ministry and a Broadcast Content Complaints Council, (13 Member body) has been set up and made operational from 1<sup>st</sup> July 2011.
- With a view to bring in transparency in the selection of private satellite TV channels on DD DTH platform and to increase its revenue earnings, Doordarshan allocated slots of 21 vacant channels through e-auction held on 28<sup>th</sup> July 2011. DD generated ₹ 46.32 crore through this auction. The second e-auction for allocating slots of 5 vacant channels on its DTH platform was held on 30<sup>th</sup> August 2011, which generated ₹ 16.66 crore for DD.
- First National Sammelan for functional CRS was organised at Vigyan Bhawan from 7<sup>th</sup> to 9<sup>th</sup> April 2011, where the first ever CR Compendium was prepared which contains success stories, challenges faced etc. The best Community Radio Stations were awarded on this occasion.
- Ministry has so far issued 363 Letters of Intent (LOI) for setting up of CRS. In the year 2011, 100 LOIs were issued, the highest in a calendar year and 125 Community Radio Stations became operational.
- The total number of Private FM Radio Channels operating in India as on 31<sup>st</sup> January 2012 is 245 spread over 85 cities.
- FM Phase III Policy extends FM Radio Services to about 227 New cities. A total of 839 new private FM Radio channels are expected to be set up under the Phase III Policy.
- Amendment in Policy Guidelines for uplinking and downlinking of TV Channels from India was approved by the Cabinet on 7<sup>th</sup> October 2011 and notified on Ministry's website on 5<sup>th</sup> December 2011.



- 158 TV channels have been granted permission for up linking from India during the period 1<sup>st</sup> April 2011 to 31<sup>st</sup> January 2012 the total number of channels has reached to 733. (News and Current affairs channels-386 and Non-News and Current affairs channels-347). 15 TV channels granted permission for downlinking into India during the period with total number reaching to 89.
- Five teleports granted permission for uplinking of TV channels from India during the period 1<sup>st</sup> April 2011 to 31<sup>st</sup> January 2012 with this the total number of teleports has reached 87.

## FILMS WING

- Ms. Leela Samson, a noted choreographer, instructor and writer was appointed as Chairperson of Central Board of Film Certification (CBFC) in an honorary capacity for a period of three years from 1<sup>st</sup> April 2011.
- To commemorate the 150<sup>th</sup> birth anniversary of Nobel Laureate Rabindranath Tagore, a set of six DVDs produced by the National Film Development Corporation (NFDC), titled “Tagore Stories on Film” was released on 7<sup>th</sup> May 2011.
- The 14<sup>th</sup> Shanghai International Film Festival nominated entries of the Directorate of Film Festivals for special screening. ‘Moner Manush’, the Golden Peacock award winning film in IFFI 2010, for Golden Goblet Film Competition Section while the film ‘Raavanan’ was selected for ‘India Showcase’.
- The Ministry joined hands with the Ministry of Tourism to promote an integrated campaign on ‘Cinemas of India’ and ‘Incredible India at the Cannes Film Festival held from 11<sup>th</sup> to 22<sup>nd</sup> May, 2011.
- Planning Commission gave approval to the new Plan Scheme. ‘National Film Heritage Mission (NFHM) for an amount of ₹ 660 crore ‘in principle’. Under this Scheme, it is proposed to restore and digitalise the heritage films in the possession of various film media units of this Ministry and also in private hands. In all about 1500 feature films and 1500 short films are to be restored and 1000 feature films and 2000 short films digitalised.
- An audiovisual Co-production Agreement was signed between the Government of India and the Government of New Zealand on 28<sup>th</sup> June, 2011 which will allow film producers from both the countries access to production, post production and other facilities in each other’s country.
- Central Board of Film Certification (CBFC) organized ‘SAMVAAD CBFC 2011’ an interactive seminar on cinema and certification issues, in partnership with CII on 14<sup>th</sup> June, 2011 at Mumbai.
- 58<sup>th</sup> National Film Awards 2010 were presented by President, Smt. Pratibha Devisingh Patil during a function held on 9<sup>th</sup> September 2011. Dadasaheb Phalke Award was conferred upon K. Balachander, the veteran Tamil film maker. Award for the Best Feature Film was given to ‘Adaminte Makan Abu’ (Malayalam).
- The Ministry is working on a proposal to declare SRFTI, Kolkata and FTII, Pune, as Institutions of National Importance through an Act of Parliament.
- The 42<sup>nd</sup> International Film Festival of India (IFFI) was held at Goa from 23<sup>rd</sup> November to 3<sup>rd</sup> December 2011. For the first time, the Life Time Achievement award was conferred upon French film maker Bertrand Tavernier. Columbian film ‘Porfirio’ directed by Alejandro Landes and produced by Franciso Aljure bagged the Golden Peacock Award for the Best Film, Indian film ‘Adaminte Makan Abu’ (Malayalam) won the Special Jury Award.
- As part of the 42<sup>nd</sup> International Film Festival of India (IFFI), the National Film Archives of India (NFAI), organised an exhibition of Posters and Photographs titled “Music and Song in Indian Cinema” highlighting the contributions of music directors, lyricists and singers. National Film Development Corporation of India (NFDC) organized its 5<sup>th</sup> edition of Film Bazaar during the Festival.

- Children's Film Society, India organized 17<sup>th</sup> Edition of International Children's Films Festival at Hyderabad from 14 to 20 November 2011. Iranian film 'Meadows' won the Golden Elephant for Best Feature Film, International. Among Indian films 'Chillar Party' won the Golden Elephant for Best Feature Film.

## **ECONOMIC WING**

- Report of the Working Group on Information & Broadcasting Sector, set up for the Twelfth Five Year Plan (2012-17) submitted to the Planning Commission.
- Twelfth Five Year Plan proposals (2012-17) for the Ministry formulated and submitted to the Planning Commission.
- Submitted Report of Economic Advisory Committee (EAC) set up to make recommendations on empanelment criteria and a rate structure for spots/tickers/scrolls and sponsored programmes for Government publicity in Private TV Channels, FM Radio Stations and Community Radio Stations.
- In line with the National Innovation Council, an Innovation Council for Media and Entertainment sector was set up under the Chairmanship of Smt. Asha Swarup, former Secretary I & B to prepare a road map for innovations in the sector.
- A number of initiatives were taken towards implementation of "e-office" project in the Ministry with the major objective of making it a 'paperless office'.



*India's Cultural Heritage on stage at the inauguration of IFFI-2011, Goa*



*Minister for I & B Smt. Ambika Soni and Home Minister Shri P. Chidambaram with their Cabinet colleagues during the release of the official calendar 2012, brought out by DAVP*

## CHAPTER 1

# OVERVIEW

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

The Ministry of Information and Broadcasting, through mass communication media comprising radio, television, film, print media, advertising and traditional mode of communications like dance and drama plays an effective role in communicating information. The Ministry is involved in catering to the entertainment needs of various age groups and drawing attention of the people on matters 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 PSUs. The Main Secretariat of the Ministry



*President, Smt. Pratibha Devisingh Patil, Minister for I & B, Smt. Ambika Soni, Minister of State for I & B, Shri Choudhury Mohan Jatua, former Secretary, I & B, Shri Raghu Menon, Dr. Devisingh Ramsingh Shekhawat and other dignitaries at the 58<sup>th</sup> National Film Awards function in New Delhi*

is headed by a Secretary, assisted by Additional Secretary, an Additional Secretary & Financial Advisor, a Senior Economic Advisor, three Joint Secretaries, one Economic Advisor and a Chief Controller of Accounts. There are 17 posts of the level of Director/Deputy Secretary, 25 of Under Secretary level, including DD(IES), OSD(IIS) and Senior Analyst, one Sr. PPS, 5 PPS, 57 of other Gazetted Officers and 265 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 print and press 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) handles matters pertaining to the electronic media. It formulates policies and frames rules and

regulations for this Sector, which include public service broadcasting, operation of cable television, private television channels, FM and Community Radio etc.

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

The Integrated Finance Wing, under AS & FA and Senior Economic Advisor looks after the financial aspects of the Ministry including budget, Plan Coordination and O&M activities. AS&FA is assisted by Economic Advisor.

The Ministry is assisted and supported in its activities through 13 Attached and Subordinate Offices, Six Autonomous Organisations and two Public Sector Undertakings.

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

<b>Attached and Subordinate Organizations</b>	<b>Autonomous Organizations</b>
<ol style="list-style-type: none"> <li>1. Office of the Registrar of Newspapers for India</li> <li>2. Directorate of Advertising and Visual Publicity</li> <li>3. Press Information Bureau</li> <li>4. Publications Division</li> <li>5. Directorate of Field Publicity</li> <li>6. Directorate of Film Festivals</li> <li>7. Research, Reference and Training Division</li> <li>8. Films Division</li> <li>9. Photo Division</li> <li>10. Song and Drama Division</li> <li>11. Central Board of Film Certification</li> <li>12. National Film Archives of India</li> <li>13. Electronic Media Monitoring Centre</li> </ol>	<ol style="list-style-type: none"> <li>1. Prasar Bharati (Broadcasting Corporation of India)</li> <li>2. Film and Television Institute of India, Pune</li> <li>3. Indian Institute of Mass Communication</li> <li>4. Children's Film Society, India</li> <li>5. Press Council of India</li> <li>6. Satyajit Ray Film and Television Institute, Kolkata</li> </ol>
	<b>Public Sector Undertakings</b>
	<ol style="list-style-type: none"> <li>1. National Film Development Corporation.</li> <li>2. Broadcast Engineering Consultants India Limited</li> </ol>

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

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

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

- News Services through All India Radio (AIR) and Doordarshan (DD) for the people including Indians abroad.
- Development of Broadcasting and Television.
- Import and Export of films.
- Development and promotion of film industry.
- Organization of film festivals and cultural exchanges for the purpose.
- Advertising and Visual Publicity on behalf of the Government of India and to get feedback on publications.
- Administration of the Press and Registration of Books Act, 1867 in respect of newspapers.
- Administration of the Cinematograph Act, 1952 in respect of certification of films.
- Dissemination of information about India within and outside the country through publications on matters of national importance.
- Research, reference and training to assist the media units of the Ministry.
- Financial assistance to distinguished artists, musicians, instrumentalists, dancers, dramatists, etc. who have substantially contributed to the Ministry's institutions.
- International relations in respect of broadcasting and news services.





## ROLE AND FUNCTIONS OF THE MINISTRY

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

### I. BROADCASTING POLICY AND ADMINISTRATION

- 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 and procedure to be followed by the official electronic media during periods of national mourning on the demise of a high dignitary.

- The enunciation and implementation of the law relating to radio and television broadcasting in India by private Indian companies or Indian nationals.
- Broadcast monitoring and Administration of the Prasar Bharati (Broadcasting Corporation of



*President, Islamic Republic of Iran Broadcasting Mr. Seyed Izatullah Zarghami during his visit interacted with the Minister for I & B Smt. Ambika Soni in New Delhi*

India) Act, 1990 (25 of 1990).

- 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

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

## III. RADIO

- 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.
- Development of radio broadcasting throughout the Union, installation and maintenance of Radio Stations and Transmitters and operation of broadcasting services.

## IV. DOORDARSHAN

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

## V. FILMS

- Legislation under entry 60 of the Union List, viz., 'Sanctioning of Cinematograph films for exhibition'.
- Administration of the Cinematograph Act, 1952 (37 of 1952)
- Import of feature and short films for theatrical and non-theatrical viewing.
- Export of Indian films, both feature and short films.

- Import of unexposed cinematograph films and various types of equipment required by the film industry.
- All matters relating to film industry, including developmental and promotional activities thereto.
- Promotion of good cinema by institution of State awards for films produced in India and assistance through the National Film Development Corporation Limited.
- Production and distribution of documentaries and newsreels and other films and film strips for internal and external publicity.
- Preservation of films and filmic materials.
- Organisation of International Film Festivals in India and participation of India in International Film Festivals abroad.
- Organisation of Film Festivals under Cultural Exchange Programmes.
- Film society movement

## VI. ADVERTISING AND VISUAL PUBLICITY

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

## VII. PRESS

- Presentation and interpretation of the policies and activities of the Government of India through the medium of the press.
- 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.
- Publicity to and for the Armed Forces.
- 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).
- Administration of the Press and Registration of Books Act, 1867 (25 of 1867) relating to Newspapers.
- Administration of the Press Council Act, 1978 (37 of 1978).
- Allocation of Newsprint to Newspapers.



*Minister for I & B, Smt. Ambika Soni & Minister of State for I & B, Dr. S. Jagathrakshakan, displaying the official calendar 2012, brought out by DAVP, after its release. Home Minister Shri P. Chidambaram, Secretary, I & B, Shri Uday Kumar Varma and DG, DAVP, Shri A.P. Frank Noronha are also seen in the picture*

## VIII. PUBLICATIONS

- 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 impart upto date and correct information about India to the general public at home and abroad.

## IX. RESEARCH AND REFERENCE

- To assist the Media Units of the Ministry of Information and Broadcasting in collection, compilation and preparation of material involving research into published works, etc.
- 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. OTHER FUNCTIONS

- Publicity for the policies and programmes of Government of India
- 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.
- All matters relating to the Asia-Pacific Broadcasting Union, Commonwealth Broadcasting Association and the Non-Aligned News Agency Pool.
- Cadre management of the Indian Information Service (Groups 'A' & 'B').



*Third Prize winning entry of Shri Santosh Kumar Jana from Midnapur in the Colour Section of the 23<sup>rd</sup> National Photo Contest on the theme "Youth in India" organised by Photo Division*

## CHAPTER 3

# NEW INITIATIVES

### INTRODUCTION OF DIGITAL ADDRESSABLE SYSTEM IN CABLE TELEVISION NETWORKS

The Indian Broadcasting industry is on a growth trajectory. The sector has seen an exponential growth during the last few years. India has one of the largest Broadcasting industries in the world with approximately 800 Satellite Television channels, 245 FM channels and more than 100 operational Community Radio networks.

The Government has taken a momentous decision for digitalization of cable television networks to address the existing drawbacks in non-digital analogue service. The Bill to amend the existing Cable Networks (Regulation) Act, 1995 to facilitate legal framework for digitalization has been passed by both the Houses of Parliament in the winter session of 2011.

The introduction of DAS shall be carried out in a time-bound manner. The notification for the same



*Bollywood Star Shahrukh Khan presenting the first Life-Time Achievement award of IFFI to French film maker Mr. Bertrand Tavernier, at IFFI, 2011, Minister for I & B Smt. Ambika Soni and the Chief Minister of Goa Shri Digambar Kamat are also seen*

was issued on 11th November 2011. As per the notified phased plan, four metro cities would be digitized by 30th June 2012 and by 31st December 2014 in the fourth phase, the entire country will be digitized.

### **FM RADIO EXPANSION (PHASE III)**

Cabinet, in its meeting held on 7.7.2011, approved the policy Guidelines on Expansion of FM radio broadcasting service through private agencies (Phase-III). These policy guidelines were notified on 25.7.2011. Under the policy, permission for FM radio channels will be awarded through ascending e-auction, as followed by department of Telecommunication for the auction of 3 G and BWA spectrum. Phase-III policy will result in coverage of all cities with a population of one lakh and above with private FM radio channels. The provisions of the policy inter-alia include carriage of AIR news bulletins only in an unaltered form and increase in FDI+FII limit to 26% from the existing 20%.The

incentives provided in the policy with regard to J&K, North Eastern states and Island territories will make the operations viable in these areas and are expected to result in better off-take of channels.

### **SETTING UP OF REGIONAL CENTRES OF IIMC**

The Ministry of Information & Broadcasting has decided to establish four Regional Centres of the Indian Institute of Mass Communication (IIMC) in the States of Jammu & Kashmir, Kerala, Maharashtra and Mizoram to impart quality training in the field of mass communication. Out of the four, two Centres at Amravati (Maharashtra) and Aizawl (Mizoram) became operational in 2011 with PG Diploma course being offered in English Journalism. The remaining two centres are expected to become operational from the coming academic session.



*Chairman, Jury on Non-feature Films Shri A.K. Bir and Chairman, Jury on Best Writing on Cinema Shri Ashok Vajpeyi presenting the recommendations for the 58<sup>th</sup> National Film Awards to the Minister for I&B Smt. Ambika Soni in New Delhi*



*Minister of State for I & B Shri Choudhury Mohan Jatua releasing the reference Annual India/Bharat 2012 in New Delhi*

### **TRANSPARENCY IN THE DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY (DAVP)**

The Ministry is making continuous efforts to streamline the work procedures with a view to improve transparency and delivery of services. In this regard, the Directorate of Advertising and Visual Publicity, the premier advertising arm of the Ministry has recently put in place a system to release work orders and to make payments electronically to the empanelled Radio/TV channels and the newspapers.

### **NATIONAL MUSEUM OF INDIAN CINEMA (NMIC)**

The Ministry has initiated the process for setting up a National Museum of Indian Cinema in the Films Division Complex in Mumbai. The Museum would be a fitting tribute to the rich cultural heritage of India. It would showcase the development of Indian cinema over the decades. The museum is being set up at a cost of ₹ 121.55 crore and is expected to be inaugurated in the centenary year of Indian Cinema, i.e. 2013.

### **NATIONAL CENTRE OF EXCELLENCE FOR ANIMATION, GAMING & VFX**

With a view to fill the gap in the skilled manpower in the sunrise sectors of animation, gaming and VFX,

the Ministry has initiated the process to establish a National Centre of Excellence for Animation, Gaming & VFX with an outlay of about ₹ 52 crore. It is imperative to develop skilled man power in this field which can be used to translate our age old story telling skills by developing animation and gaming software. A suitable chunk of land, measuring 12 acres at Mohali has been identified and the same has been allocated free of cost to the Ministry by the Punjab Government for the purpose.

### **NATIONAL FILM HERITAGE MISSION (NFHM)**

With a view to preserve the film heritage, the Ministry is embarking on a project to digitalize, restore and archive films, including those of the Silent Era. This project is expected to cost about ₹ 660.62 crore and is proposed to be implemented during the 12<sup>th</sup> Plan.

### **SECTORAL INNOVATION COUNCIL**

The Ministry in July 2011 constituted a Sectoral Innovation Council on the lines of National Innovation Council. Eminent experts, in their respective fields, were inducted as council members. The Council is engaged in preparing a comprehensive road map for a decade for the information and broadcasting sector.



*Vice President Shri Md. Hamid Ansari releasing the book 'Media as an Instrument of Public Accountability' on the occasion of National Press Day on November 11, 2011, also seen in the picture Minister for I & B Smt. Ambika Soni and Chairman Press Council Mr. Justice Markandey Katju*



## CHAPTER 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

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

The Press Information Bureau (PIB) is the nodal

agency of the Government 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.

PIB disseminates information through different modes of communication such as Press Releases, Press Notes, Feature Articles, Backgrounders, Press Briefings, Press Conferences, Photographs,



*Finance Minister Shri Pranab Mukherjee launching a new Audio-Visual presentation on Rabindranath Tagore's poem "Jaya Hey". Minister for I & B Smt. Ambika Soni and Minister for Housing and Urban Poverty Alleviation and Culture Km. Selja are also seen in the picture.*

Interviews, Database available on Bureau's website, Press Tours, etc. The Information material, released in English, Hindi and Urdu and subsequently translated in other regional languages, reaches about 8,400 newspapers and media organizations in different parts of country. PIB Officers have been consistently providing the requisite service to their respective Ministries and have been fulfilling the information needs of media in respect of those Ministries.

## Organisational Set up

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

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

## Prime Minister's Unit

PIB has a dedicated unit for the publicity and media support to the Prime Minister's Office (PMO). The unit functions on 24X7 basis and compiles media

reports on all days including holidays for PMO and Cabinet Secretariat. The activities of the Unit include:

- Preparation of media report for the Hon'ble Prime Minister in the morning in a strict timeframe which is finalised and sent by 9.15 a.m. every day. It includes contents from English, Hindi and Regional newspapers;
- Preparation of a gist of editorials from Hindi newspapers in the morning;
- Preparation of feedback from regional newspapers in afternoon;
- Preparation of weekly Magazine Report;
- Interacting with media regarding PM's engagements;
- News clippings for National Advisory Council (NAC), Cabinet Secretary;
- Special Feedback report from Srinagar, for PMO;
- Urdu newspaper feedback, for PMO;
- Organising Cabinet Briefings;
- Transcribing and uploading the speeches/statements of the Prime Minister on website;
- Issuing and uploading the greeting/congratulatory/condolence messages by the PM on the website;
- Issuing and uploading Cabinet decisions on the website;
- Arranging press conferences for GoM on Media;
- Coordination with Regional/Branch offices about visits of PM/President for coverages of the events;
- Pursuing coverage by Regional/Branch offices and providing feedback regarding formal and informal media material;

- Issuing press releases/statements/messages and facilitating coverages of select official engagements of the President; and
- Organising publicity for PM's Economic Advisory Council, Cabinet Secretariat and other bodies under PMO.

## NEW INITIATIVES

### Group of Ministers (GoM) on Media

The Government of India constituted a Group of Ministers (GoM) on Media on May 10, 2011 to interact with media on a regular basis on issues of emergent public concern and to strategise on the Government's media strategy. The PIB is providing support to the GoM which meets on all working days. A core team of officers of PIB assists the GoM in daily analysis of news, views and events in order to identify subjects on which the Government's responses have to be made proactively. Apart from the media feedback, the Bureau also prepares backgrounders and explanatory notes on important issues to help the GoM on Media to strategise its responses. The Bureau organises press conferences of the GoM, issues press releases and follows up with the media for its wide coverage both in print and electronic media.

The GoM on Media has also formed a panel of eleven Ministers to present the Government's point of view particularly in electronic media. The PIB provides background information and position papers to this panel of Ministers on issues of public concern. It also coordinates and facilitates media interaction of the GoM and panel of Ministers with the media.

### Online Accreditation System

A fully online system of accreditation was adopted by PIB during 2010-11 to make the process prompt and efficient. PIB provides accreditation to media representatives including foreign media at the PIB Headquarters. The Bureau has continued the process

of online accreditation during 2011-12 also. During April-December, 2011, 119 correspondents and 31 camerapersons have been granted fresh accreditation and thus, a total of 1450 correspondents and 441 camerapersons/photographers are accredited. Besides, 86 technicians, 111 editors, 5 cartoonist and 13 correspondents-cum-camerapersons have also been granted accreditation.

### 24x7 Control Room

PIB has a News Room/Control Room which is operational 365 days round the clock to meet challenges emerging out of any eventuality at any time. Arrangements for holding Press Conferences at short notices and simultaneous webcast through PIB centres across the country are also kept in a state of readiness to handle any sudden development and unexpected situation. The Control Room functions on 24X7 basis during emergencies. The important news channels are monitored and Principal Director General (M&C) is kept informed of latest developments, misreporting of facts, etc. for timely media intervention.

### Journalist Welfare Fund

The Press Information Bureau has been implementing the scheme of 'Journalist Welfare Fund'. The revised scheme came into effect in its broad-based form from 25th August, 2010 which provides one time ex-gratia relief on an urgent basis to journalists and their families suffering from hardship. Assistance of up to an amount of ₹ 5 lakh can be sanctioned to the journalist under this scheme. Relief can be given to the family under extreme hardship on account of death of the journalist or to the journalist in case of permanent disability. Assistance is also given towards the cost of treatment of major ailments like cancer, renal failure, heart ailment, brain haemorrhage, etc. Financial assistance is also given in case of accidents causing serious injuries requiring hospitalization. The cases are processed by PIB and recommendations

are sent to a high level committee in the Ministry of Information and Broadcasting for approval of the proposals by the Minister of Information and Broadcasting. In the year 2011, families of two journalists have been given benefit under the scheme.

## New Web Services

- **Web Enabled Services:** The website of PIB (<http://www.pib.gov.in>) which is an important source of government information was re-designed in 2010 to make it more user-friendly with advanced features. It has an advanced search facility which provides information from the archived material that has been uploaded on the website in the past years on government plans, policies, programme initiatives and achievements. The main website is trilingual in English, Hindi and Urdu. Regional offices of the Bureau have separate websites in seven different languages, viz., Tamil, Malayalam, Kannada, Telugu, Bengali, Marathi and Mizo. The websites are updated 24x7 throughout the year.
- **Disabled Friendly:** The new website of PIB was redesigned during 2010-11 in keeping with the requirements of differently abled persons. It incorporates features such as text resizing, all text for photos, sufficient contrast and no use of content that causes seizures and unicode for Hindi etc., which makes it friendly to persons with disability.
- **SMS Alert System:** SMS alert system to alert media in case of announcement of important policies and programmes of the Central Government, Press Releases, Press Conferences, Press Briefings and coverage of events which need quick media response introduced last year was continued during 2011-12. The Bureau further strengthened the system of SMS alerts by introducing web-enabled messaging during 2011-12 to send bulk SMSs to invite mediapersons for press conferences, inform them about release of statements on major issues, major advisories etc.

## HIGHLIGHTS OF THE YEAR

- PIB-supported GoM on Media, constituted in May 2011 by providing media briefs, organising Press Conferences and issuing Press Releases on its behalf.
- Provided media briefs on important issues engaging media attention to the Panel of Ministers formed in November, 2011.
- 89 Public Information Campaigns were organized during April-December, 2011. 47 more are to be held in January-March, 2012.
- Issued 55579 press releases and 3019 features during April-December 2011.
- The Bureau developed a user-friendly new website [www.pib.gov.in](http://www.pib.gov.in) with more features. It is a trilingual website in English, Hindi and Urdu.
- System of SMS alerts for important events, press releases uploaded for quick media response.
- Fully on-line system of accreditation operational since 2009-10.
- Control Rooms with extended working hours set up during emergencies.
- On-line system of grievance redressal and Citizen's Charter based on "Sevottam" adopted.

- **Sevottam Compliant Citizen's Charter:** On line system of grievances redressal and Citizen's Charter based on "Sevottam" has been adopted by PIB. The website URL to lodge grievance online is <http://darpg.grievance.nic.in>. The Bureau makes effort to address the grievance within a time limit of 30 days. Decision is communicated once the grievance is settled and status is displayed on the above URL.

## International Film Festival of India (IFFI) -2011

PIB set up and managed Media Centre at the venue of 42<sup>nd</sup> International Film Festival of India, 2011 at Goa to facilitate dissemination of Festival related information to media. The Media Centre provided conducive work environment and facilitated participation of the media persons in the festival. 24 VCDs of Indian Panorama cinema and 20 VCDs of world cinema were distributed to the Media. 50 catalogues each of Indian cinema and world cinema were given to the Press. 150 copies of IFFI Daily were distributed to the Media. 60 press releases were issued in English and 59 in Hindi during the festival. Besides, 41 Press Releases were issued in Marathi and 40 synopses were translated in Marathi and circulated to the media. The Marathi releases and synopses were uploaded on PIB Mumbai's Marathi website. The releases touched upon all the aspects of IFFI Goa 2011 including Special Sections, Short Film Centre Awards and Presentations, Tributes and Retrospectives.

Apart from being placed at the Information Desk in the Media Centre, the releases were e-mailed to national media as well as media attending IFFI. The press releases were also placed on the PIB, PIB-IFFI and PIB Mumbai websites. A dedicated website <http://pib.gov.in/iffi/default.asp> was maintained throughout the Festival and used for posting Festival updates for mediapersons. The Photo Publicity Unit (PPU) in collaboration with the Photo Division

covered 156 functions and released 190 photographs of the Press Conferences, Open Forums, Red Carpets, and Presentations, etc. The Unit has also distributed about 1157 colour prints of the released photographs to the media.

## Public Information Campaigns

The Bureau organises Public Information Campaigns (PICs) across the country to disseminate information on Government of India's flagship programmes directly to the target beneficiaries. These are multi-media campaigns organised by the Bureau in association with other sister media units of the Ministry. The strategy of a PIC is to combine information dissemination with the delivery of services at the doorsteps for the beneficiaries particularly in rural areas. During the period between April - December, 2011, 89 PICs have been organised. 47 more PICs have been planned to be organised between January and March, 2012.

## Press Tours

Successful people's programmes in remote and backward regions of the country are identified and national and local media are taken to visit these developmental projects. These include remote villages where successful schemes have been implemented due to the efforts of individuals, organizations and Government agencies. 32 Press Tours were organized during April -December, 2011.

## Economic Editors' Conference

PIB organised a two-day Annual Economic Editors Conference during October 19-20, 2011, which was inaugurated by the Finance Minister. Five Ministries viz, Ministries of Finance, Communications and IT, Railways, Agriculture and Petroleum & Natural Gas, and the Planning Commission participated in the two-day Conference. Shri Rangarajan, Chairman, Prime Minister's Economic Advisory Council

(PMEAC) also addressed this Conference. It was attended by 43 out station editors from all over India. Besides this, a large number of local editors, journalists and senior officers of various Ministries attended the Conference. This event was widely covered in media. Press Conferences of the ministers were held on the occasion. Background material on major policy initiatives of the participating Ministries was prepared, distributed and uploaded on the PIB website.

### **President's and Prime Minister's Publicity**

Arrangements were made for transcription of Prime Minister's extensive interaction with five editors of selected newspapers in June, 2011. The transcript, as approved by PMO, was released/ uploaded on PIB website. Coverage of the President's and the

Prime Minister's addresses during the celebrations of 65<sup>th</sup> Independence Day was ensured. The speech was procured from Rashtrapati Bhawan and sent to the Regional/Branch offices for translation in regional languages. Necessary arrangements were made for webcasting of the President's address. The President's address and highlights were translated in Hindi and Urdu and uploaded on the Bureau's website along with English speech.

PIB arranged the release of Prime Minister's speech from Red Fort with its highlights and salient features. Releases in English, Hindi and Urdu were uploaded on the Bureau's website and e-mailed to Regional/Branch Offices for translation and dissemination to the local press. A number of foreign visits of the Prime Minister took place this year such as visit to



*Finance Minister Shri Pranab Mukherjee addressing the Economic Editors' Conference organised by PIB in New Delhi*

address UN General Assembly in September, 2011, to South Africa for IBSA Summit in September, 2011, to G-20 summit in France in November, 2011 and to Maldives for SAARC summit in November 2011 etc. for which PIB made special arrangements for release of photos, speeches, statements, etc. for wide publicity.

### Feedback, Feature and Photo Services

PIB Officers also provide feedback to their respective ministries and departments. As part of Special Services, the Feedback Cell in PIB prepares 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

backgrounders, updates, info-nuggets, features and graphics, which were sent to the Regional/Branch Offices for translation and circulation to the local media. The unit releases special features highlighting policies and programmes of the Government. These include features and success stories on flagship programmes and other topical issues. The Unit has been producing on an average over 200 features annually. 144 features were issued between April - December, 2011. During January - March, 2012, around 55 features are likely to be issued. During April - December, 2011, the Photo Publicity Unit of the Bureau released 4040 photos.

### Indian Science Congress

99<sup>th</sup> Indian Science Congress was held at Kalinga Institute of Industrial Technology (KIIT University),



*PIC on Bharat Nirman organised by PIB at Nagarcoil, Tamil Nadu*

Bhubaneswar from January 3-7, 2012 on the theme "The role of Science and Technology for Inclusive Innovation with Special Reference to the Role of Women". The Prime Minister inaugurated this prestigious event. To ensure wide coverage, PIB had taken representatives of national press comprising 24 members from both print and electronic media from New Delhi as well as a team of journalists from Calicut, Hyderabad, Nagpur and Mumbai. Over 300 mediapersons covered the event. Doordarshan Kendra and All India Radio and other channels covered the event at local level. More than 15,000 delegates, including scientists, students and delegates from abroad including NRIs and several noble laureates participated in the event which was organized along with Women's Science Congress and Children's Science Congress. Besides the emphasis on women and children, the other issue in focus at the Congress was missiles. India's premier military weapons developer, the Defence Research and Development Organisation (DRDO) displayed models of *Agni*, *Prithvi*, *Nag*, *Akash*, *Brahmos* and *Astra* missiles. Various Government departments and private organisations and industries exhibited their research modules and programmes.

### **Pravasi Bharatiya Divas Samaroh**

The 10th Pravasi Bharatiya Divas was held from January 7-9, 2012 at Birla Auditorium, Jaipur. Theme of PBD-2012 was "Global Indian - Inclusive Growth". The Prime Minister Dr. Manmohan Singh inaugurated the convention on 8<sup>th</sup> January, 2012. The President, Smt. Pratibha Devisingh Patil conferred the Pravasi Bharatiya Samman Awards upon 15 eminent Overseas Indians and delivered the Valedictory Address on January 9, 2012. Pre-conference seminars on Solar Energy, Health and Water Management were organized on January 7. The Chief Guest of the event was the Prime Minister of Trinidad and Tobago, Ms. Kamla Persad Bissessar.

Special media accreditation for covering the three day event was given to over 500 mediapersons

including those from abroad. Wide media coverage in both print, electronic and through press conferences, press releases was ensured and the material was uploaded on the PIB website. Extensive photo coverage was also provided.

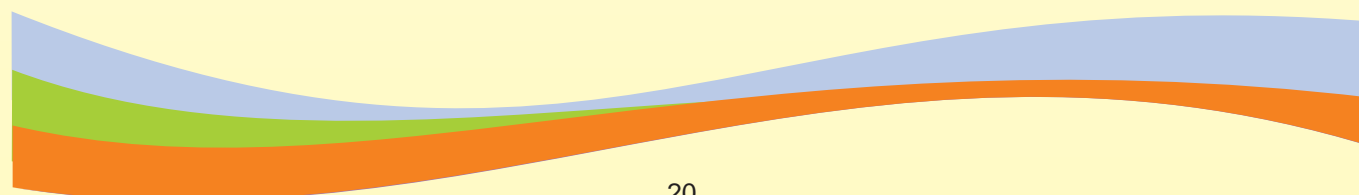
### **Implementation of Official Language Policy**

All possible efforts are made in Press Information Bureau towards progressive use of Hindi for the observance and implementation of various orders and instructions issued by the Department of Official Language including targets fixed in the Annual Programme under Official Languages Act, 1963 (as amended in 1967) and Official Language Rules, 1976 (as amended in 1987). The Official Language Implementation Committee in this Bureau monitors the status of the implementation of Official Language Policy. The meetings of the Committee are held regularly which are chaired by Principal Director General (M&C), PIB. Various issues like Hindi training, press releases, inspections of regional/branch offices regarding the use of Hindi etc. are discussed in these meetings. All the press releases are issued in Hindi, English and Urdu by this Bureau. The website of PIB is also available bi-lingually. Officials of PIB Headquarters visit regional and branch offices to review the status of implementation of official language policy and rules in the regional/branch offices.

### **ACTIVITIES PLANNED DURING JANUARY-MARCH, 2012**

#### **Rail Budget 2012**

Press Conferences by the Minister of Railways and the Board Members soon after the presentation of Railway Budget have been arranged. Budget documents are planned to be distributed to the local media at Parliament House as well as in Rail Bhawan. Supply of budget documents to the Regional/Branch Offices of Press Information Bureau has been ensured. PIB Headquarters will





issue press releases immediately after the presentation of Rail Budget. A quarantined News Centre has been set up by PIB at Rail Bhawan to prepare press releases while Rail Budget speech is in progress.

## General Budget 2012

PIB proposes to organize a press conference on presentation of General Budget 2012-13 by the Finance Minister/ Secretary to put the highlights of budget in proper perspective. PIB will also disseminate related information through press releases. It will also arrange for distribution of budget sets to mediapersons. PIB has set up a quarantined News Centre to prepare press releases while Finance Minister's Budget speech is in progress. PIB Headquarters will also issue press releases immediately after the presentation of the Union Budget. Post-Budget interviews of Finance Minister and senior officers in the Finance Ministry will be arranged with print and electronic media.

## PLAN PERFORMANCE 2011-2012

The main thrust of XI<sup>th</sup> Plan of PIB was to modernise PIB as a professional organisation. It was, therefore, proposed that technology be used as a strategic tool to improve and enhance its efficiency so that it could efficiently discharge its function of dissemination of information relating to the policies and programmes of Government and provide feedback to the Government. This is being achieved by transmission of news-worthy information and this process is being speeded up through expanding the computer network. The Bureau has also developed PIB website <http://pib.gov.in>, thus making its material available to its stakeholders.

### 1. Setting up of National Press Centre (NPC) at New Delhi

National Press Centre has been planned as a world class media centre comprising state-of-the-art press

conference halls, media briefing rooms, large work areas and lounge for the mediapersons with latest technologies for editing and other professional work. NBCC was entrusted with the job of constructing the NPC building in 2010 with a total cost of ₹ 60 crore. The construction work is going on at a fast pace to get the centre functional by the end of 2012.

PIB has been allocated funds to the tune of ₹ 20.50 crore in B.E. 2011-2012 for setting up of NPC. Funds amounting to ₹ 18 crore had been released to NBCC up to December, 2011. The progress of the construction work is almost as per the timelines mentioned in the contract. During the financial year 2011-12, PIB is required to make payment amounting to ₹ 30 crore to NBCC. Accordingly, the additional fund of ₹ 9.50 crore has also been proposed in R.E. 2011-12.

### 2. Media Outreach Programme

This new scheme is included in 11th Five Year Plan with a total approved outlay of ₹ 49 crore. The strategy of this scheme is to combine information dissemination with the delivery of services at the doorsteps of the beneficiaries particularly in the rural areas. The scheme consists of the following components:

- (i) Public Information Campaigns - 136 campaigns are proposed to be conducted during the Annual Plan 2011-12.
- (ii) Media Interactive Sessions, dissemination of Success Stories and Press Tours.

During the year 2011-2012, PIB was allocated SBG amounting to ₹ 14.50 crore. An expenditure of ₹ 6.65 crore was incurred up to December, 2011 on organizing 89 PICs and 74 success stories. Against the allocation of ₹ 14.50 crore, ₹ 11.14 crore (anticipated) is planned to be spent during this financial year.

### 3. Publicity for Special Events

This new scheme has been included in the XI<sup>th</sup> Five Year Plan with a total budget outlay of ₹ 2.17 crore which comprises following three sub-schemes:

**(i) International Film Festival of India (IFFI)**

**(ii) Pravasi Bhartiya Divas (PBD) Samaroh**

**(iii) Media Exchange Programme** - The scheme aims at establishing and developing closer relations with other countries in the field of information and mass media. The components of the scheme are (i) Cultural Exchange Programmes (ii) Joint Working Groups and, (iii) Agreement on cooperation in the field of information. The total budget allocation for 11<sup>th</sup> Plan is ₹ 174.78 lakh. The total budget allocation of this scheme in B.E. 2011-2012 is ₹ 15.75 lakh. CEPs and Joint working Commissions are under various stages of implementation which would however depend on the response from the concerned participating countries.

## **DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY**

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

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 56 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 the 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 and mass mailing.

Some of the major thrust areas of DAVP's advertising and publicity are National Integration and Communal

Harmony, Rural Development programmes, Health and Family Welfare, AIDS awareness, Empowerment of Women and Girl Child, Consumer awareness, Literacy, Employment Generation, Income Tax, Defense, Environment Protection, Road Safety, Energy Conservation, Promotion of Handicrafts and preparedness against Natural Disasters.

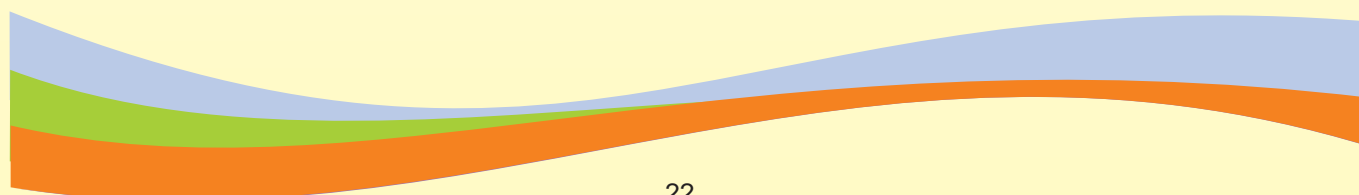
### **Organizational set up**

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

It has three regional offices at New Delhi, Bangalore and Guwahati to coordinate the Directorate's activities in the regions. There are two regional distribution centers located at Kolkata and Chennai to look after the distribution of publicity material in the eastern and southern regions respectively.

DAVP has a network of 32 Field Exhibition Units spread all over the country. The Field Exhibition Units of DAVP act as vital communication links between the government and the people. The Field Exhibition Units mount multi-media 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 sectors.

The process of modernization, digitization and technological upgradation of operations at DAVP is an ongoing activity. DAVP is making all its payments to newspapers and AV channels through Electronic Clearance System (ECS) in order to make the process more efficient, transparent and accountable. DAVP is already issuing all its release orders and print media advertisement designs online. Besides, it is receiving applications for empanelment and renewal of both print media and audio visual media including their



online bills. It is also in the process of releasing audio spots online. A beginning is also made to upload video spots electronically through e-bus facility and archiving of AV material.

## IMPORTANT ACTIVITIES DURING 2011

- A new facility has been introduced by DAVP, of sending SMS alerts to the publications concerned within seconds of uploading any release orders for an advertisement. This would help the publishers to know about the advertisements issued to them even when they are not browsing the website of DAVP.
- DAVP this year made its website *www.davp.nic.in* disabled-friendly. Now, the visually challenged can access the website without hindrance.
- DAVP is embarking on automation and digitization of processes and multi-level monitoring through the use of IT. It would facilitate automatic report generation at all levels.
- In emerging new media "Digital Cinema" and "Community Radio" have been empanelled by DAVP. New modes of advertising through SMS mobile, websites have been empanelled on pilot basis.
- DAVP organized exhibition on behalf of Ministry of Health and Family Welfare in India International Trade Fair 2011 New Delhi by putting up exhibition on "Non- Communicable diseases" theme.
- Selected speeches of Prime Minister have been printed and distributed. The Format and Style of the cover was also revamped, to give a bright and attractive look with a colour-coded strip.

- DAVP also empanelled 62 creative agencies under print and 30 creative agencies under print and multi-media categories to cater to the clients efficiently and effectively.
- Important events like Hindi Pakhwada, Vigilance Awareness Week were organized through display of banners in Delhi to let the public know the importance of these events.

The number of Urdu newspapers empanelled with DAVP is steadily growing over the years. While there were 181 papers in 2003-04, there

### Highlights

DAVP released the Government of India's calendar 2012 on a special theme to sensitise people about the flagship programmes of the Government.



DAVP is the only advertising agency that releases all its Release Orders online to all newspapers, journals, Radio & C&S Channels throughout the country.

About 5200 Newspapers are on its panel.

About 218 Cable and Sattelite channels apart from the DD bouquet, and 222 FM Channels apart from all DD and AIR channels are on its panel.

are 458 papers on DAVP panel this year. The advertisement revenue to Urdu papers also rose from ₹ 4.82 crore in 2003-04 to ₹ 16.89 crore during 2010-11.

- Consultancy Development Centre (CDC) under the Ministry of Science & Technology has been engaged to prepare a Detailed Project Report on the modernization of DAVP. CDC recommendations are under examination in the Ministry.

## CAMPAIGNS

During 2011-12, DAVP launched several campaigns on behalf of its client ministries/ departments. Some of the major themes that were taken up include the following:

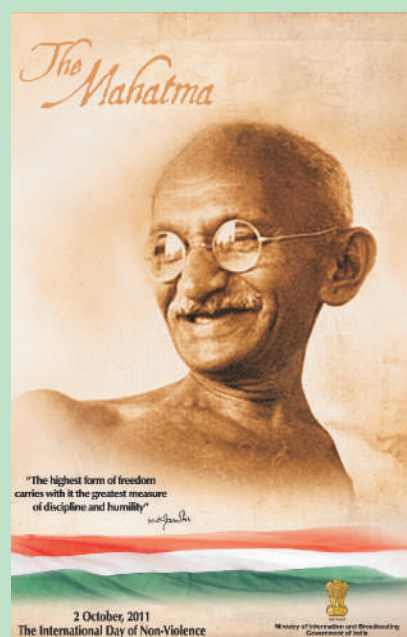
Several print media advertisements were issued on the Government's initiatives on Bharat Nirman, overarching all the flagship schemes dedicated to build a strong, healthy and prosperous rural India.

**Development Publicity Campaign under the brand name of 'Bharat Nirman':** DAVP had launched two phases of Bharat Nirman campaign during the year. The 1<sup>st</sup> phase started on 22 May 2011 and ended on 10 June 2011 while the 2<sup>nd</sup> phase was on between 6<sup>th</sup>-30<sup>th</sup> November 2011. During the 1<sup>st</sup> phase, only print and audio-video modes were used. In the 2<sup>nd</sup> phase, outdoor publicity, publicity through SMS and Internet were also made part of the multi-media campaign. DAVP also used for the first time, exhibition vans to disseminate messages in the backward and remote areas where other traditional media have little access.

- **State Specific Booklets on Programmes for the People:** DAVP designed and printed State Specific Booklets giving information on the programmes for the people. So far, the states covered are Assam, Uttar Pradesh, West Bengal, Kerala, Tamil Nadu and Jammu & Kashmir. These booklets, brought out in association with PIB, provide information on

## SPECIAL CAMPAIGN ON 2nd OCTOBER

Print campaign was launched for disseminating the message of power of Non-Violence.



The exhibition on 'Mahatma Gandhi, his Life and History' was organized at Chennai. Print ads were issued to all empanelled Publications.

the welfare measures for the people under various developmental schemes of the Government of India.

- **Report to the People:** DAVP also designed and printed a booklet on achievements and initiatives of Union Government in different sectors. The booklet titled 'Report to the People' gives databased vital information on development measures carried out by the various ministries/departments of the Union Government for the benefit of the common man.

- **Information Booklets on Flagship Schemes:** DAVP also designed and printed seven information booklets on various topics like Youth Empowerment, Right to Information, Women Empowerment, Welfare of Minorities, Welfare schemes for Weaker Sections, Inclusive Growth of Villages, and Special Programmes for the Welfare of SC/ST. These were distributed among rural people to create awareness on the welfare measures taken by the Government.
- **Regular print media campaigns of M/o I & B:** DAVP has undertaken regular print media campaigns on occasions like Ambedkar Jayanti, Independence Day, Sadbhavna Diwas, Shastri Jayanti, Sardar Patel Jayanti, Nehru Jayanti, Anti Terrorism Day, National Integration Day etc.

#### **AV Campaigns**

- Two rounds of Bharat Nirman covering flagship programmes of the Government on Doordarshan, AIR, Private TV & Radio Channels and for the first time on Websites and Bulk SMSs.
- Consumer Awareness covering subjects like Air Travel, Consumer Responsibilities, Misleading Advertisements, mediation and Consumer Protection Act.
- Awareness on Income Tax issues.
- Other important Audio Visual Campaigns included (1) Bureau of Energy Efficiency, (2) NACO-Blood safety, (3) Fire Safety, (4) Promotion of Tourism in North-Eastern Region (5) Tourism in J&K (6) Recruitment campaign for Armed Forces (7) Right to Information.

#### **ADVERTISING**

A total number of 12,131 advertisements were released to various newspapers throughout the country during the financial year 2011-12 (as on 23.12.2011). Of these, 1,054 were display advertisements and the rest were classified advertisements. Some of these include advertisements on Consumer Education, Anti-Ragging, World Population Day, World AIDS day, World Health Day, Malaria Day, Iodine Deficiency Day, Environment Day, World Sight Day, National Rural Employment

Guarantee Scheme (NREGS), Gandhi Jayanthi, Babu Jagjivan Ram's Remembrance Day, International Day of Disabled Persons, Sadbhavna Diwas, Independence Day and Republic Day.

#### **NEW ADVERTISEMENT POLICY (Effective from 02.10.2007)**

##### **HIGHLIGHTS:**

- The eligibility criteria has been reduced to 18 months from 36 months.
- To provide special encouragement to newspapers in languages like Bode, Garhwali, Dogri, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Mizo, Nepali, Rajasthani, Sanskrit, Santhali, Sindhi, Urdu and tribal languages/ dialects and for newspapers published in J & K, Andaman & Nicobar Islands and North Eastern States eligibility is reduced to 6 months.
- Out of the total value of advertisements released by DAVP 15% goes to small newspapers, 35% to medium newspapers and 50% goes to big category of newspapers.

#### **EXHIBITIONS**

The Exhibition Wing, during financial year 2011-12, organized 439 exhibitions spreading over 1758 exhibition days till 30<sup>th</sup> November 2011. During this period, different units participated in 63 Public Information Campaigns in different parts of the country. Some of them are:

##### **IITF 2011 at New Delhi**

DAVP organized exhibition on behalf of Ministry of Health and Family Welfare in India International Trade Fair 2011 at New Delhi by putting up an exhibition on "Non-communicable Diseases". A mega show was organized displaying the exhibition an set in the three-floor building. A big fascia of a size of 80x40 feet was erected with flex. Sidewalls were also covered through flex. Diorama, murals, translites were used to make the exhibition attractive. Audio-visuals were used on Plasma TV to make people aware of the subject.

Highlights of exhibitions attended by various Field Exhibition Units (FEUs) in Delhi from April to 30th November 2011 are as follows:

- The unit at Hqrs participated in one-day exhibition at Talkatora stadium on the theme of Diabetes Awareness Programme.
- The unit participated in Gandhi Mela at Pragati Maidan from 2nd to 4th October 2011 by organizing the Mahatma Gandhi exhibition.
- The unit also participated in the prestigious MTNL Perfect Health Mela from 19 to 23<sup>rd</sup> October 2011 at Pitanji.
- DAVP has taken up a new medium for publicising the flagship policies and programmes. For the first time, Mobile Exhibition Vans are being used to deliver the message about the programmes. The Mobile Exhibition Vans can travel to the remotest places in the country. It was taken up

as a pilot project in the first phase with 10 Vans to cover 30 districts.

- All the vans are equipped with GPS tracking System to enable live monitoring of the vans.

#### **Participation in Public Information Campaigns by various FEUs**

Thiruvananthapuram and Jammu units at three places and Chennai, Agartala and Headquarters units at one place each organized exhibition on Mahatma Gandhi during October 2011.

The Jammu Unit participated in melas at Chamliyal in June and Jhiri in October.

Kolkata Unit participated in Utkal Banga Utsav -2011 at Chandaneswar, Balasore Distt., Odisha in August, Uttarpara Shilpa Mela at Hooghly in November.

Patna Unit participated in Saurath Sabha Mela at Madhubani during June-July 2011 on the theme of "Swasth Gram Swasth Bharat" Exhibition.



*PIC on Bharat Nirman held by PIB at Aizawl, Mizoram*



*Bharat Nirman Exhibition on Mobile Van*

This unit also participated in Shravani Mela at Sultanganj by organizing *Swasth Gram Swasth Bharat* exhibition and in Gaya Mela during September 2011 by organizing Bharat Nirman exhibition.

Patna unit participated in Kartik Snan Mela at Begusarai in October 2011 through exhibition on the theme of *Swasth Gram Swasth Bharat*.

Patna unit also participated in Asia's famous cattle fair at Mela Ground, Sonapur, in November December 2011 for a period of 30 days on the theme of "*Swasth Gram Swasth Bharat*".

Ranchi Unit participated in Shravani Mela during August 2011 through van in the district of Deoghar at 15 places on the theme of Bharat Nirman.

In order to reach the most inaccessible and remotest villages in the country where the reach of mass media is not sufficient enough to deliver the message about developmental schemes of the Government, DAVP has taken up a new medium for publicising the important policies and programmes. For the first time, DAVP is utilizing Mobile Exhibition Van to deliver the message about important programmes.

The Mobile Exhibition Van is travelling to the remotest places in the country. Taken up as a pilot project, in the first phase, thirty districts are identified to be covered.

### **Presiding Officers Conference at Jaipur Legislative Assembly**

The Jaipur unit organized a developmental photo exhibition at Vidhan Sabha Parisar, Jaipur on the theme of 'The legislatures of India: the Pillars of Democracy' in connection with 76<sup>th</sup> Presiding Officers Conference held at Legislative Assembly from 21<sup>st</sup> to 30<sup>th</sup> September 2011. Smt. Meira Kumar, Speaker of Lok Sabha, inaugurated the Exhibition.



*Exhibition Van of DAVP*

## Rath Yatra at Puri (Car Festival)

Bhubneswar Unit participated in the famous Car Festival at Puri by organizing Flagship Programmes/ Bharat Nirman exhibition during the festival from 2<sup>nd</sup> to 11<sup>th</sup> July. The Governor of Odisha, Shri Maheswar Mohanty inaugurated the exhibition.

## Printed Publicity

Printed Publicity involves planning, production and supervision of print jobs, viz., Multi-colour Posters, Folders, Brochures, Calendars, Diaries, Booklets, Stickers, Wall Hangers, Table Calendars and other miscellaneous items of printed publicity. Preparation of plans/ estimates for various Ministries/ Departments including Ministry of I&B as per the requirements and budget allocations are also done.

DAVP produces printed publicity material in all major Indian languages, i.e., Tamil, Telugu, Kannada, Malayalam, Marathi, Gujarati, Bengali, Assamese, Odia, Punjabi, Urdu and Hindi. DAVP also prints and distributes important PM Speeches and other reports.

## Jobs done/undertaken during April -December, 2011

Job	No. of Jobs	No. of Copies	Amount Committed (in ₹)
Poster	9	1,87,250	9,21,744
Folder	21	13,47,000	44,73,454
Booklet	31	7,03,300	1,18,20,566
Calendar	22	18,98,700	5,62,57,479
Diary	5	1,17,300	70,91,400
Pamphlet	1	4,50,000	5,20,715
Misc.	17	4,34,010	65,75,610
<b>Total</b>	<b>106</b>	<b>51,37,560</b>	<b>8,76,60,968</b>

## Audio Visual Wing

The Audio Visual wing of DAVP provides a comprehensive range of services to various Ministries and Departments of the Government of India like production of AV spots, Jingles, Documentaries and Sponsored Programmes, Media Planning and release through AIR and private FM Radio Channels, Community Radio, Doordarshan and Private Cable and Satellite Channels, Digital Cinema, Websites and SMSs. Campaign for Energy conservation and promotion of BEE star labels was continued this year also. Major other campaigns included Right to Information Act, Income Tax, Recruitment for Armed Forces, NACO, etc.

## Audio Visual Production

Two major weekly Sponsored Radio Programmes (SRPs) were produced by DAVP and broadcast from various stations of All India Radio. These were "Ten Teen to Eight Teen" a 15-minute programme on adolescent issues and "Ek Kadam Khushal Zindgi Ki Ore" a 15-minute programme on different health related issues. Both these programmes were produced for Ministry of Health & Family Welfare in Hindi as well as other regional languages.

Besides these SRPs, a number of audio & video spots and films were produced for Ministry of Personnel, Public Grievances & Pension; Ministry of Home Affairs; National Horticulture Board; National Sample Survey Organisation; Ministry of I&B, etc.

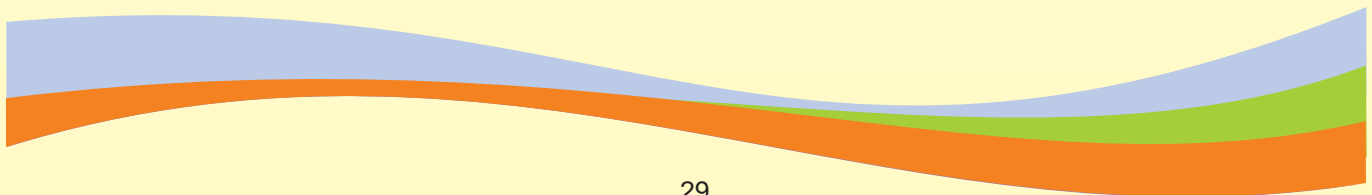
## Empanelment of Radio/TV channels and Digital Cinema

As on 15.12.2011, there were more than 210 Cable and Satellite channels (apart from Doordarshan) and more than 215 private FM Radio Stations (apart from AIR network) on DAVP panel. Also two agencies with over 3500 digital theatres were empanelled with DAVP during 2011-12. The process of empanelling Community Radio Stations is in advanced stage.



**Number of Displays done from 1.4.11 to 31.12.11**

<b>S. No.</b>	<b>Format/Medium</b>	<b>No. Of Display</b>
1.	Airport Signage	81
2.	Animation	61
3.	2 Flex Banners	28
4.	Bus Panels	13781
5.	Bus Queue Shelter	904
6.	Electricity Bills	7800000
7.	Hoardings	2157
8.	City/Metro Kiosk	5348
9.	Large Display/Bridge/Flyover/Subway Panel	56
10.	LCD Screen Display	4182
11.	LPG Bill	750000
12.	Metro Display Board	261
13.	Metro Inside Panels	475
14.	Metro Railings	120
15.	Programme Board	2
16.	Public Utility	13
17.	Railway Reservation Ticket	11800003
18.	Railway Reservation Chart	25000
19.	Railway Station Display Board	89
20.	Train Panel (Shatabdi/JanShatabdi)	5233
21.	Thirupathi Access Card	1900000
22.	Underpass	7
23.	Unipole	296
24.	Gantry	05
25.	Traffic Signal	3016
26.	Pillar wrap	1271
27.	Auto Ricksaw hood	1975
28.	Glow sign	96
29.	Backlit Display Board	30
	<b>Total</b>	<b>22301759</b>



## Pilot Projects on Websites and SMSs

DAVP conducted pilot projects, releasing government advertising through Websites and SMSs. 33 of the top websites of the country have been empanelled for advertisement release. More than 110 SMSs, covering messages ranging from Navy Recruitmen and payment of Income Tax, to Flagship Programmes were sent via SMS at a rate of one paise per SMS.

## Empanelment of Community Radio Stations

For the first time, DAVP has begun issuing advertisements to Community Radio Stations. 10 CRS have been empanelled with DAVP.

## Fresh Empanelment of Producers

DAVP has also begun the process of empanelling production houses for audio-visual work on the basis of new criteria. Some 350 applications have been received, which are being processed. A Revised Rate Card for production has also been drafted, which has been put on DAVP's website for feedback.

## OUTDOOR PUBLICITY

Outdoor media surely catches attention, as its reach is universal and not confined to specific newspaper or channel. Outdoor publicity ignites curiosity about the campaign as well as works as a reminder for all other media. Outdoor is on 24x7 as compared to other publicity. Outdoor attracts the rural masses through its eye catching illustrations and by bold letter size on wall paintings in rural areas. Specially in rural areas, outdoor is the only significant media to motivate the public. DAVP has made every effort to produce and display various media of outdoor to maximize the value of the campaigns.

Various schemes have been publicized for different client ministries/departments as well as autonomous bodies of Government of India through various campaigns on rural oriented schemes on public awareness and information regarding various important events and facilitation in different sectors during the above period at national level.

Various important campaigns on Cancer Awareness, Mental Health, Blindness Campaign, Energy Efficiency, New & Renewable Energy, BIS, Women & Child Development, Consumer Affairs, Income Tax, Customs & Central Excise, Consumer Affairs, Rural Development were publicized by OP Division during this period. Besides, the important events as well as Film Festivals were also highlighted through Outdoor Publicity.

## MASS MAILING

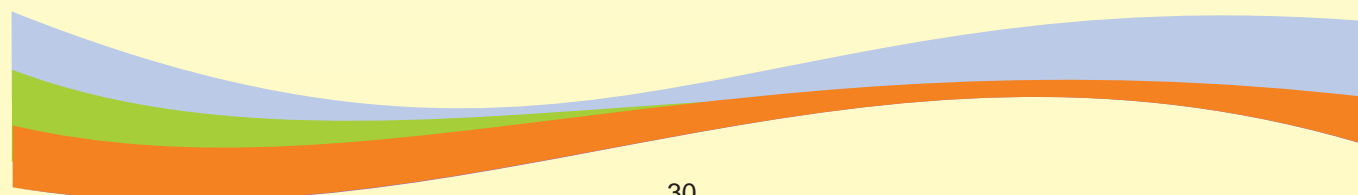
Mass Mailing Wing of DAVP primarily deals with dispatch of printed material produced by publicity wing to various cross sections of people in different parts of the country. The wing is one of the biggest set ups of its kind in the country and has a reach upto Gram Panchayat level. For the first time DAVP has engaged branded vans to deliver calendars upto Block level. It has been taken up on a pilot basis. The wing presently maintains an address bank of 5,00,335 addresses spread over 482 categories. 51,37,560 copies of publicity material on various themes have been distributed. They include programmes for the people by the Government, PM's 15-Point Programme for Welfare of Minorities, Empowerment of Women and Mahatma Gandhi National Rural Employment Guarantee Scheme, etc.

## VIGILANCE

DAVP have 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 the DG. In this work, he is assisted by ADG, Director (Vig.), Deputy Director (Admn.) and other subordinate staff.

### 1. Preventive Vigilance Activities during the Period

- No. of regular inspection conducted 1
- No. of surprise inspections 1



## 2. Surveillance and Detection activities during the Period

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

## 3. Punitive Activities

- No. Of complaints/references received during the period 15
- No. of cases in which preliminary inquiry was conducted 08
- No. of cases where preliminary inquiry report were received 04
- No. of cases in which charge sheets for major penalty were issued Nil
- No. of cases in which charge sheets for minor penalty were issued Nil
- No. of persons on whom major penalty was imposed Nil
- No. of persons on whom minor penalty was imposed Nil
- No. of persons placed under suspension & revoked 01
- No. of persons against whom administrative action such as issuance of warning, etc. was taken. Nil
- No. of persons prematurely retired under relevant provisions of rules Nil
- No. of cases in which Judgments Orders of CATs were received. Nil

## Accounts Wing

The Accounts Wing of DAVP handle payments of approximately ₹ 700 to 750 crore every year, to media organizations, ranging from newspapers, TV channels, Radio channels, Outdoor Publicity

agencies to producers and printing houses empanelled with the organization. Headed by Addl. DG (Accounts), the wing consists of Director (Accounts), Financial Advisor & Chief Accounts Officer and other officials.

**Major achievements:** The major achievements of the Accounts Wing are given below:

- 1) Successful conversion to Electronic Fund Transfers for all payments, including payments for Exhibitions and Salaries.
- 2) 100 percent payments to all private parties is now through Electronic Funds Transfer instantaneously, eliminating delay and loss of cheques in transit.
- 3) 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 reasons or passed.
- 4) Implementation of a clear schedule of deadlines for submission of bills (one month for Audio-visual bills, two months for newspaper bills), after which bills are not accepted.
- 5) Setting up of a Facilitation Cell for receiving of bills on the ground floor of Soचना Bhavan, where the bills are received, and a dated receipt is given.
- 6) Letters from Director (Accounts) for each bill rejected.
- 7) DAVP ran a special drive in November 2011 to accept all previous bills which could not be submitted or were rejected for various reasons so that all pendencies could be cleared.
- 8) Out of 63 outstanding Audit Paras, 47 have been settled.

**Major Initiatives Underway:** The major initiatives underway in Accounts Wing are as under:

- 1) Outsourcing of Account processing and scrutiny;
- 2) Setting up of a Helpline & Call-center for Accounts-related complaints;
- 3) Providing computers to all staff and processing of all payments. through appropriate software.

## **IT Wing**

In partnership with NIC, DAVP continued to make enormous strides in E-Governance, both with respect to Client Ministries and its customers, i.e. newspapers, TV/Radio channels, producers etc. DAVP's website was re-designed to make it more user-friendly, and formally launched by the Minister for Information and Broadcasting. The new website provides client departments with direct access to funds utilization status for both newspaper and audio-visual advertisements for the first time. The site is also disabled -friendly. Online Release Orders were issued for SMSs, Digital Cinemas and Websites, and Outdoor Publicity Agencies for the first time.

## **Language Translation Wing**

Though DAVP does not have permanent staff for undertaking translation, it continued to carry out translations for a variety of Client ministries/ Departments with the help of a panel of translators engaged on casual basis. The translations were done for advertisements, calendars, booklets, folders, etc. The Language Translation Wing of DAVP now consists of Language Typists.

## **REGISTRAR OF NEWSPAPERS FOR INDIA**

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

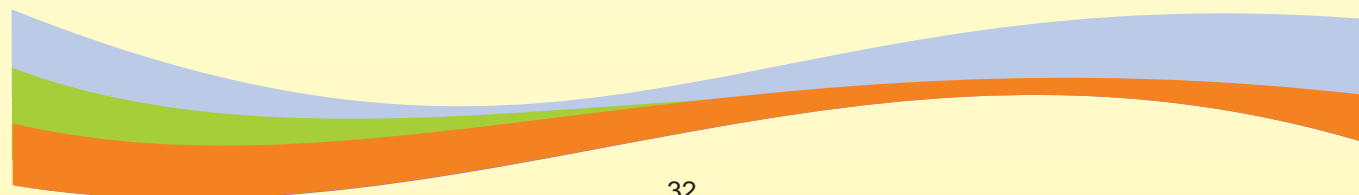
The Office of the Registrar of Newspapers for India (RNI) is an attached Office of the Ministry of

Information & Broadcasting. Under its Statutory and derivative functions, it verifies and approves titles of newspapers, registers them, checks and establishes circulation claims. It also submits to the Secretary, I & B by 31st December every year an "Annual 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, 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, Registration & Circulation**

During April to November 2011, RNI scrutinized 14052 applications for verification of titles, of which 8173 titles were approved; the rest were not found available for allotment. In the same period, 3975 newspapers/ periodicals were issued Certificates of Registration (3296 Fresh and 679 Revised). With the new advertisement policy in force with effect from 1.6.2006, the work of circulation verification by RNI has been restricted to checking the circulation of big category of newspapers whose circulation is 75000 and above per publishing day only and which are referred to by DAVP as well as requests received from the individual publications. The circulation check was carried out by RNI through chartered Accountants empanelled with it. However, due to a verdict delivered by Delhi High Court in a case filed by Indian Language Newspapers Society, the work of circulation verification through empanelled Chartered Accountants has been stopped and the exercise has been carried out by RNI itself with effect from October 2011. So far, the circulation claims of 19 newspapers have been assessed.

The Annual Report "Press In India 2009-10" containing detailed information on print media as compiled from Annual Statements is under print.



## NEWSPRINT

With effect from 1<sup>st</sup> 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. In the year 2006-07, Ministry revised the form of Annual Return showing the import and consumption details of newsprint. RNI issues the E.C., specifying the maximum quantity of newsprint that can be imported by a newspaper. This quantity is decided on the basis of the affidavit in which the publishers state the consumption of newsprint for the previous two years and the proposed quantity of consumption for the current year. If there is more variation in the consumed quantity during the previous year and the quantity proposed to be imported during the current year, RNI asks the publisher to furnish justification

for the variation. However, there is no limit on the number of requests made by the Publishers in a financial year.

During the period April 2011 to November 2011, 1062 Eligibility Certificates were issued by RNI for import of newsprint.

## De-Blocking of Titles

Titles verified by RNI which are not registered within stipulated period of two years are de-blocked. Such unregistered titles verified up to the year 2008 have since been deblocked. 6312 titles verified during 2009 were deblocked during 2011-12(up to November 2011).

## PRINTING MACHINERY

RNI is the recommending authority for the import of printing machinery and allied materials. As such, newspaper establishments are required to obtain



*Press Registrar, RNI, Shri T. Jayaraj presenting the annual report 'Press in India 2010- 11" to Secretary, I & B, Shri Uday Kumar Varma*

**CONSOLIDATED INFORMATION ON VARIOUS ACTIVITIES OF RNI FOR THE YEAR 2010-11.**  
(Covered up to the period of 01.04.2011 to 30.11.2011)

Sl. No.	Name of the activity	Actual performance 2008-09(04/2010-03/2011)	Target fixed for 2010-11 & for 2011-12	Performance during 01/4/2010 to 30/11/2011	Anticipated for
1	Title Clearance				*
a)	References received	25049	*	14052	*
1	Title Clearance				*
b)	Cleared	13229	*	8173	*
c)	Refused	8328	*	5074	*
f)	No. of Titles De-Blocked	8293	*	6312	*
2.	REGISTRATION	5879[4996+883]	* 3975	(3296 + 679)	*
f)	R-I Section: Fresh Cases	1353	*	857	*
g)	R-II Section: Fresh Cases	2090	*	1559	*
h)	R-III Section: Fresh Cases	1553	*	880	*
i)	R - I Section: Revised CRs	224	*	164	*
j)	R-II Section: Revised CRs	396	*	345	*
k)	R-III Section: Revised CRs	263	*	170	*
3.	CIRCULATION CHECKS		@@		
l)	Fully Assessed	8	15		
m)	Lower Assessed	0	4		
n)	Unestablished	0	0		
o)	Deleted	0	0		
p)	Total	8	19	*	
4.	PRINTING MACHINERY & ALLIED MATERIALS.				
q)	No. Of Essentiality Certificate issued for import of Printing Machinery.	0	*	0	*
r)	Certificates for exemption from Foreign Contributions Regulation Act.	02	*	04	*
s)	No. of applications cleared under RTI	961		762	
5.	NEWSPRINT				
u)	No. Of Eligibility Certificates issued to the publishers for import of Newsprint	775	*	1062	*

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

@@ As per new advertisement policy of Government with effect from 01.06.2006, RNI's role for circulation check has been restricted and RNI is checking the circulation of big category of newspapers whose circulation is 75000 and above & which were referred to by DAVP through RNI's empanelled Chartered Accountant firms. However, due to a Court Verdict dated 20/12/2010 in a case filed by ILNA, the verification of circulation claims through empanelled Chartered Accountant firms has been stopped and the work of circulation verification by RNI has commenced from October 2011 onwards. Therefore, no targets can be fixed.

essentiality certificates from RNI for import of printing/composing components and allied materials etc. at a concessional rate of customs duty available to newspapers. During April to November 2011, no application has been received from newspaper establishments for import of printing machinery and allied equipment.

During the same period, four letters were issued for obtaining exemption from the provisions of the Foreign Contributions Regulation Act. During the period, 762 applications received under R.T.I. Act, also have been cleared.

## COMPUTERISATION

Apart from the computerized processing of title verification and registration, all the verified titles are put on the RNI's website <http://rni.nic.in> and these can be downloaded by the applicants. With the introduction of this facility, any person/prospective publisher can access the existing title database, thereby making it easier to propose titles of his/her choice. The data is available State/Language-wise. Radio Frequency Link has been installed under the 10<sup>th</sup> Plan Scheme by NICS I which is working satisfactorily. A leased line circuit from MTNL has also been added to the network of RNI for faster net connectivity during this period.

## OFFICIAL LANGUAGE

Office of RNI organized Hindi Fortnight during 14-28 September wherein different competitions were held to promote the use of Hindi in official work. The 6<sup>th</sup> edition of 'Panjiyan Bharati', a half-yearly house-magazine dedicated to the Official Language will be ready to be brought out in January 2012. Panjiyan Bharati has also bagged the 5th prize among house journals of various departments under the Ministry of Information & Broadcasting this year. One Assistant Director (OL) and two translators are posted in this office to provide the necessary assistance in translation, implementation and

monitoring of the Official Language Policy of the Government of India.

## PUBLIC GRIEVANCES

A Public Grievances Cell is functioning in this office. Deputy Press Registrar of this office has been designated as head of the internal grievance redressal machinery of this office.

## CITIZEN'S CHARTER

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

## 11<sup>TH</sup> PLAN SCHEME: STRENGTHENING OF RNI

During 2007-08, a scheme of strengthening of RNI has been included in the approved 11<sup>th</sup> Plan with a total Outlay of ₹ 88.06 lakh. This scheme envisages setting up of two new Regional Offices of RNI, one at Guwahati and the other at Bhopal. A provision of ₹ 17.00 lakh has been approved in the annual plan 2011-12 for implementing the scheme. However, in the Revised Estimates, the outlay has been reduced to ₹ 3.50 lakh, surrendering the balance amount of ₹ 13.50 lakh which pertains to Guwahati Regional Office, and since no officer has joined so far there, as such no expenditure can be incurred in this office during the current financial year. Balance amount is kept for the official use of Regional Office of RNI, Bhopal. Out of this, a sum of ₹ 1.92 lakh has been incurred as expenditure upto 30.11.2011.

It is felt that setting up of Regional Offices at Guwahati in North-Eastern Region and Bhopal in Central Region respectively, will facilitate aspiring publishers of newspapers of both the regions to apply for titles and launching of publications subsequently. The number of publishers applying for titles, registration, E.C. for newsprint & printing machinery etc. will benefit, once the scheme is fully

implemented. Publishers from these regions approaching RNI Headquarters for various enquiries would be able to get all the details from these new Regional Offices and their applications etc. will be submitted to Headquarters for approval.

## **DIRECTORATE OF FIELD PUBLICITY**

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

The Directorate of Field Publicity (DFP) is the Media Unit of Ministry of Information and Broadcasting which is involved in communicating the schemes of the Government to grass-root level through inter-personal communication activities. The activities include public meetings, group discussions, individual contacts, door-to-door visits, use of traditional and

folk media and other conventional, non-conventional and even innovative methods to the ultimate beneficiaries and specific target groups. In this process, DFP gets support from other Central and State departments/agencies.

The objective is not only to raise awareness of the benefits of various development programmes and policies of the Government, but also to understand peoples' barriers or the 'price' they perceive for accepting the required change that the development entails. The organization strives to create well informed communities with regard to the national objectives of the Government to reach the last person in the last mile. DFP thus acts as a bridge between the people and the Government of India.



*“Swasthya Utsav Mela” at Mandsaur, Madhya Pradesh organised by DFP.*



## Organisational Set up

The Directorate of Field Publicity functions at three levels, namely:

- Headquarters at New Delhi
- Regional offices; and
- 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 14 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 their field level activities. Each Field Unit tours with 10-12 night-halts in a month to conduct awareness programmes on Government schemes and policies among the masses mainly in remote and rural areas. In addition, there are non-night halt tours to nearby locations.

## e-Governance

DFP has adopted information and communication technology to facilitate functioning of its Regional Offices and Field Publicity Units in a more effective way. All the Regional Offices and Field Units have been provided with computers for quick and easy accessibility and communication of reports and feedback. The Directorate has provided internet connection to all its Regional Offices and is in process of equipping all Field units with internet facilities to fast track communication between them and the Headquarters.

DFP is focusing on gathering quantifiable, analyzable and actionable feedback, for which it is extensively using Information Technology in its functioning at DFP Headquarter as well as at its Regional Offices and Field Publicity Units spread across the country.

Regular online uploading of programme activities by Regional Offices in specific formats have been made mandatory for generating focussed reports and database for the purpose of analysis, reference and record.

## Achievements

### April-2011 to December-2011

1.	No. of Film Show organised	22091
2.	No. of Special Programme conducted	4899
3.	No. of Public Opinion gathering	6028
4.	No. of Group Discussion organised	31963
5.	No. of Photo Exhibition mounted	20150
6.	No. of Success Stories collected	1302
	<b>Total</b>	<b>86433*</b>

\* Target for April, 2011 to March 2012 as per the Results Framework Document is 1,00,000.

## MAJOR ACTIVITIES

### Regular Publicity Programmes

As part of the regular publicity activities, the field units visit remote and rural areas across the country to carry out awareness programmes among the masses on various government schemes with a thrust on Flagship Programmes of the Union Government which include Mahatma Gandhi National Rural Employment Guarantee Programme, Rural Drinking Water Programme, Sarva Shiksha Abhiyan, Mid Day Meal Scheme, Right to Information, National Rural Health Mission, etc.

### 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



*Campaign on the 'Use of Iodized Salt' at J&K organized by DFP*

and Himachal Pradesh), Rajasthan, Uttar Pradesh, Uttarakhand, West Bengal (North) & Sikkim & West Bengal (South) carried out extensive publicity campaigns in border areas under their jurisdiction. The units briefed the border area villagers about the different schemes run by the Government of India through film shows, photo exhibitions, seminars, healthy baby shows and by conducting various competitions. Major thrust of programmes was on disseminating messages of national integration and communal harmony.

#### **Participation in Public Information Campaigns (PICs)**

DFP rendered strong publicity support to 81 Public Information Campaigns organized in areas falling under the jurisdiction of its 20 Regional Offices, during April to December 2011. Two to four FPU's participated in each PIC and organized programmes on themes covered under Bharat Nirman.

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

Field Publicity Units under nine Regional Offices of Andhra Pradesh, Bihar, Chhattisgarh, Jharkhand, Maharashtra, Madhya Pradesh, Odisha, Uttar Pradesh

and West Bengal (South) took up the challenging job of organizing awareness campaigns in Left Wing Extremism (LWE) affected areas. Publicity campaigns on Flagship Programmes of Central Government, Bharat Nirman, National Integration and Communal Harmony, Women Empowerment, Influenza A, H1N1 (Swine Flu), HIV, NIDDCP, Tribal Welfare, Rain Water Harvesting, Drinking Water & Sanitation issues, Environment and Forests etc. were carried out to sensitize the masses through film shows, Oral Communication, Photo Exhibitions, etc.

#### **PM's new 15 Point Programme for the Welfare of Minorities**

Field Publicity Units of the Directorate carried out publicity programmes on PM's New 15 Point Programme for the Welfare of Minorities, i.e., Equitable Availability of ICDS Services, Improving Access to School Education, Modernizing Madarsa Education and Scholarships for Meritorious Students from Minority Communities. Film Shows, Oral Communications, Photo Exhibitions, etc. were organized to generate awareness about the programme.

### Special Programmes by Regional Offices

To ensure that the rural masses are able to take the advantage of the government policies and initiatives in the area of healthcare, an awareness campaign on selected themes is underway by the Directorate of Field Publicity at the instance of the Ministry of Health and Family Welfare in eight states, viz., Assam, Bihar, Jharkhand, Uttar Pradesh, Madhya Pradesh, Chhattisgarh, Rajasthan and Odisha to educate and inform the rural masses, specially women about the health programmes initiated by the government. Seventy eight Field Publicity Units of DFP have been mobilized for the task of creating awareness in their respective areas. The units are arranging special awareness programmes in the above states. Till November, 2011, over 352 special programmes have been conducted in these states and feedback has been sent online to DFP Hq by concerned ROs.

Intensive special publicity drive was organized on Voters Education and Electoral Participation for the state Legislative Assembly elections in order to create awareness among the electorate on different aspects of the elections. The main objective is to ensure that maximum number of electorate exercise their right to franchise.

During the month of June, 2011, Field Publicity Unit of Odisha Region participated in the 'Anchalika Loka Kala Cultural and Folk Art Festival'. In July, 2011, Gaya and Chaibasa units of Jharkhand region organised a special campaign in Jagnnathpur Rath Yatra Mela at Ranchi. Jaipur Region also organised film shows, photo exhibitions, oral communication and special programmes at Ramdeora Fair in Jaisalmer and in Northern International Trade Fair at Jaipur.

### Observation of important National and International Events/Days/Weeks and Themes

The Directorate and its FPU's organized programmes on a variety of events including World Health Day, National Labour Day, Anti- Terrorism Day, Quami Ekta (National Integration) Week, Child Rights Day, etc.

### PLAN SCHEMES

DFP has two Plan Schemes for implementation during the XI<sup>th</sup> Plan Period 2007-2012; viz. (i) Conducted Tours/ Skill Upgradation; and (ii) Modernisation and Upgradation of Software and Hardware at Regional Offices (ROs) and Field Publicity Units (FPU's) of DFP.

### Conducted Tour/ Skill Upgradation

The objective of the scheme is to expose the opinion leaders of one state to the ongoing development



*Publicity programme on PM's New 15-Point Programme organised by DFP at Rangagora, Assam*



*Jan Jagran Rally on Bharat Nirman organized by DFP at Chandrapur, Maharashtra*

schemes in other states. The opinion leaders in each conducted tour thus become the carriers of the messages of various development schemes of the Central Government. Being the key members of their community, they impart a positive behavioral change among their community members in favor of the programmes and schemes of the government. With their own repository of knowledge, they share their experiences with the people of other states where they visit and also gain knowledge about their developmental projects.

During the current financial year, ₹ 79 lakh had been allocated for organizing 16 conducted tours. Till November, 2011, 6 conducted tours had been organized.

#### **Modernisation and Upgradation of Hardware and Software at ROs and FPUs**

The scheme aims at faster and more effective communication and dissemination of information in the masses through better and reliable mobility of the units of DFP and improved transparency through website at minimum expenditure. Proper and

systematic compilation of data and records, cost effective dissemination of information and more transparency through website are additional benefits. The year also witnessed results in the form of faster communication between Field Units, Regional Offices and DFP Headquarters due to computerization of units/regional offices which started in the Plan period earlier.

To make better use of technology and equipment and to maintain and update the website, one Programmer and one Asst. Programmer having knowledge and experience in developing software in ASP.NET with SQL SERVER were engaged at DFP Hq. During the year, 100 Data Entry Operators (DEOs) have been engaged for DFP Hq, Regional Offices and Field Units for full and proper utilization of computers and operation of the on-line feedback system.

DFP is basically a mobility-based field organization and vehicles are fundamental and essential requirement of the Organisation. Till December 2011, DFP purchased 07 vehicles and placed order for 13 vehicles out of the proposed 26 vehicles under the scheme.

## PUBLICATIONS DIVISION

(www.publicationsdivision.nic.in)

### Highlights and Achievements

- Revenue earned by the sale of books and journals (including Employment News) till October, 2011 was more than ₹ 36.37 crore.
- Revenue generated by Employment News till October 2011 was ₹ 33.07 crore with net revenue surplus at ₹ 20.93 crore. Revenue earned by the sale of books and journals (excluding Employment News) till October, 2011 was more than ₹ 3.30 crore
- The Division participated in thirteen prominent book exhibitions and fairs from April to November 2011. The important participations were in Neyveli Book Fair (Tamil Nadu), Srinagar Book Fair (Uttarakhand), Delhi Book Fair, Faizabad Book Fair (Uttar Pradesh) and Urdu Heritage Festival, New Delhi.
- Participated in seven Public Information Campaigns (PICs) by organizing book exhibitions, till mid-November 2011.
- Division's popular children's magazine Bal Bharati maintained an average circulation of more than 71 thousand copies per month. Yojana, the flagship magazine devoted to planning and development had an average circulation of more than 50 thousand copies per month for English and over 39 thousand copies per month for Hindi edition. Kurukshetra, a magazine devoted to rural development issues, also maintained over 29 thousand and 26 thousand copies per month for its English and Hindi editions, respectively. (figures upto November 2011)
- This year's important publications include *Bharat Ke Baudh Teerth Sthal*, *Manke - Bhav*, *Sur, Laya Ke*; *Dakshin Bharat Ke Mandir*; *Khel Hai Vigyan*; *Aao Sune Kahani* (all Hindi) and *The Wonderful Marine World, A Brief History*



*Minister of State for I & B Dr. S. Jagathrakshakan, addressing the gathering at the Bhartendu Awards function*

of Water Resources (all English); Sardar Swaran Singh, Taty Tope, Nana Saheb Peshwa, etc. in other Indian languages.

Set up in 1941 as a branch of the Bureau of Public Information, the Publications Division is the largest publishing house of the Government of India which aims at providing authentic information on varied aspects of Indian panorama - Art, Culture, Heritage, Gandhian Literature, Science, Land and People, Flora and Fauna, National Biographies, etc., at affordable prices to the readers.

### The Division's key objectives include

- (a) publishing books and journals on matters of national importance at reasonable price to facilitate wider access to people.
- (b) publishing selected speeches of the Presidents and the Prime Ministers of India to serve as a repository of our national leaders' thoughts for posterity.
- (c) to make available information about job opportunities in Government Sector through Employment News.
- (d) organizing and participating in book exhibitions and competitions to ensure wider reach of our publications and hence Government policies and programmes.
- (e) To promote original Hindi writings in Journalism and Mass Communication, Women's Issues, Children's Literature and National Integration through the annual Bharatendu Harishchandra Awards.



*Release of the book 'Manke: bhav, sur, laya ke' at the 17<sup>th</sup> Delhi Book Fair 2011. The then Additional DG, Publications Division, Smt. Arvind Manjit Singh, Shri Rajan Mishra, Shri Sajan Mishra, Shri Bhajan Sopori, Pt. Vijay Shankar Mishra and others are seen at the release*

## Organisational set up

Publications Division is headed by Director General who is assisted by Directors supervising Editorial, Business, and Administration Wings and a Joint Director for Production wing. Director General is further assisted by General Manager/Chief Editor who is incharge of the publication of Employment News.

The Headquarters of the Publications Division is at Soochna Bhavan, CGO Complex, New Delhi and it functions through its various sales emporia at New Delhi(Headquarters), Delhi(old Secretariat), Mumbai, Chennai, Kolkata, Patna, Lucknow, Hyderabad and Thiruvananthapuram and Yojana offices at New Delhi, Mumbai, Kolkata, Chennai, Ahmedabad, Guwahati, Hyderabad, Thiruvananthapuram and Bangalore. The offices of the Employment News and Journals' Unit are located at R.K. Puram, New Delhi.

## MAJOR ACTIVITIES

### Publication of Books

Since its inception, the Division has been bringing out books on various aspects of Indian panorama like art, culture, history, land and people, flora and fauna, Gandhian literature, children's literature, science and technology, biographies of eminent Indians and reference works like India - Reference Annual, Mass Media in India and Press in India.

During the period April to November 2011, 36 titles have been published in English, Hindi and other Indian languages.

### Publication of Journals

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

## Yojana

*Yojana* is the flagship magazine of the Division. Its first issues in Hindi and English came in the year 1957. The objective was to strengthen and mobilize the efforts of the people in Plan process of the government and provide a forum of discussion on planning and development related issues. The magazine is now published in 11 regional languages also- Assamese, Bengali, Kannada, Marathi, Malayalam, Odiya, Punjabi, Tamil, Telugu and Urdu besides Hindi and English, and has a combined monthly circulation of around 1.46 lakhs copies. The role of *Yojana* in development journalism is unparalleled both at the national and regional levels. It provides enriched material from experts in various fields to readers and students, especially in smaller towns, in their own respective languages. Its scope has expanded beyond the Five Year Plans to provide a forum for discussion on all socio-economic issues of current relevance. Besides articles from subject experts, the journal also carries regular columns like 'Best Practices' which brings out developmental success stories from various regions of the country; 'Shodh Yatra' which highlights the technological innovations at the grassroots level; 'Do You Know'- a compilation of questions and answers on important terms and subjects, aimed specially at students; 'J&K Window' and 'North-East Diary' which carry short development related news items from Jammu and Kashmir and the North-East respectively.

During the year 2011, *Yojana* brought out four special issues in the months of January, March, August and December, besides eight regular monthly issues. Special issues which come with an increased number of pages, provide focus on important themes with eminent personalities as contributors. The January 2011 issue titled 'Indian Agriculture at the Crossroads' marked the resurgence of agriculture and allied sector in India and its contribution in the economy. Eminent personalities including former Union Minister and economist Y K Alagh, agro-scientist M S Swaminathan, Minister of State for Agriculture, Food and Public Distribution

K V Thomas, V S Vyas, Member, Economic Advisory Council to the Prime Minister, besides many others, contributed in this special issue. The special issue in March focused on the Union Budget 2011-12 which is the last leg of the 11<sup>th</sup> Five Year Plan. August and December issues focused on the Entertainment Industry and the state of Assam as part of its North-East series respectively. To highlight the uniqueness and richness of the North-Eastern part of India, *Yojana* carries out a special issue on North-East Region every year in December with one of the eight states as the focus state. January 2012 issue was the Republic Day special, where the theme was "Approach to the 12th Five Year Plan", finalized by the National Development Council recently.

Through its subsequent monthly issues during the year, *Yojana* covered contemporary issues and topics of mass interest like Gram Sabha; Democratizing Democracy, Human Rights and Social Justice, Handlooms & Handicrafts, Aadhar (Unique Identification Programme), Census of India 2011 - highlighting salient points of Census 2011 preliminary report, Service Sector, Land Reforms and Non- Governmental Organisations.

*Yojana* has completed 55 years of publication in December 2011. Synopsis of all the current issues of *Yojana* group of journals are available on the *Yojana* website ([www.yojana.gov.in](http://www.yojana.gov.in)), along with an online archive of the entire range of material published during the last five decades in all the thirteen languages, benefiting its large readership including students appearing for central and state level Civil Services Exams, banking and insurance services, other competitive exams, research scholars as well as teachers and researchers of economics, commerce and management. The content of the website is being updated every month.

### **Aajkal**

The prestigious magazines *Aajkal* in Hindi and Urdu, covers different aspects of Indian literature and culture. The Urdu edition of the magazine entered the 70<sup>th</sup> year of its publication in August 2011 while the Hindi edition entered the 67<sup>th</sup> year in May 2011.

*Aajkal* (Hindi), through its various issues during the year, covered different aspects of Indian culture and Hindi literature. This year, the focus was on birth centenaries of many eminent stalwarts of Hindi and Urdu literature like Faiz Ahmad 'Faiz', Sachidanand Hiranand Vatsayayan 'Agyeya', Kedarnath Aggarwal, Shamsheer Bahadur Singh, Bhuvaneshwar, Majaz, Gopal Singh Nepali and Aarasi Prasad Singh, with issues devoted to them. Besides, March 2011 issue focused on women's issues and November 2011 on children's literature.

*Aajkal* (Urdu) brought out special issues on eminent literary figures like Mirza Ghalib, Meer Taqi 'Meer', Faiz Ahmad 'Faiz', Suhail Azimabadi and Majaz. The magazine also brought out special articles on varied issues like Russian literature, Nobel laureates for literature, Sufism and Urdu Ghazal. Special numbers on all-time greats like Ehtasham Husain and Saadat Hasan Manto are in the pipeline.

### **Bal Bharati**

*Bal Bharati* is a popular monthly magazine being published since 1948. Besides providing healthy entertainment to children, it also helps in imbuing them with social values and scientific temper through informative articles, short stories, poems and pictorial stories. The annual All India Essay Competition aimed at promoting creative skills among younger generation was organized and awards presented to them in June 2011. The magazine published a special science issue on International Year of Chemistry in June 2011. *Bal Bharati* also published informative articles on Consumer Rights, Bharat Nirman, Health, Fitness, and World Heritage in its various issues.

### **Kurukshetra**

*Kurukshetra*, a leading magazine on rural development issues, being published in Hindi and English since 1952, retains its image for giving authentic information on the subject. During the year 2011-12, its monthly print order crossed 30,000 copies. 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 implemented





*Shri Khurshid Ahmed Ganai, JS (P&A), along with Smt. Praveen Nayar at the award function of the annual all India Essay Competition organised by Bal Bharati*

on the ground; besides, the government initiatives in the rural sector are highlighted. During the period *Kurukshetra* covered varied issues related to rural development such as Rural Education, Empowering Rural Women, Better governance for Rural India, Better Agricultural Practices and Rural Credit. The Annual issue of the magazine featured articles on New Initiatives in Rural Development.

Both *Yojana* and *Kurukshetra* published focused material on Budget - 2011, as has been the tradition with these magazines.

### **Employment News /Rozgar Samachar**

*Employment News*, a weekly is being published in English, Hindi and Urdu. The weekly journal is published with a view to provide information about employment opportunities to the unemployed and under-employed youth of the country and to help youngsters in making an informed choice about their careers. Initially set up in April, 1976 under DAVP, its control was transferred to the Publications Division in January, 1978. The Employment News unit is located in East Block-IV, R K Puram, New Delhi and is headed by General Manager-cum-Chief Editor under the overall control of Director General, Publications Division.

The weekly publishes advertisements for jobs in central and state governments, public sector undertakings, autonomous bodies, universities, admission notices for professional course, examination notices and results of exams etc conducted by organizations like UPSC, SSC and other general recruitment bodies and mid level career promotion opportunities. In addition to this, there is also an editorial segment, which carries articles relating to career opportunities. The career guidance series contains useful information on new and upcoming fields of professional activities and employment prospects in the area, qualification required to enter the profession and the institute to avail education and training.

The target groups of the weekly are basically the Civil Service aspirants, candidates appearing for competitive exams and interviews, young people on the threshold of taking decision on careers and professions. The mandate of the weekly is to inform and educate the young people so that they can make an informed decision about their careers.

Within Publications Division, the Employment News has a separate budget under a different head of account. Administrative and financial powers pertaining to this

unit are exercised by the GM-cum-CE on behalf of the Director General Publications Division, through special delegation of powers.

The journal commands an average circulation of about 4.05 lakh copies per week. It has a network of about 298 sales distributors spread all over the country. The revenue generation of the journal has shown sustained growth over the years.

### Website of Employment News

The website of Employment News ([www.employmentnews.gov.in](http://www.employmentnews.gov.in)) in English and ([www.rozgarsamachar.gov.in](http://www.rozgarsamachar.gov.in)) in Hindi are very popular among job seekers through out the country. The website is now equipped with state-of-the-art search engine which enables viewers to quickly retrieve material from the website. The average page hit of the website is close to 3.8 lakhs with 1.2 million page views. All the 52 issues of EN/RS were published uninterruptedly over the periods 2008-09, 2009-10, 2010-11. It reached people through our network of distributors. EN/RS reaches the remotest corner of India which include North-East states, Andaman & Nicobar, J&K, etc.

In consonance with Government's policy of bringing J&K and North Eastern Region in the mainstream,

free copies of Employment News are being provided to libraries, educational institutions and Government offices in North-East and J&K regions.

### OFFICIAL LANGUAGE

During 2010-11 the Official Language implementation work in the Publications Division was carried out smoothly. During this year, six sections of Publications Division were inspected regarding implementation of Hindi work. During this period, one issue of the in-house magazine Prakash Bharati was brought out. On the occasion of Hindi Diwas, many competitions were organized in the Division. 45 awards were given to the winners of various competitions. The Official Language Unit organized three workshops to train employees on different subjects. Quarterly meetings of Official Language Implementation Committee were organized. In addition to this, Parliamentary Committee on Official Language held an oral evidence of Publications Division in September, 2011.

The Division invited entries for the year 2010 under Bharatendu Harishchandra Award scheme. Under this award scheme, original writings in Hindi on (a) Journalism and Mass Communication (b) Women's Issue (c) National Integration and (d) Children's



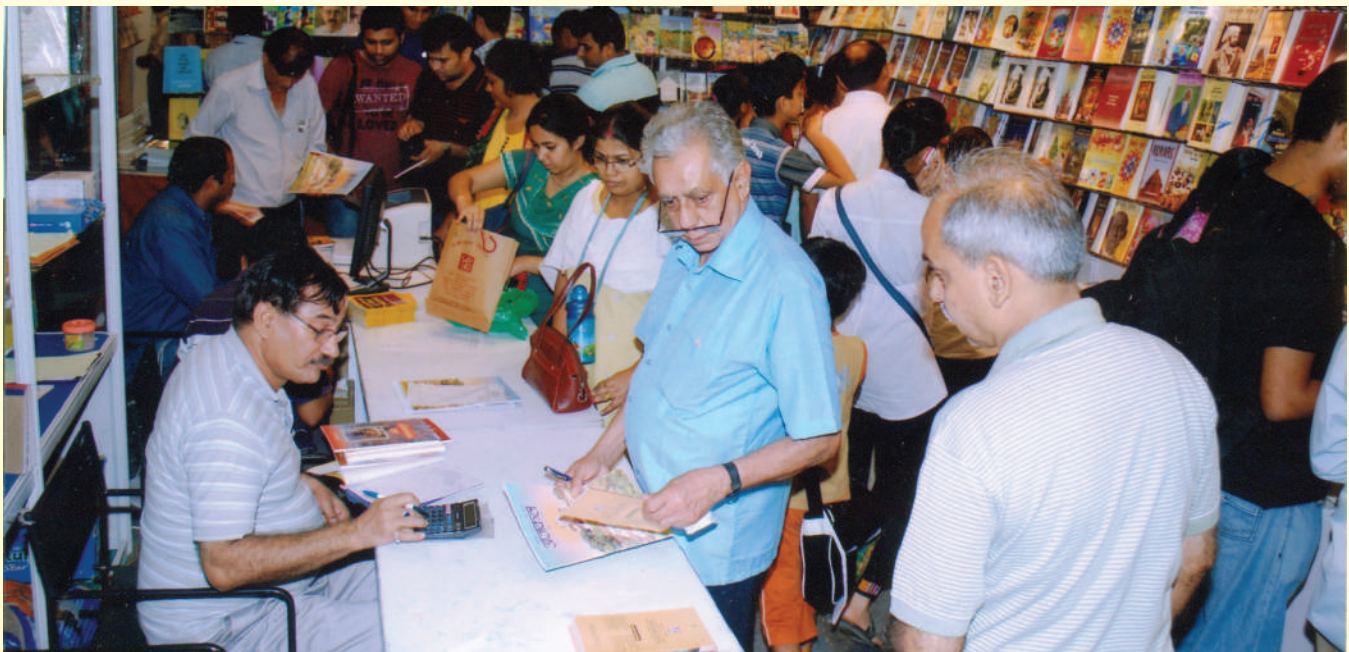
*Minister of State for I & B Dr. S. Jagathrakshakan with the Bharatendu Harishchandra Awardees of 2009 & 2010. Also in the picture are Shri Uday Kumar Varma, Secretary (I & B), Shri Khurshid Ahmed Ganai, JS (P&A), Smt. Neelam Kapoor, Pr. DG PIB & Shri K. Ganesan, DG Publications Division*

Literature are encouraged. Awards for 2009 and 2010 were presented in December 2011.

## **BUSINESS AND MARKETING**

The Division has continuously endeavoured to improve its marketing strategies for its published works. The books of the Publications Division reach the people through its Sales Emporia/ outlets and through the network of agents spread across the country. The Division's sales emporiums and sales outlets are located at CGO Complex, New Delhi; Old Secretariat; Delhi; Lucknow; Navi Mumbai; Hyderabad; Kolkata; Chennai; Patna; Thiruvananthapuram; Bangalore; Guwahati and Ahmedabad. The Division has continued its participation in major Book Exhibitions/Fairs all over the country so as to improve accessibility and visibility of its publications. It has participated in thirteen Book Fairs from April to November 2011. Some of the important Book Fairs were Neyveli Book Fair, (Tamil Nadu), Srinagar Book Fair (Uttarakhand), Delhi Book Fair, Faizabad Book Fair (UP) and Urdu Heritage Festival (New Delhi).

The Division proposes to participate in more Book Fairs in the coming months. In an effort to bring its publication closer to people in rural areas, the Division continues to participate in Public Information Campaigns by organizing book exhibitions in different districts of the country. Till mid November 2011, the Division had organized seven book exhibitions during these campaigns in the districts of Coimbatore, Thiruvannamalai and Karur in Tami Nadu; Puducherry, Modhi and Jhansi in UP; and Punpun; in Bihar. Along with it, the Division has been organizing 'in situ' exhibitions to observe important occasions and to promote book reading among people. The *in situ* exhibitions are organized in the sales outlets of the Division and commemorate occasions like Independence Day, Gandhi Jayanti, and National Book Week etc. Revenue earned by the sale of books and journals (including Employment News) till October, 2011 was more than ₹ 36.37 crore. Revenue generated by Employment News till October 2011 was ₹ 33.07 crore with net revenue surplus at ₹ 20.93



*Book lovers at the Publications Division's stall at Delhi Book Fair 2011*

crore. Revenue earned by the sale of books and journals( excluding Employment News) till October, 2011 was more than ₹ 3.30 crore.

The Division has an arrangement with other Government departments like CSIR, Lok Sabha Secretariat, Rajya Sabha Secretariat,ICCR etc. to handle the marketing of publications brought out by them.

## PLAN SCHEMES

### Modernization of the Division and Employment News

- i) Digitization of all the 13 editions of Yojana (Hindi, English, Urdu, Tamil, Telugu, Kannada, Malayalam, Marathi, Gujarati, Punjabi, Oriya, Bengali and Assamese) and Kurukshetra (English and Hindi) was completed in first two years (2007-09) of the Eleventh Five Year Plan.
- ii) Computerization and modernization of all Yojana offices have been completed.
- iii) Modernization of Book Gallery at the headquarters and renovation of Sales Emporia at Hyderabad, Kolkata and Chennai, Lucknow, Old Secretariat at Delhi and Feeder Stores at Faridabad has been completed. Three mobile vans have been purchased so far. The remaining Sales Emporia will be renovated during the current financial year.
- iv) Modernization of Employment News was also undertaken under the component of Plan Scheme.

## RESEARCH REFERENCE & TRAINING DIVISION

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

Set up in the year 1945, the Division functions as information serving unit for the Ministry of Information & Broadcasting and various media units under it. The role of Research Reference and Training Division (RR&TD) is to assist the media

units of the Ministry in collection, compilation and preparation of material involving research to publish works of varied nature, building up a database on important subjects, and preparing background notes on current issues and other topics for the use of the Media Units. The Division studies trends in mass media and maintains reference and documentation services on mass communication. It provides reference and research material as well as background material for use of the Ministry, its media units and others engaged in mass communication.

### Organisational Setup

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

## MAJOR ACTIVITIES

### India-A Reference Annual

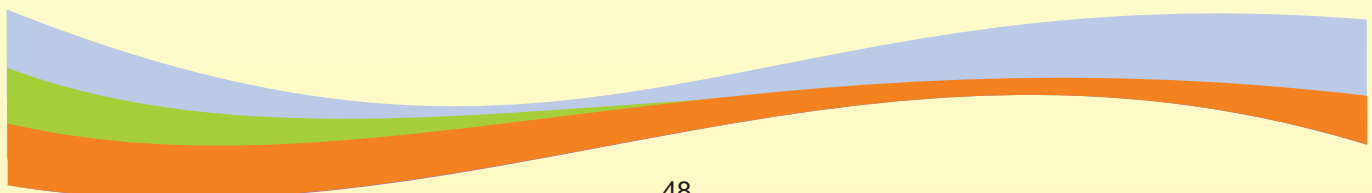
The Division compiles a reference book, 'India-A Reference Annual', on development and progress made by Central Ministries/ Departments, States/ Union Territory Administration and PSUs/ Autonomous bodies. It is simultaneously published in Hindi titled- 'Bharat'. Compilation of this year book was completed and sent to Publications Division for publication. The book has since been published by the latter.

### Mass Media in India

The Division brings out 'Mass Media in India', a comprehensive publication on Mass Media in the country. The Annual contains articles on various aspects of the mass media, information on the status of media organizations in Central Government, State and Union Territories. It also includes the general information on print and electronic media. "Mass Media in India-2009" has been brought out.

### 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.

### **Reference Library**

The Division has a well-stocked library with a large collection of documents on various subjects, bound volumes of selected periodicals and various reports of the Ministries, Committees and Commissions. Its collection includes specialized books on subjects pertaining to journalism, public relations, advertising and audio-visual media, prominent encyclopedia series, yearbooks and contemporary articles. The library facilities are available to the senior officers of I&B as well as to accredited Indian and foreign correspondents. Computerization of library is under process. A total number of 26814 document's data entry was completed during the year.

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

The National Documentation Centre on Mass Communication (NDCMC) was created in 1976 as a part of the Division on the recommendation of an Expert Committee set up by the Ministry for collecting, interpreting and disseminating information about the events and trends in mass media through its periodical services. The NDCMC documents major news items, articles and other information material available on mass media/communication. The current activities of the Centre range from collecting & documenting to dissemination of information. The information collected is maintained and disseminated through service liked Current Awareness Service-annotated

index of select articles; Bibliography Service-annotated subject index of articles; Bulletin of Films-abstract of various developments in the film industry; Reference Information Service- background papers on subject of topical interests in the field of mass media; 'Who's Who in Mass Media'- biography of eminent media personalities; Honours conferred on Mass Communicators - details of awards conferred on Mass Communicators and 'Media Update'- diary of national and international media events. The Centre brought out 42 such services during the period.

### **PLAN SCHEMES**

Under 11th Five Year Plan, this Division is administering a scheme entitled "Research Reference and Media Awards". It has three components.

#### **Research in Mass Media**

Under the Scheme, research studies are conducted on topics of interest of Ministry of Information & Broadcasting and its Media Units. One research study "The Government Information Delivery Mechanism and Technological Development" has been completed and report published.

#### **Upgradation of Library**

It is planned to convert Library of the Division to a Virtual Library under the scheme.

#### **National Media Awards**

Under this component, it is envisaged to introduce "National Media Awards" to sensitize Media about its social commitment and obligation. The operationalisation of this scheme is under way.

#### **Vigilance Activities**

RR&TD is a small subordinate office of the Ministry of I&B having its headquarter in Soochana Bhawan, CGO Complex, New Delhi-110003. Its area of operation is neither of public interaction nor of confidential nature. It has no field office. Joint Secretary of the Ministry of I&B is the Chief Vigilance Officer for the division.

## SONG & DRAMA DIVISION

(www.sdd.nic.in)

The Song and Drama Division was set up in 1954 as a unit of All India radio and was given the status of an Independent media unit in 1956 with the mandate of development communication. This is the largest organization in the country using performing arts as a medium of communication. The Division uses a wide range of art forms such as drama, ballets, operas, dance-dramas, folk and traditional recitals, puppetry for disseminating Government policies/

themes in the remote villages, and places of the country. In addition, the Division organizes theatrical shows on national themes such as communal harmony, national integration, secularism, promotion of cultural heritage, health, environment, education, etc., through Sound and Light Programmes. The Division, by deploying large number of artists for development communication work, is providing employment to the artistes majority of whom belong to SC/ST/OBC communities.



*Sound and Light Programme- JAMUNIA*

### Organisational set up

The Division functions from Headquarters at Delhi. It has the following field offices: (a) Ten Regional Centres at Bangalore, Bhopal, Chandigarh, Chennai, Delhi, Guwahati, Kolkata, Lucknow, Pune, and Ranchi; (b) Eight Border Centres at Imphal,

Jammu, Shimla, Nainital, Dehradun, Darbhanga, Jodhpur and Guwahati; (c) There are six drama troupes at Bhubaneswar, Delhi, Hyderabad, Patna, Pune and Srinagar and (d) Two troupes of Armed Forces Entertainment Wing at Delhi and Chennai and (e) Two Sound and Light Units at Bangalore and Delhi. Besides departmental staff artists, nearly

949 registered troupes and about 840 empanelled artistes are registered on the roll of the Division.

### **Armed Forces Entertainment Wing**

The main objective of AFEW troupes is to entertain the Jawans in the forward areas to boost their morale and to create a feeling among them that they are being cared for and looked after by their fellow countrymen and to propagate Government policies when they are deployed in civil areas. The Division caters to the entertainment requirements of the Armed Forces in most inhospitable, remote, border and forward areas. The Armed Forces Entertainment Wing troupes are very popular for presenting folk dances from all the states in bright colours and costumes, thereby highlighting the cultural harmony of the country.

### **Border Publicity Troupes**

The Border Publicity Troupes are Departmental troupes stationed at Imphal, Guwahati, Darbhanga, Dehradun, Nainital, Shimla, Jammu and Jodhpur who undertake publicity work in the remote border areas to educate the people about various developmental schemes of Government of India and also to counter the propaganda across the border. These Programmes are organized in close coordination with SSB, BSF and other Government agencies.

### **Departmental Drama Troupes**

The Departmental Drama Troupes situated at Pune, Patna, Hyderabad, Bhubaneswar, Jammu and Delhi presented plays on various themes like Health and Family Welfare, National Integration, Communal Harmony, Women's Empowerment, PM's New 15 Point Programme for Welfare of Minorities, Sarva Shiksha Abhiyan, Environmental issues, etc.

## **PLAN SCHEME**

**Live Arts & Culture for Rural India** is being implemented during 2011-2012. The special components of this scheme are :

- (a) Information, Communication, Technology (ICT) activities in hilly/tribal/desert/ sensitive & border areas;
- (b) Activities in 83 identified districts;
- (c) Publicity on Common Minimum Programmes under 10 Regional Centres;
- (d) Special Activities in J&K and North-East;and
- (e) Presentation of theatrical shows on National/ social themes.

### **(a) ICT activities in hilly/tribal/desert/sensitive & border areas**

Special publicity is undertaken by the Division in sensitive and inner line areas such as Jammu & Kashmir, Punjab and North Eastern Region with a view to counter propaganda from across the border and to bring the people of these areas into the national mainstream. All the Border Centres undertake special publicity campaigns in the respective areas with the help of Departmental Troupes, Private Registered Troupes and Empanelled Casual Artists in close coordination with Special Service Bureau, Border Security Force and other Defence agencies. The Division presented programmes in tribal, hilly and desert areas for creating awareness among the isolated tribes living in the hilly and desert areas about the developmental activities initiated by the Government for their welfare. These programmes aim at promoting amongst them a sense of belonging to the country and encourage them to participate in the ongoing developmental activities around them.

These programmes are presented in the language/ dialect of the local people. The Division has presented 3968 programmes up to November 2011. There is a target to achieve 4400 programmes under this component during 2011-2012.

### **(b) Activities in 83 Identified Districts**

Under this component of the Plan scheme, the Song & Drama Division is undertaking special ICT activities

in the 83 naxalite affected districts, identified by the Ministry of Home Affairs. Programmes have been organized, highlighting the developmental activities taken up by the Govt. for the welfare of the people especially tribals living in the area. The programmes are presented in the cultural context of the people utilizing their own dialect/language. The programmes targeting the youths promote a sense of belonging and patriotism. The Division has successfully implemented the scheme by presenting 1070 programmes upto November, 2011. There was a target to achieve 920 programmes under this component during 2011-2012. The said target has been achieved; however, programme activities are still being continued by S&D Division in the 83 naxalite affected districts, identified.

### **(c) Publicity on Common Minimum Programme**

Under this component of the Plan scheme the Division provides publicity, through cultural troupes for various development schemes of the Government under Common Minimum Programme. It is intended to create awareness among the public about the schemes such as Bharat Nirman, RTI Act, NREGA, NRHM, SSA etc. so that the people could avail the benefits by the scheme. This Division has presented 1070 programmes up to November, 2011 during this financial year. There was a target to achieve 670 programmes under this component during 2011-2012. The said target has been achieved; however, programme activities under this component are still continuing.



*Artists of Rang Adivasi Krishi Bikash Kendra - Lakhimpur performing at Lower Subansiri, Arunachal Pradesh*



**(d) Special Activities in J&K and North East Regions**

The Division is undertaking special publicity activities in the States of Jammu & Kashmir and in the North Eastern States of the country for promoting national integration, communal harmony, Prime Minister's 15-point programme for the welfare of the minorities, mother & child care, women empowerment, etc. During the year 2011-2012, the Division has presented 1811 programmes (139

programmes in Jammu-Kashmir and 1672 programmes in North Eastern States) up to November, 2011 providing special coverage for North-East and Jammu & Kashmir. There is a target to achieve 2745 programmes (120-programmes in Jammu-Kashmir and 2475-programmes in North-East) under this component during 2011-2012. Programme activities are also continuing in J&K and 2475 programmes in North-East and the aforesaid target will be achieved within a short time.



*A scene from Sound & Light Programme- JAMUNIA*

**(e) Presentation of Theatrical shows on National Themes**

With the objective of educating the people in general and youth in particular about the rich cultural and historical heritage of the country, the Sound & Light Units of the Division mount Sound and Light Programmes (Theatrical Shows) in various parts of

the country under this scheme. Spectacular multi-staged action panorama programme is very popular and attracts huge audience in thousands. These programmes narrate history, culture and tradition of Indian people and contributions made by freedom fighters during the struggle for India's independence. This Division has presented twenty two Sound and Light Programmes up to November, 2011 during

the financial year. Necessary efforts have been made to continue the programme activities under this component by S&D Division during the remaining part of the financial year.

- (i) Song and Drama Division presented famous Sound and Light Programmes "JAMUNIA - Tasveer Badalte Bharat Kee" based on the themes of the developmental issues of the UPA Government at Panna, Madhya Pradesh; Jhansi and Amethi in Uttar Pradesh; and Haridwar in Uttarakhand between April and November 2011.
- (ii) Song and Drama Division also presented Sound and Light programme "HUM PURAB KE RAKHWALE" from 24.11.2011 to 27.11.2011 at Delhi Cantt.

*Presentation of programmes by Song and Drama Division on special occasions during the period April to November, 2011:*

#### **April, 2011**

*Special programmes on 14th April, 2011 on the commemoration of "Dr. Ambedkar Birth Anniversary celebrations":*

Bangalore Centre of Song and Drama Division presented programmes on the commemoration of Dr. Ambedkar Birth Anniversary celebrations on 14.04.2011 at Bangalore in coordination with NIMHANS SC/ST Association, Bangalore.

Lucknow Regional Centre presented programmes on the occasion of "Ambedkar Jayanti" at Unnao, Mehmudabad, and Sitapur of Uttar Pradesh.

Chennai and Kolkata Regional Centre also presented programmes on the above occasion.

*Special Programmes on "National Khadi and Hastshilp Mahotsav":*

Ranchi Regional Centre of Song and Drama Division participated and presented programmes in the National Khadi Hastshilp Mahotsav at Kadma, Jamshedpur, and Distt. East Singhbhum of Jharkhand State from 26th March to 5th April, 2011.

#### **May, 2011**

Amaravati Festival: Pune Regional Centre presented special programmes from 15.05.2011 to 18.05.2011 at Amaravati, Maharashtra.

Bhadarwah Festival, 2011: Chandigarh Regional Centre presented programmes on the occasion of Bhadarwah Festival, 2011 from 27th to 30th of May, 2011.

#### **July, 2011**

*Programme presented on "World Population Day"(11th July, 2011)*

Bangalore Regional Centre of Song and Drama Division presented 105 programmes on different areas of Bijapur, Dharwad, Bihar, Mandya, Raichur, Chikamagalur, Mysore, Gulbarga, Bangalore district of Karnataka State. And 24 programmes have been organized in different areas of Kozhikod, Tiruvananthapuram, Kollam, Mallapuram districts of Kerala state. All the programmes have been organized on the theme of "Population Control", Mother and Child Care, Women Empowerment, Health and Family Welfare issues.

Lucknow Regional Centre presented programmes in Lakhimpur, Kheeri of Uttar Pradesh and Champawat of Uttarakhand on the occasion of World Population Day. All the programmes have been organized on the theme of "Population Control", Mother and child Care, Women Empowerment, Health and Family Welfare issues.

Delhi Regional Centre presented 51 programmes in different areas of Haryana and Delhi States on the occasion of World Population Day. All the programmes were organized on the theme of Population Control, Mother and Child Care, Women Empowerment, Health and Family Welfare issues.

### **August, 2011**

*Programme presented by Song and Drama Division on the occasion of "India's Independence Day Celebration":*

Bangalore Centre presented one special programme on the lawns of Kendriya Sadan, Bangalore on 15th August, 2011 on the occasion of "India's Independence Day Celebration". The programmes were organized on the theme of National Integration, Communal Harmony and India's freedom struggle.

Bangalore Regional Centre presented 52 programmes during the period from 9th to 15th of August, 2011 in different areas of Dharwad, Gadag, and North Kanara Districts of Karnataka on the occasion of Swatantrata Divas in close co-ordination with the District Administration and Nehru Yuva Kendra. The themes highlighted were National Integration, Communal Harmony, India's Freedom Struggle and Social Harmony.

Bangalore Regional Centre presented 14 special programmes in Kozhikode and Alapuzha districts of Kerala State on the occasion of "India's Independence Day". The themes highlighted were National Integration, Communal Harmony, India's Freedom Struggle and Social Harmony.

Guwahati Regional Centre presented 4 very special programmes on the occasion of

Independence Day Celebration at Amingaon, Guwahati. The themes of National Integration, Communal Harmony, India's Freedom Struggle, and Patriotism were highlighted.

Kolkata Regional Centre presented programmes at Kolkata on the occasion of "India's Independence Day" celebration. The themes highlighted were National Integration, Communal Harmony, India's Freedom Struggle and Social Harmony.

*Programme presented by Song and Drama Division on the occasion of "Sadbhavana Divas"(20th August, 2011) and "Communal Harmony Fortnight" (19th August to 3rd September, 2011):*

Bangalore Regional Centre of Song and Drama Division organized 74 programmes in Karnataka and 34 programmes in Kerala during the period from 19th August to 3rd September, 2011) on the occasion of "Sadbhavana Divas"(20th August, 2011) and "Communal Harmony Fortnight, (19th August to 3rd September, 2011). The Theme of National Integration, Communal Harmony, Tribal Welfare, Hon'ble Prime Minister's 15-point programme for the welfare of minorities were specially highlighted.

Guwahati Regional Centre of Song and Drama Division organized 206 programmes in different areas of Assam, Arunachal Pradesh, Meghalaya, Nagaland and Tripura States on the occasion of "Sadbhavana Divas"(20th August, 2011) and "Communal Harmony Fortnight,(19th August to 3rd September, 2011) The theme Non-violence, to promote goodwill and spread the message of integrity, and communal harmony amongst people of different religions, language, caste and creed were highlighted in all the programmes.

AFEW Unit of Song and Drama Division, New



*Patriotic dance performance by empanelled artists of Kolkata*

Delhi (HQ) presented programmes on 06.08.2011 at R.M.L. Hospital. The Theme of National Integration, Communal Harmony, Tribal Welfare, Hon'ble Prime Minister's 15-point programme for the welfare of minorities were specially highlighted.

### **September, 2011**

*Special programme by AFEW Unit of Song and Drama Division in North-Eastern States during the month of September, 2011:*

10 (Ten) very special programmes were organized for the Jawans by the AFEW unit of Song and Drama Division, New Delhi during the period from 31.08.2011 to 10.09.2011 in different areas like Jwalamukhi HQ, Akutpa Post, Temanglong, Limakhong, etc. of Manipur State. The Programmes were actually presented for entertainment of the Jawans and

welfare of the soldiers, and the themes of National Integration, Communal Harmony, Anti-terrorism, freedom struggle, etc. were highly highlighted.

*Special Folk Dance and Music Festival by Jammu and Kashmir Centre of Song and Drama Division during the month of September, 2011*

A special Folk Dance and Music Festival was organized by Jammu & Srinagar centre of Song and Drama Division. His Excellency the Governor of J&K, Shri N. N. Vohra inaugurated the Festival on 24.09.2011 at Srinagar. Shri Nawang Rigzim Zora, Hon'ble Minister, Tourism & Culture, J&K, Shri Ali Mohammad Sagar, Hon'ble Minister of Rural Development, Panchayat, Law, Justice & Parliamentary Affairs of J&K, Divisional Commissioner Jammu, Joint Secretary,

Ministry of I&B, Shri Arvind Kumar, Director S&DD Shri L. R. Viswanath, Director Information & Public Relation (J&K), Director Tourism(J&K), Director DDK, Director News DDK, Vice Chancellor, Dean of Kashmir University and others were among the dignitaries who attended the programme in J&K.

### **October, 2011**

*Presentation of programmes by Song and Drama Division on the occasion of Gandhi Jayanti (2nd October,2011):*

Bangalore, Chennai, Chandigarh, Bhopal, Kolkata, Ranchi, Lucknow regional centres of Song and Drama Division presented very special programmes on the occasion of "Gandhi Jayanti" on 2nd October, 2011. Programmes were organized on Eradication of Untouchability, Prevention of Leprosy, National Integration, communal Harmony, Social Harmony, Sanitations etc.

AFEW Unit of Song and Drama Division, New Delhi (HQ) presented three very special programmes on the occasion of Gandhi Jayanti (2nd October, 2011).

Following the recommendation of Shri Sougata Roy, Hon'ble Member of Parliament, the Kolkata regional centre of Song and Drama Division presented programmes on Gandhi Jayanti (2nd October, 2011).

*Presentation of programmes by Song and Drama Division on the occasion of Navaratra Festival at Katra, Jammu:*

Jammu Centre of Song and Drama Division presented 9 very special programmes during Navaratra Festival at Katra, Jammu during the period 27<sup>th</sup> September to 5<sup>th</sup> October, 2011 and the themes of National Integration, Communal Harmony, Anti-terrorism, Freedom Struggle etc. were highlighted.

### **November, 2011**

*Special Programme by Song and Drama Division on the occasion of 'Qaumi Ekta' 2011:*

Bangalore, Chennai, Pune, Bhopal, Kolkata, Guwahati, Lucknow regional centres of Song and Drama Division presented very special programmes on the occasion of "Qaumi Ekta" on 19.11.2011. All the programmes were organized on Eradication of Untouchability, Prevention of Leprosy, National Integration, Communal Harmony, Social Harmony, Sanitation etc.

*Folk Dance and Musical Programmes by Song and Drama Division in "Sonepur festival" held at Sonepur, Bihar from 9-17 November, 2011*

Song and Drama Division presented Folk Dances and Musical Programmes at Sonepur Festival in coordination with the District Administration, and Department of Information and Public Relation, Government of Bihar from 9<sup>th</sup> to 17<sup>th</sup> of November, 2011. The artists of Song and Drama Division from Odisha, West Bengal, Guwahati, and Jharkhand participated and presented their talents at the Festival Shri Ramai Ram, Union Cabinet Minister for Revenue & Land Reforms, Shri Ashwani Kumar Choubey, Minister, Department Of Health and Family Welfare, Government of Bihar, Shri Janardhan Prasad Sigiwal, Minister, Department of Labour, Government of Bihar, Shri Rajiv Pratap Rudy, Member of Parliament (Rajya Sabha) and other dignitaries witnessed the programmes and appreciated the same.

Departmental artistes/technicians from Delhi headquarters, Kolkata regional centre and Bhubaneswar centre and around 65 artistes from different parts of the country presented items highlighting the glimpses of their state with a message of unity in diversity during the festival

at the venue. The artistes performed items like Bhawai, Kalbelia of Rajasthan, Tiwa, Hazong, and Bihu, Boro Dance of Assam, Paika, Purulia, Chau dance of Jharkhand, Odissi, Gotipua dance of Odisha, Lambadi of Andhra Pradesh, Dandia Ras of Gujarat, Santhal dance from Madhya Pradesh, Haryanvi dance of Haryana and Durga Vandana dance. Huge number of people witnessed the programmes daily and appreciated.

### COVERAGE OF INDIA INTERNATIONAL TRADE FAIR 2011

The India International Trade Fair 2011 was held from 14<sup>th</sup> to 27<sup>th</sup> November 2011 at Pragati Maidan New Delhi. The Song and Drama Division, in collaboration with the Ministry of Health & Family Welfare, Government of India, presented 164 publicity programmes in their pavilion during the fair.

### Modernization of Song and Drama Division

A moderate amount of ₹ 5 Lakh has been provided under this component of the Annual Plan 2011-2012 and the Division has planned technical upgradation of Sound & Light equipments.

### NON-PLAN (PSS)

The Division has organized programmes for publicizing various developmental activities of the Government, and on social issues such as Health and Family Welfare, National Integration, Communal Harmony, Women's Empowerment, PM's New 15 Point Programme for Welfare of Minorities, Sarva Shiksha Abhiyan, and Environmental Issues, Child Rights, Girl Child, etc. Major Fairs and festivals are covered all over the country. About 3708 programmes have been executed upto November, 2011.

### Physical Achievements under Plan/Non Plan Scheme during 2011-2012 (April to November,2011)

Name of Regional Centres	ICT	ID	CMP	J&K & North-east	Theatrical Shows	Non-Plan
1. Bangalore	545	-	162	-	—	505
2. Bhopal	513	158	74	-	-	542
3. Pune	724	87	156	-	-	475
4. Ranchi	299	154	12	-	-	72
5. Lucknow	342	77	79	-	-	222
6. Chennai	557	170	62	-	-	232
7. Kolkata	147	424	70	86	-	200
8. Guwahati	-	-	-	1672	-	312
9. Chandigarh	360	-	51	139	-	474
10. Delhi	475	-	83	-	-	625
11. AFEW Unit Delhi	-	-	-	-	-	49
12. Sound & Light Unit, Delhi	-	-	-	-	22	-
<b>Total</b>	<b>3962</b>	<b>1070</b>	<b>749</b>	<b>1811</b>	<b>22</b>	<b>3708</b>

PLAN = 7614 (3962+1070+749+1811+22) NON-PLAN = 3,708 TOTAL= 11322

**Presentation of programmes by Song and Drama Division during  
PUBLIC INFORMATION CAMPAIGN (Upto November, 2011)**

Sl. No.	Month	No. of Programmes Organized	State Concerned
1.	April, 2011	21 Programmes	10 programmes at PIC Namdurbar, Maharashtra. 11 Programmes at PIC, Ranka, Sikkim
2.	May, 2011	135 Programmes	12 Programmes at PIC Byrnihat, Ribhoi district of Meghalaya State. 12 Programmes at PIC Goalpara, Assam. 22 Programmes at PIC Tamenglong, Manipur State. 12 Programmes at PIC Sairang , Distt.-Azawl, Mizoram State. 15 Programmes by Chandigarh Centre at PIC.
3.	June, 2011	98 Programmes	36 Programmes at PIC at PIC Karur Block of Kottayam and at PIC Peravoor block of Kannur, Kerala state. 39 Programmes at PIC Dawarahat and Jhansi of Uttar Pradesh State. 6 Programmes at PIC Khowai, Tripura State. 05 Programmes at PIC Yangang, Sikkim State. 12 Programmes at PIC Rajampet, Cuddapah.
4.	July, 2011	47 Programmes	20 Programmes at PIC, Kaylong, Himachal Pradesh. 14 Programmes at PIC Koraput, Odisha 13 Programmes at PIC Thanjavur, Chennai.
5.	August, 2011	63 Programmes	22 Programmes at PIC Trivandrum and Alapuzha, Kerala State. 05 Programmes at PIC Kolkata, W.B. 20 Programmes have been organized by Pune Centre for PIC. 16 Programmes at PIC, Bokakhat, Assam.
6.	September, 2011	241 Programmes	22-Programmes at PIC Wayanad, Kerala State. 36 Programmes at PIC Bhind & Tikamgarh of Madhya Pradesh. 18 Programmes at PIC Dantewada, Chhattisgarh State. 48 Programmes at PIC Baswada and Sirohi of Rajasthan State. 18 programmes organized for PIC by Pune Regional Centre. 30 programmes organized for PIC by Lucknow Regional Centre. 06 Programmes at PIC at Chengam, Thiruvannamalai, Tamil Nadu.

Sl. No.	Month	No. of Programmes Organized	State Concerned
7.	October,2011	181 Programmes	<p>18 Programmes at PIC Malappuram, Kerala.</p> <p>18 Programmes at PIC Byadagi Tq., Haveri, Karnataka.</p> <p>12 programmes at PIC Khajuraho, Chatterpur, Madhya Pradesh.</p> <p>36 programmes at PIC Kotda, Udaipur, Rajasthan.</p> <p>24 programmes have been organized by Pune Regional Center Centre for PIC.</p> <p>21 Programmes at PIC Sant Ravidas Nagar, Bhadohi and Champawat, U.P.</p> <p>12 programmes at PIC Pun-Pun, Bihar State.</p> <p>16 Programmes at PIC Biswanath Chariali, Sonitpur, Assam.</p> <p>16 programmes at PIC, Kamalpur, Tripura.</p> <p>08 programmes at PIC Naduan, Hamirpur, Himachal Pradesh.</p>
8.	November, 2011	337 Programmes	<p>24 Programmes at PIC, Kollam, Kerala State.</p> <p>22 Programmes at PIC in Kanakapura, Karnataka State.</p> <p>32 Programmes at PIC Anupur, Madhya Pradesh.</p> <p>56 Programmes at PIC Dunagerpur, Rajasthan state.</p> <p>16 programmes have been organized by Pune Regional Centre for PIC.</p> <p>91 Programmes at PIC Sant Ravidas Nagar, Bhadohi and Champawat, U.P.</p> <p>13 Programmes at PIC Karur, Tamil Nadu.</p> <p>09 Programmes at PIC Chittoor, Andhra Pradesh</p> <p>09 Programmes at PIC Vishakhapatnam, Andhra Pradesh.</p> <p>16 Programmes at PIC Tinshukhia, Assam State.</p> <p>49 Programmes have been organized by Kolkata Regional Centre for PIC.</p>





*PIC at Ranka-Sikkim*



*Artists of Shifoung, Khanapara, Guwahati performing at Ribhoi District, Meghalaya*



*Publicity Campaign on Peace, National Intergration & Communal Harmony by Song & Drama Division*



## PHOTO DIVISION

(www.photodivision.gov.in)

Photo Division, a subordinate office of the Ministry of Information and Broadcasting was established on 16<sup>th</sup> October, 1959 as a separate Department keeping in mind the importance of photography which gives authentic and truthful record of events.

The Division is responsible for visual documentation and for preparing photographs both in Black & White and in Colour, for internal and external publicity on behalf of the Government of India.

### FUNCTIONS/PROGRAMMES

The major function of the Photo Division is to document photographically, the growth and development of the country and also the economical, social, and political changes in the country in chronological order and restore such images through a platform for posterity. Photo Division provides visuals (still photos) to the media units of the Ministry of Information & Broadcasting for dissemination of information for day-to-day publicity. Major users are Central and State Government Agencies, Ministries/ Departments, President's Secretariat, Vice-President's Secretariat, Prime Minister's Office, Lok Sabha and Rajya Sabha Secretariats and Indian Missions abroad through XP Division of the Ministry of External Affairs besides the general public.

External Publicity Division, of DAVP and the Press Information Bureau get the major support and services from Photo Division.

External Publicity Division of Ministry of External Affairs takes the major chunk of its production for the publicity of the Government of India.

PIB also gets the major routine coverage of VIP activities which includes President of India, Vice President of India, Prime Minister and all the Central Ministers for day-to-day publicity through Internet.

Documentation of the development projects is basically used for exhibition purpose and for publication. The Division is also updating its day to day visuals particularly news oriented images through its website and other sources in the archives.

DAVP depends on complete visual support from the archives of the Division, which has been developed during the last five decades, for their preparation/ production of various kinds of exhibition, hoarding, advertising materials, publicity pamphlets, brochures, etc. to be circulated within the country as well as abroad. The Division also supplies photographs on payment basis to non-publicity organizations, private publishers and general public through its Pricing Scheme.

In the recent past, with the concept of the National Centre of Photography, it has started working for the development of photography as a whole. This began by encouraging the North -East states and imparting them training for modern photography particularly technical guidance for management of photography through archives. Besides, the Division also conducted training programmes for other interested persons which was done with the administrative support of IIMC.

Another important achievement was the recognition of the outstanding contributions of photographers in the country during its golden jubilee year in 2010. In addition to the Life time Achievement Award, the Division proposes to honour the professional and the amateur photographers of the year for their contribution by means of National Photo Awards.

### Organisational set up

Photo Division is housed in Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi. Besides the Main Office, the Division also has a Photo Unit/Cell functioning at Curzon Road, New Delhi, basically

for providing direct photographic assistance/support to DAVP for their exhibition purpose and also to produce the murals for use by the Dept. of Post & Telegraph, Ministry of Communication.

The Division is headed by the Director, assisted by one Deputy Director, one Senior Photographic Officer, six Photographic Officers, Administrative Officer besides technical and non-ministerial staff.

### **Important Responsibilities**

Senior officers and the staff members have to accompany the Vice-President, Prime Minister and sometimes other ministers also for providing extensive photo coverage and photo publicity material of their visit within the country and abroad. Senior level officers are also sometimes nominated during the foreign visit of the President. Senior officers are also engaged in documentation work related to developmental activities, social and economic changes from time to time for enriching the archive for posterity, and now, the Division has also taken initiative for documentation of Government of India's flagship programmes which include the Bharat Nirman programme also.

Among the regular important activities, two Photographic Officers on shift basis all through the year are placed on duty in Prime Minister's Office/Residence/Parliament House, as per requirement, to provide photo documentation of the VVIP engagements for record, press publicity and also for individual usage.

The Division provides special services to the Ministry of External affairs by accompanying the visiting Heads of States/Governments for providing extensive photo coverage and photo publicity to their entire visit in India. A leather-bound special VVIP album (specially approved by the Protocol Division of MEA), with golden ink-embossed cover, along with digital images containing hard copies of photographs of their entire visit are presented to the VVIPs at the time of departure.

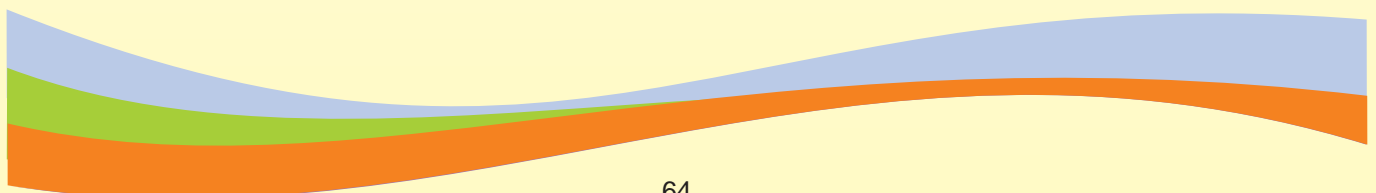
## **11<sup>TH</sup> FIVE YEAR PLAN**

During the 11th five year plan (2007-2012), the Division has initiated two new schemes "National Centre of Photography"- NCP and "Special Drive for the North-East Region and Isolated places like Jammu & Kashmir, Andaman Nicobar Island and Lakshadweep etc". During the year (2011-2012), under the Plan Scheme "National Center of Photography", the Division continued its work of up-gradation of digital photo library with the provision of de-humidification system and temperature control unit with safety device. In addition, work relating to acquisition of international level study material regarding photography and acquisition of archival images is in progress.

A component 'outsourcing support' of Programmers & Photo Data entry Operators to maintain the "News Photo Network" is in progress. This involves Digital Management which includes work relating to operation/uploading the images along with the Meta data, i.e., digital images/ digital text (captions of the photographs) on official website and uploading of digital images on high capacity server of the Division. The services of Sr. Librarians and Library Assistants have been involved for proper management of digital image library of the Division, particularly the classification of images as per the guidelines of Library Science.

Under the Plan scheme "Special Drive for the North-East, and Isolated places like Jammu & Kashmir, Andaman and Nicobar Islands, Lakshadweep etc.", work relating to documentation of the developmental projects in such areas has been undertaken. The documentation of developmental activities or the life and environment, scenic beauty etc. in the following States/UTs is being taken up:

1. Arunachal Pradesh
2. Assam
3. Mizoram



4. Meghalaya
5. Tripura
6. Manipur

### **Special Training Programme for North-East States**

In order to support the Department of Information and Public Relations (DIPR's) of the North-East States, the Division conducted a special Training Programme for a period of two weeks on the Digitisation of Images and its Management. This was specially meant for the Senior Photographers, the Senior Information Officers and IT experts, depending on their availability. However, out of 8 NE States, 6 States have nominated 13 officials. At the completion of the training programme, Division handed over one important single user software 'FOTO WARE' for retrieval of images from the server to the trainees.

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

To keep synergy between the other Media Units, the Division has taken up various measures. To avoid delay in sending photographs to newspapers through network, it is now equipped to send pictures to the PIB desk without much delay. To produce excellent publicity materials, Director, Photo Division took various steps to update documentation, be it for the printing of calendar or for thematic exhibitions etc. To disseminate its expertise, it also took measures to organise workshop etc. in collaboration with Media Units and also with State Government.

### **NATIONAL PHOTO AWARDS AND OTHER COMPETITIONS & EXHIBITIONS**

#### **1st National Photo Award 2010**

Photo Division launched the National Photo Award during its Golden Jubilee Year in 2010 conferring 'Lifetime Achievement Awards' to 4 outstanding photographers of the country.

The Division is now having an exhibition of some selected photographs from these outstanding

photographers of the country in Delhi, Kolkata, Mumbai and Vadodara, the respective places to which these artists belong.

The Second National Photo Award is in the pipeline and is likely to be completed by the end of this financial year.

### **23<sup>rd</sup> NATIONAL PHOTO CONTEST: "YOUTH IN INDIA".**

Photo Division conducted its 23<sup>rd</sup> National Photo Contest on the theme "Youth in India".

A countrywide invitation was sent to the photographers through National and Regional Newspapers to participate in the competition by sending a maximum of four entries in each section, i.e. Monochrome (Black & White) and Colour on the specified subject.

The Division received 726 photographs from 165 entrants from 15 states. A high level Jury comprising S/Shri Madhu Sarkar, Director, National Academy of Photography, Kolkata; Mukesh Parpiani, Head of Parimal Art Gallery, National Centre of Performing Arts (NCPA), Mumbai; R. K Dayal, Chief Photographer, Financial Express, New Delhi; Prof. F. B. Khan, Professor, Mass Communication and Research Centre, Jamia Milia Islamia, New Delhi; and Debatosh Sengupta, Director, Photo Division screened the entries and decided the award winning photographs for the Exhibition. In addition to 25 award winning photographs from both sections of Colour and Black & White, the Jury also considered 56 (46 colour & 13 black & white) additional photographs for the Exhibition.

Shri Amit Kumar Dan of Kolkata, West Bengal for the picture "Youth in India" and Shri Girish J. Kingar of Indore, Madhya Pradesh for the picture "Take off" have bagged the first prize in the 23<sup>rd</sup> National Photo Contest. The Second prize for the contest went to Shri Kuntal Kumar Roy of Kolkata, West Bengal and Shri Ch. Narayana Rao of Vijayawada

for their picture 'Volunteer' and 'Mera Tiranga' in Black and White & Colour section respectively. Shri Prasanta Biswas of Kolkata and Shri Santosh K. Jena of Midnapur got the third prize for their picture 'Tribal Youth' and 'Young Achievers' in the Black and White and Colour sections respectively.

The prize distribution and exhibition of the award winning and selected photographs was held on 17<sup>th</sup> August, 2011 at New Delhi. Shri Raghu Menon, the then Secretary, Information & Broadcasting distributed the awards to the winners and inaugurated the Exhibition at All India Fine Arts and Crafts Society (AIFACS), New Delhi.

The aim of the Photo Contest was to encourage photographers in the country so that talent available in the field could be projected and given due recognition. The theme was rather wide in its scope

and gave the contestants a large arena for subject selection.

The prize winning and selected photographs of the 23rd National Photo Contest were exhibited at 7 places, i.e., Guwahati, Bangalore, Indore, Lucknow, Ahmedabad, Kolkata and Chennai,.

### **Other Exhibitions**

On the the occasion of the Communal Harmony week, the Division organised an exhibition at Sochna Bhavan, New Delhi.

### **National Level Photo Contest in Collaboration with the Ministry of Tribal Affairs**

Photo Division conducted the 4<sup>th</sup> National Level Photo Contest for the Ministry of Tribal Affairs, on



*DG, DAVP, Shri A.P. Frank Noronha addressing the valedictory function of a training programme on Digitisaion of Images. Director, Photo Division, Shri Debatosh Sengupta is also seen in the picture*



*First Prize winning entry of Amit Kumar Dan from Kolkata, in the B&W Section of the 23<sup>rd</sup> National Photo Contest on the theme "Youth in India" organized by Photo Division*

different themes depicting tribal life. The 5<sup>th</sup> Contest is now in the pipeline.

## **ROUTINE ACTIVITIES**

As part of its routine activities, the Division provided coverage on day-to-day political activities including important functions of the Government of India.

### **Documentaiton of visits of the Vice President, Prime Minister and the visit of Foreign Heads of States in India**

Photo Division provided extensive coverage to the visits of the Vice President and the Prime Minister in the country and abroad. The Division provided an extensive coverage to important summits and bilateral meetings.

#### **Visits of Vice President Abroad**

1. State Visit to Bangladesh in May, 2011
2. State Visit to South Sudan and Uganda in July, 2011
3. State Visit to Turkey in October, 2011
4. State Visit to Australia in October, 2011.

#### **Visits of Prime Minister Abroad**

1. Visit to China and Kazakhstan in April 2011
2. Visit to Kabul in May 2011
3. Visit to Ethiopia and Tanzania in May 2011
4. Visit to Bangladesh in September 2011
5. Visit to New York in September 2011
6. Visit to South Africa in October 2011
7. Visit to Cannes (France) in November 2011
8. Visit to Maldives in November 2011
9. Visit to Indonesia and Singapore in November 2011
10. Visit to Russian Federation (Moscow) in December 2011.

### **Visit of Heads of States/Government from Abroad**

In addition to the coverage of the Vice President and Prime Minister, Photo Division has also provided extensive photo documentation of the visits of the Heads of State/ Governments of the following countries:-

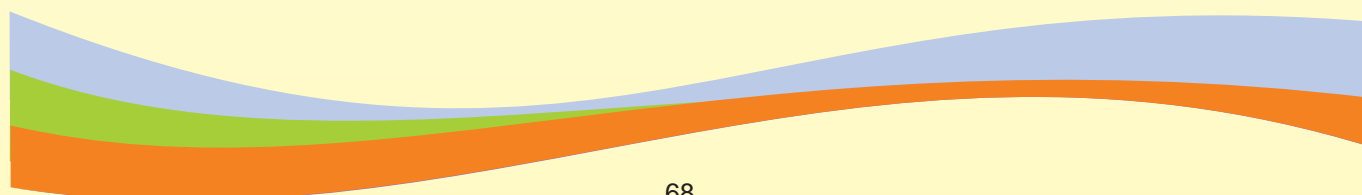
1. Visit of the Prime Minister of Thailand
2. Visit of the President of Uzbekistan
3. Visit of the Prime Minister of Slovenia
4. Visit of the Prime Minister of New Zealand
5. Visit of the President of Vietnam
6. Visit of the President of Myanmar
7. Visit of the Prime Minister of Nepal
8. Visit of the King of Bhutan
9. Visit of the Prime Minister of Japan
10. Visit of the Prime Minister of Trinidad & Tobago

#### **Special Coverage of Cultural & Religious functions**

1. Iftar
2. Dussehra
3. Durga Puja
4. Diwali
5. Id
6. Muharram
7. Goa Feast

#### **Other important coverages**

1. India-West Indies Cricket test
2. Nehru Cup Football Tournament
3. Durand Cup Football Tournament
4. SAARC Football Tournament







*Second Prize winning entry 'Volunteer' of Kuntal Kumar Roy from Kolkata, in the B&W Section of the 23<sup>rd</sup> National Photo Contest on the theme 'Youth of India' organized by Photo Division*

### **Special Drive for the North-East and J&K**

As a special drive for the North-East states and the isolated states like Andaman & Nicobar islands, Lakshadweep and Jammu & Kashmir, the Division documented the following special areas in the North-east and J & K:

1. Winter Sports in Jammu and Kashmir
2. Irrigation activities in winter in Jammu and Kashmir
3. Land and People as well as Rehabilitation and Reconstruction of Tsunami affected areas of Andaman and Nicobar, etc.
4. Election in Jammu and Kashmir
5. Election in Assam

The Division proposes to take up visual documentation of three more states from the North-

East and also Andaman & Nicobar or Lakshadweep Islands during the current Plan period.

### **EXHIBITION/PIC etc.**

The Division mounted an exhibition title 'PRIYADARSHINI INDIRA', a tribute to late Smt. Indira Gandhi, former Prime Minister of India on 19<sup>th</sup> and 20<sup>th</sup> November 2011 at Kolkata on her birth anniversary.

Though the Division is not directly involved in the process of public information campaign, it has been actively supporting the exhibition put up by the DAVP by supplying photographs.

### **PRODUCTION**

With the introduction of printing of murals initiated during the last plan the scheme, the Division produced a number of important sets of panels for exhibition as given on page 72.



*'Take off'- photograph by Girish J. Kingar, Indore won the 1<sup>st</sup> Prize in the Colour Section of the 23<sup>rd</sup> National Photo Contest on the theme 'Youth in India', organized by Photo Division*



*Third Prize winning entry 'Tribal Youth' of Prasanta Biswas from Kolkata, in the B&W section of the 23rd National Photo Contest*

1. 5 sets of Calendar Exhibition
2. 19 sets of Credit Board
3. 20 sets of top & bottom strip of Bharat Nirman in English & Hindi
4. 3 complete sets of the Civil service Exhibition on Best Practices was supplied to different Administrative Institutes in Shimla, Hyderabad and ISTM, New Delhi.
5. 5 sets of Bharat Nirman Exhibition (flagship programme) for Lucknow
6. one set of moving exhibition for Van
7. one set of Family Planning exhibition.

### INTERNATIONAL FILM FESTIVAL OF INDIA, GOA

The Division has done 128 assignments during the Goa Film Festival 2011. It uploaded 348 images projecting the entire festival activities and 419 images for the PIB. In addition to this, the Division also supplied about one thousand hard copies for the press.

### PRODUCTION FIGURE

The number of assignments were covered, negatives handled and prints/albums prepared/produced by the Photo Division during the year 2011-2012 (up to November 2011) are in the table on the next page.

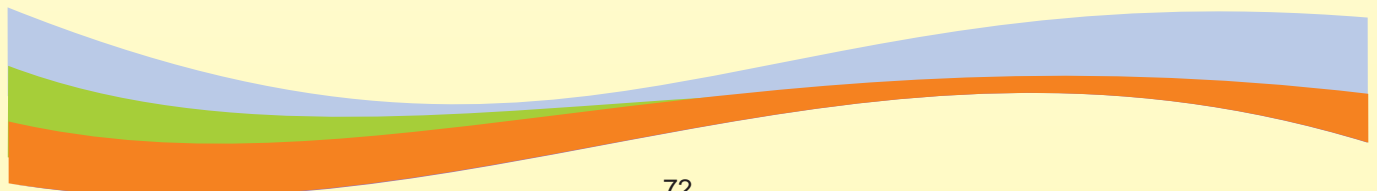
### Implementation of Raj Bhasa

Photo Division is actively involved in the implementation of Raj Bhasa. The work in accounts and administration sections is being handled mostly in Hindi. During the period of Hindi *Pakhwara*, the Division celebrated the Hindi fortnight from 14<sup>th</sup> - 28<sup>th</sup> September 2011. During the period, Division conducted four programmes including a special workshop during the *pakhwara*. A competition on Extempore Speech was the main focus of this year's *Pakhwara*. This also included the Essay Writing and Questionnaire based on Photography, Raj Bhasa Hindi, and Current Affairs. During the period, the Division organized four workshops on different aspects of official language Hindi. Now most of the forms are available in bilingual format.

1	News and Features assignments covered	2173
2	Digital images acquired in house	91212
3	Digital images short listed for archive/uploaded in the Photo Division Website	5926
4	Total Black & White and Colour print supplied	55,147
5	Total Photo Albums/Wallets produced/prepared	197
6.	Images uploaded in PIB official website	4149
7	Image uploaded in high capacity server of the Division	58991

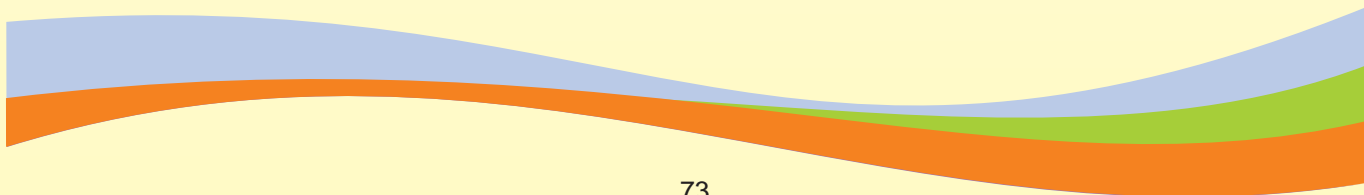
### SANCTIONED BUDGET

Sanctioned Year	Non-Plan	Plan	Actual Expenditure Non-Plan (up to November, 2009)	Plan
2011-2012	₹ 396.00	₹ 210.00	₹ 251.63	₹ 35.59



VIGILANCE REPORT OF PHOTO DIVISION 2011-12

<p>1. <b>Details of the Vigilance set up for the organisation in the Headquarters and in the field offices</b></p>	<p>There is no separate staff sanctioned for the work related to vigilance. However the seniors with the assistance of their subordinates are normally disposing such cases.</p>
<p>2. <b>Preventive Vigilance activities during the period:</b>  i) No.of regular inspection conducted during the period  ii) No. of surprise inspections carried out during the period</p>	<p align="center">2 2</p>
<p>3. <b>Surveillance and detection activities during the period:</b>  i) Details of the areas selected for keeping surveillance  ii) No. of persons identified for being kept under surveillance</p>	<p align="center">All the areas, where important production is made as well as the pricing section.None</p>
<p>4. <b>Punitive activities (No. to be indicated against 4(1) to (x) where the appointing authority is other than the President</b></p> <p>i. No. of complaints/references received during the period  ii. No. of cases in which preliminary inquiry was conducted  iii No. of cases where preliminary inquiry report were received  iv. No. of cases in which charge sheets for major penalty were issued  v. No. of cases in which charge sheets for minor penalty were issued  vi. No. of persons on whom major penalty was imposed  vii No. of persons on whom minor penalty was imposed  viii No. of persons placed under suspension  ix No. of persons against whom administrative action such as issuance of warning etc. was taken.No. of persons prematurely retired under relevant provisions of rules.</p>	<p align="center">Nil N.A. Nil Nil Nil Nil Nil Nil Nil Nil</p>





*Chief Election Commissioner S. Y. Quraishi & the then Secretary I&B Shri Raghu Menon jointly lighting the lamp at the 44th Annual Convocation of IIMC*

## INDIAN INSTITUTE OF MASS COMMUNICATION

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

The Indian Institute of Mass Communication (IIMC) is an autonomous organization under the Ministry of Information & Broadcasting and a 'Centre of Excellence' in the field of communication teaching, training & research. The Institute was set up on August 17, 1965, as a Department of the Ministry of Information & Broadcasting, Government of India, in response to a need felt to evolve a methodology for effective use of communication resources as part of the country's overall development strategy. The Institute was registered under the Societies Registration Act (XXI) of 1860 on 22<sup>nd</sup> January 1966 and receives grant-in-aid from the Government of India through the Ministry of Information and Broadcasting 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 & Television, Development Communication, Communication Research, and Advertising and Public Relations. The Institute collaborates with national and international organizations in conducting seminars, training programmes, workshops, etc. It also undertakes research projects and organizes short-term courses to meet specific needs of industry, government and public sector organizations.

### **Academic Activities from 1<sup>st</sup> January to 30<sup>th</sup> November 2011**

#### **Admission to Post-Graduate Diploma Courses**

The process for admission to the following Post-graduate Diploma Courses commenced with the publication of advertisements for the same in leading newspapers in the month of March 2011, the last date prescribed for the receipt of application forms being 2nd May 2011. The courses, for which all-

India Entrance Examinations are held, are:

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

A total of 3,717 candidates applied for the entrance examinations for the above-mentioned PG Diploma Courses. From this year, two additional centres were added to hold the entrance examinations. They are: i) Nagpur (Maharashtra); and ii) Aizawl (Mizoram). Entrance Examinations for the PG Diploma Courses were held on 24th May 2011 at New Delhi, Lucknow, Patna, Kolkata, Guwahati, Bhubaneswar, Bangalore, Mumbai, Aizawl and Nagpur, while the entrance examination for the PG Diploma Course in Journalism (Odia) was held at Bhubaneswar on 25 May 2011.

The course-wise breakup of the 3,717 candidates who applied for admission are: Journalism - 1,171, Radio & TV Journalism - 911, Advertising and Public Relations - 1,600 and Odia Journalism - 35.

The admission process for the academic year 2011-12 was completed successfully and the session began at Delhi and Dhenkanal from 1<sup>st</sup> August 2011 for all PG Diploma Courses with a formal welcome by the Director General and other faculty members of IIMC at Delhi. Orientation lectures were organized by eminent persons at IIMC Delhi from 1<sup>st</sup> to 5<sup>th</sup>

August 2011.

PG Diploma Courses in English Journalism commenced at the new regional centres of IIMC at Aizawl and Amravati from 8th August 2011.

### **Diploma in Development Journalism Courses**

The 56<sup>th</sup> Diploma Course in Development Journalism (January-April, 2011) commenced on 2nd January 2011 with 21 participants from 17 countries and concluded on 30<sup>th</sup> April 2011. The then Secretary I&B and Chairman, IIMC, Shri Raghu Menon was the Chief Guest and awarded the Diplomas at the Convocation for this course held on 29<sup>th</sup> April 2011.

The 57<sup>th</sup> Diploma Course on Development Journalism began from 1<sup>st</sup> August 2011 with 23 participants from 16 countries. The course concluded on 30<sup>th</sup> November 2011. Secretary I&B and Chairman, IIMC, Shri Uday Kumar Varma was the Chief Guest and awarded the Diplomas at the Convocation for this course held on 29<sup>th</sup> November 2011.

### **Foundation Course for IIS Officers, Short Courses, Workshops, etc.**

The Short term Courses / Workshops were also organised during the period from 1st January 2011 to 30<sup>th</sup> November 2011 are shown in the tables on page 79 & 80.

### **Department of Communication Research**

The following Research Studies were completed during the year 2011:

*(From 1.1.2011 to 30.11.2011)*

- i) Process of Design and Delivery of Song and Drama Division Programmes

- ii) Policy Issues and News Operations of Foreign News Agencies in India
- iii) Workshop on Communication Skills Training for Doctors for CWG-2010, 14-15 September 2010.

The following Research Studies will be completed very soon:

- i) Promotion of use of Iodised Salt through traditional media in the country.
- ii) IEC Strategies for Promotion of AYUSH.

## ANNUAL CONVOCATION

The 44th Annual Convocation of the Institute, held on 21<sup>st</sup> September 2011 at its Campus, represented the culmination of the academic year 2010-11. Dr. S Y Quraishi, Chief Election Commissioner of India was the Chief Guest on the occasion, Shri Raghu

Menon, Chairman, IIMC presided over the Convocation and conferred the Diplomas on graduating students.

Shri Sunit Tandon, Director General of the Institute, presented the Director's Report on the occasion.

A total of 318 students of different Post-graduate Courses were awarded testimonials.

Dr. Quraishi delivered the Convocation Address and presented the Awards, donated/sponsored by different organizations, to meritorious students for achieving excellence in different courses. The details of the Awards won by students of different courses are given below:

### Award List of PG Diploma Courses 2010-11

*Post graduate Diploma Course in Journalism (Hindi)*

1. Shri Kuldeep Mishra—PTI award
2. Shri Hemant Tiwari—Pt. Banarsi Das Chaturvedi Award



*Chief Election Commissioner S. Y. Quraishi giving away the Diploma to a graduating student*



3. Shri Swapnil Sonal —Rajasthan Patrika Award
4. Shri Himanshu Singh—Baba Saheb Dr. B.R. Ambedkar Award

*Post-graduate Diploma Course in Journalism (English), New Delhi*

1. Ms. Vartika Mathur IIMC Award
2. Ms. M Saraswathy The Hindu Award
3. Ms. Sneha Garg Deccan Herald Award

*Post-graduate Diploma Course in Advertising and Public Relations*

1. Ms. Shivani Tiwari Shri Achin Ganguly Memorial Award
2. Ms. Mili Agarwal Shri Anil Basu Memorial Award
3. Ms. Shezah Salam PRSI Award
4. Ms. Parul Tiwari PSPRF Award

*Post-graduate Diploma Course in Radio & TV Journalism*

1. Ms. Geetanjali Taragi IIMC Award
2. Ms. Ruchika Uniyal ZEE TV Award
3. Mr. Anand Chaturvedi TV Today Award
4. Ms. Aakriti Mehta CNN Award
5. Mr. Prabal Bhardwaj ZEE TV Award
6. Mr. Ranjeet Kumar Prasar Bharati Award  
Ranjan

*Post-graduate Diploma Course in Journalism (English), Dhenkanal Campus (Odisha)*

1. Mr. Nitin Kesar IIMC Award
2. Mr. Tenzin Monlam Baba Saheb Dr B R Ambedkar Award
3. Ms. Pallavi Patra NALCO Award

*Post-graduate Diploma Course in Oriya Journalism, Dhenkanal Campus (Orissa)*

1. Mr. Umashankar Samal IIMC Award
2. Mrs. Mihir Patra Baba Saheb Dr B R Ambedkar Award
3. Ms. Swati Suar Dr. Harekrushna Mahtab Memorial Award

## 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 experience and enlighten the trainees/students about the industry.

### Broadening the Base of Communication

The IIMC Regional Centre at Dhenkanal is fully functional from August 1993 and is attracting a large number of students from the Eastern Region. The branch has all infrastructure facilities and is conducting two Post-Graduate Diploma Courses in Journalism (English & Oriya).

### PLAN SCHEMES

IIMC has one Plan Scheme, viz. "Upgradation of IIMC to International Standards" in the 11th Five-Year Plan. The Plan Scheme has been approved by the Planning Commission and the Ministry of I&B. Proposals contained in the Scheme include converting the present one year P.G. Diploma Courses into two years Advanced P.G. Diploma Courses (equivalent to M.A. degrees) and opening of four Regional Centres of IIMC at J & K, Mizoram, Maharashtra (Vidarbha) and Kerala which have been approved by the Standing Finance Committee and the Ministry of Information and Broadcasting for a total outlay of ₹ 62.00 crore and net budgetary support of ₹ 51.50 crore. Two Regional Centres at Aizawl in Mizoram and Amravati in Maharashtra (Vidarbha) became functional from 8th August 2011. For building of an additional floor on the existing building in Delhi and renovation work has been

completed. Action has been initiated to construct additional buildings at New Delhi and Dhenkanal as well.

## **PROGRAMMES ON MINORITY WELFARE**

- i) Due representation is given to minority communities in admission in regular PG Diploma Courses. In this academic session, 20 students out of 292 are from the minority communities.
- ii) While making recruitment, due preference is given to minorities. In this year, offer of appointment for one post of LDC was given to a person from a minority community out of 5 appointments made during the year.
- iii) There is no discrimination against minority communities and there is a harmonious atmosphere in the Institute.

### **Representation of SCs/STs/OBCs in service**

There is adequate representation of SCs/STs/OBCs in service in the Institute.

### **Important Policy decisions/legislations/Achievements / Evenets**

The details are as under:

- i) Opening of two new Regional Centres of IIMC at Aizawl (Mizoram) and Amravati (Maharashtra).
- ii) Finalization of course curriculum for submission to UGC for grant of equivalence to M.A. degrees for proposed two-year Advanced PG Diploma Courses.
- iii) Granting IIMC the status of Institute of National Importance through an Act of Parliament (pending).

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

During the period January to November 2011, three meetings of the Executive Council and one AGM were held. Important decisions included a decision

to fill long-time vacant faculty positions, for which revised recruitment rules were approved.

### **Action taken on CAT Judgements/orders**

(given in the Table on page 82)

Policy Decisions for the benefit of persons with disabilities

- i) Reservation in admission to Institute courses.
- ii) Recruitment on identified posts under the disabled category.
- iii) Construction of ramp and provision for lifts in the existing buildings to make them disabled-friendly.

### **Citizens' Charter & Grievance Redressal Mechanism**

The new Citizen's Charter has been prepared as per the new guidelines by the Institute and placed on the website. As per this Charter, any citizen can address and seek redressal of his grievance pertaining to this 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 Director General of the Institute.

Address of the Grievance Officer of the IIMC is:-

Officer on Special Duty  
Indian Institute of Mass Communication  
Aruna Asaf Ali Marg  
New Delhi.

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.



*Shri Uday Kumar Varma, Secretary I&B at the Convocation of  
57th Diploma Course on Development Journalism*



*Foreign students performing at the Convocation*

**Courses/Workshops during the period 1st January to 30th November 2011**

<b>S. No.</b>	<b>Name of course</b>	<b>Course Director</b>	<b>No. of Participants</b>
1.	Media Communication Course for Senior Officers of the Armed Forces, 03-07 January, 2011	Prof. K M Shrivastava	15
2.	Special Course for Journalists from Afghanistan, 17-28 January, 2011	Prof. K M Shrivastava	28
3.	Foundation Course for IIS Grade 'A' Officers, 1Feb-30Nov.2011	Prof. Vijay Parmar Dr Shalini Narayanan	04
4.	Training programme in Creative Writing for ICAR Officers 14-18, February, 2011	Prof. K M Shrivastava	10
5.	State Level workshop on Media Relations in Crisis Situations organized for Andhra Pradesh IPS Officers on behalf of BPRD, Ministry of Home Affairs, 22-24 February 2011	Prof. KM Shrivastava	37
6.	Training Programme in Creative Writing for ICAR Officers, 28 Feb-04 March, 2011	Prof. K M Shrivastava	13
7.	Training programme for Officers of SAARC Information Centre, Kathmandu 09-11 March, 2011	Prof K M Shrivastava	04
8.	State Level Workshop on Media Relations in Crisis Situations organized for Haryana IPS Officers on behalf of BPRD, Min. of Home Affairs, 23-25 March 2011	Prof K M Shrivastava	24
9.	Videography Course 28 March to 22 April, 2011	Prof S R Chari	25
10.	Training Programme for Journalists from African Countries, organized under the aegis of the Commonwealth Secretariat, 04-15 April, 2011	Prof. K M Shrivastava	23
11.	Workshop on improving PR Skills of Senior Officers of Govt. of Himachal Pradesh, 18-20 April, 2011	Prof. J Jethwaney	10
12.	State Level Workshop on Media Relations in Crisis Situations organized for Sikkim IPS Officers on behalf of BPRD, Min. of Home Affairs, 19-21 April, 2011	Prof. K M Shrivastava	35
13.	State Level Workshop on Media Relations in Crisis Situations, organized for J&K IPS Officers on behalf of BPRD, Min. of Home Affairs, 24 -26 May 2011	Prof. K M Shrivastava	28

<b>S. No.</b>	<b>Name of course</b>	<b>Course Director</b>	<b>No. of Participants</b>
14.	Training for Field Publicity Officers, Field Publicity Assistants of Directorate of Field Publicity, 25-29 May, 2011	Prof. K M Shrivastava	22
15.	Media Communication Course for Senior Officers of the Armed Forces (Brigs./Cols. & equivalent), 09-20 May, 2011	Prof. K M Shrivastava	14
16.	Training Programme for Regional Heads of Directorate of Field Publicity, 23-27 May 2011	Prof. KM Shrivastava Dr Shalini Narayanan	16
17.	Orientation Course for IIS Gr.A Officers, 2011-12, 18 May 2011 to 18 January 2012	Dr. Shalini Narayanan	11
18.	Special Course for Journalists from Vietnam, Myanmar and Cambodia, 30 May to June 2011	Prof. K M Shrivastava	25
19.	Media Workshop on SAARC, 06-07 June, 2011	Prof. K M Shrivastava	10
20.	Media Communication Course for Middle-level Officers of the Armed Forces, 20 June to 01 July 2011	Prof. KM Shrivastava	30
21.	State Level Workshop on Media Relations in Crisis Situations, Orissa Police, 12 - 14 July 2011	Prof. KM Shrivastava	28
22.	Advanced Course in Media Communication for the Armed Forces, 29 August to 23 September 2011	Prof. KM Shrivastava	21
23.	State Level Workshop on Media Relations in Crisis Situations, organized for Mizoram IPS Officers on behalf of BPRD, Min. of Home Affairs, 27-29 September 2011	Prof. KM Shrivastava	45
24.	State Level Workshop on Media Relations in Crisis Situations, organized for Chhattisgarh Officers on behalf of BPRD, Min. of Home Affairs, 18 -20 October 2011	Prof. KM Shrivastava	45
25.	Media Communication Course for Sr. Officers of the Armed Forces, 7-18 Nov.2011	Prof. KM Shrivastava	14

### Consumer Grievance Redressal Cell

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

Shri Jaideep Bhatnagar (Nodal Officer)

Officer on Special Duty  
IIMC, New Delhi

Dr. A.K. Pradhan  
Associate Professor  
IIMC, New Delhi

Shri S. Brahmachari  
Associate Professor,  
IIMC, New Delhi

### Right to Information Act, 2005

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

### IIMC - ACTION TAKEN ON CAT JUDGEMENTS/ORDERS

Date of filing /case No.	Subject	Decision	Status of implementation
T A No.1101/2009, Association of the Employees of IIMC V/s IIMC & Others.	Implementation of Old Pension Scheme	Hon'ble CAT directed vide order dated 12.05.2011 a re-examination of the whole issue on pension and to come out with a solution, which would be appropriate for both employees and employers. Granted sufficient time of 4 months to the respondents to take a view in the matter.	As per the direction of Hon'ble CAT dated 12.05.2011, a Proposed Pension Scheme was formulated and put up before the Executive Council of IIMC in its 119 <sup>th</sup> Meeting held on 28.09.2011. Executive Council directed that the proposal may be sent to the Min. of I&B for examination in consultation with the Ministry of Finance. The proposed pension scheme was forwarded to the Ministry of I&B, who have desired 2-3 months' time for examination by Ministry of Finance. The case has been adjourned till 19.12.2011. The proposed pension scheme is to be examined by the Ministry of Finance.
OA No.2371/2011, Shri Kishan Lal V/s IIMC & Others.	Demand for additional remuneration/honorarium	Hon'ble CAT directed the respondent(s) vide order dated. 15.12.2008/23.08.2011 to take a considered decision on the representation of Shri Kishan Lal in accordance with the rules and law.	His application dated 15.12.2008/11.3.2011 has been examined. IIMC is in the process of issuing a Speaking Order

## PRESS COUNCIL OF INDIA

(www.presscouncil.nic.in)

Press Council is a statutory quasi-judicial authority mandated by the Parliament to preserve the freedom of the press and maintain and improve the standards of newspapers and news agencies in India. It is an autonomous body with equal quasi-judicial authority over the authorities and the press persons. For the discharge of the above objectives, the Council comprises 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 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 the fee collected by it from newspapers, other receipts and grants from the Central Government. The Council is presently chaired by Hon'ble Mr. Justice Markandey Katju.

For the financial year 2011-2012, the Council has a total sanctioned budget of ₹ 532.00 lakhs.

The Council discharges its functions primarily through adjudications on complaint cases received by it, either against the Press for violation of journalistic ethics or by the Press for interference with its freedom. Where the Council is satisfied, after inquiry, that a newspaper or a news agency has offended against the standards of journalistic ethics or public taste or that an editor or working journalist has committed any professional misconduct, the Council may warn, admonish or censure them or disapprove of their conduct. The Council is also empowered to make such observations as it may think fit in respect of the conduct of any authority, including Government, for interfering with the freedom of the press. The decisions of the Council

are final and cannot be questioned in any court of law.

### Complaints before the Council

Between the period April 1-December 31, 2011, Press Council of India received 529 complaints, of which 110 cases were filed by the Press while 419 were filed against the Press. 1047 cases were already pending. Of these, the Council adjudicated 50 cases, while 524 cases were closed at the threshold without oral inquiry. The Council thus disposed of 574 matters during the period April 1-December 31, 2011. Remaining 1002 matters are at various stages of processing.

The Press Council Act, 1978 provides for re-constitution of the Council every three years. The tenth three-year term of the Council came to an end on January 6, 2011 and with a gap of about six months, the Council was reconstituted for its eleventh three-year term w.e.f. June 15, 2011 vide Gazette Notification dated 15.6.2011 notifying names of 27 members. The notification of remaining one member in 5(3)(b) category is awaited.

### New Chairman

As per the provision of the Press Council Act 1978, the nomination of the Chairman is to be made by a Committee constituted of the Chairman of the Rajya Sabha, the Speaker of the Lok Sabha and a member from among the members of the Press Council. The Committee including the representative of the Council, Mr. K. Sachidananda Murthy nominated Mr. Justice Markandey Katju as the Chairman of the Council. This was notified in the Gazette Notification dated 5<sup>th</sup> October, 2011.

### Advisory Function

In its advisory capacity, the Council provided the Government and other authorities with its views on many issues. Some of the important ones are as follows:

1. No-Day-Yet-Named Motion under Rule 189 admitted in Lok Sabha expressing concern over

vulgar programmes and news reports appearing in electronic and print media.

2. Regarding astrology advertisement.

*Suo-moto* cognizance of the incidents of violence against mediapersons and threats to press freedom was undertaken by the Press Council of India in the following cases:

1. *Suo-moto* enquiry on the reported murder of Shri Jyotirmoy Dey, investigative journalist of *Mid day*, Mumbai.
2. *Suo-moto* action with regard to brutal attack/assault on Mr. David Devadas, journalist.

### Seminars and Workshops

In its efforts to encourage debates on media matters, the Council organized/participated in discussions in various parts of the country.

### National Press Day, 2011

The National Press Day this year, with discussions centered around "Media as an Instrument of Public Accountability", was inaugurated by Mr. M. Hamid Ansari, Hon'ble Vice-President of India. Minister for I & B, Smt. Ambika Soni graced the occasion as Guest of Honour while Shri Rajeev Shukla, Minister of State for Parliamentary Affairs and Member, Press Council of India and Shri Prakash Javadekar, M.P. and Member, Press Council of India were Special Guests. To mark the occasion, a souvenir carrying articles on the subject was released. The States also commemorated the day in befitting manner.

The Council successfully published its quarterly house journals in Hindi and English that chronicle the activities/important developments of the press world.



*Vice President Shri Md. Hamid Ansari lighting the lamp marking the inauguration of the National Press Day Celebrations. Minister for I & B Smt. Ambika Soni and Chairman Press Council Mr. Justice Markandey Katju are also seen*



## **Transparency Mechanism**

The Secretary of the Press Council of India is the Chief Vigilance Officer of the office. The vigilance set up of the Council, consisting of Deputy Secretary and Section Officer (Admn.) functions under the direct supervision of the Secretary (CVO) and Chairman of the Council. It conducts regular and surprise checks to prevent/combat any corruption 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, Press Council of India. The staff related grievances are attended to by the Staff Grievance Officer of the Council, being the Deputy Secretary.

The Citizen's Charter of the Council containing all the necessary details of the organization is available in hard as well as soft copy for the public at the office address as well as Press Council's website.

## **OFFICIAL LANGUAGE**

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

To emphasise the use of Hindi, Hindi Fortnight (Pakhwada) was observed in the Secretariat of the

Council from the period 14-28 Sept.2011. The main function of Hindi Diwas was held on 21.9.2011. Hon'ble Chairman of Press Council of India and other senior officers of the Council delivered their messages and expressed their views to promote use of Hindi in the Council.

In addition, a debate was conducted on the subject "Hindi Hamari Sangini". Mr. Justice G.N. Ray, the then Chairman of the Press Council gave away prizes and certificates to the winners/participants of the debate. Simultaneously, the employees of the Council were also given awards/certificates under 'Protsahan Yojana' and Hindi training scheme for their participation/contribution in encouraging the use of Hindi language in office practices and procedures.

The adjudications and other pronouncements of the Council were recorded in bilingual form and brought in public domain.

## **INTERACTION WITH WORLD PRESS BODIES**

The Council also initiated a process of consultation and dialogue with press/media councils and similar bodies in different parts of the world for active encouragement to preservation of the press freedom and promotion of its standards and ethics worldwide. Interaction included visits to (i) Kuala Lumpur, Malaysia on April 7-9, 2011 for consultation on establishment of Press Council in the country; (ii) to Hong Kong; on November 27-30, 2011, and (iii) to Indonesia on December 7-8, 2011. The Council also received representatives from Afghanistan on 26 April 2011 and from South Africa on 23 November 2011.



*Minister for I & B Smt. Ambika Soni giving her address on the occasion of the 1st National Community Radio Sammelan for Operational Community Radio Stations of India, at New Delhi*

## ACTIVITIES UNDER BROADCASTING SECTOR

### STATUS OF SATELLITE TV CHANNELS IN INDIA

#### The Policy

The first private satellite TV channel in India was permitted to uplink in the year 2000 from the Indian soil. Earlier to this, private TV channels were being uplinked from foreign shores. With the growth in the Media and Entertainment sector, the demand for uplinking/downlinking of TV Channels from

home increased manifold which necessitated the framing of Policy Guidelines for uplinking in 2002 and downlinking in 2005.

In view of increasing number of TV channels, the Ministry of Information and Broadcasting had requested TRAI to furnish its recommendations on review of policy on uplinking and downlinking of TV channels in India. TRAI gave its recommendations on 23<sup>rd</sup> July 2010. The full text of the review of the recommendations is available



*Minister for I & B Smt. Ambika Soni at the inauguration of Conference on “Strengthening Self Regulation on Advertising Content”. Minister of State (Independent Charge) for Consumer Affairs, Food and Public Distribution, Prof. K.V. Thomas is also seen*

on TRAI's website: [www.trai.gov.in](http://www.trai.gov.in). The recommendations of TRAI were examined by the Ministry and further recommendations of TRAI were received on 2<sup>nd</sup> February 2011. A copy of the reference sent to TRAI is available on the Ministry's website. The changes mainly relate to eligibility requirements with regard to net worth, bring in professional expertise in running the channels, granting permissions without delay and making India a favoured place for uplinking.

Based on the TRAI recommendations, the Government had formulated a proposal for certain amendments in the Policy Guidelines for uplinking and downlinking of TV channels issued in 2005 which were approved by the Union Cabinet in its meeting held on 7<sup>th</sup> October 2011. The amended guidelines have been posted on the Ministry's website on 5<sup>th</sup> December 2011 after seeking concurrence from the Ministry of law.

Following are the salient features of the guidelines:

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

- Applicant must be a company registered in India under the Companies Act, 1956.
- Foreign Direct Investment (FDI) shall not exceed 26% of the Paid-up Equity of the applicant company.
- Largest Indian shareholder should hold 51% of total equity.
- Net Worth Requirements: ₹ 20 cr. for first channel & ₹5 cr. for each additional channel.
- At least 3/4<sup>th</sup> of the Directors on the Board of Directors of the company and all key Executives and Editorial staff shall be resident Indians.

- The representation on the Board of Directors of the company shall as far as possible be proportionate to the shareholding.
- Permission fee for uplinking of TV channels would be ₹ 2 lakh per channel per annum.
- The applicant company can apply on the prescribed form 1, alongwith requisite documents and processing fee of ₹ 10,000/-.

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

- Applicant must be a company registered in India under the Companies Act, 1956 irrespective of its ownership, equity structure or management control which is aimed at Indian viewership.
- Net Worth Requirements: ₹ 5 cr for first channel & ₹ 2.50 cr. for each additional channel.
- Permission fee for uplinking TV channels would be ₹ 2 lakh per channel per annum.
- The applicant company can apply on the prescribed form 1 along with requisite documents and processing fee of ₹ 10,000/-.

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

- Applicant must be a company registered in India under the Companies Act, 1956.
- Foreign equity holding including NRI/OCB/PIO not to exceed 49%.
- Net worth 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 lakh per teleport per annum.
  - The applicant company can apply in 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 another of 10 years period.
- d. Eligibility criteria for obtaining permission/ registration to downlink Non-News & Current Affairs TV channel in India under downlinking guidelines**
- Applicant must be a company registered in India under the Indian Companies Act, 1956, irrespective of its equity structure, foreign ownership or management control.
  - Net worth Requirement: ₹ 5 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. This includes 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 lakh per channel per annum.
  - Permission fee for downlinking of TV channels uplinked from abroad would be ₹ 15 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/-.
- e. Eligibility criteria for obtaining permission/ registration to downlink News & Current Affairs TV channel in India under downlinking guidelines.**
- Applicant must be a company registered in India under the Indian Companies Act, 1956, irrespective of its equity structure, foreign ownership or management control.
  - Net worth Requirement: ₹ 5 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.

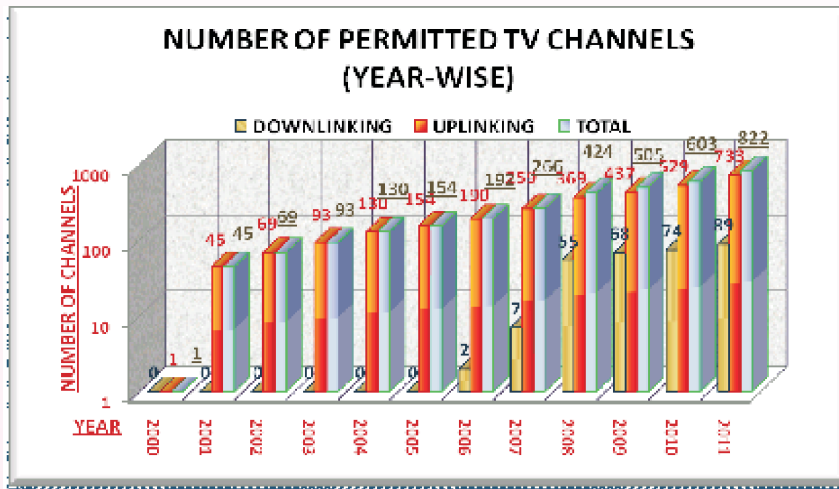


Fig. 1

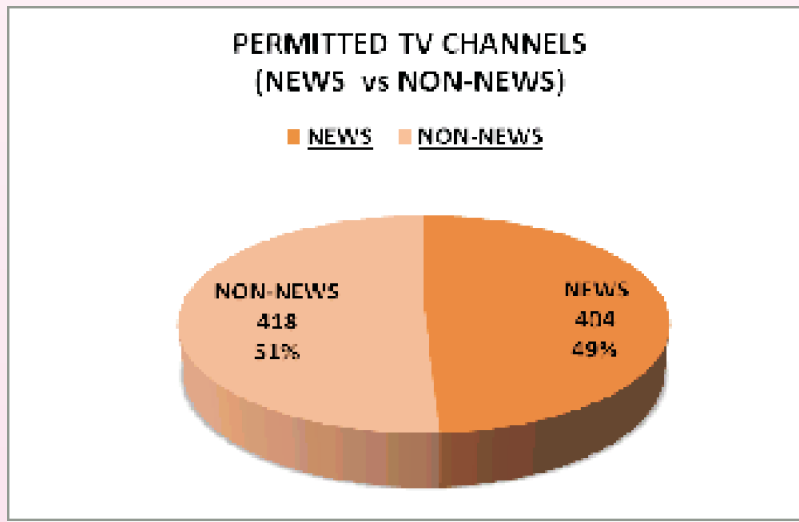


Fig. 2

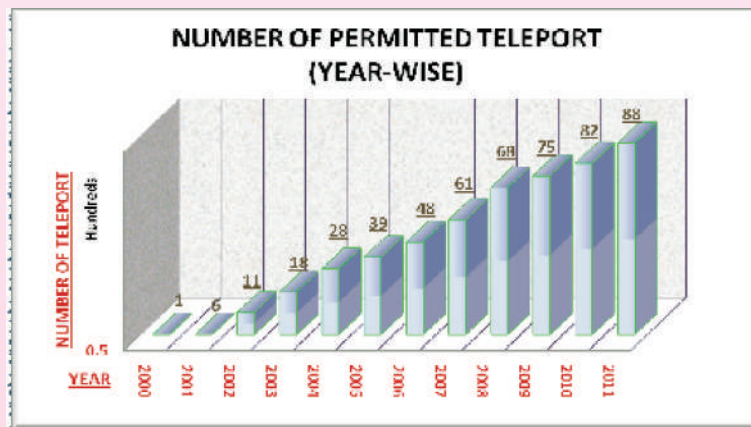


Fig. 3

### **Additional features of the new 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 submit a Performance Bank Guarantee of ₹ 1 crore. Whereas the News and Current Affairs channels will have to give a Performance Bank Guarantee for ₹ 2 crores. In the event of non-operationalization 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 permission of the Ministry of I&B.
- (v) Permission for uplinking/downlinking of a TV channel will be for a period of 10 years. Renewal of the permission of TV channels will be considered for a period of 10 more 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 five 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.

### **Procedure to Grant Permission 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. They are simultaneously sent to the Department of Space/ Department of Revenue as the case may be for obtaining necessary clearance. The net worth of the company is also examined to determine the eligibility of the company. Permission is issued by the Ministry to the applicants after obtaining Inter Ministerial clearances and Registration and Permission Fee as applicable.

### **The Growth so far**

#### **a. Growth of Television Channels**

1. The first private satellite TV channel was permitted in the year 2000. Since then the bouquet of private satellite TV channels in India has been expanding at a fast pace. The Ministry has permitted 822 channels in India till December 2011. Year-wise growth in number of TV channels permitted under uplinking (U/L) and downlinking (D/L) guidelines is shown in Fig. 1.
2. Permissions are given by the Ministry to operate only two categories of TV Channels i.e. News & Current Affairs TV Channels and Non-News & Current Affairs TV Channels. The share of News and Non-News channels in the total permissions granted can be seen in Fig. 2.

## b. Growth of Teleports

Annual growth of Teleports is depicted in Fig 3.

## c. Growth of Niche Channels and Reality Television

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.

## d. Regional Trends in TV

The broadcasting sector has seen a significant growth of regional media in the recent years. Many players are coming out with new regional channels with content to suit local population. Channels are getting launched in several local dialects and local languages like Bhojpuri, Bangla, Odiya, Tamil, Telugu, Kannada, Malayalam etc. Regional content assumes special significance in South, (since it accounts for the largest proportion of TV viewing households in India (about 32 percent).

## e. Growth of Indian Entertainment and Media Industry

## THE TELEVISION INDUSTRY

As per PWC reports in 2010 the industry witnessed a healthy growth, driven by the increasing advertising spends, rise in the number of television households, robust growth in DTH and expanding regional markets.

Currently the industry is estimated at ₹ 306.5 billion in 2010 as compared to ₹ 265.5 billion in 2009, registering a growth of 15.4%. Segments in television which registered growth in 2010 (Table1):

- **The distribution industry** grew by 16.4% this year aided by high growth rates of the DTH industry and advances in digitisation. This sector is expected to maintain steady growth and keep adding to the overall television pie. The segment stood at an estimated ₹ 192 billion in 2010.
- **The advertising industry** has shown positive signs with strong recovery in advertising expenditure and growth in advertising volumes aided by the launch of many new channels in 2010. Sectors such as FMCG, telecom and financial services have led this growth. It stood at an estimated ₹ 101.5 billion in 2010.
- **The content industry** achieved a 13% growth

**Table 1: Television market segmentation 2006-2010**

INR billion	2006	2007	2008	2009	2010	CAGR
Television distribution	117.0	136.5	150.0	165.0	192.0	13.2%
% change	20.6	16.7	9.9	10.0	16.4	
Television advertising	66.2	78.0	84.2	89.0	101.5	11.3%
% change	21.5	17.8	7.9	5.7	14.0	
Television content	8.0	9.4	10.5	11.5	13.0	16.7%
% change	14.3	17.5	11.7	9.5	13.0	
<b>Total</b>	<b>191.2</b>	<b>223.9</b>	<b>244.7</b>	<b>265.5</b>	<b>306.5</b>	<b>12.5%</b>

Source: PWC Analysis and Industry Estimates



rate. This is driven by the rise in non-fiction shows and growth in regional markets. Its share in the industry continued to stand at 4% in 2010, which is reported nearly ₹ 13 billion of income.

The industry is well poised to not only growth but also increase its dominance within the entertainment and media industry. The move towards digitisation as well addressability if implemented, will further enhance revenue generation opportunities and put more balance between subscription and advertisement revenues.

### Television distribution

As per PWC reports the distribution industry consists of subscription revenue obtained from pay TV households in the country. This industry is highly fragmented in India with about 50,000+ local cable operators (LCOs), 7,000+ multi system operators (MSOs) and six direct-to-home (DTH) operators. The top five MSOs account for less than 30% of the revenues of this industry. The industry is characterised by high under reporting of as much as 85% of the subscribers and low average revenue as per user (ARPU).

### Total subscription revenue, growth, projection

- The size of this industry was ₹ 192 billion in 2010, registering a growth of 16.4% over ₹ 165 billion in 2009.
- The distribution industry is the largest part of the television industry and contributes to about 63% of the television industry's revenue.

The distribution industry revenues are a function of pay TV households and ARPU generated for each pay TV household.

### Television households

The total number of television households in India increased from 124 million in 2009 to 130 million in 2010, showing a growth rate of five per cent. The penetration in India in terms of television households still remains as low as at 61% compared to developed countries like the US and UK where the penetration is around 95% and 93% respectively. With changing economic conditions in India, we can expect the number of TV households to increase in India in near future.

**Table 2: TV households in India**

In Million	2006	2007	2008	2009	2010
Total households	190.0	195.0	197.0	207.0	213.0
% change	7.0	3.0	3.0	5.0	3.0
TV households	112.0	115.0	118.0	124.0	130.0
% change	7.0	3.0	3.0	5.0	5.0
% TV penetration	59.0	59.0	60.0	60.0	61.0

**Source:** PWC Analysis and Industry Estimates

**Table 3: Pay TV households in India**

Million	2006	2007	2008	2009	2010
Cable TV households (yearly average)	68.0	70.0	71.0	72.0	74.0
% change	11.0	3.0	1.0	1.0	2.8
DTH households (yearly average)	2.0	3.5	9.0	14.0	26.0
% change	100.0	75.0	157.0	56.0	86.0
Total pay TV households	70.0	73.5	80.0	86.0	100.0
% change	13.0	5.0	9.0	8.0	16.0

Source: PWC Analysis and Industry Estimates

### Pay TV households

The pay TV households (Table 3) in India are divided into three categories:

- **Cable:** Cable television provides television signals, transmitted via co-axial cables or optical fibers to the consumer's premises. LCOs control the last mile in cable TV.
- **DTH:** DTH Provides Television signals to the consumer's home directly via satellite.
- **IPTV:** Internet protocol television (IPTV) provides live television over the internet. This segment is still nascent in India.

Pay TV households increased to an average of 100 million in 2010, from 86 million in 2009, registering a growth of 16%. This growth was largely due to increase witnessed in DTH households.

### India's place in the world

As per the Price Water House Coopers Report on Indian Entertainment and Media Outlook 2010, States Television has become an indispensable part of Indian houses, from being a luxury a few decades back, to necessity. Television households escalated to 124 million in 2009 from 118 million in 2008, indicating a penetration of 60% within the country (Table). The report mentions that the Television industry in India was estimated at ₹ 265.5 billion in

2009 as compared to ₹ 245 billion in 2008 thus regarding a growth of 8.5%.

### NEW INITIATIVES

#### Advent of HD Technology

Television is undoubtedly one of the most important sources of entertainment and window to the world. It underwent revolutionary changes in terms of technology in a very short span of time. Today it is defined by the introduction of High-Definition TV (HDTV) which allows unmatched superior quality pictures and video. HDTV got a shot in the arm after Doordarshan made a live telecast of the Commonwealth Games 2010 in HDTV.

Ministry of I&B permitted 20 channels in HDTV during 2010-11, initiating a new revolution in the Media and Entertainment Industry. Broadcasters were also granted permissions to uplink dual feeds for specific sporting events through a simplified process.

#### Bringing transparency and accountability

##### 1. Open House Meetings

Open house meetings which are conducted on 5<sup>th</sup> of every month with broadcasters have proved to be very useful. The number of broadcasters attending

these meetings has swelled over the last one year. Feedback from the meetings helped the Ministry to take new initiatives for expediting clearances and bringing in 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. This direct interaction has also built confidence in the system and has reduced dependence on unnecessary correspondence and phone calls. Twenty three "Open House" meetings have been held from November 2009 to December 2011.

### 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 within 10 days without, waiting for approvals which has cut delays significantly.

### 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 making it difficult for senior officers to get

**Table 4: Global TV subscription market for top countries-2010**

Country	Subscription TV households (million)	Subscription TV households penetration (%)	Subscription license fee market* (Million USD)
USA	101.20	88.3	75,366
Canada	11.50	88.5	8,029
UK	13.75	53.7	11,950
China	180.25	45.9	6,807
India	106.00	77.2	4,266

\* License fee includes video-on-demand, pay-per-view, public TV license fees, mobile TV

**Source:** PWC Global Entertainment & Media Outlook 2011 - 2015

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 has also 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.

### **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. For this the data is being updated in the system regularly.

### **CABLE TELEVISION**

Cable TV forms the backbone of the broadcasting distribution industry. The cable industry has played a predominant role in the growth of the electronic media sector in the past 20 years. According to the latest FICCI-KPMG Media Entertainment Report 2011, out of a total of 138 million TV homes, 73 million were covered by cable services and the rest by Direct to Home (DTH) and Internet Protocol Television Services (IPTV) and Doordarshan's terrestrial broadcast service. Despite the fast growth of DTH services, cable services continue to dominate the distribution of TV channels as on today. DTH and IPTV are digital services, but cable services are mainly analogue in nature. Approximately 68 million i.e. over 93 % of the cable homes receive TV signals through analogue mode. However, this platform has a number of limitations due to the inherent analogue nature of transmission. Digitalization of cable services will help the future growth and modernization of the industry and also address the problems in the existing analogue cable service.

### **DTH SERVICE**

Direct To Home (DTH) service is 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. DTH transmission service does not require any commercial intermediary since an individual user is directly served by the DTH operator. DTH Service refers to the 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 once a customer purchases DTH hardware, he/she can continue to use the same unit anywhere in India.

The Government on 15<sup>th</sup> March 2001 issued detailed guidelines including application Forms and Licensing Agreement for operating DTH services in India. The DTH guidelines are available on the website ([www.mib.nic.in](http://www.mib.nic.in)) of this Ministry. The eligibility conditions in the guidelines, *inter-alia*, provide for total foreign equity holding, including FDI/NRI/OCB/FII, in the applicant company not to exceed 49%, and within the foreign equity, the FDI component not to exceed 20%. It also provides that Applicant Company must have Indian management control with the majority representatives on the Board as well as the 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.

Doordarshan provides free-to-air channels on its DTH service (called DD Direct Plus) for which the subscribers have to buy the dish and the set top box from the open market. Since Doordarshan signals are unencrypted and free-to-air, no accurate assessment is available about the number of viewers. Apart from Doordarshan's DD Direct Plus, DTH service is being provided by six private players, namely, Dish TV (M/s Dish TV India Ltd.), Tata Sky (M/s Tata Sky Ltd.), Sundirect DTH (M/s. Sun Direct TV Pvt. Ltd.), BIG TV (M/s Reliance BIG TV Ltd.), Airtel Digital TV (M/s Bharti Telemedia Ltd.) and D2H (M/s Bharat Business Channel Ltd.). DTH being a digital addressable system, offers good picture quality, enhanced value added services, and transparency in the system, enabling its audit monitoring, thereby reducing litigations between the broadcaster and DTH operator. This results in better services to the consumers leading to structured growth of the sector. Thus, DTH has given stiff competition to the analogue cable TV sector which is also going digital eventually.

Till August 2007, there were about 3.2 million DTH subscribers with two pay DTH operators. This number grew to about 11.05 million subscribers with five pay DTH operators in December 2008 which in September 2010 reached a figure of about 26.4 million subscribers with six pay DTH operators. According to the latest TRAI's Performance Indicators Report, as on 30<sup>th</sup> June 2011 there are about 38 million DTH subscribers in the country. FICCI-KPMG Media Entertainment Report 2011 estimates that DTH subscriber base could reach 70 million by 2015.

In view of the rapidly expanding DTH subscriber base, TRAI, with a view to protecting the interest of DTH subscribers, issued the Direct to Home Broadcasting Services (Standards of Quality of Service and Redressal of Grievances) Regulation, 2007, which essentially covers regulatory provisions

relating to protection of the interests of DTH subscribers. The TRAI, in its Telecommunication (Broadcasting and Cable) Services (Fourth) (Addressable Systems) Tariff Order, 2010 dated 21<sup>st</sup> July 2010, had mandated all DTH operators to offer all its pay channels on *a-la-carte* basis to its subscribers. In case DTH operator is fixing a minimum monthly subscription amount, the same cannot exceed ₹ 150/- . The tariff order also provides for protection of consumers against increase in prices. TRAI's regulatory measures enable 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.

The Ministry is the licensing authority for granting license for operation of DTH services in India in accordance with the DTH Guidelines issued in the year 2001. As per Article 7.1 of Schedule to the DTH License Agreement, the requirement for the Set Top Boxes (STB) is to be of open architecture (non-proprietary) so as to ensure technical compatibility and effective interoperability among different DTH service providers with such specifications as laid down by the Government from time to time. With passage of time, different technologies and standards have evolved (MPEG-2, 4 / DVB-S, DVB-S2) for signal compression and transmission. For this and various other reasons the Ministry requested TRAI to examine the issue of interoperability afresh and submit its recommendations to the Ministry. TRAI forwarded its recommendations on interoperability and other issues relating to DTH to the Ministry on 30<sup>th</sup> January, 2008. TRAI vide Regulation of its DTH Broadcasting Service Regulations, 2007 has mandated commercial interoperability. This gives the subscriber an option to take the STB on rent or hire-purchase basis giving him flexibility to move from one operator to another. The recommendations were discussed with various

stakeholders in the Ministry and it was felt that for a number of reasons the recommendations need to be further examined by TRAI. Accordingly, the Ministry has referred back the matter for re-examination on 11th May, 2010.

The views of the Government on the recommendations of TRAI give in detail the present problems in achieving an effective technical interoperability across all DTH operators using different technologies and standards. TRAI has since floated a consultation paper on 20<sup>th</sup> August, 2010 which is available on their website. The Ministry is awaiting the recommendations of TRAI before firming up a view on whether the requirement of technical compatibility and effective interoperability among different DTH service providers needs to be continued as it is, in a modified form or should be dispensed with entirely.

### **POLICY OF IPTV SERVICE**

The Government on 8<sup>th</sup> November 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 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 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. The format for such a declaration has also been notified. The Ministry has also notified eight channels of Doordarshan to be mandatorily carried on the IPTV service. The channels notified are:

1. Lok Sabha Television
2. DD Rajya Sabha
3. DD-1 (National)
4. DD (News)
5. DD Sports
6. DD Urdu
7. Gyan Darshan
8. DD Bharati

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, to receive and aggregate the broadcast signal he 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 is the extent/reach of broadband penetration and quality of broadband connectivity. As on 30 June 2011 as per TRAI report there were 12.35 million broadband subscribers. As per FICCI-KPMG 2009 report, the IPTV subscriber base is expected to grow from 30000 in 2008 to 4 million in 2013. 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 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 (Headend in the Sky)**

A new technology that is being looked at positively is Headend in the Sky (HITS) because of the acceleration it can bring to the spread of both digitalization and conditional access in India. The Government has laid down a policy framework in

consultation with TRAI for introduction of Headend-In-The-Sky (HITS) mode of delivery of content to the cable operators.

The Cabinet in its meeting on 12<sup>th</sup> November 2009 approved the proposal of Ministry of Information and Broadcasting to issue policy guidelines for Headend-in-the-Sky operators. The Government on 26<sup>th</sup> November 2009 issued policy guidelines. These guidelines provide for a framework within which the HITS Service providers have 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. They 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 MSOs cable operators who can further send the signals to the customers using their cable network. The essential difference between a HITS operator and a Multi System operator (MSO) is that the former transmits the bundle of channels to the cable operators using a satellite, whereas the latter does the same through cable. HITS is a digital delivery mode of distribution of TV channel and it would speed up the process of digitalization of cable services located in Non-CAS areas of the country. HITS would not only help increase the penetration of cable market further into rural areas where it has been absent because of non-viability but will also help in further reduction of prices of Set Top Boxes and leading to 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 a affordable price. HITS would provide greater channel capacity from the present limited capacity of channels placed in the prime/non -prime band. The detailed policy guidelines are available on the website [www.mib.nic.in](http://www.mib.nic.in) . 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. However due to certain tariff and interconnection issues yet to be resolved it has 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.

### **CABLE TV NETWORKS (REGULATION) ACT, 1995**

The Government has been monitoring the implementation of the Act and taking corrective measures as and when considered necessary. Certain amendments were made in the Act in the year 2000 and 2003 to remove weaknesses observed in the implementation of some of its provisions. In 2007, amendment to Section 8 of the Act was made and, it provides for mandatory and compulsory carriage of Parliament channels in the manner to be notified by Central Government and Doordarshan channels notified by Prasar Bharati. The Central Government, vide notification dated 6<sup>th</sup> November 2007 published in the Gazette of India, has provided for mandatory carriage of Lok Sabha and Rajya Sabha Channels by cable operators in their cable TV network services. As per the extant Notifications issued by the Central Government and Prasar Bharati, the list of Channels to be compulsorily carried by Cable operators in Prime and Non-Prime Bands is given in Annexure I.

The latest amendments in the Act were made in 2011 for introducing digitalization with addressability in cable services for bringing certain regulatory reforms and also for rectifying certain deficiencies noticed during the operation of the Act. These, *inter*

*alia*, include systemization of registration of cable operators, providing right of way to cable operators and permission by public authorities, compulsory transmission of certain channels, inspection of cable network services, prescription of interference standards by the Central Government and empowering the TRA to specify basic service tier and its tariff. These amendments were brought into force initially by way of an Ordinance, The Cable Television Networks (Regulation) Amendment Ordinance on 25<sup>th</sup> October 2011. The Ordinance has been replaced by the Cable Television Networks (Regulation) Amendment Bill 2011 which was later introduced in the Lok Sabha in the Winter Session of Parliament on the 28<sup>th</sup> of November, 2011. The Bill has been passed by Lok Sabha and Rajya Sabha. The assent of the Hon'ble President was obtained on the 30<sup>th</sup> of December, 2011 and the Act, 2011 has been published in the Gazette of India on the 31<sup>st</sup> of December 2011.

### **THE SPORTS BROADCASTING SIGNALS (MANDATORY SHARING WITH PRASAR BHARATI) 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 Act provides for mandatory sharing of broadcasting signals of certain sporting events. Section 3(3) of the Act casts a responsibility on Prasar Bharati to spend a part of the revenue so earned for broadcasting other sporting events.

The Government has notified the Sports Broadcasting Signals (Mandatory sharing with Prasar Bharati) Rules 2007 vide G.S.R. 687(E) dated 31<sup>st</sup> October 2007 for smooth and proper implementation of the Act.



Section 2(1) (s) of the Act empowers the Central Government to notify the sporting events of national importance for coverage. The Government has since issued three notifications giving the details of sporting events of national importance. Notifications dated 3<sup>rd</sup> October 2007 and 19<sup>th</sup> October 2007 are with respect to cricketing events. All official one day and Twenty-20 matches played by the Indian Men's Cricket team and such test matches as are considered to be of high public interest by the Central Government and semi finals and finals of Men's world cup and ICC Championship Trophy and India-Pak Test series of cricket played in Nov-Dec, 2007 were notified vide these orders.

Notification dated 8th February , 2008 the Government notified the list of sporting events apart from cricket. This notification supersedes the earlier list issued vide Government order dated 5<sup>th</sup> April 2006. The list is given in Annexure II.

### **INTRODUCTION OF DIGITAL ADDRESSABLE SYSTEMS (DAS) IN THE CABLE SECTOR**

The TRAI, in its recommendations dated the 5th August, 2010 on "Implementation of Digital Addressable Cable Systems in India" had, *inter alia*, recommended that digitalization with addressability be implemented on priority in cable TV services. Accordingly it recommended a time frame comprising four phases for switch over from analog system to DAS. In view of the recommendations of the TRAI, the Union Cabinet, in its meeting held on 13<sup>th</sup> October 2010, has approved the Ministry's proposal for mandatory introduction of DAS in the cable TV services, which, *inter-alia*, covers a time frame and a road map for implementation of digitalization with a addressability on a pan-India basis leading to complete switch off of analog TV services by 31<sup>st</sup> December, 2014. The approval of the Cabinet also included bringing out certain amendments to the Cable Television Networks (Regulation) Act, 1995, *inter-alia*, facilitating legal framework for digitalization by way of promulgation

of an Ordinance, namely, the Cable Television Networks (Regulation) Amendment Ordinance, 2011. The Ordinance was promulgated on the 25<sup>th</sup> of October 2011. A notification was issued by the Ministry on 11<sup>th</sup> November 2011 to make it obligatory for every cable operator to transmit or re-transmit programmes of any channel in an encrypted form through DAS in four phases. In the first phase, four metros will be shifted to DAS by 30<sup>th</sup> June, 2012 and in the second phase, 38 cities with a population greater than one million, will be covered by 31<sup>st</sup> March 2013. In the third phase all other urban areas (municipal corporations/municipalities) will undertake digital transition by 30<sup>th</sup> September, 2014 and in the fourth Phase, the remaining areas will be covered by 31<sup>st</sup> December, 2014. The Cable Television Networks (Regulation) Amendment Act, 2011 was brought into force w.e.f 31<sup>st</sup> December 2011.

Digitalization enables efficient utilization of the spectrum bandwidth available on the cable the capacity to carry channels on cable, thus taking thereby enhancing care of all the problems arising from limited capacities. "*Addressability*" means that the signals of cable operators will be encrypted and can only be received through a Set Top Box after due authorization from the service provider. This would enable identification and maintenance of data base for each subscriber, and bring in transparency and prevent piracy. Digitalization of cable TV services brings with it a high quality viewing experience to the viewer enabling him to enjoy a wider and *a-la-carte* choice of TV channels suited to his family environment and budget. It also makes possible delivery of a wide variety of value added and interactive services and niche content catering to the needs of different sections of society. The transparency of subscriber base helps in reducing the disputes amongst service providers and ensures better tax compliance.

To provide a low cost alternative for the poor, the Ministry had approved a plan scheme for upgrading

the free-to-air DTH platform of Doordarshan to be able to carry 97 channels instead of 57 channels as of now. It is planned to further increase the carrying capacity to 200 channels in the 12<sup>th</sup> Plan period. This will enable those persons who cannot afford to incur recurring expenses on a monthly basis to be able to watch TV channels at a one-time cost for purchase of STB without any further expenses.

The success of digitalization hinges on raising awareness among the stakeholders, including consumers on the benefits of digitalization. One of the key players in the up-gradation of the existing analogue cable TV system to DAS is the LCO. The LCOs would need to be educated about the fact that even with an auditable and verifiable subscriber base, their business interests would be well served in the long run with the spread of interactive, value added and broadband services. There has been a reservation in the minds of the LCOs that, with the up-gradation of the cable TV system, their business interests would be adversely affected. The education programme would allay the fears of the LCOs regarding digitization. A major effort would be required to educate the consumer on the use of interactive and value added services and broadband through cable TV. The consumer also needs to be educated on digitalization and how to operate and use a Set Top Box. As one of the findings of survey report of CAS is that women and elderly viewers do not feel comfortable in handling the remote of STB. It was also found that assistance when sought is not forthcoming from the MSOs or cable operators.

Switching from analogue to digital cable TV system would be a challenging task and would require substantial investment in infrastructure as well as trained/skilled manpower to undertake the responsibilities in various areas of Cable TV industry. The industry requires a large pool of trained and skilled manpower to help in the process effectively and meet the Quality of Service (QoS) parameters in a competitive environment. To cope with the new requirements, the cable operators will have to equip

themselves with the latest knowledge and tools. A massive training programme is necessary to develop the skill and competence levels of the technicians and workforce. The Ministry has already engaged BECIL to impart training and capacity building of cable industry for which a new scheme is proposed under the 12th Five Year Plan.

An aggressive campaign through advertisements, TV/radio debates/ articles in print media/seminars/ workshops at various levels by the Government/ TRAI/Broadcasters/MSOs/ Cable operators is proposed to be undertaken for educating the consumers. This will make realize that digitalization with addressability is more beneficial than the conventional cable.

In order to spearhead the implementation of DAS, a Task Force has been set up in the Ministry under the chairmanship of Additional Secretary (I&B) with concerned stakeholders. The Task Force has held four meetings so far and the issues related to launch of an aggressive public awareness programme, modalities for imparting training and capacity building of cable TV industry and various regulatory issues were deliberated upon. It is expected that the Task Force will ensure successful implementation of DAS within the timeframe set by the Ministry.

## **POLICY FOR INTRODUCTION OF MOBILE TV SERVICES**

The Ministry, in consultation with the stakeholders, is working presently on laying down a suitable policy framework for enabling the private players to provide Mobile TV services. The proposed policy for mobile TV would be based on the recommendations of TRAI on "Issues Relating to Mobile Television Service" dated 23<sup>rd</sup> January 2008. These include the nature of technology to be used, the license area, allocation of spectrum, tenure of license, cross-holding restrictions, FDI limits, content regulation mechanism etc. The TRAI has recommended that chosen technology should be digital and a technology

neutral policy is to be followed for the provision of mobile TV services. It also recommended that the Ministry of Information & Broadcasting should co-ordinate with the Department of Space and Department of Telecom regarding availability of satellite capacity and frequency for satellite based mobile television services and recommended that as and when such satellite capacity is available and if the Government intends to issue such licenses, then the matter may be referred again to the Authority for its recommendations. TRAI also recommended that licenses for the terrestrial transmission route should only be offered for the time being and sharing of terrestrial transmission infrastructure of Doordarshan should be permitted on mutual agreement basis in a non-discriminatory manner.

The Ministry had examined the recommendations of TRAI. While agreeing to majority of the recommendations on mobile services, certain issues were sent for clarification/ views of the Authority. The most important unresolved issues the authority identified: spectrum within 585-806 MHz band recommended by TRAI for mobile operators, determining the service area of licences and number of service providers / licences in each service area and determining the roll-out obligations. The finalization of Mobile TV policy has been hanging fire for some time primarily due to non-availability of adequate spectrum in Band V. TRAI, in its recommendations on Mobile TV services, had suggested that spectrum for Mobile TV services be identified in Band V (585-806 MHz). The Ministry had set up a Committee under the then Engineer-in-Chief (Doordarshan) comprising members from Department of Telecommunications, Wireless Planning and Coordination (WPC) and BECIL to identify spectrum requirement for mobile TV. However, no consensus has been arrived on the issue. Identification of spectrum for mobile TV further got complicated with TRAI having earmarked 585-698 MHz in UHF Band V exclusively for

broadcasting services in its recommendations on "Spectrum Management and Licensing Framework" since DD requires at least eight channels in Band-V (582-646 MHz) for digitalization of its terrestrial networks. Leaving aside requirements of DD, there will be only 52 MHz left in 585-698 MHz band and there are already allocations to Defence, PSUs and other security agencies within 52 MHz. The Ministry has taken up the matter with the Department of Telecommunications. Presently, a Committee under the chairmanship of Wireless Adviser, (WPC) is resolving the spectrum issues.

### Annexure I

#### List of Channels to be compulsorily carried by Cable operators in Prime and Non-Prime Bands

1. Central Government vide S.O. 1881(E) Dated 6.11.2007 has notified **DD Lok Sabha & DD Rajya Sabha channel** for mandatory carriage in Non-Prime band upto 450 MHz.
2. **DD1 (National Channel) and DD (News Channel)** have been notified vide PB notification Dated: 24.10.2003 in Prime Band.
3. **DD Sports channel, Gyan Darshan Channel** have been notified vide PB notification dated 25.2.2005 in non-prime band.
4. **DD Urdu channel** has been notified vide PB notification dated May 2007 in non-prime band.
5. **DD Bharati** has been notified for mandatory carriage in all States and UTs either in Prime Band if the State UT does not have a regional channel of its own, or in the non-prime band if the State/UT has a regional Channel as per the Table-1 on the next page.
6. **Regional Channels of DD** notified for compulsory carriage in Prime Band are indicated in column-3 of the Table.

S. No.	STATES	Prime Band (Notified regional channel)	Non-Prime Band
1	Andhra Pradesh	DD Saptagiri	DD Bharati
2	Arunachal Pradesh	DD-North-East	DD Bharati
3	Assam	DD-North-East	DD Bharati
4	Bihar	DD Bharati	
5	Chattisgarh	DD Bharati	
6	Goa	DD Bharati	
7	Gujarat	DD Gujarati	DD Bharati
8	Haryana	DD Bharati	
9	Himachal Pradesh	DD Bharati	
10	Jammu and Kashmir	DD Kashir	DD Bharati
11	Jharkhand	DD Bharati	
12	Karnataka	DD Chandana	DD Bharati
13	Kerala	DD Malayalam	DD Bharati
14	Madhya Pradesh	DD Bharati	
15	Maharashtra	DD Sahyadri	DD Bharati
16	Manipur	DD-North-East	DD Bharati
17	Meghalaya	DD-North-East	DD Bharati
18	Mizoram	DD-North-East	DD Bharati
19	Nagaland	DD-North-East	DD Bharati
20	Orissa	DD Oriya	DD Bharati
21	Punjab	DD Punjabi	DD Bharati
22	Rajasthan	DD Bharati	
23	Sikkim	DD-North-East	DD Bharati
24	Tamil Nadu	DD Podigai	DD Bharati
25	Tripura	DD-North-East	DD Bharati
26	Uttar Pradesh	DD Bharati	
27	Uttarakhand	DD Bharati	
28	West Bengal	DD Bangla	DD Bharati
	<b>UNION TERRITORIES</b>		
1	Andaman and Nicobar Islands	DD Bharati	
2	Chandigarh	DD Punjabi	DD Bharati
3	Dadra and Nagar Haveli	DD Gujarati	DD Bharati
4	Daman and Diu	DD Gujarati	DD Bharati
5	Lakshadweep	DD Malayalam	DD Bharati
6	NCT of Delhi	DD Bharati	
7	Puducherry	DD Podigai	DD Bharati

The Government vide Order No.8/12/2006-BP&L dated 10.9.2007 has amended Clause 7.8 of the Schedule to the DTH License Agreement to provide for compulsory carriage of all the above channels except regional channels by DTH service providers also.

### **Non-cricketing events**

Existing list of non-cricketing events for mandatory sharing of signals with Prasar Bharati notified vide S.O. 281(E) Dated 8th February, 2008

1. Summer Olympics
2. Commonwealth Games
3. Asian Games
4. Special Olympics
5. Paralympics
6. Events relating to the following sports:-

#### **A. Tennis**

- (a) Davis Cup - All matches featuring India.
- (b) Grand Slam Tournaments - Finals of Men's singles, Women's singles and all matches featuring Indian player from quarter-finals onwards.
- (c) Grand Slam Tournaments - All such matches featuring Indian player in Men's Doubles, Women's Doubles or Mixed Doubles, from Quarter Finals onwards.

#### **B. Hockey**

- (a) World Cup - All matches featuring India and semi-finals and finals
- (b) Champions Trophy - All matches featuring India and finals; and
- (c) Indira Gandhi Gold Cup for Women - semifinals and finals

#### **C. Football**

- (a) World Cup - Opening match, semi-finals and finals.

- (b) Asia Cup - All matches featuring India and semi-finals & finals.
- (c) Santosh Trophy - semi-finals and finals.

### **CONTENT REGULATION OF TV CHANNELS**

- 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, 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 more than 800 private satellite television channels out of which around 399 are news and current affairs channels. There has been a substantial growth in the regional language channels also in the past few years as the competition among Hindi and English channels is becoming tougher and the market is saturating. Though Direct to Home (DTH) services have also experienced rapid growth, the distribution of these channels is still by and large through the cable operators which are largely in analog mode and have limited carrying capacity.
- An important legislation that has been enacted, namely, Cable Television Networks (Regulation) Amendment Act, 2011, will pave the way for digitization of cable networks in a time-bound-phased manner in the entire country, beginning with the four metros, which will go digital cable way by 30th June, 2012. Digitization will facilitate an accurate and transparent subscription fee model, thereby reducing the dependence of broadcasters on advertising



*EMMC monitors & records channels on 24x7 basis thus strengthening the content regulatory system*

revenue and this will, in turn, considerably soften their anxiety for TRPs. As such, the broadcasters are expected to produce content not with an eye on TRP alone, but keeping in view the diverse interests prevailing in a diverse country like India. This is expected to lead to an era of healthy content creation and consequently, an effective content regulation. However, mushrooming of television channels and attempt by each channel to carve out a niche for itself, will continue to pose challenges in the arena of content regulation.

- 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. For regulation of content on Satellite TV channels, an Inter-Ministerial Committee (IMC) chaired by Additional Secretary, (I&B), has 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 temporarily for a limited period or permanently depending on the gravity of the violation.

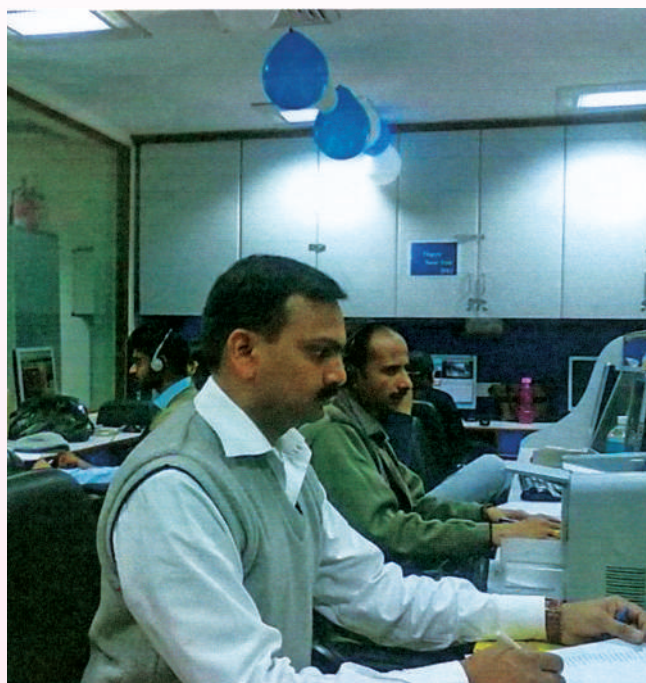
- The Government has set up a state-of-the-art Electronic Media Monitoring Centre (EMMC) to monitor and record channels on a 24x7 basis. The capacity of the centre was enhanced during the year 2010-11 from 150 channels

to 300 Channels at a time on a random basis. The EMMC has enabled the Ministry to *suo motu* initiate action without depending on the recordings provided by the channels which were subject to manipulation by the channel. This set up has strengthened the regulatory system and reduced the time period required for taking action in case of violations.

- 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, ill-treatment of animals, advertisements of misleading nature, etc. In all such cases, appropriate action was taken by the Ministry as per the Cable Television Networks (Regulation) Act, 1995 and wherever necessary, advisories, warnings, order for apology scroll were issued. There is no denying the fact that the content carried on tele-serials is the only available window to the world in a large part of the country and deeply impacts societal values, behavioural patterns and customs.
- The Ministry has issued 28 show-cause notices to television channels for violation of Programme and Advertisement codes during the year. In addition, 13 advisories, seven warnings and two apology scroll orders have been issued to different satellite TV channels.

### Self-regulatory mechanisms

- It is neither possible nor desirable for the Government to monitor and regulate the volume and diversity of content provided, which is increasingly getting localized. Any kind of direct control by the Government is seen as violation of the right to freedom of speech and expression enshrined in the Constitution.
- Several attempts have been made in the past from time to time to take regulation of content



*Keeping an eye on TV Channels*

out of Government control by setting up an independent and autonomous authority to deal with the broadcasting sector in a comprehensive manner. The Bill for an independent regulatory authority was first introduced in 1997 but could not be carried through due to change of Government. Another attempt was made in the year 2001 with the introduction of the Convergence Bill, which also lapsed subsequently. In the year 2006 and 2007 two different drafts of Broadcasting Services Regulation Bill were attempted by the Government to set up an independent Broadcasting Regulatory Authority of India. However, this was vehemently opposed by the media industry.

- Considering that content generation falls exclusively in the domain of broadcasters, self-regulation could be an effective mechanism for a healthy content regulation. As such

self-regulation has been institutionalized by private broadcasters both in case of news & current affairs channels and non-news channels.

- The 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. NBA has also formulated News Broadcasting Standards Regulations. They have set up a two-Tier structure to deal with content related complaints. At Tier I, complaints are dealt with by the individual broadcasters at their level. At Tier II, NBA has set up News Broadcasting Standards Authority (NBSA).
- The objective of the News Broadcasting Standards Authority is to entertain and decide on complaints received against broadcasters related to the content of any broadcast. The Authority consists of a Chairperson who is a retired Judge of the Supreme Court and eight other members. Members of the Authority shall comprise four eminent editors employed with a broadcaster, 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 presently headed by Justice J. S. Verma, former Chief Justice of India.

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

- Regulation of content in case of general entertainment channels is a challenging pursuit, in view of expansion of TV channels and ever growing variety of programmes telecast by TV channels. The content generation in this

sphere, therefore, calls all the more for an effective self-regulation mechanism. In this direction, Indian Broadcasting Foundation (IBF) has also been setup as a mechanism of self-regulation. As part of this, a IBF has laid down Content Code & Certification Rules 2011 covering an entire gamut of content-related principles and criterion for television broadcast.

- As part of this mechanism, a two-tier based complaints redressal system has also been set up. At 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.
- At Tier II, which is at the apex level, the Broadcast Content Complaints Council has been set up and made operational from 1st July 2011. The BCCC is a 13-member body comprising the Chairperson who will be a retired Judge of the Supreme Court or High Court and 12 other Members from various sections of society.
- The BCCC is presently headed by Justice (Rtd) A.P. Shah. The 12-members are :
  - a. Four Eminent Persons
  - b. Four Members from any national level Statutory Commissions
  - c. Four Broadcast Members

#### **Four Eminent Persons**

- (i) Prof Anand Kumar, Jawaharlal Nehru University
- (ii) Shri Vir Sanghvi, eminent journalist,
- (iii) Ms. Shabana Azmi, eminent Bollywood actress and social activist
- (iv) Shri Bhaskar Ghosh, former Secretary (I&B)



- Out of the four members from the National Statutory Commissions, three are :
  - (i) Ms. Yasmeen Abrar, Chairperson, National Commission for Women (NCW)
  - (ii) Dr. P.L. Punia, Chairperson, National Commission for Schedule Castes (NCSC)
  - (iii) Ms. Dipa Dixit, Member, National Commission for Protection of Child Rights (NCPCR)
- The fourth member shall be the Chairperson or any other member from any one of the National Commissions on rotational basis from National Commission for Backward Classes, National Commission for Minorities, National Commission for Scheduled Tribes, National Human Rights Commission , depending on the nature of complaint being dealt by BCCC in a particular meeting.
- The BCCC was made functional from 1st July 2011.

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

- In 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 pertaining to advertisements.
- The self-regulation mechanism put in place by the broadcasters will, however, not replace the existing regulatory function of the Government, arising out of the extant statute, namely, Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. While self-regulation is aimed at facilitating better content regulation at broadcasters' level, it does not mean that

the Government will abdicate its overall statutory functions. Government will step in as warranted by the existing Act, wherever self-regulation does not succeed in content regulation.

#### **COMMUNITY RADIO**

- Community Radio is an extraordinary and an invisible medium to give voice to the voiceless. It provides an opportunity to the community to speak about issues concerning their lives. The Community Radio Stations (CRS) are run by the Community for the Community.
- The Community Radio Stations are essential for a diverse country like India. Government can reach out to beneficiaries on issues of community concerning health, education, sanitation, environment, rural development through CRS in a very cost-effective manner. CRS can be an effective tool in bringing awareness to the doorstep of people about various flagship programmes of the Government like National Rural Health Mission, Mahatma Gandhi National Rural Employment Guarantee Scheme, and RTI etc. There is a need to provide a greater push to the CRS movement in the country ensuring its reach in every nook and corner of the country touching the lives of millions of people. CRS has also helped communities during calamities and natural disasters like tsunami, floods, earth quakes etc.
- Community Radio in India was earlier governed by the Policy Guidelines approved in the year 2002. These Guidelines underwent a paradigm shift in the year 2006 when new Guidelines for Community Radio were approved by the Government. Earlier Guidelines allowed only Educational Institutions to operate Community Radio Stations. New Guidelines broadened the eligibility criteria and allowed community based organizations including civil societies and

voluntary organizations, State Agriculture Universities (SAUs), ICAR Institutions, Krishi Vigyan Kendras (KVK), Registered Societies/Autonomous Bodies/Public Trusts registered under the Societies Act to operate Community Radio Stations.

- There is a huge potential in India for establishing a large number of Community Radio Stations, given the vast landscape of this country, numerous languages, various cultures and diverse social stratification.

### STATUS OF CRS IN INDIA

1. The Government has received 985 applications from educational institutions, NGOs, Agriculture Universities and Krishi Vigyan Kendras. So far, Letters of Intent (LOI) have been issued to 363 applicants. In the year 2011, 100 LOIs were issued, which is highest so far in a calendar year. The number of LOIs issued earlier can be seen in the graph below.
2. The list of LOI holders includes 155 Non Governmental Organizations (NGOs), 166 Educational Institutions, 10 Agriculture Universities and 32 Krishi Vigyan Kendras. Ministry has signed 160 Grant of Permission Agreements. The list of GOPA holders and LOI holders is available on the Ministry's website.
3. So far, 125 Community Radio Stations have become operational in the country, till December 2011 of which 37 are operated by NGOs, 78 by the Educational Institutions and 10 by SAUs/KVKs. (graphical representation of operational CRS is given on page 112.)
4. It may be noted that in the last 2 years, LOIs increased from 186 to 363 and the number of operational CRS increased from 64 to 125
5. Tamil Nadu has highest number of Operational CRS in the country.

**The state wise list of operational Community Radio Stations can be seen on the Ministry's website**

### STEPS TAKEN BY THE MINISTRY TO STRENGTHEN CRS MOVEMENT IN INDIA

**Simplification of License process:** To expedite the clearances and overcome communication gaps, the ministry is holding monthly co-ordination meetings with concerned Ministries/Departments. In addition, Screening Committee meetings were held in a mission mode and the entire backlog was cleared. With these efforts and measures, the pendency of cases with concerned ministries has come down significantly. Consequently, the time taken for issuing of permissions/Letter of Intent to eligible organisations has been reduced to 4-5 months as compared to an average of 12 months previously.

**Community Radio Management Information System (MIS):** Ministry has developed MIS, an online portal, for transparency and efficiency in granting permissions for setting up of Community Radio Stations. Applicant can file online application through this portal.

Status of about 985 applications received since 2004 have also been entered in the Management Information System. It also has a Tracking Facility for applicants to view the status of their applications on line. This has brought transparency in processing of applications.

**Financial Support to CRS:** Sustenance of Community Radios has always been a problematic area and needs a lot of debate and discussion. As per the existing policy, CRS is allowed to have advertising of (five) minutes per hour of broadcast and transmission of sponsored programmes by Central & State Governments and other organisations to broadcast public interest information.



*Minister of State for I & B Dr. S.Jagathrakshakan lighting the lamp to inaugurate the 2<sup>nd</sup> National Community Radio Sammelan in New Delhi. Secretary, I & B Shri Uday Kumar Varma is also seen in the picture*

Ministry has simplified the process for empanelment of CRS with DAVP to get Government advertisement. Guidelines for empanelment of functional CRS were issued in February 2011, which are available on DAVP's website [www.davp.nic.in](http://www.davp.nic.in). As on date about 10 CRS have been empaneled.

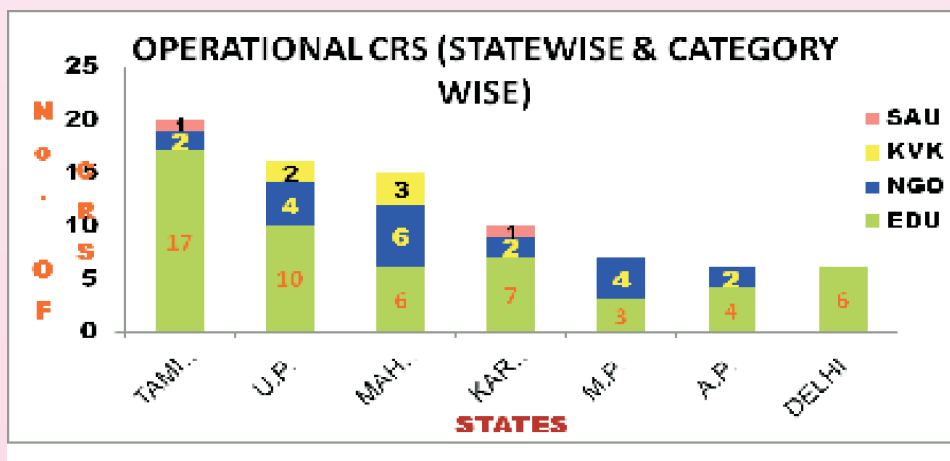
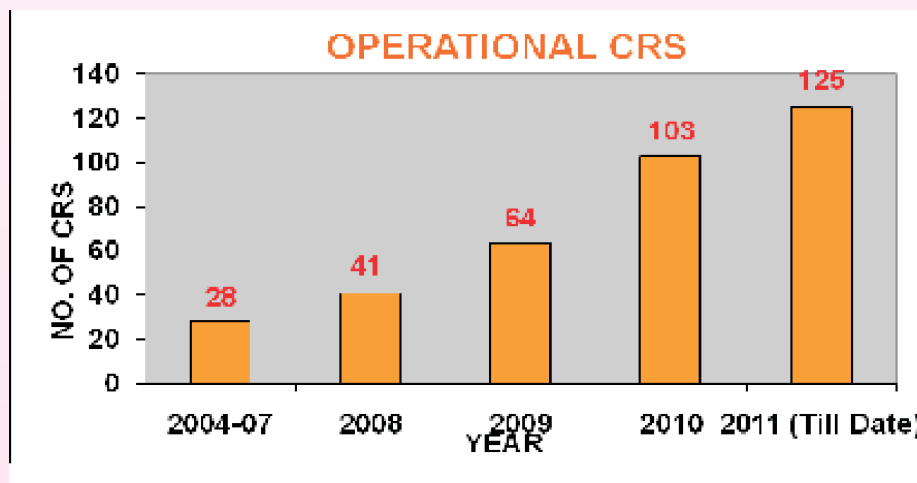
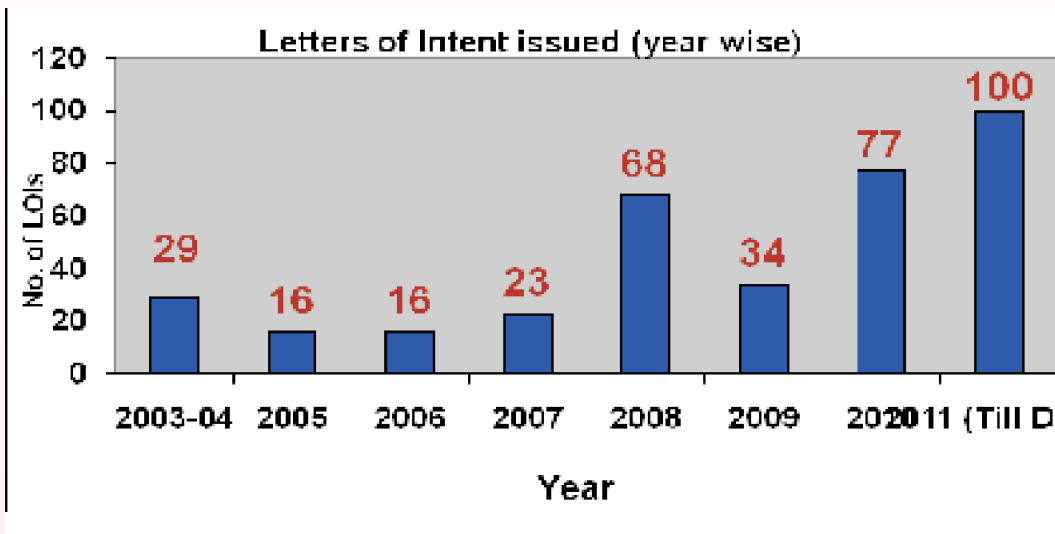
A committee was also constituted to revise current advertisement rate of ₹ 1/- per second and to recommend rates for sponsored programmes. The committee has furnished its report.

Ministry is also doing advocacy with various ministries like Health, Rural Development, Panchayati Raj, Social Justice etc. and International Agencies viz. UNICEF, UNISCO, World Bank etc. to use potential of CRS to reach out to the masses.

**Publicity of the CRS Scheme:** 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 State and Regional workshops with various stakeholders since 2007.

- i) The first Regional consultation was held in Lucknow in November 2007. During the year 2008-09, seven consultations were held at Kolkata, Pudhucherry, Baramati, Ahmedabad, Guwahati, Solan and Raipur. Ministry also organized two Capacity Building Workshops for the Managers of the functional CRS in 2008-09.
- ii) In the year 2009-10, ten State Level Consultations were held at Tilonia (Rajasthan), Shillong (Meghalaya), Faridabad (Haryana), Chanderi (MP), Tiruchendur (Tamilnadu), Wayanad (Kerala), Budhikote (Karnataka), Pune (Maharashtra), Mukteshwar (Uttarakhand) and Kanpur(UP).



- iii) In the year 2010-11, Awareness workshops were organised at Chandigarh, Hyderabad, Konark and Agartala. In addition, four Capacity building workshops were organised at Nagapattinam, Bhubaneswar, Mumbai and Delhi.
- iv) National Consultation on CRS was held in Delhi from 13<sup>th</sup> to 15<sup>th</sup> December 2010, which brought together community broadcasters & other key stakeholders like NGOs, media activists and the policy makers to take stock of the achievements of this mushrooming sector of radio broadcasting in India and explore ways to take this movement to the next level.
- v) These consultations and workshops have been successful in addressing issues concerning guidelines, application procedure, content and sustainability issues for CRS.
- vi) More Awareness Workshops at Ranchi, Jammu, Gangtok and Port Blair have been proposed during the year 2011-12. Two Workshops at Ranchi and Jammu have already been held.

**National Sammelen for Functional CRS:** First National Sammelen for functional CRS was organised at Vigyan Bhawan from 7<sup>th</sup> to 9<sup>th</sup> April 2011, in which 85 CRS participated to review the

functioning of the CR stations with regard to their management structure, financial viability, their engagement with the local community and to understand the difficulties and issues regarding setting up and running of CR stations in India. A poster exhibition was also organised in the Sammelen. First ever CR Compendium has been prepared which contains success stories, challenges faced etc. and was sent to concerned Ministries/ Departments. Soft copy of the compendium is available on the Ministry's website [www.mib.nic.in](http://www.mib.nic.in)

**Best Community Radio Stations were awarded. 2nd National Sammelen for functional CR Stations was held at New Delhi from 18 to 20 Feb 2012.**

**Meeting with Letter of Intent holders:** Ministry of Information and Broadcasting has so far issued 363 Letters of Intent (LOI) out of which only 125 have operationalised their stations. WPC Wing has blocked frequency spots for these LOI holders. However, they are neither operationalising the stations nor surrendering the permissions. Frequency spots for Community Radio Stations are very limited. As a result new applicants are being refused frequency spots, particularly in cities like Delhi, Mumbai, Bangalore, Hyderabad, Chennai etc. To



*Awareness workshop at Hyderabad*



*Awareness workshop at Chandigarh*

remove bottlenecks, break the communication gap in understanding the process by the applicants, the Ministry organized a meeting on 2<sup>nd</sup> November 2011 with such LOI holders to apply to WPC Wing of Ministry of Communication & IT for frequency allocation & SACFA clearance. This facilitation exercise would not only result in operationalisation of about 100 more CR Stations but also will be helpful in weeding out the non-serious players thereby helping us to release blocked frequency for allocation to genuine and interested organizations. This exercise will also help MIB and WPC Wing to have a direct contact with LOI holders who are in the process of operationalising their stations.

**Content Sharing Platform:** A need has been felt to create a platform for sharing of content among various Community Radio Broadcasters. Several Radio stations are broadcasting programmes in various languages and dialects on various themes. These could be effectively shared in similar regions for broadcast by stations. This would help in reducing costs for production and at the same time it will help CR stations to learn from each other. One World Asia, an NGO, has launched a website for sharing of contents free of cost. Interested CRS may upload or download the contents for fair use from this site. This website is being handed over to Ministry of I & B for using it.

**Setting up of facilitation Centre for the Applicants of CRS:** A Facilitation Centre has been set up in the Ministry of Information & Broadcasting, in association with Commonwealth Educational Media Centre for Asia (CEMCA). It will facilitate both new applicants as well as functioning CRS. The trained staff in Facilitation Centre will help CR applicants/visitors to complete documentary requirement and fill up online applications for frequency allocation and SACFA clearances in WPC Wing. A toll free number has also be set up for this purpose. Any person desirous of setting up of CRS may call the toll free number from anywhere in the country. The proposed Facilitation Centre will be very useful to give a boost to the CRS Movement.



*Poster Exhibition at Vigyan Bhawan*



*Hon'ble MIB presenting CR Awards*



*1st National Sammelan at Vigyan Bhawan*

## Road Ahead

- i) **CR Stations in uncovered states:** Presently there are no functional CRS in states/UTs like Sikkim, Arunachal, Andaman & Nicobar, Lakshwadeep, Daman and Diu etc. Community Radio Stations could be extremely useful keeping in view the development concerns of these States. Secretary I & B has written to Chief Secretaries of NE States to give wide publicity to the Scheme of Community Radio Stations in their States. First CR Station in North-East became operational at Krishna Kanta Handique Open University, Guwahati, on 20<sup>th</sup> November 2010.
- ii) **Take CR Awareness to district level:** There is a huge potential in India for establishing a large number of Community Radio Stations, given the vast landscape of this country, its numerous languages, various cultures and diverse social stratification. The number of LOI holders is increasing gradually. Therefore, in future more capacity building workshops need to be organized. In the 12<sup>th</sup> Plan it is proposed to carry forward the awareness and capacity building workshops to the district level.
- iii) **Publicity/ printing of IEC materials/kits for distribution to Panchayats:** To tap the potential of CRS's for carrying socially relevant messages, copies of IEC materials/publicity material has to be sent to every District Administration in the country.
- iv) **More legitimacy for CR - Advocacy with State Govt. and District Authorities:** State Government and District Administrations need to recognize the usefulness of CR Stations to reach out to the masses for their flagship programmes. Interactions/workshops and Seminars are needed to be organized to sensitize the local authorities about this evolving media.
- v) **Meetings with various Departments & Ministries/Field Visits:** The potential of Community Radio is far reaching as the Community Radios represent people's voice. This fact is now being realized by several Ministries especially the Ministry of Rural Development, Health and Family Welfare, Women and Child etc. These Ministries need an exposure to the philosophy and functioning of Community Radios. We therefore need to take them on a field trip to expose them to the effectiveness of CR Stations. This would help the Community Radio Sector as these Ministries will use them as effective tools for communication of important public service messages. It is proposed to undertake field visits by officials of this Ministry and other Ministries.
- vi) **Listenership surveys:** Though more than 100 CR stations have become operational, there is no official information about the listenership patterns of these CR stations. This data is crucial to know the reach of stations. This will also determine DAVP advertisements spend towards these stations.
- vii) **Designing and conducting technical training modules for CR operators:** CR Stations are generally managed and operated by community, many of whom have little or no education, and generally have no technical or media experience. More over volunteers and staff of CR Stations keep on changing frequently. For professional running of these stations, the training for CR Staff viz. upkeep of equipment, generation of contents, marketing skills etc. is essential. Therefore, training modules need to be designed for CR operators.
- viii) **Undertaking impact studies before and after CRS:** While it is important that we need to push for more and more CR stations in the country, it is equally important to estimate their impact. In the absence of impact studies

through a third party institution, it will not be possible to understand the usefulness of these stations and their impact on the listeners whom they cater to. It is therefore necessary to undertake impact studies before and after CR.

## SUCCESS STORIES

**Radio Mattoli**, Dwaraka, Nallooradu PO, Wayanad - 670645, Kerala

Community Radio Mattoli (90.4 MHz) was launched on 1<sup>st</sup> June, 2009. It is supported by Wayanad Social Service Society. Management of Mattoli vests with the committee consisting of people representing different sections of society. It broadcasts for 16 hours, from 6 am to 10 pm and covers a population of about 8.16 lakhs in Wayand District. Around 2.5 lakh people listen to Mattoli CR at a given point of time, especially in the morning hours.

Mattoli focuses on different communities living in Wayanad, through programmes that are of immediate relevance to them. Programmes are aired in the local language and in indigenous dialects. Community volunteers are given training for preparing radio programmes. Due participation is given to marginalized communities by engaging them in planning of the content, developing the script, deciding the format and broadcasting the programmes.

'Mattoli School Clubs' open up avenues for school children to express their concerns, hopes, aspirations and talents. Programme '*Jan Vāni*' help people to air their concern and compel the duty-bearers for interventions. Daily broadcasts on historic importance of the day (*Dina Vrithantham*) and special programmes on national and international commemoration days/weeks are widely listened to. 'Letter Box' is a fortnightly episode that broadcasts feedbacks received from listeners. '*Vanitha Māttoli*' is a programme on women which is prepared by women from local community. '*Thudi Chetham*' is a daily programme in indigenous dialects prepared and

broadcast by Adivasi volunteers themselves. Cultural diversity and rich experiences of Adivasis are given prominence in this.

Sustenance of the service is through project funds from NABARD, Agricultural Technology Management Agency, Indian Coffee Board, Kerala State Council for Science, Technology and Environment and National Human Rights Commission. Wayanad being the most backward district in Kerala with no industries and big business establishments, Radio Mattoli succeeded in raising nominal commercial revenue.

The impact of programmes broadcast by **Radio Mattoli** are described below:

- (a) **Greater visibility to tribal identity:** It has given greater visibility, recognition and respect to tribal dialects, culture and identity. As a result, for the first time in the State's history, electioneering was done in Adivasi dialects also in Wayanad District during the Panchayat elections of 2010.
- (b) **Small farmers get Rubber Board subsidy:** Eight revenue villages in Wayanad district were denied Rubber Board subsidy for re-plantation of rubber, for reasons best known to the concerned officials themselves. Rubber Board responded quickly when *Jan Vāni* took up the matter and extended the scheme to the deprived villages. Station members had a pleasant surprise when a farmer having received a grant of ₹ 25,000 came to Mattoli to thank the radio station.
- (c) **Reshma, a living testimony to Radio Mattoli:** Wayanad district faced unabated farmers' suicide in the last decade, mainly due to unprecedented depression in the Farm Sector due to crops failure and price crash. A radio drama broadcast on Mattoli instilled a new hope and motivation for a young lady Reshma to hold on to life despite heavy odds. In a letter to



the Station Director she said: "The very day I planned my suicide, Mattoli broadcast a radio drama, and it is only because of Mattoli, I am alive today". A year later she wrote that she is happily married and is employed as a teacher.

**Radio Mewat: Teri Baat Meri Baat, SMART, Nuh, Haryana**

Radio Mewat was launched on 1st September, 2010, in Nuh, Haryana by an NGO, Seeking Modern Applications for Real Transformation (SMART). It broadcasts four hours a day and reaches out to over 500,000 people in a radius of 25 kilometres.

Mewat is a backward area, faring very low on all the social indicators, with the literacy rate at an abysmal low of 24 per cent. Only 5 per cent households have a Television set. Educating people about the very concept of a Community Radio was a Herculean task. Station had a tough job popularizing the radio station in a district where elders are suspicious of any new idea and are very protective towards their women folk. Also, there are power outages for days together. Moreover, being in the interiors, it is difficult to get experienced people to work on a regular basis.



*Radio Mattoli recording farmer's concern*



*RJs from Local Community – Radio Mewat*



*Radio Mewat*



*Children in Radio Mattoli Station*

However, Mewat has the highest penetration of mobile phones. This has served as an advantage for Radio Mewat, as most of mobile phones these days have a FM radio.

Radio Mewat has been very active in interacting with the local community. Field workers regularly visit the villages for stories and also to engage with the communities. About 40 locals are actively engaged in creating a buzz about the radio station.

The programmes on Radio Mewat are need based. Besides regular programmes on education, health, women empowerment, safe drinking water and small family norms, Radio Mewat also broadcasts information about various schemes development viz. NREGA, microfinance, Public Distribution System (PDS) etc.

An exclusive programme called “Gaon gaon ki baat”, gives an opportunity to every village to talk about their problems, achievements, unique heritage and their leaders. Radio Mewat uses all formats including jingles, songs, interviews, anchors and narrations depending on the subject.

The feedback received through phone calls, visits by the Commissioner, District Collector and several others including the locals who come from distant villages to know about the radio and opportunities, is a pointer to the influence of the radio station and its reach. Maximum calls are received from women during the afternoon transmission. Based on feedback received, the programming is modified. The station is now working on programmes which educate them about their rights, etc.

The biggest success of Radio Mewat has been in the revival of the dying art form *Mirasis*. Mewat is well known for its *Mirasis*, the Muslim folk singers who can narrate epics like the Mahabharata. These *Mirasis* are be the symbols of religious tolerance. Radio Mewat has contributed effectively in promoting this dying art form and has given broadcast space to the *Mirasis* in several programmes. In fact, they have written lyrics for

songs on education, health, hygiene and sanitation etc. which indeed is an indication of the success of the radio.

### ***Jnan Taranga*, North-East India's First Radio Station**

'*Jnan Taranga*', the first community radio of the North-east was launched on 20<sup>th</sup> November, 2010 by Krishna Kanta Handique State Open University, Guwahati. Though the station is run by the University, it has been actively engaged with community to draw talent, design content and reach out to the audiences. Jan Taranga broadcasts 20 hours a day.

The studio has been set up at a cost of about ₹ 60 lakh. Expenditure includes cost on various equipment for the studio, transmission equipment, training (including the in-house and on community), human resource, production and contingency. An amount of ₹ 40,000/- per month is being spent for running the CRS presently. Though the university is committed to bear the expenditure, generation of revenue in the form of advertisement is necessary to sustain the expenditure level.

Programmes are based on community development on the issues like health & hygiene, women empowerment, rights of the children, environment and bio diversity, career counselling, governance, agriculture and entrepreneurship etc. Community based programmes constitute over 70% of the total broadcast of the '*Jnan Taranga*'. Educational programmes including awareness on the RTE Act 2009 and RTI Act are broadcast most regularly in between the community programmes. Over 500 programmes of various durations have been recorded and around 1000 CDs of songs and feature programmes have been collected with the right to broadcast the same from the respective authorities.

Dissemination of knowledge, preserving culture, its diversity, is a key role radio station can play to ensure that this is truly a community radio serving

people. Archiving and documenting the people's knowledge will build a valuable repository for academic learning.

## **STATUS OF PRIVATE FM RADIO SERVICES IN INDIA**

During the first decade of the 21<sup>st</sup> century, private FM Radio has progressed by leaps and bounds in India. Its listenership has gone up tremendously across the country, especially after revolution of communication technology through mobile connectivity. All age groups, particularly, the youth of this country, is in line with the FM radio. FM radio has made considerable inroads in the rural and backward areas of the country, thereby helping the strengthening of social and communal harmony among the people of India.

As per FICCI-KPMG 2011 report in 2010, the Indian Media & Entertainment (M&E) industry registered a growth of 11 per cent over 2009 and touched ₹ 652 billion. Backed by positive industry sentiment and growing media consumption, the industry is expected to register a CAGR of 14 per cent and touch ₹ 1275 billion by 2015.

Government introduced Phase-I policy guidelines for FM radio broadcasting through private agencies in 1999. A total of 21 private FM radio channels were operational in 12 cities under the policy guidelines for FM radio broadcasting. FM Phase-I was a limited success as only 25 per cent of the expected licenses could become operational.

To overcome the shortcomings of phase-I, based on the recommendations of Dr. Amit Mitra Committee and TRAI, the Ministry had adopted a closed tender two-stage bidding process for the FM Phase-II for award of license. The FM Phase-II Policy was very successful and the number of channels went up to 245 (including the stations which migrated from Phase-I) spreading over 85 cities in the country.

## **FM channel at Aizawl**

One FM channel at Aizawl (Mizoram) was approved in Phase-II of FM policy, this channel is not yet operational for want of locating Common Transmission Infrastructure (CTI) at Aizawl. Aizawl Development Authority has given final permission for construction of CTI within the All India Radio premises at Aizawl. In turn, BECIL has called for tenders for constructions of CTI building at Aizawl and which are under scrutiny. The construction of CTI building at a difficult terrain is scheduled to take six months after commencement of construction work.

## **Revenue Accruals to Government**

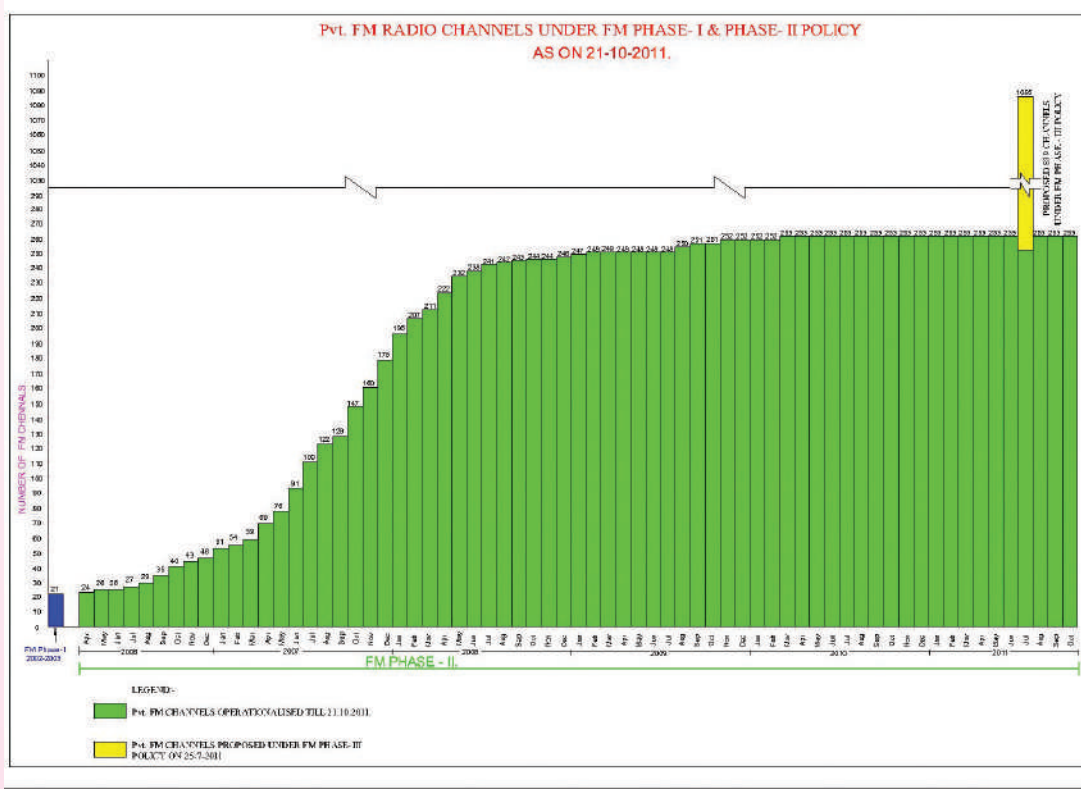
During the current financial year (2011-12), the Government has earned ₹ 62.13 crore upto 28<sup>th</sup> February 2012 as license fee from private FM radio operators. The Phase-I and Phase-II policies have resulted in a total revenue accrual of about ₹ 1783 crore (approx) upto 28<sup>th</sup> February 2012 by way of One Time Entry Fee (OTEF), migration fee, annual fee etc. (Revenues earned by Government so far, are available in the statement on page no. 124)

## **Infrastructure facilities by Government**

Government has provided co-location facilities in the form of Common Transmission Infrastructure (CTI) for private FM radio broadcasters by erecting towers through BECIL at the places where such facility was not available. Five such towers have already been completed at Delhi, Jaipur, Hyderabad, Chennai and Dehradun.

## **Music Royalty Issue**

Royalty fee has been one of the major problems affecting the viability of the private FM radio industry. The issue was pending with the Copyright Board. Vide its order dated 25<sup>th</sup> August 2010, ruled that private FM radio operators would pay royalty at 2% of their net advertisement revenue. This is a major relief for the private radio industry and creates conducive atmosphere for further expansion of the industry. However, the decision of the Copyright Board has been challenged in the Supreme Court.



## Rate Card for Government Advertisement through FM Radio

With the expansion of FM radio channels over the years in different cities, varying unit rates of advertisement for the Government spot in private FM stations was prescribed from time to time. This led to certain anomalies in the rate structure and a need for rationalization was felt. Accordingly, to evolve a uniform policy for fixation of rates for all cities covered by private FM station and remove anomalies, a Committee has been constituted under the Ministry with representatives from DAVP, NFDC, IMC and AIR. The Committee has since completed consultation and submitted its report for consideration of the Government.

### Expansion Plan

Opening up of the FM radio sector for private participation has resulted in huge growth in FM radio industry in the country. It has opened new areas for creating employment and has the potential to generate revenue for the Government by efficiently utilizing the frequency radio spectrum earmarked for FM radio services. Huge demand exists for FM radio in many cities but only cities with a population of three lakh and above, besides State Capitals, were taken up for bidding during the first two phases of FM radio broadcasting. Border areas, particularly in J&K, NE States and Island territories, are largely missing from the FM map. Having realized the untapped potential of private radio broadcasting, Government is planning to expand the private FM radio network by introducing Phase-III FM policy guidelines. Policy guidelines for phase-III which include the recommendations of TRAI, Ministry of Defence and Ministry of Home Affairs have been approved.

The policy guidelines for Phase III approved by the Cabinet on 7<sup>th</sup> July 2011, have been notified on 25<sup>th</sup> July 2011. Under the Policy, permission for FM radio channels will be awarded through ascending e-auction, as followed by Department of

Telecommunications for the auction of 3G and BWA spectrum, mutatis-mutandis, as recommended by the GoM on Licensing Methodology for FM Phase-III.

FM Phase-III Policy extends FM radio services to another 227 cities, in addition to the existing 86 cities, and 839 new FM radio Channels in 294 cities. Phase-III policy will cover cities having population of one lakh and above.

Salient features of the approved Policy for Phase-III as against Phase-II are as under:

- i) Radio operators have been permitted use news bulletins of All India Radio in an unaltered form.
- ii) Broadcast pertaining to the certain categories like information about sporting events, traffic and weather, cultural events, festivals, topics pertaining to examinations, results, admissions in courses, career counseling, employment news, public announcements civic amenities like electricity, water supply, natural calamities, health alerts etc. (as provided by the local administration) are permitted. This will be treated as miscellaneous news will therefore be permissible :
- iii) Private operators have been allowed to own more than one channel, but not more than 40% of the total channels in a city, subject to a minimum of three different operators in that city.
- iv) License fee will be determined as 4% of GR or 2.5% of bid the 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 will be permissible within private FM broadcaster's own network across the country unlike in 'C' & 'D' category cities.
- vii) An option is 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 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.
- Apart from the fee relaxation, it is further proposed that 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;

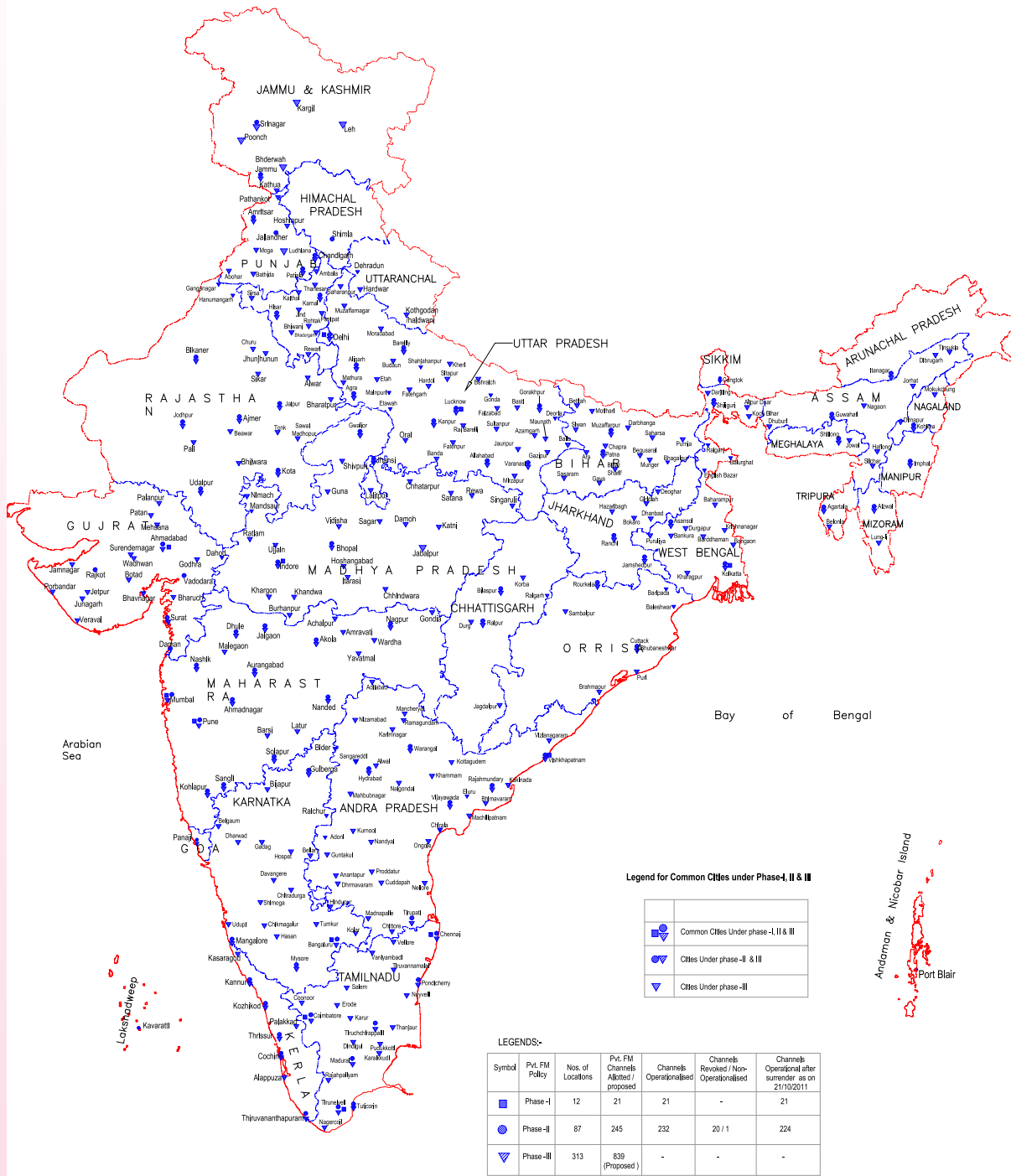
The provisions of the Policy will also be available to FM Phase-II operators.

The incentives provided in the Policy with regard to J&K, North Eastern States and Island territories will make the operations viable in these areas and are expected to result in better take-off for channels. The steps taken in the new policy will bring down operational costs and improve viability in general. To improve the viability further as against a maximum of four channels in D category cities, permitted in FM Phase-II, FM Phase-III policy proposes only three FM channels in D category cities. so that there are lesser operators to share the advertisement pie. This is to lesser operators to share the advertisement pie. The reduction in the locking period of shareholding of promoters/majority shareholders from the existing five years to three years will give them greater freedom to change the Share Holding Pattern.

Content diversification of existing news bulletins of AIR, to coverage of sporting events, weather information, cultural events etc. will allow operators except in D category cities, will allow operators to distinguish themselves from others to be able to cater to niche audience. Multiple permission to an entity will ensure diversity of programmes for listeners. This will also increase the overall listenership base and the listening time.

E-auction for the channels will be conducted in batches and number of batches will be decided by the Ministry of I&B, depending upon the response from the bidders after auction to first batch of bidders. The Ministry of I&B will appoint an independent expert agency, through a transparent selection process, following established procedure to conduct e-auction. The Ministry will separately issue a detailed Information Memorandum in due course enabling the prospective bidders to participate, and also indicating the cities, reserve prices city-wise, number of channels to be taken up in each batch and other procedures for e-auction. A Notice Inviting Applications (NIA) for participation in the auction will be issued in due course of time.

# Operational & Proposed Pvt. FM Station of Phase - I, II & III



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Map No. BECIL/FM/E&P/STATION/001/A



**BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED**  
 HEAD OFFICE:- 14-B, RING ROAD,  
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## Private FM stations of Phase-I & Phase-II Policy operationalised as on 09.12.2011.

List of Private FM Radio Stations under phase I & II and under phase-III are available on Ministry's

website. Location of private FM radio stations presently operating in the country and proposed private FM radio stations under Phase-III have been indicated in the map on page 123.

Details of Revenue Received from Private FM Broadcasters		(in ₹)
1	Total Revenue under Phase I (1999-2005)	3,535,236,891
2	One Time Entry Fee Phase II (2005-06)	8,955,985,776
3	Migration Fees under Phase II (2006 onwards)	2,498,801,030
4	License Fee received in 2005-2006	126,238,240
5	License Fee received in 2006-2007	218,309,947
6	License Fee Received in 2007-2008	356,575,814
7	License Fee Received in 2008-2009	519,559,772
8	License Fee Received in 2009-2010	<b>507,606,527</b>
9	License Fee Received 2010-2011	494,462,668
10	License Fee Received 2011-2012 (up to 09.12.2011)	488,679,644
11	<b>Total Receipts since 1999 upto 09.12.2011</b>	
	<b>Under Phase I &amp; Phase II</b>	17,701,456,310
		₹ 1770/ crore (App.)

## PRASAR BHARATI

The Prasar Bharati (Broadcasting Corporation of India) is the public service broadcaster of the country with All India Radio and Doordarshan as its two constituents. It came into existence on 23<sup>rd</sup> November, 1997, with a mandate to organize and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting in the country.

### OBJECTIVES

- To uphold the unity and integrity of the country and the values enshrined in the Constitution.

- To promote national integration.
- To safeguard citizens rights and disseminate information on all matters of public interest, fair and objectively.
- To pay special attention to the fields of education and spread literacy, agriculture, rural development, environment, health family welfare and science & technology.
- To create awareness on women 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 youth affairs.
- To promote social justice, safeguarding the



rights of working classes, minorities and tribal communities.

- To promote research expand broadcasting facilities and improve in broadcasting technology.

The Corporation is governed by the Prasar Bharati Board, which comprises Chairman, an Executive Member (also known as Chief Executive Officer), Member (Finance), Member (Personnel), six Part-time Members, a representative of the Ministry of Information & Broadcasting, the Directors General of All India Radio and Doordarshan, as ex-officio Members, and two representatives of the employees of the Corporation. The Chairman of Prasar Bharati is a part-time member with a tenure of three years and holds office upto the age of 70 years. At present Ms. Mrinal Pande is the Chairperson of the Board. The Executive Member is a full time member with five-year term and holds office up to the age of 65. The Member (Finance) and Member (Personnel) are whole time members also with a six year tenure. They hold office up to the age of 62.

The post of Member (Personnel) and the posts of two representatives of the employees of the Corporation, of whom one elected by the engineering staff and another elected by the employees are vacant.

### **Organisational Structure**

General superintendence, direction and management of the affairs of the Corporation vests with the Prasar Bharati Board. The Prasar Bharati Board meets from time to time and deliberates on important policy issues and give directions to the executive to implement the policies. The Executive Member functions as the Chief Executive Officer (CEO) of the Corporation subject to the control and supervision of the Board & exercises such powers and discharges such functions of the Board as it may delegate to him.

The Directors General of the Directorate General

of All India Radio and the Directorate General of Doordarshan, 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.

### **Enactment of the Prasar Bharati (Broadcasting Corporation of India) Amendment Act, 2011**

The Prasar Bharati (Broadcasting Corporation of India) Act, 1990 came into effect on 23<sup>rd</sup> November 1997. However, the section 11 of the Act regarding transfer of employees to the corporation could not be implemented. On the recommendations of the Group of Ministers on Prasar Bharati, the Parliament has enacted the Prasar Bharati (Broadcasting Corporation of India) Amendment Act, 2011 containing proposal for amending the Section 11 of the Prasar Bharati (Broadcasting Corporation of India) Act, 1990.

The Amendment Act provides that all the regular employees belonging to the cadres borne on Akashvani and Doordarshan and recruited before 5th October 2007 to serve in Prasar Bharati on deemed deputation till retirement and to get all facilities on par with the Government servants. The employees recruited after 5.10.07 will be of Prasar Bharati Corporation.

The Amendment Act also created an enabling provision in Section 11 for the officers of IIS, CSS, CSSS etc. Officers, who belong to the cadres outside of Prasar Bharati, for posting in the Corporation on the terms and conditions to be determined by the Central Government through its rules. All posts except the posts belonging to these cadres are proposed to be transferred to Prasar Bharati.

With the enactment of the Amendments to Section 11, the longstanding issues pertaining to status

of employees will be settled and Prasar Bharati will be in a position to undertake recruitment of employees as per the provisions of the Act.

## DOORDARSHAN

Television broadcasting started in India in September, 1959 with the launch of an experimental service at Delhi. Regular TV service was started later in 1965. Doordarshan came in to existence in April, 1976 when TV got delinked from AIR and a separate Directorate of Doordarshan was formed. Colour TV and National networking through satellite were introduced in 1982. Over the years, Doordarshan has not only expanded its network throughout length and breadth of the country but also kept a pace with new technological development in the field of broadcasting. Doordarshan Kendra presently operates 35 satellite channels and has a vast network of 66 Studios and 1415 transmitters providing coverage to about 92% population of the country. In addition, Doordarshan is providing free-to-air DTH Service (Ku-band) in the country. For A & N islands, which do not receive Ku band signals, DTH service in C-band with a bouquet of 10 channels is in operation. Growth of Doordarshan since its inception is given at Annexure-I Doordarshan became a part of Prasar Bharati Kendra in November, 1997. Today, Doordarshan is one among the leading broadcasting organizations of the world.

### Doordarshan's Satellite channels

Doordarshan is presently operating 35 Satellite channels. Details are as under

All India channels	7
Regional channels	11
State Network	15
DD International	1
DD HD channel	1

(List of channels is given at Annexure-II)

### Terrestrial Transmitters

For terrestrial coverage 1415 transmitters of varying power capacity are in operation. (DD 1 transmitters - 1242 (including 108 transmitters relaying Regional programmes during entire duration of transmission); DD News transmitters - 169 and Digital transmitters - four) (Statewise no. of transmitters is given at Annexure IV). In terrestrial mode, DD 1 Channel coverage is about 92% of the population of the country. Terrestrial coverage of DD News Channel is estimated be to 49% population of the 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 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 from September, 2009. Doordarshan endeavour to Project of upgradation of capacity of DD's DTH platform to 97 channels was approved by the Government at a cost of ₹ 75.43 crore, as part of 11th Plan. All the channels would be free.

### Developmental activities during 2011-12

#### Studio projects

- Fully digitalised permanent Studio set-up at DDK, Leh. Commissioned on 12.09.2011.
- Installation works of new Studio Centre at Tirupati nearing completion. The Studio center is expected to be operationalized by 2011.
- Full digitalization of 31 partially digitalised Studios are under implementation and expected to be completed by March, 2012

## State Networks

Telecast of Regional services from all the 18 VLPTs in Leh district started w.e.f. 13<sup>th</sup> September 2011.

### Automode LPTs (in replacement of old LPTs)

The following five automode LPTs (500 Watt in 1+1 configuration) commissioned:

Narnaul (Haryana)	Pilibhit (Uttar Pradesh)
Khargaon (Madhya Pradesh)	Jagdishpur (Uttar Pradesh)
Chittorgarh (Rajasthan)	

Apart from the above five locations, installation has been completed at the following six locations and these are expected to be commissioned by March, 2012.

Panna (Madhya Pradesh)	Bhind (Madhya Pradesh)
Coonoor (Tamilnadu)	Shoranur (Kerala)
Azamgarh (DD News) (Uttar Pradesh)	Chanderi (Madhya Pradesh)

### HPTs

- Tower at Kumbhakonam erected to its full height of 150 M. HPT, Kumbakonam (permanent set up) and is expected to be commissioned by March, 2012.
- Tower at Amritsar erected to its full height.

### Upgradation of Earth stations

Upgradation of ten Earth stations from (1+1) configuration to (2+1) configuration at Gangtok, Imphal, Kohima, Itanagar, Agartala, Leh Chandigarh, Port Blair, Hissar, & Panaji are under implementation. Order placed for SITC of five Earth stations in North-East region. These Earth stations are expected to be commissioned by Feb., 2012.

Remaining five Earth stations will be upgraded by 2012. Upgradation of these Earth stations will enable the programme contribution and distribution simultaneously.

### New Earth stations

Projects for establishment of five new Earth Stations at Vijaywada, Indore, Gwalior, Rajkot & Gorakhpur have been taken up and are at the different stages of completion. These projects are expected to be completed by 2012.

## NEW INITIATIVES

### Digitalization

Digitalization of Doordarshan with an outlay of ₹ 620 crore was approved in April'10. Major projects approved, as part of the scheme are:

- Full digitalisation of 39 Studio centres (31 partially digital & eight analog Studio centres)
- Establishment of digital HPTs at 40 places

Location of 39 fully digitalised studios are given at Annexure V. Location of proposed digital HPTs (40 nos.) are given at Annexure VI. Implementation of the above projects has been taken up. Studio centres are expected to be made fully digital by 2012. Digital HPTs are expected to be installed in different phases, during 2013-14.

### HDTV

HDTV refers to video having resolution five 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.

As part of 11th plan the following HDTV Projects are under implementation:

- (i) HDTV Studios at Delhi and Mumbai
- (ii) HDTV Field production, Post production and Preview facilities at Delhi, Kolkata, Mumbai & Chennai

- (iii) HDTV transmitters at Delhi, Mumbai, Kolkata and Chennai.
- (iv) Multi Camera OB van (2 nos.) for outdoor production at Delhi and Mumbai.

The above mentioned projects are at different stages and are expected to be completed by 2013 in phases.

**Modernization of Studio and Transmitter equipment. (No. of DD Transmitters given in Annexure III)**

Scheme of "Modernization, Augmentation and Replacement of Transmitter and Studio equipment" involving an outlay of ₹ 299 crore was approved in Feb., 2011. Major projects approved, under this scheme are—

- (i) Replacement of existing old High Power Transmitters (HPTs) at 15 locations.

- (ii) Replacement of existing 60 Low Power Transmitters (LPTs) by automode (1+1) 500 Watt LPTs.
- (iii) Modernization of 20 Studio centres—by way of replacement of aging equipment like Camera chains, Production Switchers, Logo Generators & Colour monitors etc.(Existing DD Studios given in Annexure IV)

**Training**

Training Programmes for new recruits as well for upgradation of skills be existing personnel in tune with new emerging technologies besides management programmes are conducted at the in-house training institutes viz STI (T) Delhi, DTI Lucknow, RSTIs (T) at Shillong, Bhubaneswar and Malad (Mumbai). Training courses are also conducted at IIT Kanpur, IIM Shillong and at certain other institutes. In addition to this, training is provided by



*Minister for I & B Smt. Ambika Soni addressing the 10<sup>th</sup> Doordarshan Annual Awards ceremony in New Delhi*

the equipment manufactures at their affective works. About 760 engineering officers have been provided training between April and November 2011 and about 440 engineering officers to be trained during 1st Dec. 2011 and 31st March, 2012. About 75 engineering officers have been trained during 2011 against various A/Ts by the equipment manufacturers on the for new equipment being inducted into network. Workshops have been organised for the repair of defective equipment in different zones

### **DD National: The Flagship Channel**

DD National channel has the largest terrestrial network in the world reading about 91.2% population and covering 79% of land area of the country. DD National tops the list of channel in the country in terms of absolute viewership. The channel lends a healthy mix of entertainment, information and education. The service is available in terrestrial mode from 05.30 a.m. till midnight. In the satellite mode it is available round the clock. The telecast time of different programmes of this composite public service channel is devised to cater to the needs of different viewers at different timings.

In the year 2011-12, all the major National Events during the period viz Republic Day Parade, Independence Day celebrations, Presidents and Prime Minister's address to the joint session of parliament, important parliament debates, Presentation of Railway and General Budget, Question Hour in Lok Sabha and Rajya Sabha, etc. were covered live. In addition, campaigns have been taken up by various Govt. Departments, developmental programmes, socially relevant special programmes e.g. Pulse Polio Campaign, Anti cancer, leprosy, Tuberculosis, dengue, Swine Flu and other health related issues. Special campaign on primary education for all, AIDS, consumer education, Road Safety, free legal-aid to weaker sections of the society ect. have been the major plank of the telecasts.

Some of the popular sit-coms telecast on DD National were *Bunty Bubbly Ki Mummy*, *Mere Desh*

*Ki Beti*, *Hum*, *Ek Aangan Ke Ho Gaye Do*, *Muawazaa Madad Ya Abhishaap*, *Shama*, *Mangalsutra Ek Maryada*, *Kaisi Yeh Zindagani*, *Aashiyana*, *Sankatmochan Hanumaan*, *Yahan Ke Hum Sikandar*, *Kanaphusii*, *Magar Ke Nagar*, *Janani*, *Noorie*, *Hum Aise Kyoun Hai* etc. Beside, *Gramin Bharat*, *Panchayati Raj* and *Paryavaran Darshan* were also telecast.

As a run up to Commonwealth Games Delhi 2010 a series of sports programmes were telecast on prime-time slots on DD-National from March 2010 to September 2011. In-house programme viz *Mission Delhi 2010*, *Sports Ka Superstar: Khel Quiz Show* by *Shri Sidharth Basu*, *Khel Khel Mein: Khel Quiz Show*, *On the Mark Get Set Go: Khel Quiz*. *ICC Cricket World Cup 2011 series*, *34th National Games*, *Wimbledon & Roland Grass Tennis(French Open)* were also aired on Doordarshan.

In order to revitalize the channel, a Self-Finance Commissioning was introduced in the year 2005. This scheme was meant for the mid-prime-time slots and prime-time slots in the National channel. Introduction of programmes under SFC has resulted in enhancing the quality and content of the programme. Thus leading to remarkable increase in viewership and also substantial increase in revenue for Doordarshan.

### **DD News**

DD News is the only bilingual news channel in the country. News and Current Affairs programming forms an important component of the channel mix. In the last eight years i.e. since its launch on November 3, 2003, Doordarshan News Channel DD News has been fulfilling its role as a public service broadcaster. It is committed to present news and current affairs in fair, balanced and objective manner away from sensationalism. Having the unique distinction of being the only terrestrial cum satellite news channel, DD News reaches the non-cable, non-satellite homes which account for the major portion of the population. It is also the news channel with the largest reach in the country and the among the market leaders in the "All Homes" category.



The channel in its programming mix is covering a wide canvas of issues dealing with Politics, Business, Sports, International news events, Parliament proceedings, health issues and Science and Technology, Central Government Flagship Programmes, Crime etc. Inputs from remote areas made available for telecast through broadband based FTP link. Extensive coverage of Bihar Assembly Elections including live inputs from Correspondents deputed in a manner- so as to cover the major districts of the state and highlight poll related issues.

Special coverage of J & K and North Eastern states and extensive exclusive coverage of the Sikkim earthquake were the highlights of the year. Address of Indian Prime minister in Afghanistan Parliament and in India-Africa summit in Ethiopia was telecast LIVE on DD News.

The newsroom operating on a 24x7 basis throughout the year was instrumental in bringing the latest to the millions of DD News viewers across the country. The newsroom, the nerve centre of the channel, generated news bulletins by its experienced editorial team in English, Hindi, Urdu, Sanskrit and also for the hearing impaired. Doordarshan News started telecasting a 15-minute daily bulletin for the Hearing Impaired at 0615 hrs.

The Business News Desk covered a number of issues related to economic policy decisions of the Government, developments in the corporate world, personal finance, international economy and stock markets in its daily news coverage in 'Business Wrap' from Delhi in the evening and 'Business Hour' from Mumbai in the afternoon. Budget, Union Railway Budget, RBI's Monetary Policy announcement were given live coverage along with panel discussions. The abroad visit of Prime Minister, Finance Minister, Commerce & Industry Minister to G20, BRICS meeting and IMF meetings were given wide coverage through inputs from DD correspondents. Personal finance related issues were taken up in the weekend programme 'Money Mantra'. The stock market analysis and phone-in based queries were replied to

in the weekend programme 'Market this Week' and 'Bazaar Iss Hafte'.

Development communication besides awareness among the viewers through programmes like 'Jaanne ka Haque' on 'Right to Information Act, 2005', 'Meri Desh Ki Dharti', on flagship programmes, 'Mehnat Rang Layegi', on career and employment opportunities in different field, 'Ehsaas', on various socio-economic issues are telecast on regular basis.

The inaugural Asian Hockey Championship Tournament in China won by India's men's team was extensively covered visually and with field reports through a special arrangement. Wide coverage for the first ever F1 race held in the country - The Buddha International Circuit, was done by DD.

DD News receives large chunk of news stories and footages through FTP (File Transfer Protocol) by using internet. Previously, all these stories received through FTP were being transferred on pen drive and then taken to NLE for making packaged story or useable visual by editing and giving voice over.

In order to improve and simplify the workflow, one of the latest Canopus NLEs was connected on the LAN of FTP. This facilitated receiving of all FTP content directly on NLE's timeline and allowing immediate editing of the received content including voiceover, if required.

In addition to the above, the same NLE has also been configured with AVN (Asia Vision News) FTP system for receiving and sending AVN contents directly to and from the news automation system. This also allows sharing DD News content amongst all AVN countries by uploading the content through same NLE.

In order to meet the requirement, one dedicated internet lease line was obtained from MTNL and was passed through a protected firewall & well configured proxy server for security, administrative control and immunity from virus threats and connected on ENPS network. This facilitated internet access on ENPS systems with negligible virus threats

and thus allowing journalists to take any story picked up from internet directly on to ENPS through cut & paste.

DD News has 26 functional Regional News Units Bureau across the country. The RNUs also incorporated the News items on the Video release of Full version of National Anthem "JANA GANA MANA" These RNUs telecast 109 bulletins in 19 languages/dialects daily.

Weather News is also an important component of DD News channel. A two-minute weather capsule including forecast in Hindi and English was telecast thrice-a-day during the year.

Doordarshan News website [www.ddinews.gov.in](http://www.ddinews.gov.in) provided the latest news updates. The website also offers live Doordarshan News bulletins on the net and has registered good response from within and outside the country. The website has pages dedicated to the categories like-Entertainment, Sci-Tech, Social, Health, Weather reports from four metro cities (New Delhi, Mumbai, Chennai & Kolkata), A DAILY POLL QUESTION (on current Topic in which viewers can answering YES or NO).

Also the Top Story of the day and the other four Headlines of the Homepage are linked to the official Government of India website ([www.india.gov.in](http://www.india.gov.in)) The news is updated in the ([www.ddinews.gov.in](http://www.ddinews.gov.in)) website. The website carried a special dedicated page for events in 2011:

- Budget presentation (February, 2011),
- State Assembly Election result (Assam, Kerala, Tamil Nadu, West Bengal & Pondicherry - in April-May, 2011),
- 2011 ICC Cricket World Cup (February to April, 2011)

## **DD Bharati**

DD Bharati Channel was launched on 26th January, 2002. The Channel has completed ten years on 26th January, 2011. This Channel has been

telecasting programmes on, Art & Architecture, Culture, Music & Dance, Light Music, Devotional, Literary, Travelogue and preserving the country's great heritage and values. The Channel was revamped on June 7th 2010. Since the channel is telecasting programmes on Art, Literature and Culture, an eight hour loop has been introduced, which is being telecast thrice a day.

The Channel focuses on literature, theatre, art, crafts, paintings, sculpture, Painting Sculpture, classical dance & music programmes performed by top class artists of national and international fame, cultural heritage, monuments and places of historical and religious importance, life & works of eminent poets & writers etc. are also being telecast in this band. DD Bharati has telecast Classic feature films till October 2011 at 20.00 hrs on every Thursday & Sunday.

DD Bharati Channel has attracted sponsored programmes for: -

- (a) SINDHU DARSHAN highlighting the Sindhu culture and traditions once in a week upto June-2011 and twice upto October 2011.
- (b) SANSKRIT BHASHA SIKSHANAM programmes in Sanskrit Language by Rashtriya Sanskrit Sansthan, New Delhi, thrice in a week.

In-House Programmes: - DD Bharati is in constant touch with other DDK Kendras for procuring top quality literary programmes on eminent poets and writers, Kavi Sammelan, Mushaira, Hasya Kavi Sammelan, Desh Bhakti, Kavya Gosthi etc. DD Bharati has produced a prestigious programme titled SHABD SHATABDI on literary legends like Agyeya, Nagarjuna, Kedarnath Agrawal, Faiz Ahmed Faiz, Gopal Singh Nepali & Shamsheer Bahadur Singh on the celebration of their birth centenary year. After this a series of SHATABDI SMARAN has been produced on each literary legend as mentioned above, at various Kendras of Doordarshan by DD Bharati.



The other literary programmes produced in DD Bharati are *Patrika*, *Srijan* and *Kala Parikrama*, Debate on the making of Indian Constitution, Special Programmes on the occasion of birth and death anniversary of eminent personalities.

**Live Events & Coverages:** - DD Bharati has been telecasting "Live" events of music, dance & literary programmes from across the country such as: Sachal Tirth Vaagarth-Nishantketu-Swati-Satkar Granth-30th April 2011 at Delhi; centennial Birth Anniversary of Gurudev Rabindranath Tagore 2011-6th May 2011 at Dhaka (Bangladesh); International Seminar of Global Warming & Disaster Management: Law & Society-24th July 2011 at Delhi; International Literacy Day Celebrations 2011-8th Sep.2011 at Delhi; Prime Minister's Shram Awards 2010-13th Oct.2011 at Delhi; Inaugural Function of 17th International Children's Film Festival of India-14th Nov.2011 at Hyderabad; Closing Ceremony of International Film Festival-3rd Dec.2011 at Panaji (Goa) and Presentation of the National Awards for the Empowerment of Persons with Disabilities-3rd Dec.2011 at Delhi.

The following events were telecast live, by DD Bharati in 2012: Akhil Bharatiya Hasya Kavi Sammelan -1st Jan. 2012 at Bhopal; the Inaugural Function of the 15th World Sanskrit Conference-5th Jan.2012 at Vigyan Bhawan, Delhi; Island Tourism Festival (ITF)-5TH Jan.2012 at Port Blair; President Message -25th Jan.2012 at Delhi; Republic Day Celebration -26th Jan.2012 at Delhi and Beating the Retreat-29th Jan.2012 at Janpath, New Delhi.

#### **Programmes under MOU with the outside Agencies:-**

Indira Gandhi National Open University (IGNOU)

**PSBT/UNESCO:** - Best documentaries on different social issues, produced by eminent directors are being telecast every Thursday & Friday at 16:00 to 16:30 hrs regularly on DD Bharati Channel.

#### **DD: Urdu**

On 15th August, 2011 DD Urdu completed five years of its launch. During the year, commissioning was notified for DD Urdu under which 430 fresh proposals were received. In addition, 149 production houses requested amendments in their earlier proposals submitted in response to a notification issued in 2009. The software, the expected to --- by the Channel, will increase its efficacy.

Urdu version of President message to the nation on the eve of Independence Day was exclusively telecast on DD Urdu. Prime Minister's address to the nation from the Ramparts of Red Fort was also telecast live on Independence Day.

During the period between 1st January 2012 and 31st March 2012 special programmes are/being telecast:-

1. Urdu version of President's message to the nation on the eve of Republic Day 2012.
2. Mahatma Gandhi's Death Anniversary.
3. Birth Anniversary of Kaifi Azmi.
4. Centenary Celebrations of Saadaat Hasan Manto.
5. Centenary Celebration of Faiz Ahmed Faiz.
6. Mirza Ghalib's Death Anniversary.
7. Fakhruddin Ali Ahmed's Death Anniversary.
8. Maulana Abul Kalam Azad's Death Anniversary.
9. Sahir Ludhyanvi's Birth Anniversary.
10. Sir Syed Ahmed Khan's Death Anniversary.

#### **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 as DD-India in 2002. The Channel offers international viewers an update on the Indian social, cultural, political and economic scenario.

DD-India was launched with a mission “to build bridges of communication with Indians living abroad and to showcase the real India, its culture, values, traditions, modernity, diversity, unity, agony and 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.

Urdu, Gujarati, Tamil, Telugu, Malayalam, Sanskrit and Punjabi News are Telecast all over the world.

DD-India is a round-the-clock and free-to-air Channel. DD-India is uplinked from New Delhi. Prior to 5th March 2011, DD-India was being uplinked on Intelsat Satellite and was reaching 86 countries across the globe. As the agreement with Intelsat expired on 5<sup>th</sup> March 2011, these 86 countries stopped receiving the DD-India signal. However, as DD-India is now being uplinked on INSAT-4B, it is now reaching 38 countries which are within the footprint of INSAT-4B.

A strategy of distributing the channel and to have footprint all over the world is under way in consultation with MEA.

DD-India is taking vigorous steps to enrich its programme content by refurbishing its fixed point chart. At present eight hours programme loop is being telecast and the same is being repeated twice in 24 hours to suit the prime time zones of the world.

DD-India is also available on Doordarshan's satellite DTH service DD Direct Plus.

## Asia

Afghanistan, Bangladesh, Bhutan, Brunei, Darussalam, China (Partly), Cambodia, Hong Kong, Israel, Malaysia (Partly), Myanmar, Laos, Nepal, Pakistan, Singapore, Sri Lanka, Thailand, Vietnam and India.

## CIS Countries

Armenia, Azerbaijan, Georgia(Partly), Kyrgyzstan, Tajikistan, Turkmenistan (Partly), Ukraine and Uzbekistan (Partly).

## Middle East

Bahrain, Iran, Iraq, Kuwait, Oman(Partly), Qatar, Saudi Arabia, Syria, Turkey (Partly), United Arab Emirates, and Yemen (Partly).

## Sports Channel

A dedicated Indian 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 April 25, 1999 and considering the popularity of the Channel transmission hours has been made round-the-clock from June, 2000. The Channel provided its audience variety of programmes/ coverage of sports events like:

1. Mumbai Standard Chartered Marathon
2. Delhi Half Marathon
3. Pune Marathon
4. Bangalore Marathon
5. Davis Cup
6. Santosh Trophy
7. National Games 2011, Ranchi

In addition to this, during the period (2010-11) Prasar Bharati gave wide coverage to various National-level Sports events held in India.

- (a) In-house production of one-hour live programme SPORTS HOUR in English & Hindi 30 minutes each comprises Sports events of National & International repute.
- (b) In-house production of Programme "Sports Pulse" for telecast on DD Sports.
- (c) O.B. coverage as well as live running commentary on various Sports events of National & International repute.

- (d) Telecast of Pre/Post Discussion Programme on the ODI Cricket Series played between India and England.
- (e) Telecast of live studio discussion on Asian Champions Trophy Hockey (3rd to 11th September 2011) held in China.
- (f) Telecast of a live studio discussion programme "Caribbean Tour" on ODI cricket series played between India vs. West Indies held in June 2011.
- (g) Telecast of live discussion on "Sultan Azlan Shah International Hockey Championship" held in May 2011.

Doordarshan (Sports) is also telecasting various major cricketing events held during the period as per the sports broadcasting signals (Mandatory Sharing with Prasar Bharati) Act 2007 notified on 19th March 2007. The rights holder has to share live signals of notified sports events with Doordarshan for telecast on Doordarshan National and DTH Networks.

A decision had been taken to introduce the system of cash outflow for covering non-Olympic and traditional sports. The cash outflow amount is charged mainly to meet expenses on moving DSNG and OB Van for the live coverage along with amount paid to commentators. It was also decided to continue covering sporting events organized by the different sports federations and association with whom DD is in agreement for which it pays them fee towards telecast rights.

Ever since the Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act 2007 was notified, Doordarshan has been telecasting sports events of national importance on its Doordarshan National terrestrial channel and free-to-air DTH network in compliance of the Sports Act.

In view of the public service mandate of Prasar Bharati to promote sports, Prasar Bharati from time to time exempted the cash outflow principle in:

- Armed and Para Military Forces

- Games of disabled
- Education and cultural institutions.
- Sports in rural areas - National or Regional level
- Promotion of Women Sports / events irrespective of discipline
- Events held in remote area like J&K, North East States, Himachal Pradesh, Ranchi, Chattisgarh, Andaman Nicobar and Lakshdeep.

#### **Tentative plan for period between Jan 1<sup>st</sup> 2012 and March 31<sup>st</sup> 2012**

- (a) Daily live Sports Hour programme.
- (b) Live commentary of various sports events of National and International repute.
- (c) Live coverage of National Games 2012 to be held in Thiruvananthapuram from February 2012.
- (d) London Olympic 2012.

#### **Regional Language Satellite Channels**

Doordarshan is presently operating 11 regional Language Satellite Channels i.e;

DD Kerala	DD Saptagiri
DD Odiya	DD Sahyadri
DD Podhigai	DD Chandana
DD Bangla	DD Girnar
DD Kashir	DD Punjabi
DD North East	

Brief description of these channels are:

#### **Sahyadri Channel**

Sahyadri Channel (DD 10) started beaming Marathi programmes throughout India via Satellite from 15th August 1994. Its Telecast time increased to 17 hrs per day from 1<sup>st</sup> January 2000 and renamed as Sahyadri Channel. From 5<sup>th</sup> April 2000 it became round-the-clock channel. Sahyadri Channel is both on Terrestrial Support from 6.00am to 9.00 am channel runs (except on Sunday) & between 1500 and 2000 hrs and on Satellite Mode round the clock.

**For the period from 1st April, 2011 to 31st December, 2011**

**A. Major Activities**

S.No.	Programme / activity (all in-house programmes)	Date
1	Sahyadri Marathi cine award function	07.07.2011
2	Aashadi ekadashi - live telecast from Pandharpur	11.07.2011
3	Gokul ashtmi - live telecast	22.08.2011
4	Id-ul-Fitr	31.08.2011
5	Coverage of Ganpati festival & Aartis	01.09.2011
6	Navratri utsav	Sept.-Oct.'11
7	Spl. prog. on Sahyadri channel's anniversary	02.10.2011
8	Vijaya Dashmi (shirdi) - live telecast from Shirdi	06.10.2011
9	Koja giri Purnima - spl. live t/c from studio	11.10.2011
10	Sahyadri Manik award function -	24.10.2011
11	Spl. Musical programme on Deepawali	26.10.2011
12	Spl. Deepawali programme at studio	26.10.2011
13	Public service broadcasting day	12.11.2011
14	Navjyoti award function - Nine girls from Maharashtra with extra ordinary talent are felicitated with the help of unicef	19.11.2011
15	Spl. prog. on Death Anniversary of Dr. B. R. Ambedkar	06.12.2011
16	Spl. Programme on Christmas	25.12.2011
17	New year eve programme for DD Sahyadri	25.12.2011

**For the period from 1st January, 2012 to 31st March, 2012 (In-house programmes)**

S.No.	Programme / activity	Date
1	Krishi Ratna Award function at studio -	13.01.2012
2	Hirkani Award function -	10.02.2012
3	Sahyadri Navratna Award function -	09.03.2012

## Podhigai Channel

Regional Language Tamil Satellite Channel viz., Podhigai started its 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'. The composition of Programmes by content is as follows:

Content	Percentage
Information	36.4
Education	16.8
Entertainment	46.8

To give a fresh look to the Podhigai Channel, its content and the features of the programme got changed now and then.

### Important in-house programmes

*Podhigaiyin Kaalai Thendral, Needhi Mandra Seidhigal, Seidhigal, Emergency Action, Suvaiyo Suvai(recipe), Ellaame Sangeethamthaan, Nam Virunthinar, Thullatha Manamum Thullum, Kara Saram(Talk show), Vaaliba Vaali, Vaniga Thagavalgal, Theneer Neram, Konjam Kavidhai Konjam Theneer, Azhagukalai, Endrum Inimai, Sirippu vedigal, Ponvilayum Bhoomi(Agrculture), Hello Ungaludan (phone-in-live) Suththamum Soozhalum, Konjum Salangai and Kannabiran Kadhaiyamudham.*

## DD Girnar

DD Girnar channel was named DD Girnar from September 15, 2008. It covers an area of 86% and has a reach of 87.0% which is a 24-hour channel with, terrestrial support operating between 1500 hrs and 2000 hrs. The Channel reach for DD Gujarati (DD Girnar) is 29.1 and its share is 2-3% in all TV homes. The yearly programmes of *Rathyatra, Janmashtami and Kite Festival* are covered live/differed live mode. It has successfully established its credentials as a production house by undertaking production on different contemporary issues and Government schemes.

## DD Kashir

Launching of DD Kashir is no doubt a turning point in the history of DDK, Srinagar. Initially four hours daily service was available through terrestrial X-mission started w.e.f. 27.03.1995. But in two sense the identity of DD Kashir as a separate Regional Satellite Channel was established offer its formal inauguration on 26.06.2000. DD Kashir is a 24-hour satellite channel but presenting available through terrestrial x-mitters located in different parts of valley. This channel telecast programme culturally and ethnically linked with the local people.

The regional channel (on DD-I) has four hours x-mission from 1600 hours to 2000 hours from Monday to Saturday which is being telecast simultaneously from DD Kashir and regional channel (1600 to 2000 hrs.).

In the last six years, DD Kashir has touched the heights of popularity among viewers because of its qualitative programmes under different formats and genres. Information, education and entertainment is provided to viewers in different categories of programmes. It is also running J&K media campaign programmes and at present 13 programmes are being telecast, as follows:

*Sadhbavana, Janoob Asia, Khabarnama, Ptv Sach Kya Hai, Hum bhi mounah mein zubaan rakhtay hain, Halat-e-Hazara, Pakistan Reporter, Kashmir Now, Kashmir Nama, Sarhad Ke DO Rukh, Date line Kashmir, Tarz-e-Hayat, Darceeha, Such to yeh Hai.*

The features of DD Kashir has been further improved. Good Morning J&K - a morning show programme will soon be part of Kashir Channel. It shall have programme in puts from all the three regions of J&K State-Jammu, Kashmir and Ladakh. It will cater to all sections of population like youth, women, children and other age- groups. Besides it will highlight cultural heritage, religious tolerance and national intergration to attract more viewership.

## DD Saptagiri

DD Saptagiri is a Telugu language satellite Channel supported by Doordarshan studios in Hyderabad, Vijayawada and Warangal. It was launched on 10th October, 1993 and became a round the clock service in 2000.

## DD Malayalam

It was launched on 15th August, 1994 and became a 24 hr. service channel in 2000. The Channel is supported by Doordarshan studios in Thiruvananthapuram, Thrissur and Calicut. In the terrestrial mode, DD Malayalam reaches, nearly by 100% population of Kerala. DD Malayalam is available all over the country and in 68 countries across the globe.

DD Malayalam has been able to make deep inroads in the information and entertainment market with the introduction of new genre of programmes like live current affairs debate, stock market analysis, live quiz shows, women's programmes, live and interactive health programmes, youth shows, children's programmes, morning shows, cultural magazines, live musical shows and film based programmes etc. while keeping the special audience and target group programmes intact.

## DD Chandana

DD Chandana is Kannada language satellite Channel launched on 15th August, 1994. Backed with 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. DD Chandana has done business worth ₹. 3,03,64,051/- during April to October, 2011. Brief description of programme of DD Chandana during the period is :

The DD Kendra has started some innovative programmes as a channel driver. They are 'Madhura Madhuravee Manjla Gaana' - Kannada film songs based programme and special invited audience programmes during religious/national festivals. The

telecast of live/deferred live/recorded versions of these have also become a source of revenue generation for the Kendra. Two programmes of similar, nature are in the pipeline. Some more programmes will be prepared in the quarter from January, 2012 to March, 2012 as well.

To welcome the New Year, 2012, a special programme was telecast on the mid night of 31st December, 2011 on DD Chandana channel.

Programmes 'Belagu' and 'That Anta Heli' (Quiz) which now on air are popular among the viewers. Further these are ideal programmes showcasing the achievements of known/unknown veterans and even youngsters who made big in the respective fields. This platform will be aptly used to introduce new talents to viewers in the coming months.

Programmes like *Hello Chief Minister, Hello Minister, Hello Lokayukta, Hello Police Commissioner* are being planned for telecast.

## DD Bangla

DD Bangla was launched on 20th August, 1992. It became 24-hour Channel from 1st January, 2000 and from then onwards there was no looking back and with steady strides it achieved several milestones in the sphere of Public Service Broadcasting.

DD Bangla has been playing an important role in preserving and furthering the cultural heritage of Bengal and has been a popular Channel among the Bengali audience in the country.

## DD North-East

DD North-East was launched on 15th August, 1994 and it became 24-hour Channel from 27th December, 2000. The Channel going by its commitment to the people of Assam is successfully producing and telecasting programmes in various formats and has been acknowledged by the viewers.

## DD-6 (ODIA)

The Regional Language Satellite Channel (RLSC) of Doordarshan for Odia Language started on

2.11.1993 was made a 24-hour channel on 01.04.2001 (on the occasion of Utkal Divas, the Foundation Day of Odisha State). With round-the-clock-service, the art and culture, literature, tourism, song & dance and rich heritage of Odisha got a platform in reaching out to millions of people in the State as well beyond the State boundaries. At present, DD-6 (Odia) Channel is getting terrestrial support of 55 hrs 30 minutes transmission per week and the rest 112 hours 30 minutes duration transmission is exclusively on Satellite mode. Most of its programmes are produced at Bhubneshwar, Sambalpur and Bhawanipatna. Various activities of DD-6(Odia) during the period 2011-12 are:

*Utkal Pragyan Samman-2011*, The World Famous Car Festival (Rath Yatra) of Lord Jagannath, Lord Balabhadra & Devi Subhadra and The Return Car Festival (Bahuda Yatra) of Lord Jagannath was telecast Live from Puri, The *Suna Besha (Golden Attires)* of the deities was telecast Live from Puri on 12<sup>th</sup> July, 2011. for a duration of 3 hours. The Foundation Day Programme of Doordarshan entitling "SAPTARANGA" was telecast on 15<sup>th</sup> September, 2011 in a befitting way. A one-hour entertaining programme was telecast from the Kendra.

#### **Introduction of new programmes on DD-6 (Odia)**

To bring variety as well novelty in the programmes of DD: 6(Odia), new programmes have been introduced :

- 1) Ama Rosei (on cooking tips) - telecast between 1.30 PM and 2.00 PM from Monday to Friday
- 2) Aain Seba (on Legal Hints) A live Phone-in programme being telecast between 5.02 PM and 5.30 PM on every Wednesday
- 3) Hello Doctor (on Health Hints) A live Phone-in programme being telecast between 5.02 PM and 5.30 PM on every Monday
- 4) Apananka Sahara (Know Your Town) - telecast between 9.00 AM and 9.30 AM on Sunday

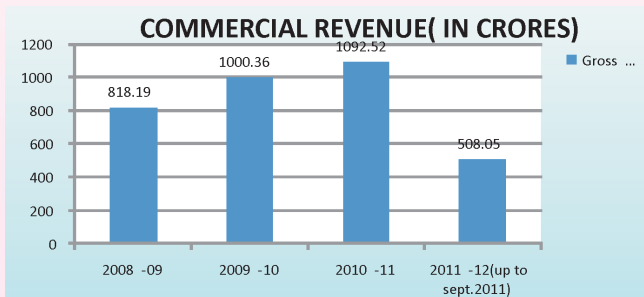
- 5) Bharat Nirman (Flagship programme in Magazine Format) - telecast between 6.30 PM and 7.00 PM on Friday
- 6) Pragati (Bane Naxalism) - telecast on every Friday between 5.02 PM and 5.30 PM
- 7) Kantha Kahe Kahani (NRHM Project) - A 52 - episode Programme on Serial mode in Magazine Format started from 29<sup>th</sup> March'2011. The Programme is sponsored by State Institute of Health & Family Welfare, Government of Odisha. The programme is telecast on every Tuesdays at 17.02 hrs.
- 8) Ama Paribesha (Paryavaran Darshan) - telecast on every Saturday at 17.02 hrs under Mass Media Support to Environment Awareness"
- 9) Parikrama (Current Affairs Programme) - A Live Discussion Programme on Current Topics telecast on every Friday, at 20.02 hrs.
10. Sanjeevani (Health Awareness) - telecast on every Tuesdays at 17.02 hrs. Topics not covered by Kalyani are included in this programme.
11. Byakti Abhibyakti ( Personality Based from Music Field ) - telecast on last Thursday of the month.

#### **DD Punjabi**

DD Punjabi Channel was launched on 6<sup>th</sup> August, 1988 and became a 24-hour service channel from 5<sup>th</sup> August, 2000. In terrestrial mode DD Punjabi has almost 100% reach in the State of Punjab. Doordarshan Kendra Jalandhar is the main source of supply of Punjabi programmes for telecast on DD Punjabi Channel. The 24-hour transmission of DD-Punjabi is divided into five parts under the titles *Amrit Vela*, *Sajri Saver*, Day Time Transmission, and Evening Transmission & Night Transmission. This Channel also carries programmes on Sports, Live Events and programmes of entertainment. Other programmes telecast during 2011-12 are: *Qanooni Nukte* : *Qanooni Nukte*, *Ajj Da Masla*, *Doctor Nu Milo*, *Khirki* a magazine programme telecast live at 14:00 hrs. for Middle East viewers.

## DD Commercial

Doordarshan Commercial Service is responsible for booking of advertisements of goods and services on Doordarshan. Booking of advertisement and sponsorship are normally accepted through accredited and registered agencies and also on direct placement on advance payment without agency Commission. New Commercial units have been setup at Regional Kendras, where such facilities were not available. Doordarshan also accept scroll advertisement at High Power Transmitters (HPT) and Low Power Transmitters (LPT), where there is no origination of Programme. Total revenue earned through commercial section for the year 2010-11 is ₹ 1092.52 Crore and for the year 2011-12 is ₹ 508.05 Crore (till September, 2011).



## Development Communication Division

Doordarshan has set up Development Communication Division in March, 2001 (initially named Govt. Business Cell) to enhance revenue the over Govt. agencies. Direct marketing, eliminating

middle-men (read private agencies), pro-active approach, dynamic marketing tools & strategies, on-time launch & completion has paid rich dividends to Development Communication Division. During the year, the Division recorded over 1300% increase in revenue since its inception.

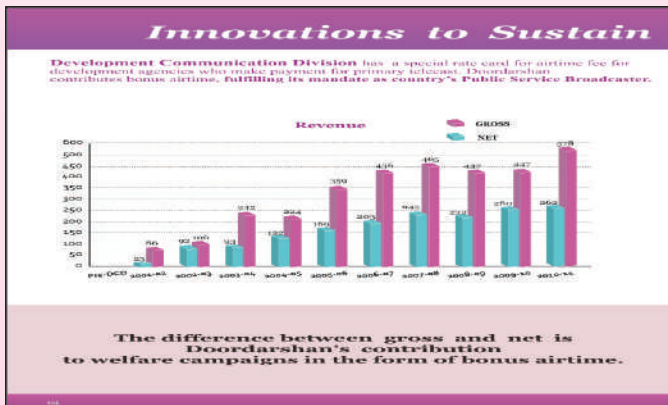
During the year, 1664 programmes were produced by 16 Kendras in ten languages & dialects.

Facilitated by the systems set-up by Development Communication Division, DD Kendras in the field have entered partnerships with State Governments for in-house productions. The model has been replicated in setting up of Agricultural & Narrow casting Cell with more and more govt. and non-government agencies seeking partnerships with Doordarshan for production & telecast of socially relevant programmes. In 2010-2011 DCD partnership with UNICEF for its popular serial "Kyunki Jeena Isi Ka Naam Hai" has been extended further.

Adding to the list of awards and recognitions, the WHO selected Doordarshan for India's longest running health campaign Kalyani, an in-house production of Doordarshan. The programme, was exhibited by Ministry of Health & Family Welfare at International Trade Fair at Pragati Maidan. The campaign has been expanded to 21 states in 13 languages and 17 dialects.

## Narrow-Casting

"Mass Media Support to Agriculture Extension", was introduced in 2004 has three-tier approach:



**Mainstreaming Development Communication:** Social action programmes started getting scheduled at prime time for wider reach. The revenue generation helps sustaining the state.

**Kyunki Jeena Isi Ka Naam Hai**  
A DD-UNICEF Partnership since 2009. The first daily soap on DD1 Prime-Time

- 48 hours: Ministry of Consumer Affairs
- 200 hours: Ministry of Government and Forests
- 133 hours: Production Communication Research Association

Partnerships include: NACE & BIC, WET; Ministry of Tribal Affairs; NACE & BIC, WET.



1. On the National Channel: Country specific Agriculture programmes are telecast six days a week (Monday to Saturday), from 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 on the respective Regional Language Satellite Channels (RLSS) from 6.00 pm to 6.30 pm.
3. In "Narrow casting" Mode: Area specific information, produced twice a week, is being telecast five days a week (Monday to Friday) in the evening through PGFs and Regional kendras over 180 transmitters across the country. This caters to the area-specific information and to the need of the farmers of more than 140 districts across the country.

All aspects of the Agriculture, Horticulture, Veterinary Sciences and Fisheries are included in the programmes. Weekly live Phone-in programmes, updated information on weather and Crop seminars are some of the important features of these programmes. Agriculture News Bulletin, Mandi Bhav Bulletin (market prices), publicity of minimum support price (MSP), campaign on seed treatment during kharif and related information on agriculture is disseminated at regular intervals.

The date-wise schedule of programmes of each of the 55 production centers are uploaded on a specific portal ([www.dacnet.nic.in/csms](http://www.dacnet.nic.in/csms)), so that planners and educated farmers can receive advance information about the programmes that would be telecast everyday.

### **Paryavaran Darshan**

Doordarshan has implemented a scheme "Mass Media Support to Environmental Awareness", supported by Central Pollution Control Board, in DD-National and 18 Regional kendras during 2011-

12. As per the scheme a weekly programme titled "Paryavaran Darshan" is being telecast focusing on various environmental issues specific to respective regions in respective languages. In view of capacity building a two-day workshop was organized at Delhi by CPCB for the producers of Paryavaran Darshan.

### **ROBOCON**

Robocon (Robotic Contests) in India was started by Doordarshan in 2002 with just four participants. This number swelled to 58 during the National Robocon 2011.

#### **International Robocon 2011**

The International Robotic Contest, 2011 was held at IMPACT Arena Bangkok, Thailand in which 19 Engineering Colleges from 18 countries participated. The theme for Robocon 2011 declared by MCOT was "Lighting Happiness with Friendship".

#### **Indian National Robocon, 2011**

The National Robocon 2011 was organized by the joint efforts of Doordarshan and MAEER's Maharashtra Institute of Technology (MIT) from 2nd to 5th March 2011 at the Shiv Chhatrapati Krida Sankul, Balewadi, Pune. A total of 58 teams competed represented India in the international contest. Nirma Institute of Technology University, Ahmedabad emerged the winner.

#### **Ensuing Robotic Contests**

The next International Robotic Contest 2012 will be organized in Hong Kong on the theme "In pursuit of peace and prosperity". The details and rules are available at [www.aburobocon2012.h.k.s](http://www.aburobocon2012.h.k.s). The National Robocon 2012 is scheduled to be held from 1st to 3rd March 2012 at Balewadi, Pune.

#### **DD Archives**

Archiving is a continuous process in any broadcasting agency as important recordings are preserved for future telecast and for future generation and Indian broadcasting is no exception to it. Doordarshan is

the biggest and was the first Audio-Visual platform of Information, Education & Entertainment. It has a history of more than 50 years. But there was no provision to protect the rare and valuable programmes telecast through its various channels over the years. 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.

DD-Archives have been providing services to the following categories:-

- Digitization of the Programmes
- Release of DVDS & CDS
- Sales of Archival Footage's
- Customised DVDS
- Supply of Software for Channels

### Digitization of Programme

DD-Archives has taken a major step towards digitization by acquiring Media Asset Management Solution with eight ingest points and five terabyte on line storage and 19 LTO4 tapes which can store roughly 1200 hours of digitized and archived content. As it is evident, this is only a small beginning towards the migration of archival programmes into digital domain. At present, approximately 1000 hrs. of digitized material have been archived.

During the year 2011, details of digitized (Dubbing) hours are:

1.	Beta	579
2.	Umatic	193
3.	DVC	152
4.	BCN	94
<b>Total Hours:</b>		<b>1018</b>

### Release of DVDs & CDs

A) The prestigious DVD project celebrates 100 titles this year. On 4th January, 2011 following DVDs were released by Minister for I&B Smt. Ambika Soni.

1. The Paintings of India - set of 06 DVDs - directed by Benoy K. Behl
2. Secrets of Shastras re-veiled by Gurus - set of 5 DVDs -
  - Bharatanjali
  - Natyopasna
  - Natyashastra
3. Surabhi - A DVD on 125 years of Theatre Movement in Andhra Pradesh
4. Filigree of Rhythm - showcasing DVDs of Great Tabla Master - Ustad Ahmadjaan Thirkwaa, Pt. Kishan Maharaj, Pt. Samta Prasad - set of 2 DVDs
5. The Path breaking dancer - Dr. Sonal Mansingh - set of 2 DVDs

B). Three home DVDs were released during a function organized by AIR held on 29th June, 2011 at DDK Chennai by Dr. S. Jagathrakshakan, Minister of State for I & B.

1. Kannanin Aaramudhu ( Discourses on Srimad Bhagwad Gita by Vellukudi Krishnan in Tamil)
2. Bhamakalapam (Traditional operatic dance in Kuchipudi by Alekhya Punjala)
3. Lalgudi G. Jayaraman, Violin Recital

### Following projects are complete but awaiting release

1. Shabd Shatabdi Project:

Doordarshan Archives completed the work of two volumes of Shabd Shatabdi Project. This will also be accompanied by an e- book which

will contain Audio-visual content on contemporary poets.

- Shamsheer Bahadur Singh
- Agneya
- Nagarjun
- Kedarnath Aggarwal

2. DVD - Light Music - Compositions of Pt. Mohinder Sarin.

3. Following titles are nearing completion:-

a)Pt. Kumar Gandharva - one DVD (classical)

b)Dhrupad - Dhamar

### **Sale of Archival footage & customized DVDs upto 31-10-2011**

Revenue from Commercial DVDs ₹63.57 Lakh

Revenue from Customized DVDs (Sale of footage) ₹10.24 Lakh

Total revenue : ₹73.81 Lakh

### **Supply of software for channels**

DD archives create software for telecast in Regional Channels

### **DD Annual Awards**

Doordarshan instituted the DD Awards in 2001 to recognize and felicitate thematic, aesthetic and technical excellence of in-house Productions. The main objective of these awards is to promote a competitive spirit among the staff for quality and innovative productions. The annual award function is an opportunity for learning and moral boost among the talented producers from different Kendras. On the maiden award function, 34 categories were awarded.

In the year 2010, the 10th DD Annual Award presentation ceremony was held in Delhi on 25th May 2011. Awards in a total 32 categories were

given away. Minister for Information & Broadcasting announced a new award category Innovative Ideas & Innovative Treatment for Doordarshan Annual Award 2011. A total revenue of ₹ 80 lakh accrued in the 10th Doordarshan Annual Award ceremony.

The 11th DD Annual Award presentation ceremony is scheduled to be held in February 2012. Total number of categories for Programme/Engineering/News are 32. Awards introduced for “Innovative Ideas & Innovative Treatment and Best Commissioned Programme” has been finalized.

ABU conference was held in New Delhi in the month of November, 2011 and programmes in different categories such as, live events, documentary, drama, children, youth, entertainment etc. were selected from different DDKs for ABU Award 2011.

### **Hindi Section**

To ensure the compliance of the Official Language policy and instructions relating to the progressive use of Hindi, there is separate Hindi Section in the Doordarshan Directorate. The main activities of the section during the year 2011-12 are:

1. All documents under Section 3(3) of the Official Language Act 1963, were issued in bi-lingual form and all letters received in Hindi were replied to in Hindi.
2. To review the position of the compliance of the Official Language policy in the Directorate, four meetings of the Official Language Implementation Committee were held during the year. Besides, Hindi workshops were organized from time to time to create awareness among the officers/employees regarding Official Language Hindi and to motivate them to do official file work in Hindi.
3. Three Doordarshan Kendras viz. Delhi in region 'A', Rajkot in region 'B' and Chennai in Region 'C' were awarded Rajbhasha Shields for performing maximum work in Hindi in their respective regions during the year 2009-10.

4. Sixth issue of Directorate's Hindi house magazine 'Darshan' was released.
5. Hindi Fortnight was organized from 1st to 15th September, 2011. Various competitions were held during this period and cash prizes were given away to the successful participants.
6. A lecture on eminent Hindi writer and critic Dr. Manager Pandey was organized on 25th March, 2011 under the Shaheed Ganesh Shankar Vidyarthi Vyakhyanamala.

Seven Hindi magazines published by various Doordarshan Kendras were awarded shields/trophies under the Best Magazine Award Scheme during the year.

### 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 2010-11 the Audience Research Unit contribution is as follow:

- Analysis and reporting of TAM TVR on weekly basis.
- Preparation of annual report of Prasar Bharati for 2010-11 and Ministry of I&B for the year 2010-11.
- Report finalized on "Impact of DD, Pvt. Cable & Satellite channel on women and family in India".
- Revised rural DART Panel Survey covering whole of India based on the recommendation of the Parliamentary Standing Committee on IT Technology started from August, 10. Based on its regular feedback on rural DART are provided to DG: DD.
- Report on Study on provision of DTH receiver-study of its usefulness and viewers perception is complete.

### Annexure-I

#### Growth of Doordarshan

Date	Studio Centres	Transmitters				
		HPTs	LPTs	VLPTs	T/Ps	Total
31.03.1959	-	-	-	-	-	-
31.03.1960	1	1	-	-	-	1
31.03.1970	1	1	-	-	-	1
31.03.1980	10	18	-	-	-	18
31.03.1990	19	59	374	72	18	523
31.03.2000	49	97	719	255	19	1090
31.03.2002	58	146	823	319	20	1308
31.03.2007	64	204	826	351	18	1399
31.03.2011	66	214	812	371	18	1415
31.12.2011	67	214	812	371	18	1415

## Doordarshan Satellite Channels

All India Channels (7)	DD National DD Sports	DD Rajya Sabha DD Gyan Darshan	DD Urdu DD News	DD Bharati
Regional Channels (11)	DD Podhigai DD Keralam DD Saptagiri	DD North East DD Chandana DD Sahyadri	DD Odiya DD Girnar DD Kashir	DD Bangla DD Punjabi
State Networks (15)	Uttarakhand Jharkhand Meghalaya Chhatisgarh	Arunachal Pradesh Himachal Pradesh Madhya Pradesh Uttar Pradesh	Bihar Tripura Manipur Haryana	Mizoram Rajasthan Nagaland
International Channel (1)	DD India			
HD TV Channel (1)	DD - HD			

## NUMBER OF DOORDARSHAN TRANSMITTERS

Sl. No.	State/UT	Primary Channel ( DD 1)						News Channel ( DD News)				DD 1 transmitters relaying Regional programmes during entire duration of transmission		
		HPTs	LPTs	VLPTs	Trp	TOTAL	HPTs	LPTs	VLPTs	TOTAL	HPTs	LPTs	VLPTs	TOTAL
1	Andhra Pradesh	9	75		1	85	4	6		10			10	10
2	Arunanchal 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	Chhatisgarh	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
15	Maharashtra	8	78			86	5	10		15			20	20
16	Manipur	2	1	4		7	1			1				0
17	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

Sl. No.	State/UT	Primary Channel (DD 1)					News Channel (DD News)					DD 1 transmitters relaying Regional programmes during entire duration of transmission			
		HPTs	LPTs	VLPTs	Trp	TOTAL	HPTs	LPTs	VLPTs	TOTAL	HPTs	LPTs	VLPTs	TOTAL	
23	Sikkim	1		6		7	1			1				0	
24	Tamil Nadu	6	44		1	51	2	9		11	1		7	8	
25	Tripura	1	5	1	1	8	1	1		2				0	
26	Uttar Pradesh	11	52	3		66	7	10	1	18				0	
27	Uttarakhand	1	15	33	2	51	1	2		3				0	
28	West Bengal	8	19			27	4	2		6	1		1	2	
29	A & N Islands	1	1	18		20	1	1	6	8				0	
30	Chandigarh		1			1				0				0	
31	Dadra & Nagar Haveli		1			1				0				0	
32	Daman & Diu		2			2				0				0	
33	Delhi	1				1	1			1				0	
34	Lakshadweep Islands		1	1		2			7	7			7	7	
35	Puducherry	1	1	1		3		1		1			1	1	
	Total	131	725	260	18	1134	73	79	17	169	6	8	94	108	

Note: In addition to above transmitters, four digital transmitters (HPTs) at four metros are in operation.

Total No. of transmitters :1415

**Doordarshan Kendras (Studio centres)**

**Annexure-IV**

<b>S.No.</b>	<b>STATE/UT</b>	<b>LOCATION</b>
1.	Andhra Pradesh	Hyderabad, Vijaywada, Warangal, Tirupati
2.	Arunanchal Pradesh	Itanagar
3.	Assam	Dibrugarh, Guwahati, Guwahati (PPC), Silchar
4.	Bihar	Patna, Muzaffarpur
5.	Chhattisgarh	Jagdalpur, Raipur
6.	Goa	Panaji
7.	Gujarat	Ahemdabad, Rajkot
8.	Haryana	Hissar
9.	Himachal Pradesh	Shimla
10.	Jammu & Kashmir	Srinagar, Jammu, Leh, Rajouri
11.	Jharkhand	Ranchi, Daltonganj
12.	Karnataka	Bengaluru, Gulbarga
13.	Kerala	Calicut, Trivandrum, Trichur
14.	Madhya Pradesh	Bhopal, Indore, Gwalior
15.	Maharashtra	Mumbai, Nagpur, Pune
16.	Manipur	Imphal
17.	Meghalaya	Shillong, Tura
18.	Mizoram	Aizawl
19.	Nagaland	Kohima
20.	Orissa	Bhubaneswar, Bhawanipatna, Sambalpur
21.	Punjab	Jalandhar, Patiala
22.	Rajasthan	Jaipur
23.	Sikkim	Gangtok
24.	Tamil Nadu	Chennai, Coimbatore, Madurai
25.	Tripura	Agartala
26.	Uttar Pradesh	Allahabad, Bareilly, Lucknow Gorkhpur, Mau, Varanasi, Mathura
27.	Uttarakhand	Dehradun
28.	West Bengal	Kolkata, Shantiniketan, Jalpaiguri
29.	A & N Islands	Port Blair
30.	Chandigarh	Chandigarh
31.	Delhi	Delhi, Delhi (CPC)
32.	Puducherry	Puducherry



STUDIO CENTRES TO BE FULLY DIGITALISED AS PART OF 11<sup>TH</sup> PLAN

STATE/UT	STUDIOS TO BE FULLY DIGITALISED
Andhra Pradesh	Vijayawada
Arunchal Pradesh	Itanagar
Assam	Guwahati (PPC), Dibrugarh, Silchar
Bihar	Muzaffarpur
Chhattisgarh	Raipur, Jagdalpur
Goa	Panaji
Gujarat	Rajkot
Himachal Pradesh	Shimla
Jammu & Kashmir	Jammu
Jharkhand	Ranchi, Daltonganj
Karnataka	Gulbarga
Kerala	Trichur
Madhya Pradesh	Indore, Gwalior
Maharashtra	Nagpur, Pune
Manipur	Imphal
Meghalaya	Shillong, Tura
Mizoram	Aizawl
Nagaland	Kohima
Odisha	Sambalpur, Bhawanipatna
Sikkim	Gangtok
Tripura	Agartala
Uttar Pradesh	Mau, Varanasi, Allahabad, Bareilly, Mathura
West Bengal	Jalpaiguri, Shantiniketan
A & N Islands	Port Blair
Chandigarh	Chandigarh
Puducherry	Pudducherry

DIGITAL TRANSMITTERS TO BE SETUP AS PART OF 11<sup>TH</sup> PLAN

STATE/UT	LOCATION OF DIGITAL TRANSMITTERS
Andhra Pradesh	Hyderabad, Vijayawada
Assam	Guwahati
Bihar	Patna
Chhattisgarh	Raipur
Delhi	Delhi
Gujarat	Rajkot, Surat, Vadodara, Ahmedabad
Himachal Pradesh	Kasauli
Jammu & Kashmir	Srinagar
Jharkhand	Ranchi
Karnataka	Bengaluru, Mysore
Kerala	Thiruvananthapuram, Kochi
Madhya Pradesh	Indore, Gwalior, Bhopal
Maharashtra	Nagpur, Pune, Mumbai, Aurangabad
Orissa	Cuttack
Punjab	Jalandhar, Amritsar
Tamil Nadu	Chennai, Kodaikanal
Uttar Pradesh	Kanpur, Varanasi, Allahabad Bareilly, Lucknow, Agra
Uttarakhand	Mussoorie
West Bengal	Kolkata, Kurseong, Krishnanagar

## **ALL INDIA RADIO**

### **Organisational Set up**

The Directorat-General, All India Radio functions under the Prasar Bharati (Broadcasting Corporation of India). He is responsible for the overall administration and supervision of the entire AIR network.

In the performance of his duties and functions, the Director-General is assisted by the following officers:

### **Programme Wing**

The Director-General is assisted by Additional Directors-General in the Headquarters and in the regions in matters relating to programming and content creation. The Headquarters of the Regional ADGs are situated at Kolkata (ER) Mumbai (WR-I&II), Lucknow (CR-I), Bhopal (CR-II), Guwahati (NER I&II), Chennai (SR-I), Bangalore (SR-II), Delhi (NR-I) and Chandigarh (NR-II).

### **Engineering Wing**

With regard to technical matters of All India Radio, the Director-General is assisted by the Engineer-in-Chief and Additional Directors-General (Engineering) posted at the headquarters and at Zones. A Planning and Development Unit in the Headquarters assists the Director-General in respective Development Plan Schemes of All India Radio. The Civil Construction Wing (CCW), headed by a Chief Engineer, looks after the civil construction needs of the department. CCW also caters to the needs of Doordarshan.

### **Administration Wing**

A Deputy Director-General (Administration) assists the Director-General on all matters of general administration while Additional Director-General (Programme), looks after administration of Programme personnel. Director Technical looks after

the Engineering Administration of All India Radio, while another Director (Admin. & Finance) assists DG in matters of administration and finance.

### **Security Wing**

A Deputy Director-General (Security), is assisted by Assistant Director-General (Security) and a Deputy Director (Security) on matters of security and safety aspects of AIR installations, transmitters, studios and offices, etc. The Security needs of Doordarshan are also looked after by these officers.

### **Audience Research Wing**

A Director, Audience Research, will assist the Director-General in carrying out surveys on the programmes broadcast by various stations of All India Radio.

### **Activities of Sub-ordinate Offices of AIR in Brief**

There are a number of subordinate offices of All India Radio performing distinct functions. Broad activities, in brief, are given below:

### **NEWS SERVICES DIVISION**

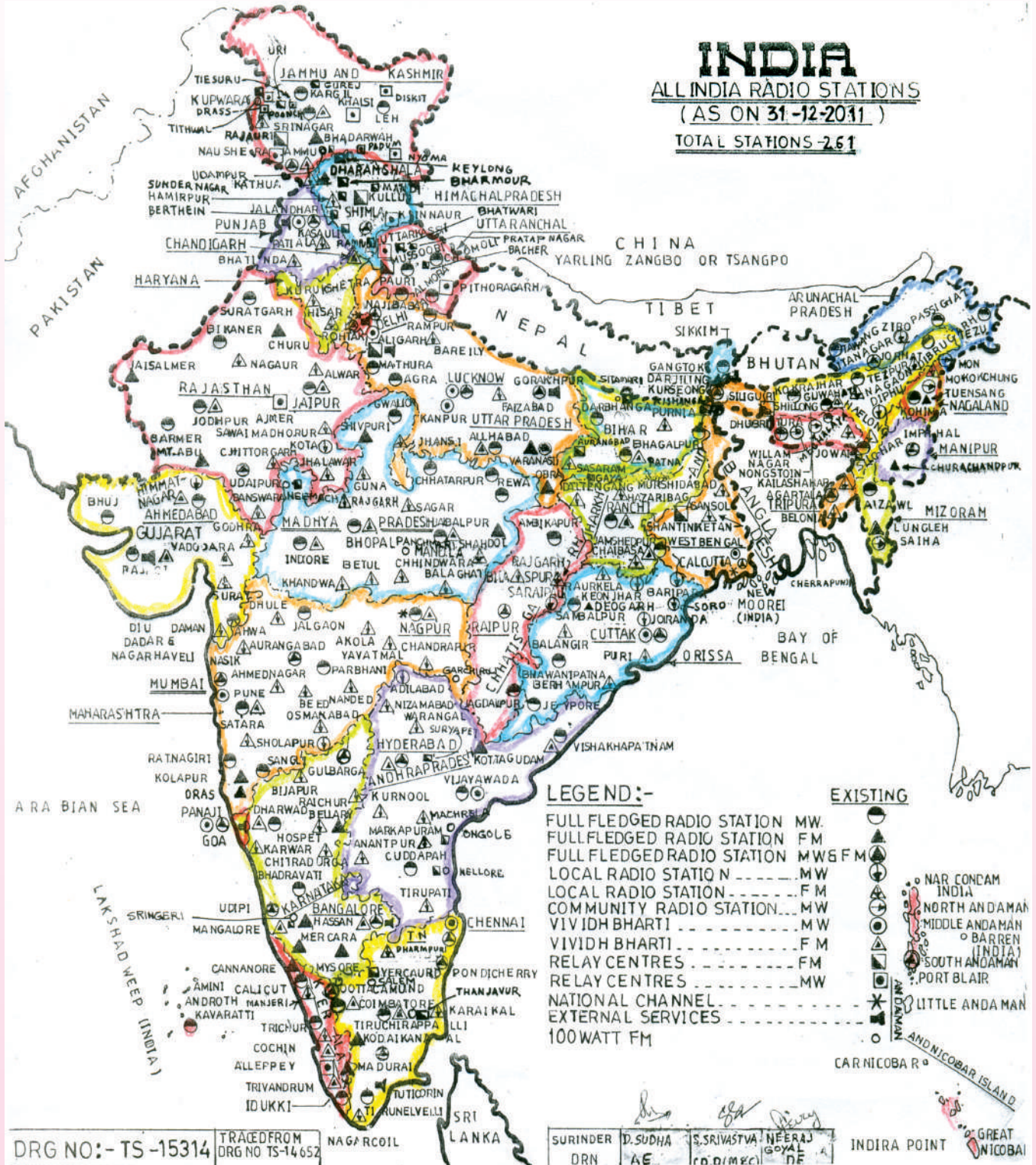
The News Services Division, (NSD), of All India Radio broadcasts 647 bulletins per day for a total duration of nearly 56 hours in about 90 Languages/Dialects in Home, Regional, External and DTH Services. About 312 news headlines on hourly basis are being mounted on FM mode from 41 AIR Stations. About 1371 news based programmes are also broadcast every month from NSD and its Regional News Units (RNUs). The programmes focus on issues related to common man and development initiatives taken by the government.

NSD caters to the information needs of people of different regions across the country through its 44 RNUs. These Units mount 177 regional news bulletins a day in 76 regional languages/dialects for over 23 hours duration in home services and 10 news bulletins in six languages in external services

# INDIA

## ALL INDIA RADIO STATIONS ( AS ON 31-12-2011 )

**TOTAL STATIONS - 261**



**LEGEND:-**

FULL FLEDGED RADIO STATION MW	▲	EXISTING
FULL FLEDGED RADIO STATION FM	●	
FULL FLEDGED RADIO STATION MW & FM	▲●	
LOCAL RADIO STATION MW	▲	
LOCAL RADIO STATION FM	●	
COMMUNITY RADIO STATION MW	▲	
VIVIDH BHARTI MW	▲	
VIVIDH BHARTI FM	●	
RELAY CENTRES FM	▲	
RELAY CENTRES MW	●	
NATIONAL CHANNEL	▲	
EXTERNAL SERVICES	▲	
100 WATT FM	▲	

○	NAR CON DAM
○	NORTH ANDAMAN
○	MIDDLE ANDAMAN
○	BARREN (INDIA)
○	SOUTH ANDAMAN
○	PORT BLAIR
○	LITTLE ANDAMAN
○	ANDAMAN
○	AND NICOBAR ISLAND
○	CARNICOBAR

DRG NO:- TS -15314      TRACED FROM DRG NO TS-14652      SURINDER DRN      D.SUDHA AE      S.SRIVASTVA (D.D.MCC)      NEERAJ GOYAL DE      INDIRA POINT      GREAT NICOBAR

for over one hour duration. Besides, RNUs also broadcast Headline bulletins on FM Rainbow and other frequencies for a total duration of over 10 hrs. Around 1019 news based programmes are also broadcast every month by RNUs.

In order to cater to the demand of Pahari speaking people of border areas of Jammu and Kashmir, a Pahari bulletin of five-minute duration was launched from RNU Srinagar. Comprehensive coverage of assembly elections in Assam, West Bengal, Kerala, Tamil Nadu and Puducherry was done in regional news bulletins and national news bulletins during 2011 by RNUs at Guwahati, Silchar, Kolkata, Kuseong, Trichy, Chennai, Puduchery, Kochi and Thiruvananthapuram.

Major level workshops were also held at the RNUs to sensitize the Part-Time Correspondents of various districts about election coverage and various aspects related to it. Special bulletins were broadcast on the day of voting and special programmes were mounted live on the day of counting of votes in the above referred five states. RNUs contributed to national news bulletins and news-based programmes by filing special news stories to the NSD. They also filed developmental stories on a regular basis from their respective regions on Sundays and Mondays of the week for national bulletins. They also provided news features for the NSD website. Regional news bulletins were monitored through the Review Committees at respective Stations and RNUs took action on the recommendations of the Review Committees to improve quality of their bulletins.

The News Services Division maintains a multilingual news website [www.newsonair.nic.in](http://www.newsonair.nic.in) to reach out to a cross-section of the people in the world including the Indian diaspora living abroad. Besides access to latest State, National, International, Business and sports News, visitors to the site can listen to the audios of 165 news bulletins/ news-based programs in 28 regional languages including English and Hindi. Scripts of over 90 news bulletins in 27 languages

are also available on the website. The website also provides a huge archive of News and Audio Bulletins/programmes in searchable format which is useful for the general public. RSS feeds are provided for each of the news items on the website. Podcasting facility is also available for visitors who can access audio bulletins on their handsets/ computers.

In order to further strengthen the USP of NSD website, 12 more regional bulletins were added to the website from April 2011 to December 2011. The popularity of the website also increased during the aforesaid period as average number of daily hits increased by 34 per cent from 13,656 in April 2011 to 20, 836 in December 2011. The Website Cell has set in motion redevelopment of website with the support of NIC to provide additional features and further enhance its security. Appropriate action was taken on the feed back received from the listeners by giving regular reply to them. Some of the suggestions given by the visitors were taken on board and incorporated in the website.

NSD also provides news to its listeners through News-on-Phone (NOP), SMS and Electronic Display Board. Latest news headlines are made available to listeners-on-phone from 14 AIR Stations in ten languages.

The News Services Division organises daily and weekly programmes on news, current issues and other issues relating to common people, which need to be communicated for general awareness. Generally, NSD highlights the policy programmes and achievements of the Government. The daily programmes broadcast on such themes are Spotlight/News analysis/Samayaki. The weekly programmes include Money Talk, Public Speak, Charcha Ka Vishay Hai, Vad Samvad, Surkiyon Se Parey, Current Affairs, Human Face, Interview of the Week etc., besides organising four features daily which are used in various bulletins and news related programmes. Major issues/events which were

covered in various news bulletins and news-based programmes of Talks & Current Affairs Unit, Feature Unit of NSD during the year are :

- Flagship programmes of the UPA government including Mahatma Gandhi National Rural Employment Guarantee Act, (MGNREGA), Sarva Shiksha Abhiyan, Midday Meal Scheme, Empowerment of Women, National Rural Health Mission, NRHM, Jawaharlal Nehru Urban Renewable Mission, JNURM, Rajiv Awas Yojna, Right to Information, RTI, Integrated Child Development Scheme, ICDS and Bharat Nirman.
- Extensive coverage to the President's visit to Switzerland, Austria, South Korea, Mongolia and Mauritius. President Smt. Pratibha Devi Singh Patil's speech on the eve of Independence Day celebration on her call to provide free justice to the poor, to improve girl child ratio and to empower women was broadcast from NSD Headquarters and RNUs two.
- Prime Minister Dr. Manmohan Singh's participation in G-20 Summit in France, SAARC Summit in Maldives, Indo-Maldives Summit in Male, ASEAN Summit and East Asia Summit in Bali, Indo-Singapore Summit in Singapore, BRICS Summit in Pretoria, BRICS Summit in China, Indo-Kazakhstan Summit in Kazakhstan, Indo-Belgium Summit in Belgium, Indo-Germany Summit in Germany, G-20 Summit in South Korea, second Indo-Africa Summit in Ethiopia, Indo-Tanzania Summit in Tanzania, Indo-Afghan partnership Summit in Kabul, Indo-Russian Summit in Moscow and his Address at the UN General Assembly staking India's permanent membership in expanded UN Security Council in New York was also broadcast.
- UPA Chairperson, Smt. Sonia Gandhi's visit to Bangladesh to receive the highest civilian award given to the late Prime Minister Indira Gandhi for her extraordinary role in 1971 Bangladesh liberation war, her direction for social audit of health under National Rural Health Mission (NRHM), her priority on National Food Security Mission and National Food Security Bill for the benefit of marginalized sections of society, Launch of National Rural Livelihood Mission for the upliftment of the Below Poverty Line (BPL) families in Rajasthan by her was given due attention.
- Vice President, Mohd. Hamid Ansari's visit to Australia to take part in Commonwealth Heads of Government, CHOGM Summit, Turkey to strengthen Indo-Turkish cooperation, Juba to represent India on the historic occasion of newly independent country South Sudan, Kampala, to meet the Ugandan President, Mr. Yoweri Museveni, his stress on the best possible utilization of water to boost national economy, call to strengthen Urdu Language and appeal to Urdu Journalists for objective reporting at the World Urdu Editors conference at Hyderabad has been broadcast extensively.
- Lok Sabha Speaker Smt. Meira Kumar's visit to Switzerland, the External Affairs Minister, Shri S.M.Krishna's visit to Nepal, the Deputy Chairman of Planning Commission, Dr. Montek Singh Ahluwalia's visit to South Korea, USA and France, re-election of Shri Kamlesh Sharma as the Secretary-General of Commonwealth and PIB Economic Editors' Conference.
- German Chancellor, Ms. Angela Merkel receiving Jawahar Lal Nehru Award for International Understanding in New Delhi, the Japanese Prime Minister, Mr. Yoshihiko Noda's visit to India, the Minister in South Sudan President's office, Dr. Pricilla Kuch's visit to India
- Indian perspective on different international developments and fostering greater strategic partnership with focus on defence cooperation and dealing with the menace of terrorism and piracy were also given due coverage.

- Coverage of Environmental and Pollution control efforts of the government; Various programmes on these topics were mounted periodically.
- Special focus was given to the measures taken to conserve the ecology and environment. The discussions at Durban Conference were also duly highlighted to present the global picture on the issue.
- Natural calamities like drought, cyclones, floods and earthquakes were also given adequate coverage with government's response to deal with such situations.
- Successful launch of the PSLV C16 and PSLVC-18, successful test fire of Agni Missiles and seven thousand crore rupee Ganga Action Plan, World Bank Loan of One Billion Dollar for National Ganga River Basin Project.
- Establishment of a National Mission for Justice Delivery and Legal Reforms to provide speedy justice to the people and establishment of 71 fast track special CBI courts to deal with corruption cases.
- Special Economic and development plans announced for 60 Maoist affected districts for effective development of these areas.
- Acquisition of agricultural land for non-agriculture purpose was a hot issue. Supreme Court verdict also came during the period. This was well covered by mounting several programmes on this issue.
- RBI's initiatives and strategies to contain inflation and boost growth.
- Decisions of the government to attract more foreign direct investment in the infrastructure sector and boosting the exports.
- High inflation was another issue. Programmes were chalked out well in advance to give adequate coverage on government's efforts to bring down inflation and rising costs of food items.
- Coverage to Panchayati Raj Institutions.
- Several VVIPs and Union Ministers, Chief Minister of Delhi, Ministers from State Government, Planning Commission Members, Chairman of several national level commissions – Padma Vibhushan, Padma Bhushan and Padmashree Awardees were included in various programmes of NSD.
- Lok Pal Bill, Whistle Blowers Protection Bill and Public Grievances Redressal Bill were given extensive coverage.
- With corruption emerging as centre of discussion in the society, measures taken by the government, both legislative and executive were highlighted to present a holistic picture.
- Prominent coverage by NSD on five states, Assam, West Bengal, Puducherry, Tamil Nadu and Kerala to provide authentic and objective coverage of election scenario voting, counting of votes, winners & losers and post-election scenario through special bilingual English and Hindi Radio Bridge programmes from the NSD Headquarters. Announcement of upcoming state Assembly elections of Uttarakhand, Uttar Pradesh, Punjab, Manipur and Goa by the Election Commission of India, ECI was extensively covered.
- Extensive coverage was given to the Election Commission's code/guidelines including ban on paid news, opening of separate account number for each contesting candidate, strict vigil of Income Tax department on poll related activities of each and every party and appointment of more than 200 officers from Income Tax department to curb the use of black money during the Assembly elections.
- Important proceedings of Parliament covered under programmes like '*Issues before the Parliament*', '*Today in Parliament*', '*Sansad Sameeksha*' and all major national and regional bulletins.

- NSD's sports coverage include India, Virender Sehwag's world record beating the double century record of Sachin Tendulkar, New Delhi's victory over Pakistan in the inaugural Asian Hockey champions trophy in China, Saina Nehwal's victory in Swiss Open Grand Prix championship in Badminton, launch of formula one Grand Prix at the Buddha International Track in Greater Noida and India retaining the SAFF Cup.
- Coverage of International Film Festival of India at Goa and International Children's Film Festival of India at Hyderabad.
- Important stories originating from the Courts and investigating agencies like CBI were extensively covered.

**2. Some of the special interviews conducted by the Reporting Unit, Talks and Current Affairs Unit and the Feature Unit were:**

Finance Minister, Shri Pranab Mukherjee;

Health and Family Welfare Minister, Shri Ghulam Nabi Azad;

Consumer Affairs Minister, Prof. K.V. Thomas;

Human Resource Development Minister, Shri Kapil Sibal;

Sports Minister, Shri Ajay Maken;

Panchayati Raj and Tribal Affairs Minister, Shri Kishore Chandra Dev; Parliamentary Affairs Minister, Shri Pawan Kumar Bansal;

Minister of Micro, Small and Medium Enterprises, Shri Virbhadra Singh;

Minister of State in Prime Minister's Office, Shri V. Narayanaswamy;

Delhi Chief Minister, Smt. Sheila Dikshit;

Chief Election Commissioner, Dr. S.Y. Qureshi

Director of Vikram Sarabhai Space Centre Shri Veer Raghavan;

Minister for Labour, Shri Mallikarjun M.Kharge;

Chairperson National Commission for Women, Ms. Mamta Sharma;

Minister of State for Parliamentary Affairs, Shri Harish Rawat;

Tribal Affairs & Panchayati Raj Minister, Shri V. Kishore Chander Dev;

Member of Planning Commission, Ms. Syeda Hameed;

Lok Sabha Speaker, Smt. Meira Kumar;

DG, National Skill Development Corporation, Shri Dilip Chenoy;

Minister of State for North-East Region, Shri Pawan Kumar Ghatowar;

Minister for Social Justice & Empowerment, Shri Mukul Wasnik;

Chief Information Commissioner, Shri Satyanad Mishra;

Census Commissioner of India, Dr. C.Chandramouli;

## **RESEARCH DEPARTMENT**

The functions of the Research Department include Research and Development of equipment required by AIR and Doordarshan, investigation and studies relating to AIR and Doordarshan and development of Prototype models of R&D equipment for field trials within the network of AIR and Doordarshan.

## **CENTRAL STORE OFFICE**

The Central Stores Office located at New Delhi performs functions relating to procurement, stocking and distribution of engineering stores required for the maintenance of technical equipment at All India Radio Stations.

## **STAFF TRAINING INSTITUTE (PROGRAMME)**

The Staff Training Institute (Programme) was set-up in 1948 at the Head Quarters. The Institute is now located at Kingsway Camp, Delhi and imparts in-service training to Programme Personnel and Administrative Staff and also arranges induction



courses for the newly recruited staff and short duration refresher courses. It also conducts departmental examinations for administrative staff.

In addition, there are Regional Training Institutes at Bhubhuneshwar, Hyderabad, Shillong, Lucknow, Ahmedabad and Thiruvananthapuram.

### **STAFF TRAINING INSTITUTE (TECHNICAL)**

The Staff Training Institute (Technical), part of the Directorate since 1948, now functions at Kingsway Camp, Delhi. The Institute organizes training courses for the engineering staff of All India Radio and Doordarshan right at the level of Technician to that of Superintending Engineer. It also conducts Departmental, Qualifying and Competitive Examinations. There is one Regional Staff Training Institute (Technical) at Bhubaneswar.

### **CBS CENTRES & VIVIDH BHARATI**

There are 37 Vividh Bharati-cum-Commercial Broadcasting Service (CBS) centers including exclusive VB centers. The CBS centers are responsible for marketing of air-time on Primary channels and on Vividh Bharati channels. The CBS centers coordinate with the apex sales office Central Sales Unit, located in Mumbai for air-time sale, billing, accounting, client service, agency registration etc.

### **PROGRAMME ACTIVITIES**

- Live broadcast of the Inaugural Session of National Panchayati Raj Diwas from Vigyan Bhawan, New Delhi on 24<sup>th</sup> April 2011.
- Live Broadcast of the Inaugural Function of 150<sup>th</sup> Birth Anniversary of Gurudev Rabindra Nath Tagore from Vigyan Bhawan, New Delhi on 7<sup>th</sup> May 2011.
- Special Composite live Programme on results of Assembly Elections in Assam, West Bengal, Tamil Nadu, Puducherry and Kerala (incorporating News Bulletins in Hindi and

English scheduled between 9.00 am and 2.00 pm including additional News Bulletins on 13<sup>th</sup> May 2011) were also broadcast.

- Radio Bridge Programme in connection with the results of Assembly Elections in Assam, West Bengal, Tamil Nadu, Puducherry and Kerala on 13<sup>th</sup> May 2011.
- Broadcast of the recording of Prime Minister Dr. Manmohan Singh's speech delivered on 22<sup>nd</sup> May on the occasion of completion of two years of UPA Government on 23<sup>rd</sup> May 2011.
- Broadcast of the recording of Prime Minister Dr. Manmohan Singh's address at the 2<sup>nd</sup> Africa-India Forum Summit at Addis Ababa, Ethiopia on 24<sup>th</sup> May 2011.
- Live broadcast of the Inaugural Ceremony of Fifth Conference of Association of SAARC Speakers and Parliamentarians from Central Hall, Parliament House on 9<sup>th</sup> July 2011.
- Live broadcast of Swearing-in Ceremony of new members of the Union Council of Ministers from Rashtrapati Bhawan, New Delhi on 12<sup>th</sup> July 2011.
- Live broadcast of the 83<sup>rd</sup> ICAR Foundation Day from NASC Complex, DPS Marg, New Delhi on 16<sup>th</sup> July 2011.
- Following programmes were broadcast in connection with the Independence Day celebrations:
  - i) Hon'ble President Smt. Pratibha Devisingh Patil's broadcast to the Nation on the Eve of Independence Day in Hindi and in English. Regional language versions were also broadcast by concerned AIR Stations.
  - ii) Live broadcast with Commentary, simultaneously in Hindi and English, on

the Flag Hoisting Ceremony and live broadcast of address to the Nation from the ramparts of Red Fort by Hon'ble Prime Minister Dr. Manmohan Singh on 15<sup>th</sup> August 2011.

iii) Radio report on the various functions organised to mark the Independence Day 2011.

- Live broadcast of the function on International Literacy Day from Manekshaw Centre, Parade Road, Dhaula Kuan, New Delhi on 8<sup>th</sup> September 2011.
- Live broadcast of the 58<sup>th</sup> National Film Awards Presentation Ceremony from Vigyan Bhawan, New Delhi on 9<sup>th</sup> September 2011.
- Radio Report on the 58<sup>th</sup> National Film Awards presentation ceremony 9<sup>th</sup> September 2011.
- Broadcast of the message of the Union Home Minister Shri P. Chidambaram on the eve of Hindi Diwas on 13<sup>th</sup> September 2011.
- Live broadcast of the function on the occasion of 'Hindi Diwas' from Vigyan Bhawan, New Delhi on 14<sup>th</sup> September 2011
- Live broadcast of the Inaugural Ceremony of the Regional Seminar for Asian Parliaments on 'Preventing and Responding to Violence against Women and Girls from Legislation to Effective Enforcement' in New Delhi on 15<sup>th</sup> September 2011.
- A composite live bilingual discussion including the live broadcast of the Prime Minister's address delivered at UN General Assembly on 24<sup>th</sup> September 2011.
- Broadcast of the recording of Prime Minister's address delivered at UN General Assembly on 24<sup>th</sup> September 2011.
- Radio report of various functions organized on

the occasion of the birth anniversary of Father of the Nation and former Prime Minister Lal Bahadur Shastri on 2<sup>nd</sup> October 2011.

- Interview with Major General R.K. Kaushal, National Advisor, National Disaster Management Authority on the occasion of 24<sup>th</sup> Foundation day of National Disaster Management Authority on 28<sup>th</sup> September 2011.
- Radio Report on Earthquake Relief work in Sikkim on 13<sup>th</sup> October 2011.
- Live broadcast of the function on the distribution of Shram Awards by the Prime Minister Dr. Manmohan Singh from Vigyan Bhawan, New Delhi on 13<sup>th</sup> October 2011.
- Radio Report on 6<sup>th</sup> Annual Convention of Central Information Commission held at Vigyan Bhawan on 15<sup>th</sup> October 2011.
- Live broadcast of the Memorial Concert from 1, Akbar Road to commemorate the 27<sup>th</sup> Death Anniversary of former Prime Minister Smt. Indira Gandhi on 31<sup>st</sup> October 2011.
- Live broadcast of Indira Gandhi Award Function for National Integration from Teen Murti House, New Delhi on 31.10.2011.
- A Radio report on the various functions held in the Capital to commemorate the death anniversary of Smt. Indira Gandhi on 31<sup>st</sup> October 2011.
- A composite live bilingual discussion including the live broadcast of the Prime Minister's address delivered at the 17<sup>th</sup> SAARC Summit at ADDU, Maldives on 10<sup>th</sup> November 2011.
- Broadcast of the recording of the address delivered by the Prime Minister Dr. Manmohan Singh at 17<sup>th</sup> SAARC Summit at ADDU, Maldives on 10<sup>th</sup> November 2011.

- A Radio report on the function at Nuh in Mewat District of Haryana on the occasion of launching of the year- long nation-wide campaign titled 'Shiksha Ka Haq Abhiyan' to mark the National Education Day on 11<sup>th</sup> November 2011.
- A consolidated Report on Asia-Pacific Broadcasting Union (ABU) General Assembly and other related events held in New Delhi on 11<sup>th</sup> November 2011.
- Live broadcast of the special function from premises of Broadcasting House on the occasion of 'Public Service Broadcasting Day' to commemorate the 64th Anniversary of Mahatma Gandhi's visit to Broadcasting House on 12<sup>th</sup> November 2011.
- Broadcast of the recording of the address delivered by the Prime Minister Dr. Manmohan Singh in the Parliament of Maldives on 12<sup>th</sup> November 2011.
- Following programmes were broadcast in connection with the 17<sup>th</sup> International Children's Film Festival of India held at Hyderabad:
  - (i) Curtain Raiser on 13<sup>th</sup> November 2011.
  - (ii) Live broadcast of Inaugural Ceremony on 14<sup>th</sup> November 2011.
  - (iii) Daily Radio Reports from 15<sup>th</sup> November to 19<sup>th</sup> November 2011.
  - (iv) Live broadcast of closing ceremony on 20<sup>th</sup> November 2011.
- A Radio report on the Inaugural Ceremony of 31st India International Trade Fair on 14<sup>th</sup> November 2011.



*Eminent Dancer Smt. Sonal Man Singh (Right) being interviewed by Sunita Budhiraja.*

- Curtain Raiser on 42<sup>nd</sup> International Film Festival of India at Panaji, Goa on 22<sup>nd</sup> November 2011.
- Live broadcast of the inaugural and closing ceremonies of 42<sup>nd</sup> International Film Festival of India at panaji, Goa on 23<sup>rd</sup> November 2011 and 3<sup>rd</sup> December 2011 respectively. Daily Radio report on International Film Festival of India 2011 from 24<sup>th</sup> November, to 3<sup>rd</sup> December, 2011.
- A Radio report on the events to commemorate the Birth Anniversary of Smt. Indira Gandhi on 19<sup>th</sup> November 2011.
- Live broadcast of presentation function of the National Awards for the Empowerment of Persons with Disabilities on the occasion of International Day of Disabled Persons on 3<sup>rd</sup> December 2011.
- On the occasion of the International Year of Chemistry, All India Radio launched a 26-episode science serial entitled Colours of Chemistry from 117 stations in 19 languages in collaboration with Vigyan Prasar, Ministry of Science & Technology.
- Another science serial entitled 'Science & Technology for Women Empowerment' comprising of 13 episodes was broadcast from 117 stations of AIR.
- Sardar Patel Memorial Lecture -2011 on the topic "From Tirupati to Pashupati : Some Reflections on the Maoist Issue" was delivered by Jairam Ramesh, Union Minister, Rural Development and Drinking Water.
- Dr. Rajendra Prasad Memorial Lecture-2011 on the topic "Gramin Vikas" was delivered by Mrs. Meira Kumar, Speaker, Lok Sabha.

### **Proposed Activities from January 2012 to March 2012**

- Radio report on various functions held in Delhi in connection with the Birth Anniversary of Netaji Subhash Chandra Bose on 23<sup>rd</sup> January 2012.
  - i) Following programmes were broadcast in connection with celebration of Republic Day-2012:
  - ii) Address by the Hon'ble President to the Nation on the eve of the Republic Day.
  - iii) National Symposium of Poets on 25<sup>th</sup> January 2012.
  - iv) Live broadcast of Republic Day Parade from Raj Path in New Delhi.
  - v) Radio report on 'Beating Retreat' Ceremony on 29<sup>th</sup> January 2012.
  - vi) Coverage provided to the other Republic Day-2012 Celebration events.
- Radio report on the various functions in New Delhi to mark the 62<sup>nd</sup> Anniversary of Martyrdom Day of Mahatma Gandhi.
- Address by the Hon'ble President Smt. Pratibha Devisingh Patil to the Joint Session of both Houses of Parliament on the opening day of Budget Session.
- Live broadcast of the Presentation of the Rail Budget 2012-13 in the Lok Sabha by the Union Railway Minister.
- Live broadcast of the Presentation of the Union Budget 2012-13 in the Lok Sabha by the Union Finance Minister.
- Coverage of various important national/ International events as and when information is received.

- Appropriate programme in connection with Assembly Election as per the advice of Election Commission of India.

## **FARM & HOME BROADCAST**

All India Radio is dedicated to its rural audience for more than five decades. Farm and Home programmes are broadcast by all stations of AIR. Special programmes have been designed to cater to the day-to-day seasonal needs of the farming community incorporating latest information and technology for best agricultural output. These programmes create awareness about the ways and means to improve the quality of the country's farming community. The programmes are broadcast daily in the morning, noon and evening with average duration of 60 to 100 Minutes per day for Rural Women, Children & Youth. The Farm & Home units of AIR broadcast composite programmes including equal segments of rural development scheme and hard-core agriculture programmes like animal husbandry, fisheries and agriculture related activities, dry and wasteland agriculture and also on segments dwelling on employment schemes, loan and training facilities, sanitation, health hygiene and nutrition, etc.

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 Directorate of Agriculture & Cooperation, Ministry Of Agriculture. This is 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.

Radio Stations mounted publicity to the free demonstration of Soil testing & DNA finger printing technology organized by the Ministry of Agriculture at their pavilion during the India International Trade Fair -2011 held at New Delhi. The Panchayati Raj departments and village councils in Gram Panchayats

convened special Gram Sabha/Ward Sabha meetings between 15<sup>th</sup> and 31<sup>st</sup> August 2011 all over the country. The meetings were dedicated to nutrition and related issues. Extensive publicity was provided to these meetings by AIR Stations by mounting special programmes in their F&H/Family welfare programme slots.

World day to combat desertification was observed by AIR stations on 17<sup>th</sup> June 2011 by broadcasting special programmes to create awareness about land degradation and desertification.

Special campaigns were also mounted by stations for creating awareness amongst the general public and parents in particular about the participation and involvement of children in reality shows to the extent that it did not violate their Right to Health.

## **Workshops**

AIR is also conducting six appraisal and refresher workshops for its *Kisanvani* programme producers in collaboration with Department of Agriculture and Cooperation, Ministry of Agriculture. The workshops are scheduled to be held at Guwahati, Chennai, Ahmedabad, Bhubneshwar, Chandigarh, and Lucknow to improve the programme quality and content.

## **Radio Kisan Diwas**

Farmers who got benefitted by the information disseminated through agricultural programmes on AIR, share their experiences with other fellow farmers in their regional language/dialect. All India Radio observes 15th February as Radio Kisan Diwas at all its stations by mounting special programmes on the occasion. Besides, campaigns on national food security mission, crop advisories, draught situation, bird flu etc. got suitably addressed by all AIR Stations in their daily broadcasts.

## **Environment**

In view of its importance, wildlife and forest conservation is treated by AIR as a challenge and

emphasis is given on development activities as well as social rituals . All India Radio projects the success of governmental initiatives which take place in forestry, wildlife conservation and ecological balance. As such, AIR is broadcasting programmes on themes such as wildlife and animal care through its various special audience programmes.

All the AIR stations are giving wide publicity to the legal factors concerning environment and forestry. These programmes are monitored regularly by the Directorate, through monthly statements sent by AIR stations.

### **HEALTH & FAMILY WELFARE PROGRAMMES**

The subjects covered in regular broadcast of health programmes are: raise in marriage age, delay the first child, space between two children, terminal methods, maternal care, child survival, women empowerment, promotion of inter-spouse communication/male responsibility, neutralizing male preference syndrome, medical termination of pregnancy, promotion of institutional legal provisions, management of reproductive tract infections (RTIs) and sexually transmitted infections (STIs), Pre-Natal Diagnostic Techniques (Regulation and Prevention of Misuse) Act- 1994, AIDS, drug abuse, breast feeding, child rights, child labour, girl child, disability, T.B., leprosy and reproductive child health, etc. Wide publicity is being given to blood donation and eye donation. Suitable programmes have also been mounted against Drug abuse, tobacco consumption, illicit trafficking, and AIDS and create awareness about the Rehabilitation and facilities being provided to the leprosy affected persons/families.

Special programmes in various formats were 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 foetus. Publicity was also given to the Pre-Conception and Pre-Natal Diagnostic

Techniques Act and penalties contained therein to create public opinion against violation of its provisions.

In some of our special audience programmes like Rural/Women/Youth & Health, AIR has registered audience groups. These groups contribute towards spread of general awareness on the subject.

### **CHILDREN'S PROGRAMMES**

All stations broadcast programmes for children on regular basis. AIR broadcasts programmes from almost all its stations for children of three categories, viz, programmes for children between the age of 5 and 14 years and special programmes 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 activities, stage shows and invited audience programmes on the theme of "*Hamare Bacchhe , Bharat ke Bhavishya ka Aadhar*"

Programmes are planned keeping in mind the following action points:

1. Protection of Rights of children.
2. Care and Support to disabled Children.
3. Care and support to children under difficult circumstances.
4. Equal status of girls.
5. Universal access to basic education to children and more attention to girls, education.
6. Providing safe and supportive environment to children.
7. Improvement in the economic condition of family and self-reliant society.
8. National and International cooperation for better future of the child.

9. Safe drinking water facility and sanitary means of excreta disposal.

Special programmes focusing on the status and importance of the girl child are being broadcast throughout the year to create social awareness to welcome the girl child.

### **WOMEN'S PROGRAMMES**

These programmes cover subjects related to socio-economic development of women, health & family welfare, food and nutrition, scientific home management, women entrepreneurship, education including adult education, women empowerment, gender issues, etc. These programmes also aim at creating social awareness about the rights and privileges of women through the propagation of legal literacy. Different traditional folk forms are used to communicate, specially with the rural women audience.

On the basis of reference received from PM Office regarding problems confronting women, programme heads of all AIR Stations were advised to incorporate the following subjects in the women's programme:

- (1) Atrocities on women
- (2) Trafficking of women
- (3) Female foeticide and infanticide
- (4) Obscene portrayal of women
- (5) Education & employment opportunities
- (6) Security for women
- (7) Maternity benefits, creche etc. for working women
- (8) Equal wage for equal work
- (9) Ban child labour
- (10) Gender discrimination.

International Women's Day/ Week is observed in the month of March every year with special programmes on women related issues in different formats.

## **MUSIC**

### **HINDUSTANI MUSIC**

The following eminent artists were engaged from April to December, 2011 in the National Programme of Music and Ravivasariya Akhil Bharatiya Sangeet Sabha:

Ramuprasad Shashtri (Violin), Uma Kant Rama Kant Gundecha (Dhrupad Damar), Varun Kumar Paul (Guitar), Jayashree Patnekar (Vocal), Sunilkant Gupta (Flute), Pt. Ajay Chakravorty (Vocal), Babulal Gandharva (Bela Bahar), Pt. Luxman Das Sindhu (Lt. Cl. Vocal), Madan Shankar Mishra (Sitar), Pt. Chitranjan Jyotishi (Vocal), Pt. Ramesh Prem (Vichitra Veena), Pt. Totaram (Pakhavaj), Shanno Khurana (Vocal), Pt. Arvind Parikh (Sitar), Mohd. Mohattaram Sabri (Sitar), B.S. Narang (Vocal), Ustad Shokat Hussain (Vocal), Geeta Banerjee (Lt. Cl. Vocal).

AIR organized Akashvani Sangeet Sammelan in 2011. Following promising artists performed in the Sammelan:

Satish Prakash Qamar, Ramdesh Pandey, Ratnakar Gokhle, Prakash Sangeet, Vid. Poornima Choudhary, Mustafa Raza, Kamal Bhonde, Sangeeta Shankar, Harvinder Kumar Sharma, Mohanlal Mishra, Vid. Krishana Chakravorty, Kamal Kamle, Vikas Kasalkar, Pt. Ronu Majumdar, Pt. Kaiwalyay Kumar Gurav, Pt. Mani Prasad, Purbayan Chatterjee, Pt. Samresh Choudhary, Vipul Kumar Rai, Uday Bhavalkar, Vinayak Torvi, Satish Chandra, Vid. Ashwini Bhide Deshpande, Ustad Mazhar Ali and Jawad Ali and Anupama Mahajan.

At par with Akashvani Sangeet Sammelan, AIR also introduced Regional Folk and Light Music Festival. The purpose of Akashvani Sangeet Sammelan and Regional Folk and Light Music Festival is to project, promote and propagate the rich cultural heritage of our country.



*Smt. Ashwini Bhide Deshpande, performing at the Akashwani Sangeet Sammelan.*

Music Competition is a regular feature of AIR to reach and hunt new talent among youth. For the year 2011, this competition was held at Delhi and Chennai for Hindustani and Karnatic Music respectively.

The following eminent artists are proposed to be broadcast from January, 2012 to March, 2012 in the National Programme of Music and Ravivasariya Akhil Bharatiya Sangeet Sabha:

Sh. Pushpraj Koshti (Surbahar), M. Venkatesh Kumar (Vocal), Deboprasad Chakravorty (Sitar), Sadhna Deshmukh Mohite (Vocal), Avninder Shevlikar (Sitar), Shubhda Pradkar (Vocal), Manas Kumar Chamuah (Violin), Nand Kishore (Tabla), Shruti Nitin Gokhle (Vocal), Harshankar Bhattacharya (Sitar), Abhay Phagre (Flute).

### **KARNATIC MUSIC**

The year April 2011 to March 2012 commenced with the Trinity and Other Vaggeyakara Music

Festival which was held at Chennai from 15<sup>th</sup> to 17<sup>th</sup> April, 2011. In this festival, both young and prominent artists featured to enrich the occasion. Thyagaraja compositions were rendered by Smt. Geetha Rajshekhar, Ramnadpuram Srinivasa Iyengar compositions by Sri DV Mohanakrishna, Shyama Shastri compositions by Smt. Vijayalakshmi Subramanian, Iraiman Thambi compositions by Cheppad Sri AE Vamanan Namboodiri, Muthuswamy Dikshitar Compositions by Sri A Sadashivam and Jayachamaraja Wodiyar compositions by Dr. Nagavalli Nagaraj. These programmes were broadcast in the National Programme of Music from June to July, 2011.

Another notable event was the AIR Music Competitions 2010. Karnatic Music prize distribution function with concert performance by the prize winners which was held before invited audience in the month of April at Chennai.



The National Folk & Light Music Festival for the year 2011 was held at Coimbatore, Shimoga(Bhadravati) and Vijayawada in southern India for South Indian connoisseurs featuring Tamil Light Songs by Smt. Usha Rajan (Chennai), Malayalam Light Music by Shri V Muraleedharan (Thiruvananthapuram), Tamil folksongs by Shri T Kottaai Saamy & Party (Madurai), Kannada Light Music by Ms.C Pushpalatha (Mysore), Malayalam Folk by Shri CK Kunhiraman (Kozhikode), Kannada Light Songs by Smt. Renuka Nakod (Dharwar), Telugu Light Music by Shri Kalaga Krishna Mohan (Hyderabad), Malayalam Light Music by Shri KV Abooty (Kozhikode) and TeluguFolk Songs by Shri Patri Kumaraswamy (Hyderabad).

Another major event in this year was Akashvani Sangeet Sammelan concerts. Concerts were held at 24 venues on 25<sup>th</sup> September, 2011 of which Karnatic Music was featured at 12 places across the country presenting eminent and promising artists. To mention a few, Shri Sanjay Subramanian (Vocal), Shri S Shankar (Vocal), Dr.L Subramaniam (Violin), Shri Mannargudi A Eswaran (Mridangam), Smt. Ranjani & Smt. Gayathri (Vocal duet), Kalahasthi Subramaniam (Nagaswaram) and Shri D Srinivas (Veena) from Karnatic Music have participated in these concerts. The recordings of these concerts were broadcast from 22<sup>nd</sup> October to 1<sup>st</sup> December 2011.

The Thyagaraja Aradhana Music Festival concerts were relayed live from Thiruvaiyaru on 13<sup>th</sup> January, 2012 on the National Hook-up and also in the morning on the same day, i.e., on 13<sup>th</sup> January 2012, there was a live coverage of Pancharatna Gosthi Ganam to mark the 164<sup>th</sup> Aradhana celebrations of saint composer Thyagaraja.

## SPORTS

During the year 2011-12, All India Radio provided appropriate and effective coverage to the various international, national, regional and local sporting events. The details of some of the prominent sports broadcasts are being given :

### (a) Cricket

- Running commentary of final match of ICC Cricket World Cup 2011 at Mumbai on 2<sup>nd</sup> April, 2011.
- Running commentary of India-West Indies ODI/T-20 and Test Match Cricket Series played in June, 2011.
- Running commentary of India-England Test Match, ODI and T-20 Cricket Series-2011 played in England from 10<sup>th</sup> August, 2011 to 12<sup>th</sup> September, 2011.

### (b) Football

- Running commentary of the final match of 65<sup>th</sup> Senior National Football Championship for Santosh Trophy in May, 2011 at Guwahati.
- Running commentary of the final match of 124<sup>th</sup> Durand Cup Football Tournament 2011 held in Delhi in October, 2011.

### (c) Hockey

- Running commentary of the final match of the Senior Men's National Hockey Championship at Bhopal in June, 2011.
- Running commentary of the final match of 28<sup>th</sup> Surjit Singh Hockey Tournament 2011 played at Jalandhar in October, 2011.

### (d) Tennis

- Running commentary of the Men's final match of Fenesta Open Tennis Championship 2011 held in October 2011 at Delhi.

### (e) Formula-1 Race

- Consolidated bi-lingual Radio report in Hindi and English on Formula-1 car race on 30<sup>th</sup> October 2011 in Greater Noida, Uttar Pradesh.

All India Radio also provided exclusive live radio coverage to the India-West Indies Cricket Series - 2011 in India.



*Famous Cricketer Kapil Dev recording for a programme at AIR, New Delhi.*

## **COMMERCIAL WING**

The onus for generating revenue for All India Radio lies on its commercial set-up. In spite of the fast changing scenario in the field of Radio Broadcasting during the last few years, commercial wing of All India Radio through its Central Sales Unit at Mumbai, 15 main Commercial Broadcasting Service Centers located in different parts of the country, ten Marketing Divisions at Mumbai, Delhi, Chennai, Bangalore, Hyderabad, Kolkata, Kochi, Thiruvananthapuram, Guwahati and Jalandhar, has been able to augment the overall commercial revenue of the organization year after year along with maintaining its basic identity as a Public Service Broadcaster.

A prescribed Code of Conduct governs the programmes as well as commercials broadcast on All India Radio. While strictly adhering to the Broadcast and Commercial Codes and facing budgetary and 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. Some of the prominent private corporate clients are Hindustan Lever Ltd., Idea Cellular Ltd., Nirma Ltd., Vicco Laboratories, P&G Home Products, Vodafone Essar Ltd, Emami Ltd., Raymonds, and Bharati Airtel Ltd. From the Government and the Public Sectors, some of its main clients have been the Ministry of Rural Development, Ministry of Agriculture, Ministry of Health & FW, Ministry of Human Resource Development, National Aids Control Organization, DAVP, IRDA, Department of Civil Aviation, Income Tax, etc.

To face the emerging competition prevailing in the market, commercial wing is in the process of revising / rationalizing its tariff card suitably to make it more client friendly as well as competitive. Special Package rates for FM channels as well for Vividh Bharati channels are being worked out and will be

introduced very soon. With a view to bring professionalism and to enhance the sale of commercial airtime, Prasar Bharati has allowed cross channel publicity on AIR and Doordarshan which would form a part of the commercial deal by either extending similar facility of equivalent value or providing revenue generation for the Corporation.

The Commercial Wing has continued 1:1 bonus schemes for spot-buy bookings on all primary channels, Local Radio Stations, FM as well as Vividh Bharati stations. While monitoring such market-friendly schemes, commercial wing is in constant touch with clients / advertisers at all levels so as to convince them to invest their major part of ad-spends on All India Radio, the only medium which covers the entire country. Marketing Divisions and CBS Centers provide cost-effective media plans for their clients giving maximum opportunity of publicity to their products / services within their available budget.

The commercial wing of All India Radio has been equally involved with other executive sections/wings of All India Radio in giving support / strategic feed back to the policy makers in the programme wing in order to make the radio broadcasts more effective in the current competitive media environment. In fact, the onus for generating revenue for the organization as a whole lies on the commercial wing and has undoubtedly given good results in boosting the overall revenue of the organization in the last few years.

The table below shows All India Radio's gross revenue earnings from all sources including commercials during the last five years which indicates a rising trend :

2006-07	₹ 283.65 crore
2007-08	₹ 289.21 crore
2008-09	₹ 291.49 crore
2009-10	₹ 303.18 crore
2010-11	₹ 372.96 crore

The overall revenue of AIR in the current financial year as on October 2011 is ₹ 158.15 crore which indicates an encouraging trend.

## MARKETING DIVISION

The overall revenue generation of Prasar Bharati has been growing remarkably ever since marketing divisions came into being way back in late 90's. To step up in-house marketing and the need for a more strategic way of earning revenue paved the way for opening up of marketing divisions by Prasar Bharati in major cities. The first marketing Division was established in Mumbai and at present marketing divisions are also functional at New Delhi, Chennai, Bangalore, Hyderabad, Kolkata, Guwahati, Kochi, Thiruvananthapuram and Jalandhar. The Divisions located in Delhi, Mumbai, Kolkata and Chennai are designated as zonal hubs.

The Marketing Divisions of Prasar Bharati function as key flashpoints between the entire media market and the programming link to ensure that the best market practices are also taken forward on Radio and Doordarshan in a progressive manner. The planned, strategic and aggressive marketing methodology of these divisions is contributing immensely to the overall revenue generation of Prasar Bharati. A single window facility for all the channels of All India Radio and Doordarshan, marketing divisions cater to all the needs of advertising. Reaching out to clients, preparing media plans according to their budget and requirements, executing their publicity campaigns and producing spots / jingles and sponsored programmes wherever the need be, are some of the important functions of marketing divisions. With AIR's vast network and a reach beyond comprehension, marketing divisions help the clients reach every nook and corner of the country and that too sitting at one place. The marketing divisions also act as facilitation centers for various agencies/clients. This in turn has made them have a feel of Prasar Bharati running along the competitive pace.

Some of our major clients include Ministry of Rural Development, Ministry of Health & Family Welfare, National Aids Control Organisation, Ministry of Human Resource Development, Ministry of Agriculture, Ministry of Consumer Affairs, National Disaster Management Authority, Deptt. of Drinking Water Supply, Directorate of Income Tax, Ministry of Home Affairs, PCRA & private clients such as Reliance, Tata Docomo, Coca cola, Perfetii, Airtel, Vodafone, Dabur, Hindustan Lever and Hero Honda, etc.

With the continuous and concrete efforts of these divisions, All India Radio has been able to earn an overall revenue of ₹ 372.93 crore in the year 2010-11 and 2011-12, the overall revenue is ₹ 158.15 crore till October 2011.

Every year the period from January to March is always time when the activities gear up as far as procuring business from various Ministries and departments is concerned. Till this time, each department take stock of their advertising budget and has a clear picture of the available funds which results in quick approvals to AIR proposals. At present, approvals are awaited from the Ministry of Overseas Indian Affairs, NACO, Ministry of School Education and Literacy, Ministry of Consumers Affairs, Ministry of Health & FW and Ministry of Minority Affairs.

With the projects in the pipeline, it is expected to get good revenue and achieve the targets set.

### **TRANSCRIPTION & PROGRAMME EXCHANGE SERVICE**

The Transcription Service was started on 3<sup>rd</sup> April 1954 and entrusted with the main function of preparing transcription of speeches of high dignitaries with special reference to the President and Prime Minister of India. This unit was also performing the duty of processing of vinyl discs labeled "AIR-TS records" for preservation of recordings for future broadcast.

This office has the following functional units-

- a. Central Archives
- b. Programme Exchange Unit (Internal & Foreign)
- c. Transcription of President/Prime Minister's speeches
- d. Refurbishing Unit
- e. Commercial Release & Marketing
- f. Digital Sound Archives.

### **RELEASES FROM AIR ARCHIVES: "AKASHVANI SANGEET" AND MARKETING**

Since April 2003, All India Radio central archives releases music albums under the banner 'Akashvani Sangeet'. So far, 64 albums have been released.

Sale counters are opened in around fifty AIR stations and many of the Doordarshan Kendras. In addition to this, releases are also available with retail music shops in Delhi. In the coming months, the same pattern would be followed in other major towns. There have been efforts to attract the Public Sector Units to get bulk orders and it has started showing results.

### **SOUND ARCHIVES**

The Sound Archives of All India Radio can be called as the National Audio Archives of the nation as it is the treasurehouse of precious recordings of more than 16,500 hours of duration containing music and spoken word recordings in different categories. It is the largest library of Indian Music recordings and it possesses more than 12,000 tapes of Hindustani, Carnatic and various folk music traditions.

The library preserves a separate collection of Mahatma Gandhi's speeches including the first and the last prayer speeches of Mahatma Gandhi recorded on 11<sup>th</sup> May 1947 at Sodepur Ashram, Kolkata and 29<sup>th</sup> January 1948 at Birla House, Delhi, respectively. The only broadcast of Mahatma Gandhi from AIR, Delhi on 12<sup>th</sup> November 1947 is also preserved. 3000 analogue tapes of the recordings of Pt. Jawahar Lal Nehru are also preserved in AIR archives.



*Pt. Bhola Prasad performing at the Public Service Broadcasting Day function at AIR, New Delhi.*

Voice recordings of other eminent personalities like Dr. Rajendra Prasad, Dr. Radhakrishnan, Rabindranath Tagore, Subhash Chandra Bose, Dr. B. R. Ambedkar, Sardar Patel, Sarojini Naidu, etc. have also been preserved. Apart from this, award-winning radio dramas, features, documentaries, etc. and memorial lectures are available in the library. The library contains recordings of all the Presidents and Prime Ministers of India.

### **RADIO AUTOBIOGRAPHY**

In the category of Radio Autobiography more than 252 recordings of eminent personalities from various walks of life are held. With inputs from different AIR stations, people of eminence to be recorded are identified and, after getting the approval from the Directorate, these Radio Autobiographies are recorded.

### **ARCHIVES DIGITAL LIBRARY**

A special project was launched to digitize all archival recordings in 2001 and the project was completed in 2005. By this, Akashvani has become one of the major digital libraries in the broadcasting network with modern tape numbering system in tune with the internationally accepted norms.

Programmes transferred into digital medium are approximately of 16400 hours. Break-up of recordings transferred into the digital format is as follows:-

Prime Ministers's speeches : -----	3300 hours
President's speeches : -----	1250 hours
Mahatma Gandhi : -----	280 hours
Sardar Patel : -----	35 hours
Gurudev Tagore and recordings on Tagore : -	175 hours

Radio Autobiography : -----	525 hours
Hindustani Classical : -----	3100 hours
Carnatic Classical : -----	1450 hours
Light Music : -----	1050 hours
Folk Music & Tribal : -----	600 hours

At present, the accessioning of the new digital library is completed. In the second phase of digitization which began in 2008, approximately 500 hours of recordings have been digitized. There are approximately 5000 hours of programmes in analog tapes that are to be transferred to the digitized format in the second phase of digitization.

### **PROGRAMME EXCHANGE LIBRARY**

The main purpose of this unit is to exchange good quality programmes among the stations as per their requirements. In PEU library, approx. 8000 tapes containing the recordings of music and spoken word programmes are preserved for this purpose.

Besides, PEU library is also preserving the language lessons in Bangla, English, Gujarati, Kannada, Malayalam, Marathi, Oriya, Sanskrit, Tamil and Telugu. PEU has a separate reference library of Folk and Tribal Music in all principal languages and dialects of the country.

Transcription & Programme Exchange Service has been allotted a fixed chunk between 1100 hrs and 1200 hrs for transmitting programmes to all AIR stations through RN channel include programmes from Sound Archives, Programme Exchange Library, Radio Serials, Lessons on Languages and on Community Singing Songs, which are received from Community Singing Song cell of Directorate General of All India Radio and outstanding programmes requisitioned by various stations and also contributed by stations (PEU Library).

Programme Exchange Library circulates radio serials to identified radio stations. These radio serials are

produced under software development project of PP&D unit of the AIR Directorate. Moreover, monthly chain plays produced by the Central Drama unit of the AIR Directorate are also circulated to identified radio stations after being fed through regular RN channel chunk.

### **TRANSCRIPTION UNIT**

One of the main functions of this service is to transcribe the recordings of speeches delivered by President and Prime Minister and preserve them in the form of volumes in chronological order.

It is obligatory on the part of AIR stations to record all the speeches delivered in public functions by the President and the Prime Minister. Tapes containing recordings of speeches along with transcripts are received by T&PES from various concerned AIR stations. The bound volumes of all transcriptions are prepared and kept in the archives. All the speeches of President and Prime Minister are preserved in the CD format with detailed data entry.

### **REFURBISHING UNIT**

In order to refurbish the vintage music recordings in the Archives, this unit was installed some years back with the assistance of United Nations Development Programme. Hundreds of hours of recordings of music and recordings of Mahatma Gandhi, Pandit Nehru, etc. were refurbished here. At present, this unit takes care of the audio quality of the recordings being released by AIR and Doordarshan Archives.

### **RELEASES FROM AIR ARCHIVES: "AKASHVANI SANGEET"**

All India Radio got the opportunity to record, broadcast and preserve the renderings of all the major musicians over a period of time. Today it has a rich repertoire of Indian Classical Music both Hindustani and Carnatic. AIR Archives has started releasing selections from its precious music collections under the banner "Akashvani Sangeet". So far, the following albums have been released:

## INTERNATIONAL RELATIONS UNIT

International Relations Unit of DG AIR handles all matters concerning the foreign broadcasting/media organizations relating to All India Radio. Its task-profile includes coordination of the implementation of Cultural Exchange Programmes signed between Government of India and the foreign countries relating to the articles concerning AIR; dealing with the issues relating to mutual cooperation with foreign broadcasting and media organizations, foreign trainings; participation in the international media conferences and meetings held abroad; participation in international radio competitions; hosting of in-country workshops etc. The major achievements of the Unit from April to December 2011 are as under:

- AIR, as a part of Prasar Bharati, actively participated in the successful hosting of the 48<sup>th</sup> ABU General Assembly & Associated Meetings by Prasar Bharati from 2<sup>nd</sup> to 8<sup>th</sup> November, 2011 in New Delhi.
- A programme produced by Shri Biju Mathew, Programme Executive, AIR, Thiruvanthapuram, titled 'Autobiography of a Sparrow' won the 2011 ABU Prize in the Childrens Programme category. The Prize was presented in the award ceremony held during the 48<sup>th</sup> ABU General Assembly at New Delhi.
- A programme produced by Ms. Meenu Khare, Programme Executive, All India Radio, Gorakhpur, titled 'Joy-Live' in Hindi language, bagged the UNICEF's prestigious global '2011 International Children's Day of Broadcasting (ICDB) Award for Radio'.
- Sh. Biju Mathew, PEX, AIR Thiruvanthapuram and Sh. R. Sudarsan, PEX, AIR, Chennai also won the ABU Production Grant in 2011, for producing programmes on 'Early Warning and Indigenous Knowledge' for ABU.
- AIR and Radio Netherland Worldwide (RNW) agreed to continue the co-production of radio

series on climate related issues titled 'Earth Beat', for one more year from 1<sup>st</sup> June 2011 to 31<sup>st</sup> May, 2012, to broadcast the same from 20 identified AIR stations spread across the country.

- Mrs. Pushpinder Kaur, Dy. Director (News), NSD, AIR, Delhi, was nominated to participate in the 'UNESCO-ABU Online Training on Radio Journalism and Production and the Regional Workshop on Radio Programmers' Network on Sustainable Development', held from 27-30, June, 2011 in Kuala Lumpur, Malaysia.
- AIR organised an 'ABU/UNESCO/AIR In-country Training Workshop' with the support of ABU on 'Conflict Sensitive Reporting' from 13<sup>th</sup> to 17<sup>th</sup> June, 2011 in New Delhi, during which 21 Programme and News Personnel participated. Mrs. Bettina Amback, Director, Wayamo Communication Foundation, Germany, was the Course Director.

## EXTERNAL SERVICES DIVISION

All India Radio entered the realm of external broadcasting shortly after the outbreak of the Second World War, on 1st October, 1939 when it started a service in Pashto for listeners across what was then the country's North-West Frontier. 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 interests of India are intertwined because of Indian people, staying in those countries. Indians, who left their home decades ago in search of better life today live in every part of the globe and are still interested to know what "The Country of their Birth" holds for them. Naturally External Services Broadcast has been projecting the Indian Point of view on matters of National and International importance through its various programmes.

External Services Division of All India Radio ranks high among the External Radio networks of the

**Music Programme Broadcast by AIR during the period**

Sl. No.	Artist	Vocal/ Instrumental	Programme/ Raga
1.	Pt. Omkarnath Thakur (Vol.1)	Vocal	<ul style="list-style-type: none"> <li>• Rag – Ahilya Bilawal</li> <li>• Aeri mein to koen jatan se – Rag Mishr Kafi</li> <li>• Bhajan – Re Kanha nav karo meri par</li> <li>• Vande Mataram – rendered on the eve of India's</li> <li>• Independence 1947 (Midnight function at Parliament House)</li> </ul>
2.	Pt. Omkarnath Thakur (Vol.2)	Vocal	<ul style="list-style-type: none"> <li>• Peherva Jago – Rag Asaveri</li> <li>• Sajan Garlage Ajare aa – Drut Khayal in Teen Tal</li> <li>• Din ka karih jatan – Kabir Bhajan</li> </ul>
3.	Pt.D.V.Paluskar (Vol.1)	Vocal	<ul style="list-style-type: none"> <li>• Rag - Todi</li> <li>• Rag – Ramkali</li> <li>• Bhajan – Mad kar Moho</li> </ul>
4.	Pt.D.V.Paluskar (Vol.2)	Vocal	<ul style="list-style-type: none"> <li>• Rag – Miyan Ki Malhar</li> <li>• Rag – Gaud Malhar</li> <li>• Bhajan – Thumak Chalat</li> </ul>
5	Pt. Pannalal Ghosh	Flute	<ul style="list-style-type: none"> <li>• Rag – Todi</li> <li>• Rag – Deepavali</li> </ul>
6.	Ut.Aziz Ahmed Khan Warsi (Vol.1)	Quwwali	<ul style="list-style-type: none"> <li>• Pas ate hain meree (Qawwali) – Kamil Hyderabadadi</li> <li>• Ghazal – Faqueerana – Meer</li> <li>• Bahut kathin hai (Qawwali) – Amir Khusarau</li> <li>• Kab aayee ambia – Aadil Hyderabadadi</li> <li>• Chhap talak – Amir Khusarau</li> </ul>
7.	Ut.Aziz Ahmed Khan Warsi (Vol.2)	Quwwali	<ul style="list-style-type: none"> <li>• Dil hai to (Ghazal) - Ghalib</li> <li>• Main Nizam se naina – Amir Khusarau</li> <li>• Tu to allah ka – Dhag</li> <li>• Savare Alam – Kamil Hyderabadadi</li> <li>• Name Danam Ke Manzil – Amir Khusarau</li> </ul>
8.	Musiri Subramania Iyer (Vol.1)	Carnatic Vocal	<ul style="list-style-type: none"> <li>• Nadadina Mata – Rag :Janaranjini</li> <li>• Nee Vada Ne Gana – Rag : Saranga</li> <li>• Nee Padamule – Rag : Bhairavi</li> </ul>



Sl. No.	Artist	Vocal/ Instrumental	Programme/ Raga
9.	Musiri Subramania Iyer (Vol.2)	Carnatic Vocal	<ul style="list-style-type: none"> <li>• Nadopasana – Rag : Begada</li> <li>• Alapana, Tanam &amp; Pallavi – Rag : Todi</li> <li>• Kavadichinthu</li> </ul>
10.	Dwaram Venkataswamy Naidu	Violin	<ul style="list-style-type: none"> <li>• Vathapiganapatim –Rag : Hamsadhvani</li> <li>• Janani Ninnu Vina –Reetigoula – Mishra Chapu</li> <li>• Brovabarama – Bahudari –Adi – Thyagaraja</li> <li>• Durmargachara – Ranjani –Roopakam - Thyagaraja</li> <li>• Ksheera Sagara Sayana – Devagandhari –Adi – Thyagaraja</li> </ul>
11.	Semmangudi Srinivasa Iyer	Carnatic Vocal	<ul style="list-style-type: none"> <li>• Sarasiruha – Nata – Adi –Puliyur Doraiswami Iyer</li> <li>• Sarasaksha – Pantuvarali –Adi – Swati Tirunal</li> <li>• Divakaratanujam – Yaduklakamboji – Adi</li> <li>• Rama ni samana – Kharaharapriya – Rupakam Thyagaraja</li> </ul>
12.	M.D.Ramanathan	Carnatic Vocal	<ul style="list-style-type: none"> <li>• Samayamide- Kedaram – Rupakam – Patnam Subramanya</li> <li>• Ramakadhasudha –Madhyamavati – Adi – Thyagaraja</li> <li>• Bhaja re chitta – Kalyani –Misra Chappu – Dikshitar</li> </ul>
13.	Pt.V.G.Jog	Violin	<ul style="list-style-type: none"> <li>• Interview with Pandit V.G.Jog</li> <li>• Rag : Sudh Todi</li> <li>• Rag : Jhinjhoti</li> </ul>
14.	Siddheshwari Devi	Vocal	<ul style="list-style-type: none"> <li>• Introduction by Smt.Savita Devi</li> <li>• Bandish Thumri in Rag Mishra Paraj</li> <li>• Dadra Savaria Man Bhayo Re</li> <li>• Tappa in Rag Bhairavi</li> <li>• Thumri in Rag Mishra Tilak Kamod</li> <li>• Tappa : Pani Chagrani Laya</li> </ul>

world both in reach and range covering about 100 countries in 27 languages.

AIR, through its external broadcasts, aims to keep the overseas listeners in touch with the ethos of India. The languages in which AIR reaches out to its foreign audience are English, French, Russian, Swahili, Arabic, Persian, Pushto, Dari, Baluchi, Sinhalese, Nepali, Tibetan, Chinese, Thai, Burmese, and Bhasha Indonesia. The services in Hindi, Tamil, Telugu, Malayalam and Gujarati are directed at overseas Indians, while those in Urdu, Punjabi, Sindhi, Saraiki, Kannada and Bengali are for listeners in the Indian Sub-continent.

The broadcasts follow a composite pattern and 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, Vibrant, forward looking and engaged in the task of rapid economic, Industrial and technological progress. 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 restoration of 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.

External Services Division's transmission directed towards SAARC countries, West Asia, Gulf and South East Asian countries continues to air the 9.00 p.m. National bulletin in English originally meant for Home Services. This apart, External Services Division continues to beam across the globe commentaries on contemporary relevant issues and press reviews in all its transmissions.

## **FUTURE POLICY INITIATIVES**

**REVAMPING :** Revamping of some of the ESD's foreign languages services i.e. Nepali, Tibetan, Baluchi, Dari and Pushto those towards Gulf countries are under consideration.

**DTH SERVICE :** 24 hrs. Urdu Service of External Services Division is available on air through DTH w.e.f. 28th June 2006, to have more services on air through DTH.

## **MEA's ROLE IN EXTERNAL BROADCAST**

Efforts are on to strengthen the services in various parts of the globe and also involve the MEA more in programming to identify priorities and back up the funding of the External Broadcast.

However, it is worth mentioning that MEA has arranged guest TAs for Baluchi, Dari and Pushto services of E S D.

The first batch came in May 2009 and the 3rd batch of eighth guests T/As arrived in November 2010. The guest TAs are working in our units as well are gaining experience from our services.

## **COVERAGE OF IMPORTANT EVENTS**

### **1st April, 2011 to 31st December, 2011**

- A special feature entitled "Left Side Room, Ward No. 4 (For ABU entry) was broadcast in April, 2011.

- A series on the 100 years of Delhi as capital of modern India entitled "Delhi 100 series"( 4 episodes) was broadcast.
- Coverage of India International Trade Fair, 2011 including a curtain raiser.
- ABU Radio working party meeting (on content production) in November, 2011.
- Special tribute programmes to great personalities like Jagjit Singh and Bhupen Hazarika.
- Extensive coverage of Leh Festival, 2011.
- Special Birth Anniversary programmes on Rabindra Nath Tagore, Faiz Ahmad Faiz, Baba Nagarjun, Pt. Panna Lal Ghosh, Nirmal Verma and Ramdhari Singh Dinkar.
- Special programme on Independence Day, 2011 (Radio Report consisting of Prime

Minister's Address to the Nation from the ramparts of Red Fort and President's Address to the nation on 14<sup>th</sup> August 2011).

**Proposed : 1st January to 31<sup>st</sup> March, 2012**

- Elaborate coverage of Pravasi Bhartiya Divas 2012 (in January) including a curtain raiser.
- Coverage of Auto expo 2012.
- Special programme on Republic Day 2012. (Radio Report and President's broadcast to the nation on 25.01.2012.
- A special feature on unique kidney bank - a project of Kidney Federation of India (March, 2012).

**Special programme on Beating the Retreat Ceremony, 2012**

As a "Voice of the Nation" External Services Division of All India Radio has been India's "Authentic



*Minister for I & B, Smt. Ambika Soni having a look at the display at Akashwani Museum, AIR, New Delhi*

Window to the World". With growing importance of India in the world, an increasingly important role is envisaged for External Broadcast for times to come.

## 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) covering 11% of population and 2.5% area of the country.

By 15<sup>th</sup> December 2011, AIR network has grown by 261 stations and 406 transmitters (149 MW, 54 SW & 203 FM) which provide coverage to 99% of the population spread over 91% area of the country. (Graphics showing growth of AIR Stations and Transmitters over the five year Plans are enclosed.)

### B. Highlights of the Activities during the year

1. During last year, the number of stations has increased from 241 to 260 and number of transmitters from 385 to 406.

#### I. New Stations/Tr. commissioned during the year:

- Sitamahi (Bihar) - 100W FM Tr.,
- Bhatwari (Uttarakhand) - 100 W Tr.,
- Gaya(Bihar) - 100 W FM Tr.,
- Sringeri(Karnataka) - 100 W FM Tr.
- Udhampur (J&K) - 100W FM Tr.,
- Ongole(Andhra Pradesh) - 100W FM Tr.,
- Nellore (Andhra Pradesh) - 100W FM Tr.,
- Gurej (J&K) - 100W FM Tr.,
- Titwal(J&K) - 100W FM Tr.,
- Rampur (H.P.) - 100W FM Tr.,
- Neemuch (M.P.) - 100W FM Tr.,
- Berthein (H.P.) - 100 W FM Tr.

- Cherrapunji (Meghalaya) - 100 W FM Tr.
- Mandi (H.P.) - 100 W FM Tr.
- Sunder Nagar (H.P.) - 100 W FM Tr.
- Kishan Ganj (Bihar) - 100 W FM Tr.
- Pratap Nagar (Uttarakhand) - 100 W FM Tr.
- Bacher (Uttarakhand) - 100 W FM Tr.
- Uri (J&K) - 100 W FM Tr.
- Suryapet(Tamilnadu)- 1kW Interim setup

#### II. Transmitter commissioned at existing station

- Silchar (Assam) - 100 W FM Tr.

#### III. Facilities upgraded at the following stations

- Alwar- Existing 6kW FM Tr. upgraded to 10kW FM Tr.
- Kurushetra- Existing 6kW FM Tr. upgraded to 10kW FM Tr.
- Banswara- Existing 6kW FM Tr. upgraded to 10kW FM Tr.
- Chittaurgarh- Existing 6kW FM Tr. upgraded to 10kW FM Tr.
- Hyderabad (Rainbow) - Existing 6kW FM Tr. upgraded to 10kW FM Tr.
- Hyderabad (CBS) - New 10kW FM Tr. became functional in place of existing 1kW FM Interim setup
- Cochin- Existing 6kW FM Tr. upgraded to 10kW FM Tr.
- Nagpur- Existing 6kW FM Tr. upgraded to 10kW FM Tr.
- Varanasi - New 10kW FM Tr. (Replacement of 1kW MW) became functional in place of existing 1kW FM Interim setup.
- Gorakhpur - New 10kW FM Tr. became functional in place of existing 1kW FM Interim setup.

### Training Organised by STI (P) from April to December 2011

S. No.	Course Code	Month Duration	Name of Workshop	Total No.of participants
1	D1112-P01	25th to 29th April (5 days)	Radio Agri-vision	25
2	D1112-A01	6th to 10th June (5 days)	Pension & other retirement benefits	19
3	D/O.Org.	13th to 17th June (5 days)	Conflict sensitive reporting	19
4	D1112-A03	22nd to 24th June (3 days)	Art of Noting and Drafting	18
5	D1112-P03	4th to 6th July (3 days)	Challenges in Public Service Broadcasting	31
6	D1112-P02	27th to 29th July (3 days)	Kisan Vani Broadcast	26
7	D1112-P05	1st to 5th Aug. (5 days)	Leadership Skills	34
8	D1112-A04	23rd to 25th Aug. (3 days)	Reservation in Services	22
9	D1112-A02	12th to 16th Sept. (5 days)	Disciplinary proceedings	18
10	D1112-P04	19th to 23rd Sept. (5 days)	Art of Presentation	22
11	D1112-a05	26th to 30th Sept. (5 days)	Financial Management	12
12.	D1112-P13	17th to 19th Oct. (3 days)	Emerging technologies in audience research vis-à-vis existing practices	27
13	D1112-A06	17th to 19th Oct. (3 days)	RTI & record management	15
14	D1112-P07	28th Nov. to 2nd Dec. (5 days)	Management development programme	29
15	D1112-P08	26th to 30 Dec. (5 days)	Voice, culture and communication	-

### Proposed Trainings by STI (P) from January to March 2012

S. No.	Course Code	Month Duration	Name of Workshop
1	D12-A01	2nd Jan. to 6th Jan. (5 days)	Office Management
2	D12-P01	16th to 20th Jan. (5 days)	News & Current Affairs Programmes
3	D122-A02	6th Feb. to 10th Feb. (5 days)	Administrative Vigilance
4	D12-P02	21st Feb. to 22nd Feb.(2 days)	Negotiation Skills
5	AI 123061	27th Feb. 2nd March (5 days)	Digital Audio Production and editing.
6	D12-303	12th to 14th March (3 days )	Production and presentation of Children Programme
7	D12-A03	19th to 23rd March (5 days)	Advanced Computer Applications

## 2. Stations technically ready

Following four stations are technically ready for commissioning:

- Rairangpur (Orissa) - 1 kW FM Tr.
- Longtherai (Tripura) - 1kW FM Tr. (Interim set up for 10 kW FM TR.)
- Dungarpur (Rajasthan) - 1 kW MW Tr.
- Dharamanagar (Tripura) - 1 kW MW Tr.

These set ups will be commissioned on the receipt of O&M Staff sanction and recruitment of staff.

## 3. Special Package for J&K

- (i) Phase-I of Special Package for expansion & Improvement of AIR services in J&K has been implemented. There are now 16 AIR Stations and 29 transmitters (MW 14, FM 12, SW 3) in J&K. About 99.52% of State's population is now covered by Radio Signals.
- (ii) Phase-II - The scheme was approved to provide additional diesel generators and UPS for the existing AIR Stations to further strengthen the Captive Power supply. This will help in ensuring continuity of broadcast service during power failure and also during emergency or natural calamity. Status of procurement is given below:

- 15 KVA (9 Nos.) DG sets -Procured & installed.
- 62.5 KVA (6 Nos.) DG sets -Procured & installed.
- UPS (7 Nos.) - Procured & installed.
- 1000 KVA DG Sets (2 Nos.) at Jammu - Procured & installed.
- 500 KVA DG Sets (2 Nos.) at Pampore, Srinagar - Procured & installed.

- 1000 KVA DG Sets (2 Nos.) at Narbai, Srinagar - Received & under installation.

- (iii) Phase-III - The scheme includes setting up of four Transmitters. In addition to this, four numbers of Low Power 100 Watt FM Transmitters have also been included in uncovered regions. Sites have been allotted for two places. 100W FM Tr. have been ordered & NIT issued for High power FM transmitter for TV site Naushera.

## 4. Phase - II of North-East Special Package

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 : Anini, Bomdila, Changlang, Daporjio, Khonsa
2. Assam : Karimganj, Luming, Goalpara
3. Manipur : Ukhrul, Tamenglong
4. Meghalaya : Cherrapunjee
5. Mizoram : Tuipang, Chemphal, Kolasib
6. Nagaland : Wokha, Zunheboto, Phek
7. Tripura : Udaipur, Nutan Bazar

### Acquisition of sites

New sites were required for setting up the 19 new FM stations. There has been delay in offer of sites and demand notes by the State Governments.

- Sites have been taken over at 16 places at Bomdia, Changing, Khonsa & Daporjio in Arunachal, Goapara, Karimganj & Luming in Assam; Cherapunjee in Meghalaya; Champhal, Kolasib & Tuipang in Mizoram; Zunehboto, Phek & Wokha in Nagaland, Nutan Bazar & Udaipur in Tripura. Installation of Tr. has been completed at five places. Installation is in progress at three places while building works is in progress in seven other places. At

Zunehboto, survey of site and jungle cutting are in progress.

- As on date, three sites at Anini (Arunachal Pradesh), Tamenglong (Manipur) and Ukhrul (Manipur) are still pending to be acquired for want of allotment of sites by the concerned State Governments at Tamenglong, alternates site has been offered. At Ukhrul, site will be transferred after the existing office of district SP shifts to the new building. Site at Anini is yet to be offered by the State Govt. Matter is being pursued.

**(ii) Silchar - 5 kw FM Tr. & Gangtok - 10 kW FM Tr.**

- Civil Works for the FM transmitter at Silchar and Gangtok are complete and departmental works are in process.
- 5 kW FM transmitter for Silchar received at Delhi & dispatched for site. Departmental work almost completed.
- 10 kW FM transmitter at Gangtok received & installed. Testing & Measurement under progress.

**(iii)** 100 W FM relay transmitters at 100 places - installed at 89 places including nine installed during the year 2011. Work is in progress at three places. Work at eight places will start after getting clearance from the respective State Government (two in Arunachal) and improvement in law & order situation (four in Manipur will two in Tripura).

**(iv)** Chinsurah - 1000 kW MW Tr. (Replacement of existing 1000 kW MW Tr.) - Tr. received at site in July, 2011.

**(v)** Kavaratti - 10 kW MW Tr. (Replacement of 1 kW MW Tr.) - Order placed for transmitter in 2011-12.

**(vi)** Digital Satellite New Gathering Systems (3 Nos) - Order for equipment placed in July, 2011, likely to be received in 2012.

**(vii)** In order to strengthen the Zonal Office at Guwahati, a proposal to provide Permanent Office accommodation & Staff Quarters for NE Zone at Guwahati has been approved.

**(viii)** Permanent Studio facilities equipped with Digital equipment and computerized Hard Disc Work Stations for recording, dubbing, editing & playback are provided at Jaipur (Raj) & Tawang (Arunachal Pradesh). Orders placed for procurement of 16 Nos. of digital Transmission consoles & 17 Nos. of Digital Recording consoles procured.

**C. New Initiatives**

1. Digitalization of AIR network is one of the Major Thrust Areas of draft 11th Plan. Government has approved the scheme of AIR Digitalization of Transmitters, Studios Connectivity in AIR Network at a cost of ₹ 898.32 crores. This includes the following:

- Digitalization of 98 studios & connectivity.
- Replacement of 31 old MW Transmitters by new DRM MW Transmitter at Existing Stations.
- Upgradation of MW DRM Tr. with Captive Power Plant at Arunachal-China Border at three places.
- Replacement of 10 kw. MW Mobile by MW DRM Tr. at six places.
- Conversion of 36 compatible MW Tr. to DRM Mode.
- New 1 kW/5 kw. FM digital compatible Tr. at 24 places.
- 100 Watt FM Digital Compatible Tr. at 100 locations for extending FM coverage in uncovered rural and semi urban areas (at existing AIR/LPT sites of DD) and connectivity.

- Replacement of old FM Trs. at remote and border areas at 34 locations with the same power & six nos. of 1 kW MW Trs. by 10 kW FM Trs.
  - Replacement of five SW Tr. by DRM SW Tr.
  - Augmentation of Archival facility at Delhi & creation of Archival facility at Chennai, Mumbai, Kolkata & Hyderabad.
  - Augmentation of 44 existing New Units and Creation of seven New Regional News Units.
  - Opening of New-on-Phone service from 16 places & augmentation of existing News-on-Phone services at 13 places.
  - Digital Studio Tr. links.
  - Three New Captive Earth Stations at Tiruchirapalli, Madurai & Dharwad.
2. Augmentation of Staff Training Institute (Technical) and Staff Training Institute (Programme) including regional training institutes - SFC proposal was approved by the Ministry at a cost of ₹ 20 crores. The schemes include augmentation of facilities at STI (Tech) Delhi & RSTI (Tech) Mumbai, Construction of Hostel Accommodation at STI (P) Tiruvananthapuram, Hyderabad, Lucknow & Ahmedabad. Equipment procurement under process.
  3. Office Accommodation/Staff Quarters at Guwahati and Hostel Accommodation at Srinagar - SFC proposal approved by Ministry at a cost of 20 crores Civil works are in progress for staff quarters and office accommodation at Guwahati & Hostel accommodation at Srinagar.

#### **D. Activities of 'AIR Resources'**

- Prasar Bharati had started 'AIR Resources' an independent center to generate revenue by providing consultancy and turnkey solutions in

the field of broadcasting and utilizing the vast resources of All India Radio & Doordarshan hardware, human resource and technical expertise.

It has provided consultancy & turnkey solutions to IGNOU for establishment FM Transmitters for their Gyan-vani stations at 37 places in the country. It has also leased out land, building and tower to IGNOU stations. Prasar Bharati has also undertaken the operation and maintenance of these FM Transmitters.

- Infrastructure like land, building and tower is being shared with private FM broadcasting on rental basis. Presently under the Phase-I scheme of private FM broadcasting of the Ministry of I&B, private FM Channels in four cities are operational. Under the Phase-II scheme, 245 FM Channels are operational in 87 cities. The cellular mobile operators are also sharing Prasar Bharati infrastructure for their services.
- Prasar Bharati is also earning revenue by providing on-site and institutional training in various disciplines of broadcasting.
- 'AIR Resources' has generated gross revenue of ₹ 39.80 crore during the period from April to November, 2011.

#### **E. Activities of IT Division**

##### **Hindi Rajbhasha Portal for AIR**

A web based software for the compilation of quarterly report was received by the Hindi section of DG AIR from stations across the country. All the stations of AIR will be given authorisation credentials and will be required to fill in quarterly reports online. The Directorate shall be able to monitor the status reports at any time. The portal will be further extended to cater to other activities related to Rajbhasha.

##### **Human Resources Management System**

An Online Quarterly Incumbency status report software is under development. In this report, all



the details (including the transfer, postings, training, vacancy position in each grade etc.) of all stations would be stored. The functionality of this application will be further expanded to cater to the demands of the Human Resources Management System of the organisation.

### **Webcasting and Podcasting services of All India Radio**

AIR is broadcasting through its terrestrial radio transmitter network. These programmes will be made available by AIR throughout the world on internet using Webcasting and podcasting technologies. The 11<sup>th</sup> Plan approved scheme for Provision of Webcasting and Podcasting services of AIR under final stages of implementation. Initially, a single channel audio streaming will be started as a pilot project.

### **Strengthening of News-on-Phone services of All India Radio**

It is interactive service which provides latest National and Regional news highlight to a listener anywhere in the world over phone by dialing the specified numbers. With the advent of mobile phone, now general public can listen to news highlights for nearly 100 second duration, practically from anywhere.

Each 'News on Phone Service (NOP) service carry both regional (local) and national news. The regional news is recorded at the station and the national news is downloaded from Delhi from a Web/FTP server. Callers from anywhere in India may use landline or Mobile phones in getting the National and Regional news by dialing numbers 125900/125800.

AIR 'News on Phone' service is now available at 14 places i.e. Delhi, Mumbai, Chennai, Patna, Hyderabad, Ahmedabad, Jaipur, Bangalore, Thiruvananthapuram, Imphal, Lucknow, Raipur, Guwahati and Shimla.

In 11<sup>th</sup> Plan, this service is being extended to 16 more state capital stations, namely, Agartala, Aizawl,

Bhopal, Chandigarh, Cuttack, Dehradun, Gangtok, Itanagar, Kohima, Kolkata, Panaji, Puducherry, Port Blair, Ranchi, Shillong and Srinagar.

The existing 'News on Phone' Service is also being upgraded at 13 stations viz, Ahmedabad, Bangalore, Guwahati, Hyderabad, Imphal, Patna, Jaipur, Lucknow, Raipur, Shimla and Thiruvananthapuram.

### **F. Staff Training Institutes (Technical)**

Staff Training Institute (Tech.) at Delhi caters to the training needs of engineering personnel. Regional training institutes have also been set up at Bhubaneswar, Shillong and Mumbai to augment the training facilities.

The Institute at Delhi was established in 1948 and has since grown into a centre of excellence for technical training in electronic media. A well-organised Library and a Computer Center with advanced multi-media equipment are available as part of the institute. The Institute conducts training courses for departmental candidates as well as for candidates of similar foreign organizations. Workshops at different field offices are also held. The institute conducts recruitment examination for direct recruit engineering assistants and also holds departmental competitive examinations for promotions in the subordinate engineering cadres. The regional institutes conduct training courses on use of Computerized Hard Disc Based Recording, Editing and Playback system.

- a. Outstation courses conducted by STI (T) faculties at various Centres/Kendras were 13 upto 30<sup>th</sup> November 2011. Nineteen more are proposed between December, 2011 and 2012.
- b. International participation :  
Four participants from Bhutan Broadcasting Corporation attended the 12-day "Refresher Course for Tech. (AIR/DD)" during May 2011 on payment basis.

- c. Summer training for Diploma/Degree Engineering students for four/six weeks was conducted by STI(T). This was attended by total 252 Engineering students.

#### Revenue generated by STI (T), Delhi

Revenue to the tune of ₹ 7,70,998/- was earned by conducting training courses for students of degree and diploma in Engineering during May-June 2011.

#### Upgradation/Improvement of hostel facilities

The renovation work of remaining A, D & B Block was carried out by CCW in connection with Commonwealth Games 2010. Total 80 rooms (single or double) have A/C facilities. The remaining 44 rooms are single, with common bathrooms. One A/c dining hall with

modern kitchen facilities with R/O water plants are functioning well. The adjoining lawns are also well maintained. Besides, lodging & boarding facilities like cloth washing, Taxi for transportation, consultant medical officer on payment basis have been provided for trainees.

#### 4. Staff Welfare activity

- i) A TV room in hostel with new furniture, has been provided for the welfare of the participants attending various training courses at STI(T) & STI(P).
- ii) Covered parking bay has been extended to accommodate more vehicles of office building.
- iii) Four new computers are provided in Internet room in the Hostel.

#### Details of Training Courses & No. of Persons Trained

(a) For the period from 01.04.2011 to 31.11.2011.

Name of training institute	No. of Courses conducted	No. of staff trained
Staff Training Institute (Technical), Delhi.	49	1055
Regional Staff Training Institute (Technical), Bhubaneswar	22	943
Regional Staff Training Institute (Technical), Shillong	09	142
Regional Staff Training Institute (Technical), Malad, Mumbai.	05	59

(b.) For the period from 01.12.2011 to 31.03.2012.

Name of training institute	No. of Courses conducted	No. of staff trained
Staff Training Institute (Technical), Delhi.	43	300 approx.
Regional Staff Training Institute (Technical), Bhubaneswar	11	100 approx.
Regional Staff Training Institute (Technical), Shillong	5	50 approx.
Regional Staff Training Institute (Technical), Malad, Mumbai.	—	—

## Proposed

- 1) Wi-Fi connectivity is proposed in hostel for use of the trainees.
- 2) For round-the-clock power supply, it is proposed to have a generator at hostel.
- 3) The badminton court which was under extensive use by the trainees is proposed to be re-constructed at hostel.
- 4) The windows (40 no.) and some doors (25 no.) in various rooms of hostel are proposed to be replaced.
5. Renovation and modernization of books library facilities
  - The library of the institute is quite old having about 7000 Nos. of books including books on latest technical topics. Adjacent rooms were also merged to the library to utilize as reference/reading room as the present space was insufficient. Complete renovation of library and adjacent room was completed. Categorizing work of various books in library is under process and listing of category wise books available on internet for the benefit of trainees & faculty.
6. Up-gradation & Rewiring of Serve & Computer Network :
  - i) Computer Centre
    - IBM server, with Intel Xeon processor 2 GH2 (PDC & ADC) 02 Nos with Net Gear Firewall
    - 15 Core2Duo multimedia terminals with Windows XP/Vista/window 7
    - Fast Giga bit Ethernet network
    - CD Writers in every PC
    - CD Duplicator which burn 10 CD at a time
    - Two scanner with OCR software
    - MS Office 2010
    - Word to PD F converter software
  - ii) Basic Networking lab
    - 12 Core2Duo terminals
    - Fast 100 Mbps Ethernet network
    - Video data projector
    - On-line 0.5 kva UPS.
7. One final cut Pro NLE along with playout server has also been added in TV Lab. Projects listed under 11th plan for upgradation of Radio & TV studios are under progress. As a special initiative, the training institute has started a quarterly publication for updating knowledge amongst the technical staff posted in the remote and not easily accessible parts of North East.
8. A DRM so compatible Radio Transmitter received and installed at the premises of STI (T), Delhi.
9. RSTI (T) Shillong has also conducted outstation trainings at Imphal, Gangtok, Guwahati and Tezpur, thus enabling the staff to have knowledge at their doorstep.

## G. Research & Development

The Research Department of All India Radio & Doordarshan is a premier National R&D institute involved in research and development oriented

technical activities involving Broadcast Engineering. The following are the main Achievements of this office for the current year:

### **Achievements during the period from April to December 2011**

- During the period, the AM Telemetry system application software has been modified to incorporate the changes/suggestions like fire alarm, etc.
- Modifications in the FM Telemetry system have been further made using the TCP/IP protocol. The necessary modification in hardware and software would be carried out wherever required.
- Research Department has developed a GSM/SMS Based Remote Monitoring and Control System for Unmanned VLPTS.
- Work carried out to reduce transmission loss has already been tested by using 10 KW High Power FM antenna symmetrical splitter.
- Antenna's fabricated for DRM reception for fixed place as well for mobile vehicle.
- Fabrication and testing of Transmitter Controller Unit for FM Telemetry system as per requirements of Lab and station.
- Various acoustic measurements of AIR stations, testing and evaluation ( NRC, STC, FIIC etc) of acoustic materials, evaluation of electro-acoustic transducers have been carried out.

### **Future Activities planned during the period 1st January 2012 and 31st March 2012**

- Procurement of hardware for Advance Telemetry System.
- The lab. Testing of Modified Software is to be done. FM Telemetry Group: Debugging & Modifications in the application software are to be done.

- Work in progress for development of 20 KW to 40 KW high power FM antenna using RF Coaxial splitter (Rigid line) for 4 bay & 6 bay cross V antenna.
- Fabrication of automated field strength measurement system on mobile van under 11th plan project.
- Intensive Propagation studies on digital radio transmission (DRM).
- Study work in progress pertaining to the 12th Plan projects.

### **ADMINISTRATION WING**

#### **Reservation for SCs/STs/OBs**

Prasar Bharati has taken all requisite measures for implementation of reservations in respect of SCs/STs/OBs categories. All relevant policy directions and instructions issued by Nodal Ministries / Departments for giving reservation and other benefits to SCs/STs/OBs in Government Services and personnel matters have been circulated to all the offices and field units of AIR for necessary compliance. Liaison Officers for SCs/STs to oversee implementation of statutory instructions for safeguarding the interest of the concerned staff, in pursuance of O.M. No.36038/1/2008-Estt.(Res.) dated 19<sup>th</sup> November 2008. Special Recruitment drives has been done on 1<sup>st</sup> July 2004 and subsequently on 1<sup>st</sup> November 2008, in pursuance of Ministry of I&B's letter No.A-14011/01/2009-Admn-1 dated 14<sup>th</sup> January 2009. All the capital city stations have been instructed to nominate Liaison Officer for SC/ST and fill up the backlog vacancies for SC/ST. Most of the capital city Stations have nominated Liaison Officer.

#### **Work to be undertaken during the period between 1<sup>st</sup> January 2012 and 31st March,2012**

A copy of DoP&T's O.M. No.36038/1/2008-Estt(Res) dated 26.07.2011 on re-launch of Special

Recruitment drive for filling up backlog vacancies for Scheduled Castes, Scheduled Tribes and other Backward Classes has already been circulated to all heads of AIR, capital city stations including zonal CEs/DDGs, all staff sections of the Directorate including P&D unit, CCW, AR Unit, ESD and NSD with a request to fill-up remaining backlog vacancies by 31st March 2012. On receipt of the information from the stations/ offices, the information will be compiled at the Directorate level and a consolidated report will be sent to the Ministry.

## **PUBLIC GRIEVANCE AND REDRESSAL MECHANISM**

Grievance redressal and access mechanism has been set-up at the Station Level, Zonal Headquarters level & the Central Headquarter level in accordance with the guidelines of Department of Administrative Reforms & Public Grievances. Information and Facilitation Counters were set-up at all offices of AIR. Regular status reports on disposal of Grievances are being submitted to the Ministry of I&B. In the year 2011-12, total Grievances received were 191 of which 87 were through CEPENGRAM website and remaining 104 through CPGRAM website. Till 20<sup>th</sup> December 2011, 154 were disposed of and remaining 37 are under process of which five belong to pension category and 32 are of general category. DDG(A) is nominated as the Staff Grievance Redressal Officer of this Directorate.

## **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 Programmes of Bharat Nirman since September, 2008.

In AIR, 60 CPIOs and six Appellate Authorities in Directorate and 295 CPIOs and 20 Appellate Authorities at field levels have been designated for implementation of RTI Act. In the year 2011 (from 1<sup>st</sup> April to 31<sup>st</sup> December 2011), 492 RTI applications were received and all were replied within the stipulated time. About 213 appeals were received by the Appellate Authority during the period (from 1<sup>st</sup> April 2011 to 31<sup>st</sup> December 2011) and all were disposed off.

## **Sanctioned strength & new posts sanctioned**

The Wing-wise sanctioned strength of officers and staff in AIR is given below:-

<b>Wing</b>	<b>All India Radio</b>
Programming	6,915
News Wing	232
Engineering	6140
CCW	1457
AIR HQ	810
Administration (AIR Station)	10,768
<b>Total</b>	<b>26, 322</b>

## **WOMENS' EMPOWERMENT**

AIR has a vast network consisting of 320 stations/offices spread all over the country. There are about 17853 personnel working in three stream viz. Programme, Engineering & Administration in AIR.

In All India Radio, the percentage of the women in group 'A' & 'B' & 'C' is 24.6%.

A Lady Officer is Head of Prasar Bharati. Another lady officer is working as Director (A) in Administration Wing in DG AIR besides many lady officers in SAG, JAG, STS, JTS levels of Programme and Engineering in AIR.

All AIR Stations/Offices have been instructed to set up Women's Cell to look into the grievances/complaints of sexual harassment vide this Dte.'s Circular No. 1/29/2008-WC/WL dated 23<sup>rd</sup> September 2008. The Womens' Cell has been set up at all AIR Stations/ Offices accordingly.

**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 premises owned by Prasar Bharati. Adequate arrangements for employees / officials to sit and work and arrangements have been made for drinking water etc. The work place is adequately illuminated. Proper toilets are available to the staff with a provision for a separate toilet for women employees.
- 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, job on compassionate grounds is offered to a dependent of the deceased AIR employee.
- 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 have been made for dropping of employees, including women, who will be on late night shift duty.
- e) The staff (men and women alike) is paid the pay scales approved by the Government of India. AIR employees including women employees are granted leave in accordance with the government rules on the subject.



*Lok Sabha Speaker, Smt. Meira Kumar, delivering a speech at the Rajendra Prasad Memorial Lecture organized by AIR*

- f) AIR employees including women employees are entitled to Terminal Benefits on a par with other government employees.
- g) At places where Central Government Health Scheme is available, 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 a 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 were awarded prizes under this scheme.

Accepting the recommendations of the Committee on Empowerment of Women' a new category of Award' i.e. 'Best Women's Programme' has been introduced under Akashvani Annual Awards from 2009. A majority of producers of the womens' programmes are women. So ultimately, women will be encouraged through this new category of award.

### **Reservation for Persons with Disabilities**

The Constitution of India ensures equality, freedom, justice and dignity to all individuals and implicitly mandates an inclusive society, which includes persons with disabilities. The Government of India enacted "The Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995" in an effort to ensure equal opportunities for persons with disabilities and their full participation in nation-building.

2. The PWD Act came into force in 1996. However it was much before that the reservation for persons

with disabilities was introduced in case of direct recruitment to Group 'C' and 'D' posts. It was extended to cases of promotion to Group 'C' and 'D' posts in 1989. With the enactment of the Act, reservation for persons with disabilities was made applicable in identified Group 'A' and 'B' posts and also in cases of direct recruitment.

3. The Department of P&T, Government of India has issued consolidated instructions on the subject in December, 2005. As per the instructions, in all direct recruitment, reservation for persons with disability is now available in all categories of posts. In case of promotions, it is offered from Group 'D' to Group 'C' and within Group 'C' for identified posts.

4. Prasar Bharati has taken all requisite measures for implementation of reservation for PWD. All relevant policy directions and instructions issued by DOP & T from time to time are being followed.

### **AUDIENCE RESEARCH UNIT**

In order to gather the qualitative and quantitative feedback of various programmes broadcast by the various stations, All India Radio has a wide network of 38 Audience Research Units across the country. Based on the feedback, programmes are planned, produced and modified according to the needs, tastes and aspirations of the people. Thus, listener-friendly and quality programmes are aired for the wide spectrum of audiences.

Various types of research methodologies are used by the Audience Research Units of All India Radio to gather qualitative and quantitative feedback. Some of the important research methodologies used are:-

- i. Listeners' letter analysis
- ii. Programme content analysis
- iii. Focus Group Discussions (FGD)
- iv. Field surveys
  - a) Radio Audience surveys

- b) Quick feedback studies
  - c) Feed forward studies
  - v. Telephone surveys
  - vi. Panel Studies.
1. **Listener's letter analysis:** A large number of letters are received from the listeners on various programmes. These letters are analyzed and accordingly, programmes are planned, designed and modified .
  2. **Content analysis and FGD:** Further, in an effort to constantly improve upon the quality of programmes, the contents of the programmes are analyzed with the help of the panel of experts on the subject. Focus Group Discussion with the panel of experts are also held from time to time to check the quality of the programmes.
  3. **Field surveys**
    - a) **Radio Audience Surveys:** Radio Audience Surveys are undertaken on regular intervals in order to get detailed listenership data including listeners' characteristics, size, listening habits and other variables affecting listening.
    - b) **Quick Feedback Studies:** Sometimes immediate feedback is required to test the programme for further continuance. For this purpose, Quick Feedback Studies (QFS) are carried out.
  - c) **Feed Forward Studies:** Before opening a new station, it is essential to collect data on socio-economic and cultural aspects of the region so that programme planning can be done accordingly.
  - d) **Telephone Survey:** This is also a kind of quick feedback survey conducted to collect immediate feedback from the target listeners on particular programmes.
- Besides the above mentioned studies, various other brief studies were conducted at the Station' level by the respective Audience Research Units at regular intervals according to the needs of the local stations.

**BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED (BECIL)**

After the live Television Broadcasting through Satellite feed was revolutionized during Gulf war, Media Houses and AIR & DD were permitted to broadcast via satellite. These companies needed an expert agency to advise them in the field of broadcasting. The Ministry of Information and Broadcasting therefore decided to incorporate one such agency for this purpose. Thus, BECIL was formed on 24<sup>th</sup> March 1995 to impart Consultancy & Turnkey solutions to all agencies including Government besides AIR & DD.

BECIL provides consultancy services of international standards including turnkey jobs in specialized fields

**During the year 2011-12, studies carried out by Audience Research Units are as under:-**

Year	Sl. No.	Title of the Study	No. of Stations Where Study Conducted
2010-11	i)	Radio Audience Survey on Vivdh Bharti Channel	11 Stations
	ii)	Radio Audience Survey on Primary Channel	33 Stations
2011-12	i)	Radio Audience Survey on Primary Channels	9 Stations
	ii)	Radio Audience Survey on FM Channels-Rainbow and Gold	Proposal under process.



of terrestrial & satellite broadcasting, MMDS, CATV network, data broadcasting and studios including acoustics & audio-video systems.

BECIL also undertakes the operation and maintenance of broadcast systems of all types and descriptions. BECIL has a pool of in-house expertise and vast reservoir of experts drawn from various fields including All India Radio (AIR) and Doordarshan. BECIL has been constantly improving its skills to keep itself abreast with the latest technology.

With its focused approach, the company has been able to provide quality services to its clients, thus winning their loyalty and at the same time remaining a profit making undertaking of the Government.

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 all digital private FM broadcasting station at Bangalore, first to set up multi channel FM transmission station in India combining up to seven FM channels, first to design and establish HDTV studio set-up for Presidential Secretariat and Lok Sabha TV, to name a few.

## MISSION

To play a pivotal role in modernisation and growth of radio and television broadcasting through terrestrial, cable and satellite transmission in India and abroad and achieve state-of-the-art excellence.

## OBJECTIVE

1. To enhance the present share in the market by providing specialized and customized solutions to a wider range of clients.



*Minister for I & B, Smt. Ambika Soni holding talks with the Minister for Culture and National Heritage, Poland Mr. Bogdan Zdrojewski in New Delhi.*

2. Providing technical input and consultancy to Ministry of Information and Broadcasting in policy, regulatory and formulation of various papers pertaining to broadcasting.
3. To explore new avenues in other allied areas like monitoring and surveillance.
4. Explore the opportunities in overseas market on a continual basis.
5. Conduct market survey and product development.
6. Establishment of satellite uplink & downlink systems for TV channels and also for Distance Education.
7. Establishing and maintenance of operation of Broadcasting centers.
8. Constantly endeavor to enhance customer satisfaction through services.
9. Training and placement of broadcast Professionals.

#### 4. HIGHLIGHTS FOR THE YEAR

- Highest turn over, since its incorporation of ₹ 131.56 crore in financial year 2010-11.
- Executed some of the important project and high value projects such as setting up Main Press Centre (MPC) for Press Information Bureau and Broadcast Compound for Host broadcasters for Commonwealth Games, Delhi.
- Supply of 1000 MW Transmitter for AIR Rajkot for external services.
- Supply of broadcasting equipment and setting up of TV Channel for Bangladesh Television, Dhaka

#### MANAGEMENT & ORGANISATION

The Board of Directors comprises full-time Chairman

& Managing Director, full-time Director Operations & Marketing and four to seven part-time Directors nominated by the Government of India. At present, there are two Government nominee directors and an Independent Director on the Board. Below Board level, there are three posts of General Managers, Deputy General Manager Marketing Managers, Deputy Managers, Assistant Managers and Junior Managers. The technical work is further assigned to Consultants and Project Managers who are hired on contract basis.

#### At present the Board consists of the following members:

Chairman and Managing Director	: Shri K. Subramaniam
Full Time Director	: Shri I.S. Mehla
Government Nominee Director	: Shri Rajiv Mishra, Director (Finance), Min. I&B
Part-Time Non-Official Director	: Vacant

#### AREAS & MODES OF OPERATION

- Areas of Operation
  - Broadcasting
  - Information Technology
  - Providing Technical inputs to Ministry of Information & Broadcasting
- Modes of Operations
  - Consultancy
  - Turnkey Solutions
  - System Integration
  - Deposit Work
  - Sales & SITC

- Development of Sub-Systems
- Placement of Broadcast Professionals
- Operation & Maintenance

-Accoustics, Stage lighting, sound reinforcement system.

## BUSINESS ACTIVITY

- Areas of Specialization
  - FM Broadcasting
  - Establishment of TV Channels
  - Installation of Teleports
  - Design of Digital Newsroom Systems
  - Direct to Home (DTH) system
  - Cable Head-End systems
  - Distance Education Systems through Satellite
  - Community Radio Stations

## FINANCIAL HIGHLIGHTS

### Share Capital

The BECIL was incorporated with authorized Capital of ₹ 250 lakh. The paid up equity has increased from ₹ 25 lakh for the year 1995-96 to ₹ 136.5 lakh. At present Central Government of India is holding 100% equity share capital. BECIL does not get any budgetary support from the Government.

### Business Turnover, Dividend & Netwoth

The turnover of the company including deposit work in the financial year 2010-11 is ₹ 131.56 crore as against ₹ 30.61 crore in the previous year. The profit of the company is ₹ 8.28 crore against ₹ 2.72 crore in the previous year. During the financial year



*Minister for I & B Smt. Ambika Soni being presented a dividend cheque by CMD, BECIL, Shri Harkesh Gupta in New Delhi*

2010-11, the company has transferred a sum of ₹ 52,90,552 lakhs to the reserve & surplus, taking the progressive total to ₹ 3.92 crore as on 31st March 2011. During the year, company paid dividend of ₹ 1.02 crore. The networth of the company has grown to ₹ 28.93 crore against the paid up equity of ₹ 1.36 crore.

### MANAGEMENT INITIATIVE AND BUSINESS ACTIVITIES

During the Financial Year 2010-11, BECIL was nominated as Delivery Partner by Press Information

Bureau for setting up and operation of Main Press Center for Commonwealth Games, Delhi 2010. Commonwealth Games were organized in Delhi in the month of October 2010. BECIL successfully completed the setting up of main Press Centre on time, despite heavy odds and late handing over of venues by the Venue Owners/Organizing Committee. The project of setting up main Press Centre executed by BECIL was appreciated by all including foreign journalists and Commonwealth Games Federation Chief, besides Indian dignitaries. The estimated project cost was ₹ 31.75 crore and

### The Business Turnover upto 30th November 2011

(₹ in Lakh)

S.No.	Income	Upto 30th November 2011
1	Sales	5,442.54
2	Consultancy Income	340.71
3	Income from Contract	-
4	Other Income	102.50
5	Value of Deposit Work	2,754.76
	<b>Total Business Turnover Including Deposit Work</b>	<b>8,640.51</b>
	<b>Expenditure</b>	
1	Material Cost	4,850.13
2	Job Work	17.22
3	Purchase of Material for Deposit Work	2,605.74
4	Administrative Expenses	647.23
5	Selling & Publicity Expenses	49.22
6	Depreciation	22.78
7	<b>Total of Expenditure</b>	<b>8,192.32</b>
	<b>Profit Before Tax</b>	<b>448.19</b>

The figures up to 30<sup>th</sup> November 2011 are provisional figures subject to finalization of audit.

BECIL executed the project in ₹ 20.70 crore resulting in huge savings of Government money. The other important project executed by BECIL was setting up of facilities at Competition Venues for broadcast coverage of all the sporting events by the host broadcaster namely Prasar Bharati. This project consisted of construction of Broadcast Compounds, Camera Platforms, Commentary Tribunes, Air-Conditioning and Customization for Presentation Studios for Commonwealth Games 2010, Delhi for the Host Broadcaster. BECIL completed the projects on time. Setting up of Broadcast Facilities was a highly prestigious project, as the event was to be watched by millions of homes across the world on television sets.

The Company is further diversifying its business and has now entered into supply of electronic & communication equipment to various military and paramilitary forces. Technical Audit/Certification of Cable Broadcast system, Training of Broadcast Professionals, entering into strategic alliance with

various organizations and exploring overseas business are some of the new areas.

### **i) FM & Monitoring Business**

During the Financial Year 2010-11, BECIL has completed some of the remaining works for establishment of Common Transmission Infrastructure (CTI). During the year, company had installed monitoring system for monitoring content of FM station. Monitoring of content is the administrative responsibility given to BECIL by the Ministry of I&B.

### **ii) Commonwealth Games, Delhi 2010**

As mentioned earlier, BECIL had successfully completed two projects for Commonwealth Games, Delhi 2010 - setting up & operation of main Press Centre for PIB and setting up of Broadcast facility for Host Broadcasting. Both the projects were of national importance. But in case of Broadcast facility, BECIL has not received full payment from Host Broadcasters.



*A panoramic view of press work area in Main Press Centre for CWG 2010*



*Broadcast Compounds, Presentation Studios, Commentary Tribunes and Camera Platforms for CWG*

### **iii) Supply of Equipment**

During the Financial Year 2010-11, there has been considerable increase in turnover of BECIL due to increase in sales. During the year, the company had supplied 1000 KW Medium Wave Transmitters to All India Radio Rajkot, various defence & communication equipment to defence & para military forces. BECIL also received orders for supply, installation, testing and commissioning of VSAT Monitoring and Analysis System (VMAS) for ₹ 30.02 crore. This project was scheduled for completion in financial year 2010-11, but there was delay on the part of client in inspection of the equipment.

BECIL also participated in tenders floated by various organizations and bagged many prestigious projects. There are many projects in by quoting lowest price.

### **iv) Placement of Broadcast Professionals and Operation & Maintenance**

BECIL is continuing to provide Broadcast Professionals to various organizations. This is one of the major source of regular revenue to the company. The broadcast professionals are placed as per the requirement of the organization. During the Commonwealth Games, operation of main Press Centre was also the responsibility of BECIL and for this activity, more than 450 professionals were engaged for short duration. Operation &



*Four Channel FM Logger developed by BECIL*

Maintenance of Broadcast setups is yet another activity carried on by the company.

### **v) Overseas Business**

In the last Financial Year, BECIL had signed an agreement with BTV for supply of Broadcasting Equipment and during the financial year 2010-11, all equipments were supplied and handed over to the client. During the year, company had completed supply of two Urban Audio Processors for Betar Bangladesh. BECIL has participated in many overseas tenders. Company signed an agreement with a Private Company M/s Seftech for providing consultancy to the Government of Gabon.

### **vi) Community Radio Stations**

With the opening of regional offices, there has been considerable increase in the business for setting up of Community Radio Stations. BECIL is able to reach the target audience for its business in southern part of the country. Although the revenue earned on these projects was small but this was an important activity carried on by the company. Community



*Dummy Load Heat Exchange installed by M/s Thomson Engineers at France*

Radio Station is a small setup of radio channels installed for the welfare of the community. Management is looking towards this activity not only for earning good profits but also as a scheme for welfare of the community.

### **Future Business Activity**

#### **i) Execution of Plan Projects for Prasar Bharati**

Keeping in mind the impressive delivery record of BECIL, the GoM on Prasar Bharati has recommended the utilization of BECIL services on nomination basis under provision of Rule 176 of GFR for implementing Prasar Bharati projects. These projects relate to acquisition, procurement, modernization and up-gradation, either on a turnkey or job work/ consultancy basis for a period of three years on a case to case basis, under the overall supervision of Ministry of Information & Broadcasting.

This will help BECIL to grow by getting a large chunk of consistent business from Prasar Bharati. The process of implementation of the decision of GoM has started and meetings have been held with departmental heads of Prasar Bharati for finalization of formalities. The Management is hopeful that major business will start flowing from the next financial year.

#### **ii) Supply of Equipment**

BECIL continues to participate in tenders floated by other Government departments/ agencies. In the current year, BECIL received orders from Defence Research Laboratory for supply, installation, testing & commissioning of VMAS system worth more than ₹ 24 crore. Further, BECIL is participating in other tenders floated by Prasar Bharati and more than ₹ 33 crore worth of orders are in the pipeline. To have an edge over the competitors, BECIL has signed strategic alliance with manufacturers for development of cost effective products.

#### **iii) Training**

The other focus area of BECIL is providing training to Broadcast professionals in Cable TV. Further, BECIL has signed an exclusive Memorandum of



*New Studio of Bangladesh TV Completed and handed over to BECIL*

Understanding with Society for Broadband Professionals (SCTE), a pioneer society of UK for certification & training of Broadcast Professional in CATV. In India, BECIL will be the exclusive partner of SCTE. Management has already drawn up plans for starting the training course in India. As per Management estimation, there is lot of demand and potential for this type of training. Initially, the course will be started in BECIL's own building in NOIDA, where special provisions have been made for



*Community Radio Station in Chanderi*

providing training. Management is also negotiating with a training academy in Pune for providing training in the western region, and for catering to the needs of the professional in South, the services of regional office in Bangalore will be utilized. For the Eastern region, training institute facilities of Prasar Bharati at Bhubaneswar are proposed to be utilized.

#### **iv) FM Business**

Recently, the Government of India, (Ministry of I&B) has announced a policy for launch of FM Phase III for Private FM Broadcasters. BECIL having a strong experience of establishing over 240 channels in 87 cities across the country, has already geared itself and signed an agreement with M/s Railtel, a company under Ministry of Railways, for leasing land and tower infrastructure. BECIL will play an important role in this scheme and expects good business from this activity.

#### **v) Research & Development**

The Research & Development activity is one of the important activities. R&D not only provides the low cost substitute for the imported equipment, but helps in developing in-house capacity. BECIL has also developed in-house a FM Content Monitor for FM stations. BECIL has also developed a number of ancillary equipment for broadcast transmitters



*MoU between BECIL and SCTE*

successfully, which are working satisfactorily in Prasar Bharati Network, saving valuable foreign exchange besides developing local competence. The management has drawn up an ambitious plan for R&D activities covering various business areas of the company.

#### **vi) Television Business**

The company is negotiating with Rajya Sabha Secretariat for establishing a TV Channel for it. BECIL in the last Financial Year, signed an agreement with Consortium of Educational Consultants, Jamia Milia Islamia, National Institute of Open Schooling, EMMRC Hyderabad and Punjabi University for setting up of Studio facilities. These orders are worth more than ₹ 25 crore. The management is also expecting new projects from various educational institutions in the coming years.

#### **vii) Technical Audit/Certification of Cable Head Ends and CATV Training**

Telecom Regulatory Authority of India (TRAI) has authorized BECIL to conduct technical audit of the Conditional Access System (CAS) and Subscriber Management system (SMS) of the digital cable TV distribution Head-Ends and issue certification on behalf of the Government of India. The Management is expecting handsome business from this activity and is hopeful of generating good business in this area.





*Signing of MoU between BECIL CEC*

## Corporate Social Responsibility

In the financial year 2010-11, BECIL had funded and commissioned a Community Radio Station for Bunkar Vikas Sansthan, Chanderi, Madhya Pradesh. BECIL has prepared Corporate Social Responsibility Policy and its implementation is in progress. In current financial year, BECIL is funding two Community Radio Stations and has also set target for imparting Vocational and specialized Training and providing Scholarships to meritorious students belonging to SC, ST, OBC and Physically Challenged in the field of Broadcasting.

## RTI Information

In compliance of Ministry of Personnel, PG &

<b>Surveillance and detection activities during the period</b>		
i)	Details of the areas selected for keeping surveillance	None in particular
ii)	Number of persons identified for being kept under surveillance	Nil
<b>Punitive action (Number to be indicated against D (i) to D (viii) where the appointing authority is other than President)</b>		
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 persons on which chargesheets for major penalty were issued	Nil
v)	Number of persons on 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

Pensions Department of Personnel of training vide Office Memorandum No. 1/12/2010-IR dated 18th May 2011 for strengthening/effective implementation of RTI Act, 2005, an RTI Cell has been set up in BECIL and a Central point created within the company to receive RTI applications and appeals and ensure quick disposal thereof.

During the Financial Year 2010-11, BECIL received 48 RTI applications and all were disposed off within the specified timeframe. BECIL has also published an RTI Manual which is available on Company's website.

## **VIGILANCE ACTIVITIES**

### **a. Details of Vigilance Setup**

Broadcast Engineering Consultants India Limited is a small public sector undertaking established in 1995. It is not a manufacturing unit. As already explained its field of work is limited to execution of consultancy, turnkey, deposit work and service projects in the field of broadcast engineering and information technology. There is no exclusive special vigilance setup in BECIL. However, Shri I.S. Mehla, Director (Operations & Marketing), BECIL is overseeing the vigilance duties.

### **b. Preventive Vigilance Activities during the year**

Preventive vigilance is taken care of in the following way:

- i) Regular/periodic Audit through BECIL's in-house Internal Audit Team.
- ii) Statutory Audit through CAG appointed Auditors.
- iii) Supplementary Audit through CAG team.

## **GENERAL**

BECIL's budget is its own internal projection of receipts and expenditure related to Consultancy and Turnkey jobs secured through competitive tender system. The company does not get any budgetary support from the Government and generates its own resources.

The company has not been entrusted with any Central/Centrally sponsored Schemes relating to women, North-East (including Sikkim), employment generation, rural component, Tribal Sub plan, Special Component Plan, Voluntary Sector, Information & Publicity, Minority Welfare, etc.

## **ELECTRONIC MEDIA MONITORING CENTRE**

Regulation of Content of TV Channels has been a much debated issue with the booming TV Industry in India growing at the rate of 35 per cent per annum. The competition amongst various TV channels is likely to become even tougher in the coming years. There are already more than 800 TV channels in India, including 20 channels of Prasar Bharati, 395 of News and Current Affairs channels and 415 are of General Entertainment Channel (GEC). As the competition among the Hindi and English Channels is becoming tougher and the market is saturating, there has been a substantial growth in the Regional, entertainment and News channels in the past few years. While the Channels are experimenting with different content formats in an effort to retain eyeballs, concerns on the content continue to be expressed by various sections of society, including Parliamentary Committees and Judiciary observations to make the system more effective and responsive. Every broadcaster through various Policy Guidelines has been mandated to comply with the Programme and Advertisement Code as prescribed for cable services under the Cable TV Networks (Regulation) Act, 1995 and Rules.

Electronic Media Monitoring Centre (EMMC) is a subordinate office under the Ministry of Information and Broadcasting. Youngest of the Media Units of I & B, it was set up on 9<sup>th</sup> June, 2008. The Centre has been entrusted with the work of monitoring the contents of (a) All TV Channels Up linking in India to check the violation of Programme and Advertisement Codes enshrined in Cable TV Networks (Regulation) Act, 1995 and Rules framed



*Director, EMMC Ms. Ranjana Dev Sarmah & Director, BECIL Shri I.S. Mehta exchanging the MoU*

there under; (b) Private FM Radio Channels and (c) Any other such work relating to monitoring of contents of broadcasting sector assigned by the Government from time to time. At present, EMMC records around 300 TV channels and monitors about 178 channels on a 24X7 basis. Following the reports sent by the EMMC, the Ministry has issued 23 Show Cause Notices and 19 advisories/warnings to various channels.

Besides Special reports, daily News reports and analysis are being sent to the Ministry. Electronic media input material for GOM meetings on media was also submitted. In addition to its routine work, EMMC also supports the self-regulatory bodies like Broadcasting Content Complaints Council by providing necessary data for its meetings.

During the period, i.e. 2010-11, a National Integration and Communal Harmony Fortnight was

celebrated which included cultural functions, competitions and community feasting.

Hindi Week was observed and an essay competition was also organised.

Talks and lectures by academic on media and democracy, media ethics, trends and developments in media were organised for the staff for their awareness. An orientation workshop was also organised for monitors and technical staff to understand the software, 'Equinox' which is in use and to remove difficulties, if any.

Since, continuous television monitoring poses a lot of stress and pressure resulting mental tension, two classes were inducted by physiotherapist to train the monitors on how to relax themselves after long working hours. These classes have been found to be of immense use to the staff.



*President Smt. Pratibha Devisingh Patil presenting Rajat Kamal Award to Shri Salim Ahamed for the film "Adaminte Makan Abu"*

## ACTIVITIES UNDER FILMS SECTOR

### FILM INDUSTRY

- i) An amount of ₹ 420 lakh has been earmarked for 2011-12 under the Plan Scheme "Participation in Film Festivals/Markets in India and Abroad". Under the scheme, the Ministry has participated in Cannes Film Festival, 2011, and Film Bazaar on the sidelines of International Film Festival of India (IFFI) 2011 at Goa. The objective of the Scheme is to provide Indian Film makers a platform for marketing their films in overseas markets as well to promote India as film shooting destination.
- ii) This Ministry had proposed to set up a "National Centre of Excellence for Animation, Gaming and VFX" under the 11th Five Year



*President Smt. Pratibha Devisingh Patil presenting the Swarna Kamal Award to Smt. Vijaya Mulay for the Best Book on Cinema (English: From Rajahs and Yogis to Gandhi and beyond), at the 58<sup>th</sup> National Film Awards function in New Delhi. Minister for I & B Smt. Ambika Soni and Minister of State for I & B Shri Choudhury Mohan Jatua are also seen.*

Plan. A HR gap study has been done. A DPR has been finalized and Ministry is taking further action for setting up of the Institute in accordance with roadmap delineated in DPR is underway. EFC memo is be prepered which will be sent to the concerned quarterfor comments.

- iii) Films arriving in India for participation in film festivals are provided exemption from customs duty subject to fulfillment of certain conditions. During the period from April to November 2011, exemptions have been given to several foreign films which participated in ten film festivals organized in India.
- iv) This Ministry also issues permission for shooting of foreign feature films in India, subject to fulfillment of certain conditions. Requests for grant of permission to 21 foreign feature films were received between April and

November 2011. Permission has been granted to 14 foreign feature films for shooting.

- v) A Film Co-production Agreement between Government of India and the Government of New Zealand was signed on 28th June, 2011 during the visit of Prime Minister of New Zealand H.E. John Key. The Ministry of Information & Boardcasting already has agreements with the Government of Italy, Germany, Brazil, UK and France.

### **FILMS DIVISION** ([www.filmsdivision.org](http://www.filmsdivision.org).)

The journey of the Films Division has been eventful since Independence. 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



*Shivaji and Ambedkar Jayanti celebrations*



*Cultural Programme during Shivaji and Ambedkar Jayanti celebration*

implementation of national programmes and to project the image and the heritage of the country, to Indian generally and specifically to foreign audiences. The Division aims at fostering the growth of the documentary movement in accordance with road map delineated in DPR. The Division also aims at fostering the growth of the film movement which is of immense significance to India in the field of information, communication and integration. In the year 2010 Films Division organised 11th Mumbai International Film Festival for Documentary, Short & Animation Films (MIFF-2010) at National Centre for the Performing Arts (NCPA), Mumbai, in cooperation with the Government of Maharashtra.

The Division produces documentaries, short films, animation films and news magazines at its headquarters in Mumbai. Films on Defence and family welfare is produced from its Delhi unit and which short fiction films for rural audience from the

regional production centers at Kolkata and Bangalore. The Division caters to nearly 6000 cinema theatres all over the country and to the non-theatrical circuits like units of the Directorate of Field Publicity mobile units of the State Governments, Doordarshan, field units of the Department of Family Welfare, Educational Institutions, films societies and voluntary organisations. 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, video cassettes and distribution rights of documentaries and feature films in India and abroad. Apart from production of films, Films Division also offers on hire its Studio, recording theatre, editing rooms & other cine equipments to private film makers.

## **VARIOUS WINGS OF FILMS DIVISION**

The organisation of the Division is broadly divided into four wings viz. (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 :

(i) Documentary Films (ii) Short Feature Films specially designed for rural audience (iii) Animation Films and (iv) Video Films. In addition to the headquarters at Mumbai, three other production centres of the Division are located at Bangalore, Kolkata and New Delhi.

The documentaries range in theme and topic from agriculture to art and architecture, from industry to the international issues, from food to festivals, from health care to housing, from science and technology to sports, from trade and commerce to transport and from tribal welfare to community development etc.

Normally, the Division reserves certain schedules of its production for allotment to independent film makers from all over the country with a view to encourage individual talent and thus promoting the 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 organisations 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 major events, VVIP visits, etc to the different parts of the country and abroad and other events like natural calamities. These coverages are used for making the news magazines and also in compilation of archival material.

**Cartoon Film Unit** of Films Division has also 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 is headed by the Officer-in-Charge of Distribution and controls ten Distribution branch offices situated in Chennai, Hyderabad, Kolkata, Lucknow, Madurai, Mumbai, Nagpur, Thiruvananthapuram and Vijayawada. These branches are headed by either Sr. Branch Manager or Branch Manager who functions as Head of Office as well as DDO of the Branch concerned and is responsible for the supply of Approved films to all 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.

### **(3) Administration Wing**

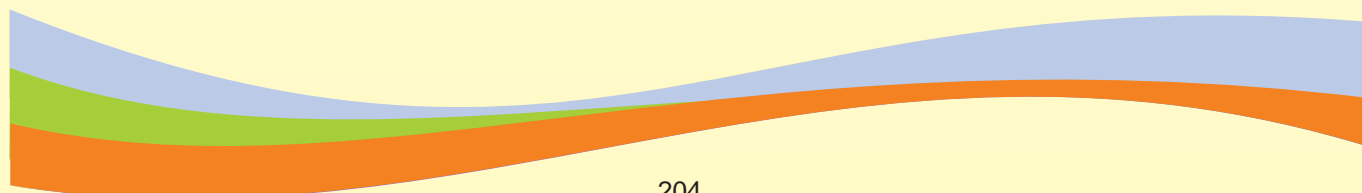
The Administration Wing consists of Finance, Personnel, Stores, Accounts, Factory Management and General Administration. This Wing is under the control of Senior Administrative Officer who is assisted by the following officers:-

1. Assistant Administrative Officers in the matters relating to Personnel Management, Purchase, General Administration, Vigilance and Security;
2. Accounts Officer in consultation with IFA in the matters of Finance and Accounts.

The Details of the Staff Strength/Staff in position in respect of Films Division as on 30/11/2011 are as in the table on the next page.

### **(4) Film Library Section**

The Film Library of Films Division is a treasure trove of archival material of India's contemporary history, its rich heritage and artistic traditions. It is always in great demand by the film makers throughout the world. It contributes vital footage for the production of films by rendering services besides bringing out revenue through the stock footage sale. The total collection of Film Library is about 1.9 lakh items, of





**Details of Employees in Films Division:-**

S. No.	Category	Sanctioned Strength	Staff in Position	Number of posts vacant
1	Group 'A'	44	16	28
2	Group 'B'	259	204	55
3	Group 'C'	518	419	99
	<b>Total</b>	<b>821</b>	<b>639</b>	<b>182</b>

**Representation of Sc, ST & OBC in the Service (As on 30-11-2011)**

Group of Post	Total Emps in position	SC Emps	% of SC Emps	ST Emps	% of ST Emps	OBC Emps	% of OBC Emps	Women Emps.
Group A	16	4	25	0	0	4	25	1
Group B	204	47	23.03	17	8.33	13	6.37	33
Group C	419	130	31.02	29	6.92	50	11.87	53
<b>Total</b>	<b>639</b>	<b>181</b>	<b>-</b>	<b>46</b>	<b>-</b>	<b>67</b>	<b>-</b>	<b>87</b>

**Details of the backlog vacancies for SC/ST/OBC in Films Division as on date are as under:-**

S. No.	Category	Sanctioned strength as on 30.11.11	Staff in position as on 30.11.11	Number of Posts vacant	Backlog in SC	Backlog in ST	Backlog in OBC
1.	Group A	44	16	28	3	0	4
2.	Group B	259	204	55	4	2	10
3.	Group C	518	419	99	7	4	19
	<b>Total</b>	<b>821</b>	<b>639</b>	<b>182</b>	<b>14</b>	<b>6</b>	<b>33</b>

which 8344 titles include original picture negatives, dupe/inter negatives, sound negatives, master/inter positives, saturated prints pre-dub sound negatives, 16mm prints, library prints, answer prints etc. The films are categorized based on the archival value as Most Precious, Precious and Normal films.

The library has user-friendly computerized information system. The details of film Library are also available on the website.

**MUMBAI INTERNATIONAL FILM FESTIVAL (MIFF)**

The 11th MIFF was organized successfully from 3rd to 9th February, 2010. The aim of the MIFF was dissemination of images, contributing to wider knowledge and close knit the fraternity among the nations of the world. This event provides a unique opportunity and platform to filmmakers, film

producers, distributors, exhibitors and film critics from different countries to meet and interact during the festival. Over the years, MIFF has become a preferred and much awaited event for the filmmakers to showcase their work, interact and exchange ideas. MIFF began its historic journey way back in 1990 and since then it has grown in size and stature as one of the premier international events of the documentary film movement. The biennial MIFF is attended by a large number of prominent documentary and short filmmakers, intellectuals, and students from India and abroad. Nearly 35-40 countries with more than 600 entries participate in every edition of the festival. The 12th MIFF was held from 3rd to 9th February 2012 at Mumbai.

## HIGHLIGHTS OF THE YEAR 2011-12

- Films Division produced 50 documentary/short fiction/ video films from April to November 2011.
- Films Division has won the "58<sup>th</sup> National Film Award" for documentary film "Nilamadhaba" in Best Biographical Film category.
- Films Division has earned a total revenue of ₹ 327.35 lakh by way of rent from theatres, sale of prints, DVDs, VCDs, Beta, Stock Shots and rental & hiring of Recording/Video Theatre from April to November 2011.

## NEW INITIATIVES

### (1) Setting up of National Museum of Indian Cinema

Films Division has envisaged to establish a National Museum of Indian Cinema at the Films Division Complex, Mumbai.

- to encapsulate the socio-cultural history of India as revealed through the evolution of cinema
- to develop a research centre focusing on the effect of cinema on society
- to exhibit the work of noted directors, producers, institutions etc. for the benefit of visitors/film enthusiasts

- to arrange seminars, workshops for the upcoming film makers
- to generate interest for the future generation on documentary film movement.

The Museum will be set up at an estimated cost of ₹ 121.55 crore and will be commissioned in the year 2013.

### (2) Production of Films

- From 1st April to November, 2011, Films Division has produced 50 documentary/short fiction/news magazines/video films.

### (3) Digitalisation of Films Division Films

Over a period of 60 years Films Division has a collection of 8131 films including archival footage, Newsreel, News Magazine, Documentary, Animation and Short films. So for Films Division digitalized 7443 film. About 688 films were not in good condition and require restoration.

### (4) Film Shows

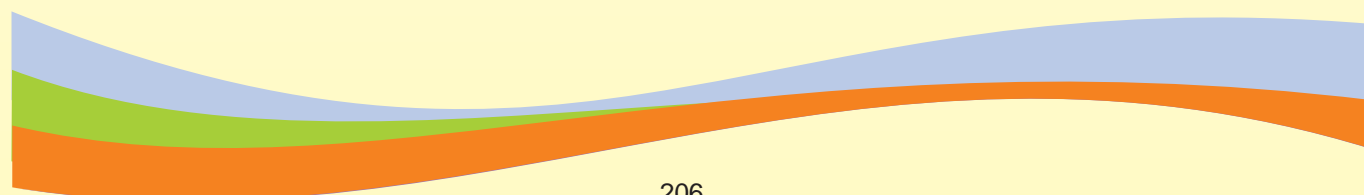
In order to fulfil the aims and objectives of the Films Division a 22 Documentary Film Package named "Dancing Feet" was screened in the India International Film Festival, Mangalore.

### (5) Release of Films

Films Division has released 9717 prints of 39 approved films in cinema houses throughout the country.

## CHILDREN'S FILM SOCIETY, INDIA ([www.cfsindia.org](http://www.cfsindia.org))

Children's Film Society, India (CFSI) was established in May 1955 under the aegis of the Ministry of Information & Broadcasting, Government of India, on the recommendations of Film Inquiry Committee (1949) at the instance of the then Prime Minister Pt. Jawaharlal Nehru whose concern for children requires no amplification. The organization is





*Chief Minister of Andhra Pradesh Shri N Kiran Kumar Reddy, Secretary I & B Shri Uday Kumar Varma with Chairperson, CFSI, Smt Nandita Das and others at the inauguration of 17th ICFFI at Hyderabad*

registered under the Societies Registration Act XXI of 1860 with the main objective of providing children and young with 'value based' entertainment through the medium of films.

**Budget :** An amount of ₹ 7.00 crore has been provided to CFSI under Plan for the year 2011-12 for production of children's films and organizing shows and festivals. Under Non-plan for the year 2011-12 ₹ 1.55 crore has been provided to CFSI meant for salary and office expenses of the establishment.

## **PRODUCTION ACTIVITIES (APRIL to DECEMBER 2011)**

### **1.) FILMS COMPLETED**

- a. **Woh (Hindi Feature)** Dir. Buddhadeb Dasgupta/ Budget: ₹ 1,10,00,000/- Film completed in all aspects and certified in August 2011.

- b. **Gattu (Hindi Feature)** Dir: Rajan Khosa/ Budget ₹ 1,30,00,000/- Film completed in all respects and certified in November 2011. 'Gattu' was screened at the 17th ICFF as the opening film.

### **2.) Films Under Production**

- a. **Ebegetiya (Assamese Short Animation)** Dir: Neeraj Suji/ Budget ₹ 29,96,851/- DVD of 11 sequences of animation received and circulated to two members of animation Committee. Both the members have approved it. Awaiting final roughcut.
- b. **Gopi Gawaiya Bhaga Bajaiya (Hindi Animation)** Dir: Shilpa Ranade/ Budget ₹ 1,74,95000/-

Received animatics of this film which was circulated to Animation Committee for comments and approval. Both the members have approved it. Animation work in progress.



*Glimpses of the 17th International Children's Film Festival of India*

## MARKETING ACTIVITIES (APRIL to DECEMBER, 2011)

### Children's Film Festivals:-

District Level Festival	
Total No. of Shows	Audience
1211	756246

State level Festival		
No. of Districts Covered	Total No. of Shows	Audience
14	120	60000 (approx.)

### 17th International Children's Film Festival

CFSI organized its 17<sup>th</sup> Edition of International Children's Film Festival at Hyderabad from 14<sup>th</sup> to 20<sup>th</sup> November, 2011. The salient features of the Festival were:

- i) A total to 154 films from 38 countries participated in the Festival.
- ii) The Festival was inaugurated by the Chief Minister of Andhra Pradesh in the presence of Shri Choudhury Mohan Jatua, the Minister of State for I & B, on 14th November, 2011.
- iii) The VVIPs of the Festival viz., child delegates drawn from different States and Union Territories of India, numbering over 400 from among which the child Jury was constituted. The Child Jury gave away awards for International, Indian and Short film Competition.



*School kids make a beeline at one of the theatres to watch the screening of children's film during the ICFFI held in Hyderabad.*

- iv) A remarkable feature of this Festival was the introduction of:
  - a) New Section of films made by 'Little Directors'.
  - b) New Section called 'In Focus' was initiated. The Country in focus was China.
  - c) Representation from Africa and South America.

In addition, exciting events like Open Forums, Puppetry and different Film Making Workshops were conducted.

## FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

([www.ftiindia.com](http://www.ftiindia.com))

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 (FTII). The Institute became a Society in October, 1974 under the Registration of Societies' Act, 1860. The Society consists of eminent personalities connected with Film, Television, Communication, Culture, Alumni of the Institute and Ex-Officio Government Members. The Institute is governed by a Governing Council, headed by a Chairman. The present Chairman is renowned scriptwriter and Director, Shri Saeed Mirza. The academic policies and plans of the Institute are formulated by the Academic Council. The matters involving finance are controlled by the Standing Finance Committee.

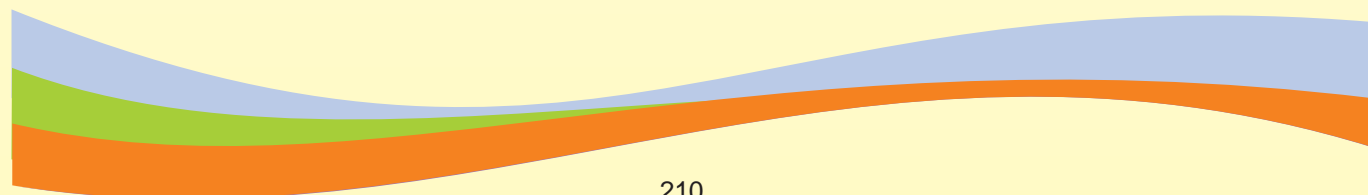
FTII provides the latest education in the art and technique of film making and television production. In-service training is provided to officers of all grades of the Doordarshan and others. It is equipped with the latest digital and broadcast grade production set-ups viz. Non Linear, Beta Cam and A/B Roll editing set-ups, Digital Cameras viz., Sony BVP-500 P; Soft Chroma Keyer, Digital Special Effect Generator,

Silicon Graphics 02 Workstations with Alias software, modern movie cameras, re-recording equipment etc. which provide an excellent exposure to the faculty and students of Film & Television.

The Institute is a member of the International Liaison Centre of Cinema and TV Schools (CILECT) founded at Cannes in 1995, to which all leading Film and TV Schools the world over are affiliated. This enables the Institute to keep abreast with the latest international trends in film-making and TV Production and in Film and Television teaching.

## HIGHLIGHTS OF THE YEAR

- (i) Shri Saeed Mirza was nominated by the Government of India as President of the newly constituted FTII Society and Chairman of the Governing Council, Academic Council and Standing Finance Committee of FTII.
- (ii) FTII hosted a meeting of the Consultative Committee of Members of Parliament attached to the Ministry of I & B on 2nd July 2011. The the Minister for I & B Smt Ambika Soni chaired the meeting. Minister of State for I & B Dr. S. Jagathrakshakan also attended the meeting along with Members of Parliament and senior officials of the Ministry. The delegation of Members of Parliament visited FTII and interacted with students, staff and faculty.
- (iii) A festival on American Documentary Showcase 2011, was held at FTII from 8th to 10th April, 2011.
- (iv) *Light Animation* (50 years of FTII - Group Project) was selected in the 10th International Student Film and Video Festival of Beijing Film Academy (ISFVF) in November, 2011.
- (v) 1,2 (Dir. Prantik Basu) was selected in Film Festival Panorama Programme of 2011 New Taipei City Film Festival - Golden Lion International Student Film Competition, Taiwan.



(vi) Five FTII films were selected for the Students' Films Section during 42nd International Film Festival of India (IFFI) held from 23rd November to 3rd December, 2011 at Goa. These were : *Airawat* (Dir. Renu Savant), *Tashi Delek* (Dir. Sanyukta Sharma), *Open Cafe v 2.5* (Dir.

Naveen Padmanabha) *Ru Cub* (Dir. Satindar Bedi) and *Fish* (Dir. Pranjal Dua).

## FINANCE

The actual expenditure of the Institute for the financial year 2010-2011 is as follows:- (₹ in lakhs)

		Revised Estimates	Final Grant	Actual Expenditure
<b>Non Plan</b>		1444.00	1444.00	1712.00*
<b>Plan</b>	Grant-in-Aid for creation of Assets	551.00	551.00	551.00
	Grant-in-Aid General	149.00	149.00	149.00
	<b>Sub-Total</b>	<b>700.00</b>	<b>700.00</b>	<b>700.00</b>
<b>Total</b>		<b>2144.00</b>	<b>2144.00</b>	<b>2412.00</b>

\* The excess expenditure incurred from the Revenue Receipts. The final grant of ₹ 700 lakh under Plan has been fully utilised.

## SATYAJIT RAY FILM AND TELEVISION INSTITUTE (SRFTI), KOLKATA (<http://srfti.gov.in>)

Satyajit Ray Film and Television Institute (SRFTI), Kolkata was established by the Government of India as an autonomous educational institution under the administrative control of Ministry of Information & Broadcasting, and was registered under West Bengal Societies Registration Act, 1961. Located at Kolkata and named after the legendary film maestro Satyajit Ray, SRFTI is the second national level film training institute to be established by the Government of India. The institute offers three-year post-graduate diploma courses in Direction & Screenplay Writing, Cinematography, Editing and Audiography. Apart from the basic diploma course, the institute also has the provision to conduct short and medium term courses on areas related to film and television research and explorative studies in the sociology, culture and

technology of film and television are the other areas of focus in SRFTI.

### Management & Organisational Framework

SRFTI is a fully funded autonomous institute under the Ministry of I & B, run by a Society constituted by the Government of India. The Society headed by a President consists of eminent film and television personalities, alumni of the Institute and officials, runs the Institute through a Governing Council (GC) that is constituted with select members of society

### INFRASTRUCTURE & EQUIPMENT

#### Major Infrastructure & Equipment

Satyajit Ray Film & Television Institute (SRFTI) has been constructed on a sprawling campus of 39.36 acres of land located at the Eastern Metropolitan Bypass Road in Kolkata. The infrastructure of the Institute consists of the Film

Direction Block which mainly houses the Direction and Screenplay Writing Department, the Audiography Block which consists of three studios and several Digital Audio Workstations (DAWs) for sound recording, sound editing, and track laying at the post-production stage, the Editing block which consists of one film and one video section and the Cinematography Block which is equipped with wide range of cameras.

## ANCILLARY FACILITIES

**Film Studio & Television Studio:** The Institute is proud to have two studio floors. The Film Studio is one of the best in the eastern zone. The floor size 80 x50ft is ideal even for big budget spectacular sets. It has got a fully air-conditioned make-up room, underground pit for specialized camera angles, 3 tier platforms for lighting, big

store room for stacking art material and a carpentry and painting section.

The state-of-the-art fully air-conditioned Television Studio floor of 50x50 ft dimension has a three-camera set up with cartoon room, dimmer panel, motorised telescopic lighting grid and cyclorama facilities. The studio is used for live TV programmes and multi-camera student projects. Both the studios have separate rooms for safe keeping of camera and light equipment.

**Auditorium & Screening Facilities :** The Institute has multi faceted facilities for preview and screening of films both in celluloid and video format. Recently main theatre has been equipped with Dolby digital sound reproduction system. The main theatre (370 seats) and the preview theatre (72 seats) have multipurpose facilities for 35 mm and video projection arrangement.



*Minister for I & B Smt. Ambika Soni lighting the lamp on the occasion of the Convocation of SRFTI, Kolkata*



### Participation at International Festivals and Awards won by the Students

Sl. No	Name of the films	Awards Won	Director/cinematographer
1.	Boxing Ladies (Hindi)	Awarded Rajat Kamal (Best Film on Sports) in the 58th National Award, 2010	Director: Anusha Nandakumar
2.	Germ (Hindi)	Awarded Rajat Kamal (Best Editing) in the 58th National Award, 2010	Editor: Tinni Mitra
3.	Bagher Bachcha (Bengali)	Selected for screening in the World Cinema, Amsterdam, 2010	Director: Bishnu Deb Halder
4.	Kusum (Hindi)	Selected for screening in many International Film Festivals during 2010-1011	Director: Shumana Banerjee
5.	Thug Beram	Awarded best short film, wide angle in Pusan International Film Festival, Kerala	Director: Venkat. A

#### Community Radio Station

The Government of India has opened up vistas for educational Institutions/Organizations for cultural development of the local community through Community Radio Station. The Institute has completed the construction of Community Radio Station with the help of Broadcasting Engineers Corporation India Limited (BECIL), SRFTI Community Radio is broadcasting regular programmes for the community.

#### North East Region

SRFTI arranged a workshop at Manipur in which experts of Manipur Film Forum and MFDC were present. There was good response to the workshop. SRFTI is contemplating to introduce an examination centre at Imphal, Manipur, in addition to Guwahati for the forthcoming

admission test. During the last admission process, 15 candidates appeared from the North East Region and two candidates were finally selected.

#### NEW SCHEMES

##### Department of Animation

The Institute intends to start two-year postgraduate diploma course in 'Animation and Electronic Imaging' with an intake capacity of 10 students in each batch. Tentatively, the course will commence from 2012 after creation of required infrastructure and recruitment of manpower.

##### Department of Production Management in Films and Television

The Institute also proposes to start a two-year postgraduate diploma course in Production



*Minister for I & B Smt. Ambika Soni at the Convocation of SRFTI at Kolkata*

Management in Film and Television with an intake capacity of 10 students in each batch, from 2012 after creation of required infrastructure and recruitment of manpower.

### Highlights

1. A Swiss Experimental Film package was screened from 28<sup>th</sup> February to 2<sup>nd</sup> March, 2011 followed by an interactive session with students, moderated by Swiss experts/Historian,
2. National Film Archive of India and SRFTI organized a Retrospective of Adoor Gopalakrishnan during March, 2011.

3. The 3rd Convocation was held on 16<sup>th</sup> September, 2011. Hon'ble Minister for Information & Broadcasting, Smt. Ambika Soni, was the Chief Guest. She awarded Diploma certificates to these students who completed the course successfully. The Minister of State for I & B Shri C.M. Jatua, and noted film maker, Mrinal Sen, also graced the occasion.

### FINANCE

The actual expenditure of the Institute for the financial year 2010-11 is as follows:-

### SRFTI (Plan/Non-Plan)

(₹. in lakhs)

	Revised Estimates	Final Grant	Actual Expenditure
<b>Non Plan</b>	618.00	618.00	685.80*
<b>Plan</b>	700.00	700.00	699.99
<b>Total</b>	<b>1318.00</b>	<b>1300.00</b>	<b>1385.79*</b>

\* The excess expenditure incurred from the Revenue Receipts.



*Minister for I & B Smt. Ambika Soni addressing the Convocation at SRFTI*

## **NATIONAL FILM ARCHIVES OF INDIA**

([www.nfaipune.gov](http://www.nfaipune.gov).)

The importance of preserving cinema as an art and historical document has been recognized all over the world. The task of preserving cinema in all its varied expressions and forms is best entrusted to a national organization (NFA) having a permanent set-up reining, the confidence of the film industry and adequate resources and expertise. Thus, the National Film Archives of India was established as a media unit under the Ministry of Information and Broadcasting in February 1964 with the following aims and objectives:

1. To trace, acquire and preserve for posterity the heritage of national cinema and build up a representative collection of World Cinema.
2. To classify and document data related to films, undertake and encourage research on cinema and publish and distribute them.
3. To act as a centre for dissemination of film culture in the country and to ensure the cultural presence of Indian cinema abroad.

In the 47 years of its existence NFAI has been making rapid strides in achieving its goals.

During the period from 1<sup>st</sup> April to 31<sup>st</sup> December, 2011, NFAI has added to its collection 41 more films (35 Fresh and 6 Duplicates), 384 films received on LTL basis, 121 DVDs, 114 books, 1189 stills, 300 song booklets, 826 wall posters and 75 film folders/pamphlets. Some of the important fresh film titles/prints added to the archive collection during the period are given in Annexure-A.

### **FILM ACQUISITION**

About 500 films were transferred by Nehru Memorial Museum & Library, New Delhi, to NFAI during the period for preservation, digitization and restoration. These film reels cover actual footage on important events during the tenure of India's first Prime Minister Pandit Jawaharlal Nehru.

During the period of 2011, 500 reels of picture and

sound negatives were received from Bombay Film Laboratory and other private parties. Significant titles received as free deposits during the year included Marathi, Punjabi, Bhojpuri, Rajasthani and Gujarati titles along with Hindi titles for storage and preservation in the Archive.

A detailed statement of acquisition is given at Annexure-B

## **DISSEMINATION OF FILM CULTURE**

### **Screen Education**

Another important activity under dissemination of film culture is screen education scheme comprising of long and short term Appreciation Courses, conducted in collaboration with FTII and other educational and cultural institutions.

The 3<sup>rd</sup> Introductory Course in Film Appreciation for Children was held from 6-12 May, 2011. Around 25 children participated in this course. Experienced faculty and filmmakers interacted with the participants and 10 feature films were screened during the course period.

The 36<sup>th</sup> Annual course in Film Appreciation was held in Pune from 16<sup>th</sup> May to 11<sup>th</sup> June, 2011. About 68 participants from across the country, besides three from Sri Lanka and one from Bangladesh attended the course. The course is primarily designed to meet the needs of film related professionals like teachers of film studies, communication, journalism, film society organizers, film critics, researchers, government officials handling films, technicians and others interested in films. Along with faculty from FTII, guest faculty included veteran script writer Anjum Rajabali, renowned filmmakers Girish Kasaravelli and Kiran Rao. Anjum Rajabali was the Chief Guest at the valedictory function.

The 3<sup>rd</sup> short Film Appreciation Course was held at Macquinz Palace, Entertainment Society of Goa, Panjim from 2-9 July, 2011 under the auspices of

the National Film Archives of India, Film & Television Institute of India, Pune and the Entertainment Society of Goa, Panjim. 38 participants attended the course. Chief Minister of Goa Shri Digambar Kamat, attended the closing function.

The 2nd short Film Appreciation course was held at Shimla from 18-24 July, 2011 under the joint auspices of the National Film Archives of India, Film & Television Institute of India, Pune and Information and Public Relations Department, Government of Himachal Pradesh. The course was widely attended by participants from Punjab and Himachal Pradesh.

The 1st short Film Appreciation course was held in regional language 'Bengali' at Siliguri, West Bengal from 2-4 September 2011 in collaboration with Federation of Film Societies of India, National Film Archives of India, Pune and Siliguri Cinema Society.

A works shop on forgotten classical music (flute) maestro Pannalal Ghosh was held on 8<sup>th</sup> September, 2011 at NFAI, Pune. The half-day workshop was the first one that celebrated the Birth Centenary of the flute maestro Pt.Pannalal Ghosh at the Government level and was attended by 30 participants. There was a lecture-demonstration on the innovations and new compositions on the maestro by his disciple Vishwas Kulkarni who is a scientist at Bhabha Atomic Research Centre, Mumbai. Pt. Mohan Darekar rendered Pt.Pannalal Ghosh's compositions at the workshop. Excerpts from 8 rare films for which the maestro had composed music or scores for songs were screened from NFAI Collection and his musical contribution was lauded at a presentation at the workshop.

A short Film Appreciation course in Marathi was jointly organised in association with Federation of Film Societies of India (Maharashtra), Ashay film Club and NFAI, Pune from 24-30 September, 2011 at NFAI, Pune in which 81 participants attended the course. Former UGC Chairman Mr. Arun Nigwekar was the chief guest at the inauguration function. A

book written by Sudhir Nandgaonkar on film society movement in India was released at the function. Former Sheriff of Mumbai Mr. Kiran Shantaram was the chief guest at the closing function.

## **SUPPLY OF FILMS FOR VARIOUS PROGRAMMES**

NFAI's activities to disseminate film culture in India are manifold. Its Distribution Library has about 40 active members throughout the country. The Archive also supplies films for various screening programmes.

Major events where NFAI extended its facilities were:

- On the occasion of International Women's Day "Women in Cinema" film festival was held at NFAI Pune, from 8-10 March, 2011 in association with Aashay Film Club, Assam and NFAI supplied two films for the festival.
- The 1st Spanish International Film Festival was organized at NFAI Pune from 2-3 April, 2011 in association with Pune Film Foundation and Casa Dela, India. Nine Spanish films were showcased during the festival and was attended by Spanish producer Beatriz De La Gandara, actors Elena Anaya, Marta Atura and Lola Duenas and director Edmon Roch among others. The festival received a tremendous response from the Pune film lovers.
- A film festival tribute to Elizabeth Taylor - "Remembering Liz" was organised by NFAI from 2-3 April, 2011 at NFAI auditorium which six landmark films were screened.
- A "Raja Paranjpe Film Festival" was organized by NFAI in collaboration with Raja Paranjpe Pratishtan from 16-19 April, 2011 in Pune where nine films from archive collection were screened. In addition to this, a workshop on 'Understanding Raja Paranjpe' was held. The award ceremony of Tarunai Sanmaan to actors Shreyas Talpade, Mukta Barve and Director



*French Film maker Mr. Bertrand Tavernier addressing the press at IFFI, 2011*

Satish Rajwade and Music Director Kaushal Inamdar (Award to Young Achievers of Marathi Film Industry) was an important part of the festival.

- An "International Dance Films Festival" was jointly organized by Max Mueller Bhavan, Alliance Francaise, Centre for Contemporary Dance and NFAI Pune to celebrate the International Day of Dance. NFAI screened two feature films for the event held at NFAI auditorium from 26 to 30 April, 2011. A total of six dance films were screened during the festival.
- The British Library and NFAI, Pune, organized a Festival as a special event to commemorate 150<sup>th</sup> Birth Anniversary of Rabindranath Tagore. Screening of films - 'Rabindranath Tagore and 'Chokher Bali' were part of the festival. Dishari, Pune also screened the feature documentary 'Rabindranath Tagore' in NFAI auditorium.
- A childrens' film festival called "Filmi Chashma" was jointly organized by an NGO Filmi Chashma and NFAI, Pune from 13-15 May, 2011 in which 17 short films including animation films were screened. The festival was supported by Children's Film Society of India.
- Film "My Fair Lady" was screened at NFAI auditorium in association with Aashay Film Club, Pune on 28<sup>th</sup> May 2011.
- A childrens' film festival called "Monsoon Dhamaal" was organized by Children' Film Society of India in association with NFAI at Pune from 22-26 June, 2011 wherein 12 feature and 2 short films were screened. Noted film personalities Dr. Mohan Agashe and Ramesh Dev inaugurated the festival.
- An Australian film festival was organized jointly by Consulate General of Australia, Mumbai Federation of Film Societies of India and NFAI at Pune from 23 - 26 August, 2011. Consul General of Australia at Mumbai, Mr. Steve Waters, inaugurated the festival. Eight feature and one short film on DVD format were screened during the festival. Prof.Samar Nakhate presented a review of the Australian package of films.
- A festival named "Adivasai Film Festival" was organized by Bahurang in association with NFAI, Pune showing awareness among the Adivasis, in which seven short films on DVD format were screened at NFAI auditorium.
- A "Cannes in India" film festival was held in association with Alliance Francaise, Pune from 13-17 September, 2011 at NFAI, Pune. The festival showcased films of young directors or first films of Indian directors which had received recognition at the Cannes festival. The festival opened with the premier of Rakesh Om Prakash Mehra's film 'Bollywood-the greatest love story' which was commissioned by the organisers of the Cannes festival.
- Video screenings of Dr. Babasaheb Ambedkar, organized by Alliance for Global Education, Pune and the "The Truth about the Tiger" was organized by Confederation of Indian Industry, Pune for the study purpose at NFAI auditorium.
- First Japanese Animation film festival was organized by Consulate General of Japan, Japan Foundation in association with NFAI at Pune from 1-3 October, 2011 wherein nine animation films on 35 mm format were showcased. Mr. Shinichi Lida, Consulate General of Japan at Mumbai inaugurated the festival.
- On the occasion of Gandhi Jayanti on 2nd October, 2011, two special shows of film 'Mahatma', were held for the NFAI Film club members and the general public.
- Retros of veteran actor late Shammi Kapoor's films was held for NFAI film club members and

the general public on 7<sup>th</sup> & 8<sup>th</sup> October, 2011 wherein four films were screened.

- First Pune short film festival was organized at NFAI Pune from 10-12 October, 2011 by *Marathi Chitrapat Pariwar* showcasing 27 short films.
- The Archives also organized a series of festivals showcasing films from France, Germany, UK, Iran, Argentina, Poland and other European countries in collaboration with Alliance Francaise, Max Mueller Bhavan, British Council and Cultural Centre of Russia, Mumbai.
- A total of 161 films were shown under various programmes apart from the regular screenings for the film Circle members and the students of FTII. In addition, screening of documentary films on every second Saturday of the month was started from August 2009, for the benefit of the film circle members and others interested in documentary films. Documentaries from Films Division are presented in this programme.
- Students of various mass media and journalism institutions visited NFAI Pune as part of their educational tour.

## NFAI IN VARIOUS FILM FESTIVALS

### PIFF, Pune

The 9<sup>th</sup> Pune International Film Festival was held from 6-13 January, 2011 and NFAI gave programme support to the event by lending the auditorium and 20 Archival films on regular terms and conditions.

### International Film Festival of India-2011, Panaji, Goa

A retrospective on Dadasaheb Phalke awardee, K. Balachander; a package on films by the late Mani Kaul and adapted from stories written by Nobel laureate Rabindranath Tagore's were presented by the National Film Archives of India at IFFI, Panaji, Goa, from 23<sup>rd</sup> Nov. to 3<sup>rd</sup> Dec. 2011. Films like "*Aval Oru Thodar Kathai*", "*Iru Kodukal*" and "*Maro*

*Charithra*" by K. Balachander in digitized restored formats were presented at the inauguration of the special package of his films. In addition to this, Satyajit Ray directed "*Charulata*" ; *Kshudito Pashan*" by Tapan Sinha; "*Milan*" by Nitin Bose and "*Streer Patra*" directed by Purnendu Patrea were part of the section on Tagore. NFAI prepared a special package of six films on Tagore's anniversary and also showcased a documentary on Tagore made by Buddhadeb Dasgupta. Other digitized version screened at the festival were Mani Kaul's "Idiot" and "*Mati Manas*", "Professor" by Lekh Tandon and "Chomana Dudi" by B.V. Karanth. Important among the other programmes for which NFAI supplied special packages during the year were:-

- NFAI supplied a package of films for the third Nashik International Film Festival held at Nashik from 20-23 January, 2011.
- A package of thirteen films were sent to *Janasamskara Chalchitra Kendra* for the International Film Festival, Thrissur held from 26-31 March, 2011.
- Thirteen films were sent to FILCA for the 11th International Film Festival, Trivandrum held from 13-19 May, 2011.
- A film "Mirza Ghalib" by Sohrab Modi was sent for special screening held at Aga Khan Trust, New Delhi.
- Two films on DVD format were sent to Ability Foundation, Chennai for their festival.
- Four films were sent to Directorate of Film Festivals, New Delhi for Nalini Jaywant Film Festival held from 29-31 July, 2011.
- Film "*Apur Sansar*" was sent to Goa for South Asian Film Festival held from 15-18 September, 2011.
- Film "*Uski Roti*" and "*Aashad ka ek din*" were sent to World Habitat Centre, New Delhi for Mani Kaul's special screening programme.



- Three films were sent to Mumbai Academy of Moving Images (MAMI) for the 13<sup>th</sup> Mumbai Film Festival held from 13-20 October, 2011.
- Four films were supplied to Cine Central, Kolkata for the 17<sup>th</sup> Kolkata International Film Festival held from 10-17 November, 2011.
- Archive films were supplied to Directorate of Film Festivals for 42<sup>nd</sup> International Film festival of India held at Panaji, Goa from 23<sup>rd</sup> Nov. 2011 to 3<sup>rd</sup> Dec. 2011. A number of films were also supplied for joint screenings held by FFSI at Mumbai, Kolkata, Chennai, Bangalore, Hyderabad and Cochin.
- Four films were supplied to 16<sup>th</sup> International Film Festival of Kerala, held from 9-16 December, 2011.
- Eleven films from Archive collection and five restored Blue Ray DVDs of G. Aravindan's films were supplied to the 4<sup>th</sup> Bangalore International Film Festival held from 15-22 December, 2011.
- A package of eight films were supplied to Asian Film Foundation, Mumbai for 10<sup>th</sup> Third Eye Asian Film Festival held at Mumbai from 22-29 December, 2011.

### **Films sent for International Film Festivals and other Special events**

NFAI had sent a restored copy of the film "Khandhar" in Blue Ray DVD format for screening at the Glasgow Film Festival held in UK in February, 2011.

Satyajit Ray's Film "Teen Kanya" was sent to Indian Mission in Portugal, Lisbon through Directorate of Film Festivals, New Delhi for screening during Lisbon film festival held in February, 2011.

NFAI had sent a Blue Ray DVD on silent film "Shiraz" to Sharmini Viswambharan, Chingay and Event Network, People's Association, Singapore, for the cultural concert in Singapore.

Five films "*Madhumati*", "*Bari Thekey Paliye*", "*Ajantrik*", "*Nagarik*" and "*Chinnamul*" were sent to La Cinematheque Francaise, Paris, for the festival held in June, 2011.

The film "*Madhumati*" was sent for screening in Toronto Film Festival.

Five films in DVD format "*Light of Asia*", "*Shiraz*", "*Karma*", "*Achhut Kanya*", and "*Janmabhoomi*" were sent to South Asian Cinema Foundation, London for the famous Indian screenwriter and filmmaker Niranjan Pal's film festival screening.

### **Poster Exhibitions**

A number of Poster Exhibitions were also organized during the period:-

**Pune :** A poster exhibition was held on late Elizabeth Taylor, with a flyer "Remembering Liz" at NFAI, Pune.

Poster exhibition was also organized on late Raja Paranjape depicting his famous films and detailing his career and biographical information on him.

Poster exhibition was also organized at NFAI, Pune for the programme "Chitra Gaurav"—

A rare photograph exhibition on flute maestro late Pannalal Ghosh was organized at NFAI, Pune tracing his life and achievements.

A poster exhibition was organized by NFAI on 'Saluting Dadasaheb Phalke Awardees' 'Bimal Roy' and 'Uttam Kumar', on the visit of Parliamentary Consultative Committee to Pune. The exhibition was kept open for general public from 6 to 9 July, 2011.

**New Delhi:** NFAI participated in the Indian Habitat Film Festival and poster exhibition with 172 exhibits at the India Habitat Centre, New Delhi, from 14 to 22 May, 2011. The exhibition theme was "Saluting the Dadasaheb Phalke Awardees". Few exhibits on K. Balachander were also displayed during the event.

Film posters exhibition on Late Nalini Jayawant was organized by NFAI at Siri Fort Auditorium from 29 to 31 July, 2011.

A poster exhibition was organized during retros of veteran actor late Shammi Kapoor's films at Siri Fort Auditorium held from 14 to 23 December, 2011.

**Madgaon, Goa:** As part of the 42nd International Film Festival of India (IFFI-2011) posters and photographs exhibition entitled "Music and Songs in Indian Cinema" was organized at Ravindra Bhavan, Madgaon, Goa. Eighty exhibits highlighting the contributions of music directors, lyricists and singers were displayed from 23 to 25 November 2011. The exhibition was inaugurated by the Chief Minister of Goa, Shri Digambar Kamat, Secretary (I&B), Shri Uday Kumar Varma, besides Indian and foreign dignitaries visited the exhibition.

### **Theatre Facilities**

NFAI has three multi-purpose theatres a preview theatre of 35 seats and main theatre of 330 seats in the main campus and state-of-the-art theatre of 200 seats at Kothrud near Pune. Apart from NFAI's own on programmes and FTII's academic screenings, the facilities were also availed of by other institutions for their screening programmes, lectures, seminars etc.

Max Mueller Bhavan, Alliance Francaise and British Council in Pune also organized screening programmes for the benefit of their members and NFAI Film Circle members on a regular basis. During the period under report the main auditorium and preview theatre were rented out for 502 programmes.

### **Conservation, Preservation and Restoration work**

The moving images of heritage of India can be safeguarded only if sustained and deliberate efforts are made to preserve it. The films are stored in a controlled environment with temperature of about 14° C and relative humidity of 50%, which is ideally

suited to preserve black and white films. NFAI also has sixteen specialized vaults for color films.

### **Facilities to Producers / Copyright Owners**

NFAI is rendering services to producers/copyright owners in respect of supply of films for repairing their original damaged 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.

### **Digitization and Restoration of films at NFAI**

About 202 film titles have been digitized and other 122 Films have been restored during the period.

National Film Archives of India was conferred with an Award for Excellence in restoration of Mrinal Sen's film "Khandhar". The award was presented to NFAI at a ceremony organized by Infocom-Assocham, a three-day annual conference and exhibition held in Kolkata in February, 2011. The award was presented by the filmmaker Shri Madhu Bhandarkar to the team of technical experts and members of the NFAI Technical Committee for the best technical guidance.

## **PLAN AND NON PLAN PROGRAMMES**

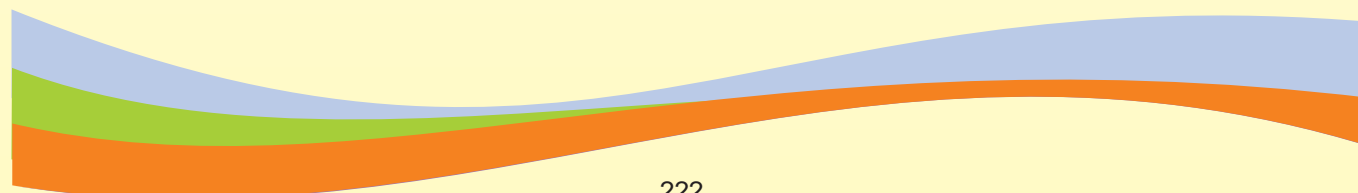
### **Plan Outlay**

NFAI has a budget provision of ₹ 2000 lakh during 2011-12 for the Plan Scheme. During the period from 1st April, to 31<sup>st</sup> December, 2011 NFAI acquired 41 films, 384 films on LTL basis. 121 DVDs, 114 books, 75 film folders/pamphlets, 1189 stills, 300 song booklets and 826 wall posters.

A statement showing Plan performance during 2011 is enclosed at Annexure-C:

### **Budget provision for North East region and Jammu & Kashmir**

Considering the nature of activities of NFAI, it was not considered feasible/possible to provide any budget provision for North-East region and Jammu & Kashmir.



### Brief indication of the programme of work for the period January 1st to March 31st 2012

About 50 film titles will be digitized and restoration of other 50 films will be completed. Also, approximately 60 films will be acquired from the National Film Awards and Indian Panorama.

### Statement showing the Budget for Plan and Non-Plan are given below:

<b>2011-12</b>			
<b>Budget Estimates 2011-2012</b>			
<i>(₹ in lakhs)</i>			
	<b>Plan</b>	<b>Non-Plan</b>	<b>Total</b>
Major Head "2220"- Information & Publicity Revenue Section	2000.00	468.00	2468.00
<b>Total</b>	<b>2000.00</b>	<b>468.00</b>	<b>2468.00</b>
<b>Revised Estimates 2011-2012</b>			
Major Head "2220"- Information & Publicity Revenue Section	2500.00	470.50	2970.00
<b>Total</b>	<b>2500.00</b>	<b>470.50</b>	<b>2970.00</b>
<b>Budget Estimates 2012-2013</b>			
Major Head "2220"- Information & Publicity Revenue Section	700.00	492.15	1192.15

### ADMINISTRATION

#### Organizational set up

With headquarters in Pune, the NFAI has three Regional Offices at Banglore, Kolkata and

Thiruvananthapuram. These regional offices are primarily engaged in the task of diffusing film culture in the respective regions through film societies, educational institutions and cultural organizations. The functioning of the regional offices is overseen by the Director with the assistance of Deputy Director-cum-Curator who is heading the technical and administrative wings at the headquarters. At present the post of Deputy Director-cum-Curator is vacant. Director, PIB, Pune, has been given the additional charge of Director, NFAI, Pune. The present staff strength of NFAI, inclusive of the three Regional Offices, is 49 (26 in the administrative wing, while 23 in the technical wing.)

#### Budget provisions with regard to Tribal Sub-Plan/Special Component Plan for SCs & STs

#### FIAF

NAFI has been a member of the International Federation of Film Archives (FIAF) 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 activities taken up considering the nature of activities of NFAI. It was not considered feasible/possible to provide any budget provisions with regard to Tribal sub-Plan/Special Component Plan for SC & ST, for the employees belonging to SC/ST/OBC, as per the norms amended from time to time.

#### Use of Hindi as Official Language

Hindi fortnight was celebrated with an inauguration function on 22nd September 2011, wherein poetry reading competition, an essay competition and

*antakshari* were held in which all the employees participated. On 23<sup>rd</sup> September 2011 a workshop was conducted on how to do office work effectively in Hindi. A prize distribution function was held on 27 September 2011. A comedy film 'Chillar Party' was screened for all the employees at NFAI auditorium.

### **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 the powers to the Administrative Officer, NFAI.

### **Pending Audit Objections**

Reply to the two audit objections have been sent to Pay & Accounts Office, Internal Audit Organization, Ministry of I&B, Mumbai for settlement. All efforts are also being made to settle the pending audit objections.

### **RTI Act-2005**

NFAI has implemented the Right to Information Act, 2005, as notified by the Government of India. Thirty applications were received by NFAI during the period from 1st April, to 31st October, 2011. Necessary information was provided to the applicants as per the rules. There was no appeal application from any of the applicant.

### **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.

### **Citizen's Charter**

Citizens' Charter is hosted on NFAI's website. Citizens can visit our website [www.nfaipune.gov.in](http://www.nfaipune.gov.in) and obtain

necessary information. Information on Citizens' Charter is updated from time to time.

### **Implementation of Action Plan**

Around 202 films were digitized and work of restoration of 122 other films has been completed during the period.

### **Advisory Committee**

Ministry of I&B reconstituted the Advisory Committee on 22nd July 2008 for National Film Archives of India under the Chairmanship of Secretary I&B with six government officials and another six non-officials. The fourth meeting was held on 26th May, 2011 at NFAI, Pune.

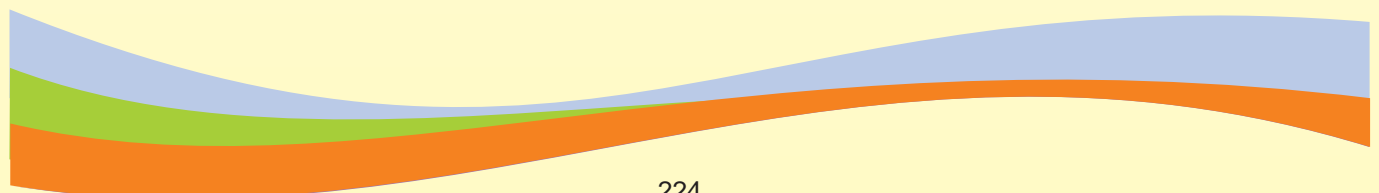
Ministry of I&B has also constituted Sub-Committees for Prioritizing Restoration of Masters' works, Technical Committee for Digitization of films, and Drafting of the Manual for NFAI in August, 2009. A number of meetings were held during the period.

### **Modernization, Computerization and e-governance**

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, students and researchers of cinema from different parts of the country and across the globe get better access to the collection and services of the Archive through its website. Application forms for film appreciation courses and schemes are available on the website. Public queries are mostly attended through e-mail ([nfaipune@gmail.com](mailto:nfaipune@gmail.com)). NFAI has internet, fax and scanning facilities.

### **Vigilance Activities**

The information on Vigilance activities during the year is given hereafter :



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: Nine

ii. Number of surprise inspections carried out during the period; Eight

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 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

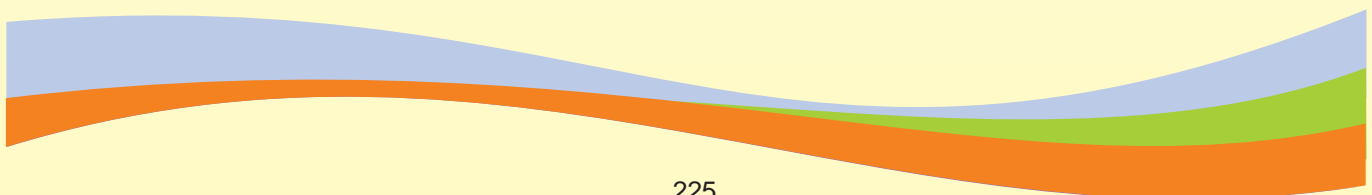
vi. Number of persons on whom major penalty was imposed: Nil

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: Nil

x. Number of persons prematurely retired under relevant provisions of rules: Nil



**Some of the important fresh titles/prints added to the Archive during the period:**

Gulebakavali	-	Ramanna/Tamil/1955
Sathyavan Savithri/Sati Savitri	-	Kodaru Nagabhushan/Tamil/1957
Kutumba Gauravam	-	B.S. Ranga/Tamil/1957
Thayl Sollai Thattathe	-	M.A. Thirumugham/Tamil/1961
Anbu Vazhi	-	M. Natesan/Tamil/1968
Ayiram Poil	-	V. Srinivasan/Tamil/1969
Jeevanadhi	-	A.K. Subramanyam/Tamil/1970
Anbukku Oru Annan	-	N.S. Manian/Tamil/1971
Ernakulam Junction	-	Vijayanarayanan/Malyalam/1971
Rathiri Vandhi	-	Vijayanarayanan/Malyalam/1971
Jodha Akbar	-	A. Gowarikar/Hindi/2008
Bettada Jeeva	-	P. Sheshadri/Kannada/2010
Ami Aadu	-	Somnath Gupta/Bengali/2010
Thenmerku Paruvakkatrud	-	S. Ramaswamy/Tamil/2010
Je-Tuka Pathar Dare	-	Jadumoni/Assamee/2010
Champions	-	Ramesh More/Marathi/2010
Dabangg	-	Abhinav S. Kashyap/Hindi/2010
Do Dooni Chaar	-	Habib Faisal/Hindi/2010
Me Sindhutai Sapkal	-	Anant Mahadevan/Marathi/2010
Ishqiya	-	A Chaaubey/Hindi/2010
Chitra Sutram	-	Vipin Vijay/Malyalam/2010
<b>FTII Diploma Films (National Awards and Panorama films) acquired during the period:</b>		
The Chabiwali Pocket Watch	-	Vaibhav Puri/Hindi/2005
Parsi Wada, Tarapore-Present Day	-	Kacvan Umrigar/Hindi/2005
Gadha Janam Safal	-	Vikram Srivastav/Hindi/2005
The Lost Rainbow	-	Dhiraj Meshram/Hindi/2006
Echoes of Silence	-	Zubin Garg/Hindi/2007
When this Man Dies	-	Arun Sukumar/Hindi/2007
Swayambhu Sen Foresees His End	-	Debashish Medhekar/Hindi/2007
Dhin Tak Dha	-	Shraddha Pasi/Hindi/2007
Stations	-	Emmanuel Palo/Hindi/2007
Narmeen	-	Vipin Mishra/Hindi/2007
Three of Us	-	Umesh Kulkarni/Hindi/2007
A Route Called 13	-	Vikram Chavhan/Hindi/2007
Ekti Kaktaliyo Golpo	-	Tathagat Sinha/Hindi/2008

**Annexure-B****STATEMENT SHOWING ARCHIVAL ACQUISITION AS ON 31ST DECEMBER, 2011**

<b>Items</b>	<b>As on 31.03.2011</b>	<b>1.4.2011 to 31.12.2011</b>	<b>As on 31.12.2011</b>
Films	18,193	41	18,234
Video Cassettes	2,798	-	2,798
DVD	1,766	121	1,887
Books	27,429	114	27,543
Scripts	36,651	-	36,651
Pre-recorded audio cassettes	1,098	-	1,098
Stills	1,36,938	1,189	1,38,127
Wall Posters	20,010	826	20,836
Song Booklets	12,840	300	13,140
Audio Tapes (Oral history)	191	-	-
Press Clippings	2,05,619	-	2,05,619
Pamphlets/folders	8,607	75	8,682
Slides	8,576	-	8576
Disc records	3,214	-	3,214
Audio Compact Discs	155	-	155
Audio-visual History Project CD on film personality	18	-	18
Digitization of ancillary film material	3,70,220	-	3,70,220

**Annexure-C****PLAN PERFORMANCE 2011-12***(₹ in lakh)*

<b>Programme/Schemes</b>	<b>S.B.G. 2011-12</b>	<b>R.E. 2011-12</b>	<b>Actual Expenditure upto 30th Nov. 2011</b>
Continuing Scheme Acquisition and exhibition of Archival Films	2000.00	2500.00	1593.97
<b>TOTAL</b>	<b>2000.00</b>	<b>2500.00</b>	<b>1593.97</b>

**STATISTICS IN RESPECT OF ALL IMPORTANT ACTIVITIES OF NFAI**

		No. of Reels	
		16mm	35mm
1.	Detailed checking of films	-	295
2.	Routine checking of films	91	14,221
<b>DISSEMINATION OF FILM CULTURE</b>			
1.	Distribution Library Members	40	
2.	No. of films supplied to Distribution Library Members	22	
3.	Films supplied for special occasions	87	
4.	Joint Screenings	13	
5.	Films supplied for Film Appreciation Courses	98	
6.	Film supplied to Producers/copyright owners for Video copying	10	
7.	Viewing facilities extended to research workers	15	
8.	Films supplied to FTII for academic screenings	89	
9.	No. of films shown at NFAI	101	
10.	No. of readers who have availed book library services	788	
11.	No. of research workers who availed services of Documentation Section	1235	

### **DIRECTORATE OF FILM FESTIVALS**

(www.dff.nic.in)

The Directorate of Film Festivals (DFF) was set up under the Ministry of Information & Broadcasting in 1973 with the objective of promoting Indian film, art and cultural exchange. The activities of DFF during the period 2010-11 towards achieving these objectives were:-

- (i) Conferring National Film Awards including Dadasaheb Phalke Award.
- (ii) Participation in Cultural Exchange Programmes and organizing screening of Indian films through Indian Missions abroad.
- (iii) Selection of films for Indian Panorama.
- (iv) Participation in International Film Festivals abroad.
- (v) Organizing special film expositions such as retrospectives, screening of Indian Panorama films and National Award winning films.





*Minister for I&B Smt. Ambika Soni receiving the results and recommendations from the Chairman of Feature Films, Non-feature Films and Best Writing on Cinema for the 58<sup>th</sup> National Film Awards Shri J.P. Dutta in New Delhi.*

- (vi) Collection, preservation and documentation of prints of National Award winning and Indian Panorama films for non-commercial screenings.

These activities provide a unique opportunity in encouraging production of films of aesthetic and technical excellence as well as social relevance. This contributes to the understanding and appreciation of cultures of different regions of the country in cinematic form, thereby promoting unity and integrity. They provide a great opportunity for exchange of ideas, culture and experiences between India and other countries in the field of cinema. These activities also provide a powerful platform for Indian cinema industry and open up commercial opportunities for them. The latest trends in global cinema are made accessible to the film industry, students and the general public.

### **National Film Awards**

The National Film Awards (NFA) aim at encouraging production of aesthetically and technically excellent

films in the country which are also socially relevant. The NFA encourage the emerging talents in the film industry as well as the established film-makers alike. The NFA along with Indian cinema's highest honour, Dadasaheb Phalke award, are presented by the President of India at a function in the presence of the Minister for Information & Broadcasting and other dignitaries.

Having completed 58 editions now, the National Awards continue to underline cinematic excellence. The awards have over the years brought the best talent present in Indian cinema to national limelight. In its over a half century long journey, the NFA has nurtured numerous talent who are now national icons and also recognised internationally.

### **58<sup>th</sup> National Film Awards**

The 58th National Film Awards were presented by the Hon'ble President Smt. Pratibha Devisingh Patil



*President Smt. Pratibha Devisingh Patil presenting the Rajat Kamal Award to Shri Vishal Bharadwaj for the Best Music Direction -Songs (Ishqiya) at the 58th National Film Awards function in New Delhi. Minsiter for I & B Smt. Ambika Soni & Minister of State for I & B Shri Choudhury Mohan Jatua are also seen*

on 9th September 2011 at Vigyan Bhawan, New Delhi. For the 58<sup>th</sup> NFA, a record number of 161 feature films in 15 languages and 113 non-feature films in 13 languages from all over the country competed for top honours. Around 115 awards in different categories were presented to films produced during the year 2010.

The top honours in the feature films category, namely, the Swarna Kamal went to Malayalam feature film "Adaminte Makan Abu" directed by Salim Ahamed. In the Non-Feature films Category, the top award went to Hindi film "Germ" directed by Snehal R.Nair. In Best Writing on Cinema, the Swarna Kamal went to the book "From Rajahs and Yogis to Gandhi and Beyond: Images of India in International Films of the Twentieth Century (English)" written by Ms. Vijaya Mulay.

The award for Best Actor was jointly won by Dhanush for his performance in Tamil film "Aadukalam" and Salim Kumar for his performance in "Adaminte Makan Abu". The Best Actress award was shared by Mitalee Jagtap Varadkar for her performance in Marathi film "Baboo Band Baaja" and Saranya Ponvannan for her performance in Tamil Film "Thenmerku Paruvakatru".

#### **Dadasaheb Phalke Award**

The prestigious award of the Indian cinema "Dadasaheb Phalke Award for the year 2010 was conferred on Shri K. Balachandar, eminent Tamil Film Director for his outstanding contribution to the Indian cinema.



*President Smt. Pratibha Devisingh Patil presenting the Rajat Kamal Award to Shri K. Dhanush for the Best Actor (Tamil: Aadukalam) at the 58th National Film Awards function in New Delhi.*



*Minister for I & B Smt. Ambika Soni speaking during the 58<sup>th</sup> National Film Awards function in New Delhi*

## **PARTICIPATION IN FILM FESTIVALS IN INDIA AND ABROAD**

DFF has participated in 45 festivals till December 2011, both in India and abroad organised under the Plan Scheme "Participation in Film Festival and Cultural Exchange Programme," 'including festivals organized by DFF, as against the target of 50 for 2011-12 set in Results Framework Document (RFD) for the year 2011-12. These include participation in 14<sup>th</sup> Shanghai International Film Festival, SAARC film Festival, Colombo, International Film Festival in Poland and other film festivals in UK, Germany, Canada, the Netherlands, Brazil and France. DFF has conducted festivals in collaboration with Indian Embassies abroad. DFF also organized National Film Awards screenings, Indian Panorama Screenings and other retrospectives within the country.

Indian Panorama film "Ami Aadu" was nominated by DFF for participation in SAARC Film Festival, held in Colombo, Sri Lanka from 11-15 May 2011. The film won Silver Medal in "SAARC Best Feature Film" Competition.

## **UPGRADATION OF PRINT UNIT, DFF**

The Film Print unit which is the core unit of DFF maintains about 1200 film prints in 35 mm format. The films pertain mostly to the Indian Panorama section which DFF has acquired over several years. These films have been screened at various Indian film expositions in a number of countries under various cultural exchange programmes and other expositions organized either by DFF, the Indian Missions abroad or through the ICCR. For the past few years it has also begun to handle films in video/digital format as well.

As part of modernization of the Print Unit, its storage facility has been shifted to the newly built premises within A-wing of Siri Fort Complex. In order to upgrade its storing, upkeep and other facilities, various equipment, have been acquired as part of a Plan Scheme "Upgradation of Print Unit".

## UPGRADATION OF WEBSITE

The official website of the Directorate of Film festivals has undergone upgradation/modification to make it more user-friendly. The new website has a modified layout for better user experience and contains huge well documented data.

## INTERNATIONAL FILM FESTIVAL OF INDIA

The 42<sup>nd</sup> International Film Festival of India (IFFI) was held in Goa, from 23<sup>rd</sup> November to 3<sup>rd</sup>

December, 2011. This was the eighth in the series in Goa with the first edition being held in 2004.

The Film Festival (IFFI) is the oldest and biggest International film festival in the Indian subcontinent, organised by the Government of India in association with the State Government of Goa. The Festival is an endeavour to understand the various social and cultural ethos through the eyes of cinema. Moving from the artistic centres of Asia to the cinematic arena of the world, the festival's founding principles centre on discovery, promotion and support of film-making of all genres, thus bringing together the diversity of forms, aesthetics and contents.

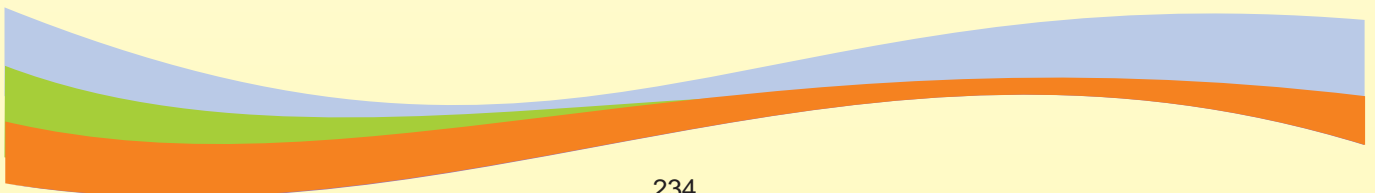
IFFI is an assembly of people and nations where the world's greatest film artistes come together with emerging talents on an equal footing. It is also a forum for film professionals to communicate face to face with film lovers around the world. Thus, IFFI aims to nurture, encourage and inspire Indian cinema



*Minister of State for I & B Shri Choudhury Mohan Jatua lighting the lamp, marking the inauguration of public screening of National Award winning films of 2010 in New Delhi*



*Dignitaries for the Opening Ceremony of IFFI at Panaji, Goa*



and introduce it to the world outside as well to the audience that coexist in this vast and diverse country.

An Expert Committee was constituted in 2010 to recommend measures to upgrade the IFFI. The Committee made a number of recommendations. A separate Director for the Festival was nominated and a Steering Committee comprising of eminent film personalities, specialists and officials guide the conduct of the Festival.

### **Festival Highlights**

- The festival organisers went in for a facelift this year with the renowned painter and production designer, Thota Tharani redesigning the IFFI logo 'Peacock'. Under the supervision of filmmaker Shaji N. Karun, a permanent IFFI Logo film has been made in 2D and 3D film formats.
- IFFI Lifetime Achievement Award was revived this year. The Award with a cash prize of ₹ 10,00,000/-, a citation, certificate and scroll was given to Mr. Bertrand Tavernier, renowned French filmmaker who received the award in person on the opening night of the film festival.
- IFFI took a giant leap in technical advancement in this edition by incorporating Digital Screening facilities at Inox and Kala Academy. The quality of digital projection was much superior and was well appreciated by the audience and foreign delegates.
- There were special public screening of films under 'Soccer in Cinema' package at Campal Football Ground, where seven films from different countries were screened.
- Animation and 3D films are the new viewing experiences that have been added to IFFI's ensemble. Five films under 3D category were screened at Kala Academy. Six animation films under the section "Sketches on Screen" were screened during this festival.

- The festival hosted 129 India premiers of films that are currently making waves in the international film circuit. These included top award winning films from Cannes, Berlin, Toronto, Venice and Busan Film Festivals.
- IFFI conducted seven Master Classes as a part of the 42<sup>nd</sup> edition. The high point of the Master Class series were the classes by two Oscar Winners- Resul Pookkuttu (Sound Designer) from India, and Hugh Welchman (Animation Film Producer) from Poland.
- The festival also conducted a three-day 3D summit with the leaders from the 3D and animation industry participating in it. The summit was well attended and received by the student community.
- For the first time "Incredible India" a campaign of Ministry of Tourism (MoT) was part of IFFI. MoT became the principal co-sponsor of IFFI.

### **Inauguration**

The 42<sup>nd</sup> International Film Festival of India was inaugurated on November 23, 2011 amidst festivities, glitz and joyous mood in anticipation of good cinema. Minister for I&B Smt. Ambika Soni and Chief Minister of Goa, Shri Digambar Kamat were joined by the Chief Guest Shahrukh Khan and other dignitaries during the inaugural function.

The opening film of the festival was 'The Consult of Bordeaux' directed by Francisco Manso and Joao Correa which portrayed the story of Aristides de Sousa Mendes, a man of conviction who saved 30,000 lives during World War II.

### **International Jury**

The International Jury was headed by eminent Indian Film maker Shri Adoor Gopalakrishnan. Other members of the panel included Lee Yong Kwon (Director, Busan International Film Festival, Korea), Tahmineh Milani (Film maker, Iran), Laurence Kardish (Sr. Curator, Museum of Modern Arts, New



*International Jury of IFFI 2011, headed by Indian film maker Adoor Gopalakrishnan*

York, USA) and Dan Wolman (Film maker, Israel)

## **WORLD CINEMA**

In all 162 films from 67 countries participated in the World Cinema section of the festival. There were two world premiers in this section. Around 190 foreign delegates participated. The World Cinema Programming comprised of the following sections:

1. International Competition
2. Cinema of the World
3. Retrospective - Luc Besson
4. Retrospective - Phil Noyce
5. A Cut Above
6. Festivals Kaleidoscope
7. Euro Discoveries
8. Spotlight on Poland
9. Documentaries (Foreign films)

10. 3D Cinema

11. Animation: Sketches on Screen

12. Country Focus - USA

13. Soccer in Cinema

14. Russian Classics

15. Homages

## **INDIAN CINEMA**

A total of 90 films (both feature & non feature) were screened under the Indian Cinema section. This included Indian Panorama, Retrospective of K. Balachander, Classics from Tagore, Students' Films, Debut Indian Short Films, Incredible India, Homages and Through the Young Eyes.

In the Indian Panorama, a total of 45 Films (both feature and non-feature films) from various regions and languages were screened. The 10-member jury for feature films, headed by Sai Paranjpe, eminent



film director, selected the films out of 118 entries. In the non-feature film category, the jury chaired by writer-director Ashok Rane, selected films out of 250 entries.

The Indian Cinema section saw maximum films from Malayalam language. *Urumi* was the opening film. Seven Malayalam films, including *Adaminte Makan Abu*, which won the National Award for the best feature film and India's official entry for the Oscars, was screened as a direct entry. Of the 24 feature films at the annual fest, three Bengali, Marathi & Hindi movies each were showcased. One each was selected in Konkani, Telugu, Manipuri, Tamil, English, Kannada, Assamese & Bhojpuri.

### AWARD WINNERS OF 42ND IFFI

- |                    |   |
|--------------------|---|
| Best Film          | <i>Porfirio</i> (Colombia) - Director Alejandro Landes and Producer Franciso Aljure |
| Best Director      | Asghar Farhadi (Iran) for the film ' <i>Nader and Simin, A Separation</i> '         |
| Best Actor         | Sasson Gabai (Israel) for the film ' <i>Restoration</i> '                           |
| Best Actress       | Nadezhda Markina (Russia) for the film ' <i>Elena</i> '                             |
| Special Jury Award | <i>Adaminte Makan Abu</i> (India) - Director Salim Ahamad                           |

### Closing

The Closing function was held on 3<sup>rd</sup> December 2011. The highlight of the evening was announcement and presentation of awards in the presence of the Minister of State for I&B Shri Choudhury Mohan Jatua and the Chief Minister of Goa, Shri Digamber Kamat while famous Tamil actor Suriya was the Chief Guest.

The festival concluded with the screening of the English film 'The Lady' directed by acclaimed French

Director, Luc Besson, which starred Michelle Yeoh and David Thewlis in lead roles.

### CENTRAL BOARD OF FILM CERTIFICATION

(www.cbfcindia.gov.in)

The production and exhibition of films occupies an important place in the field of culture, the most widely appreciated form of art. 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 by private production.

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 detail for determining the suitability of films for public exhibition.

The Board of Film Censors, re-named as the Central Board of Film Certification in June 1983, was 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 nineteen non-official members, all of whom are appointed by the Central Government. The present Board was nominated on 25th May, 2011.

The Board functions with its headquarters at Mumbai and nine regional offices at Mumbai, Chennai, Kolkata, Bangalore, Hyderabad, Thiruvananthapuram, Delhi, Cuttack and Guwahati. The regional



*Chief Secretary, Goa, Shri Sanjay Srivastav presenting the Special Jury Prize to Shri Salim Ahamed for the film "Adaminte Makan Abu" at IFFI-2011*

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.

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 "U/A" 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 specialised audiences such as doctors etc. are granted "S" certificates. Films

considered unsuitable for public exhibition are not granted certificates.

## **WORK RELATING TO CERTIFICATION**

During the period April to November, 2011 the Board issued certificate to a total 9021 films, 2446 certificates were issued to all celluloid films while 6434 certificates for video films. During the period, 814 Indian Feature Films (Celluloid), 149 Foreign Feature Films, 1 Indian film other than feature and seven Foreign films other than feature, 1286 Indian short films and 189 Foreign short films (celluloid) were certified. A statement indicating the certificate-wise and category-wise details of films certified in the year is given at Annexure I.

Statements indicating region-wise/language-wise details and thematic classifications of certified Celluloid Feature Films are also given at Annexures II, III, IV, & V.

The Board received applications for change of category of certificates from "A" to "U/A" 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 certifies film songs and trailers in video format for telecast on Doordarshan.

### Celluloid

India is one of the major film producing countries in the world. From 1999 there was steady increase in the figures of Indian feature films certified. In 1999 it was 764, in 2000-855, in 2001 - 1013, in 2002 - 943, in 2003 it was 877, in 2004 it was 934, in 2005 - 1041, in 2006 - 1091, in 2007-1146, in 2008-1325 & in 2009-1288. During the period from April to November, 2011 the figure works out to 814.



*Minister of State for I & B, Shri Choudhury Mohan Jatua presenting the Best Actor Male Award to Mr. Sasson Gabai for the film "Restoration" during 42nd IFFI*

Out of 814 Indian Feature Films certified during the period from April to November 2011, 368 were granted "U" certificates, 289 "U/A" certificates, while 157 "A" certificates. Similarly, of the 149 Foreign Feature Films certified in the year, 23 were granted "U" certificates, 75 "U/A" certificates, while 51 "A" certificates.

The Board certified a total of 1286 Indian Short Films during the period from April to November, 2011 of which 1095 were granted "U" certificates, 149 "U/A" certificates, and the remaining "A" certificates. In respect of the 189 Foreign Short Films certified in the year, 91 were granted "U" certificates, 88 "U/A" certificates while only 10 "A" certificates.

### Video

A total of 6434 certificates were issued to Video films during the period from April to November, 2011. Of these, there were 574 Indian Feature Films, 1161 Foreign Feature Films, 4149 Indian short Films, 348 Foreign Short Films, 178 Indian long films (other than feature) & 24 Foreign long films (other than feature).

### Digital

In the month of October & November, 2011, a total of 141 certificates were issued to Digital films. Of these, 13 were Indian Feature Films, 103 Indian Short Films, 12 Foreign Feature Films and 13 Foreign Short Films.

### Refusal of Certificates

During the period a total of 9 celluloid feature films (7 Indian & 2 Foreign) were "Refused" certificates as they were found to violate one or more of the statutory guidelines issued by the Central Government under section 5B(2) of the Cinematograph Act 1952. Some of them were subsequently certified in their revised versions.

### Board Meeting

The 126th meeting of the members of the Central Board of Film Certification was held on 10th

September, 2011 at Puducherry. The meeting was presided over by Ms. Leela Samson, the Chairperson of the Board.

The 127th meeting of the members of the Central Board of Film Certification was held on 6<sup>th</sup> November, 2011 at Hyderabad. This meeting was also presided over by the Chairperson of the Board.

### WORKSHOPS FOR ADVISORY PANELS

Workshops were arranged at various regional centers for the benefit of the members of the Advisory Panels and Examining Officers on 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

(a) Regional Officers Meeting with Chairperson was held at Mumbai on 15<sup>th</sup> April, 2011.

(b) Meeting of Chairperson, CBFC, with the NID officer on re-designing of logo, holograms and censor certificate was held at Chennai on 10<sup>th</sup> June 2011.

(c) An interactive seminar titled "Samvaad CBFC-2011" held in Mumbai on 14<sup>th</sup> June, 2011. The seminar was inaugurated by Chief Minister of Maharashtra Shri Prithviraj Chauhan.

(d) Regional Officers meeting was held on 6<sup>th</sup> July, 2011 at Mumbai.

(e) Chairperson, CBFC, and Board Members Meeting was held at Mumbai on 18<sup>th</sup> July, 2011.

(f) National workshop organized by the Ministry of Health and Family Welfare in collaboration with WHO and Salaam Bombay Foundation, Mumbai, to sensitize various stakeholders from the CBFC, held on 28<sup>th</sup> September, 2011 at



*Minister for I & B Smt. Ambika Soni addressing the media on the occasion of assumption of charge by Ms. Leela Samson, as Chairperson CBFC. Former Secretary (I & B), Shri Raghu Menon is also seen*

New Delhi. The workshop was attended by Regional Officers of Mumbai, Chennai, Bangalore, Hyderabad, Delhi, Cuttack and Guwahati and Additional Regional officer Thiruvananthapuram.

- (g) Chairperson, CBFC and CEO's meeting with the Chairman, FCAT was held on 19<sup>th</sup> October, 2011 at New Delhi.
- (h) CEO & Regional Officers meeting with Addl. Secretary, MIB was held at Mumbai on 24<sup>th</sup> October, 2011.
- (i) Interactive session between Andhra Pradesh film fraternity and the Chairperson, CEO, and the Regional officers of CBFC held on 5<sup>th</sup> November, 2011 at Hyderabad.
- (j) A meeting under the Chairmanship of Minister for I&B Smt Ambika Soni with Minister of Law & Justice Shri Salman Khurshid, and the officers of MIB, CEO, CBFC and representatives of film industry was held on 29<sup>th</sup> November, 2011 to discuss on the Notification regarding "Smoking in films" dated 27<sup>th</sup> October, 2011 issued by the Ministry of Health & Family Welfare.

## COMPLAINTS

Some complaints about certification of films were received from the public. The complaints mainly dealt with the subject of sex and violence on screen. Most of these complaints were general in nature.

## CENSORSHIP VIOLATIONS

The incidence of censorship violations at the stage of exhibition of films continued to be reported during 2011 as well. Most of the cases of violations that came to the knowledge of CBFC and the Central Government related to interpolations. The censorship violations indulged in by sections of the film industry are broadly of five types viz.

- a) Insertion of the portions deleted by CBFC in films during public exhibition.

- b) Insertion of portions not shown to the Board in a certified film.
- c) Insertion of excerpts (bits) of blue films in a certified film.
- d) Exhibition of uncensored films, with forged certificates, and
- e) Exhibition of films without censor certificates.

During the period from January to November, 2011, 10 cases of interpolations in films were detected at various places and the verification reports were sent to the concerned Judicial Magistrates for necessary action.

## CINE WORKERS WELFARE FUND ACT

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. CBFC collected an amount of ₹ 2,23,20,000/- towards CWWC.

Cess on imported films dubbed into Indian language came into force vide Ministry's Notification dated 18<sup>th</sup> July 2007.

## CERTIFICATION FEES

An amount of ₹ 4,77,07,914/- was collected towards certification fees.

Certain categories of films are exempted from the provision relating to certification of films vide Ministry's Order No. 807/3/2007 dated 24<sup>th</sup> September, 2007.

## IMPORTANT COMMUNICATIONS

An Important communication No. 02 dated 7<sup>th</sup> October 2011 was issued to bring uniformity in the procedure of certification of digital films.

An Important communication No. 03 dated 7<sup>th</sup> October 2011 was issued to mute inappropriate (objectionable) words instead of beeping them in the film.

**CENTRAL BOARD OF FILM CERTIFICATION  
STATEMENT INDICATING THE FILMS CERTIFIED BY THE  
BOARD FROM 1.4.2011 TO 30.11.2011**

**CELLULOID**

	U	UA	A	S	TOTAL
Indian Feature Films	368	289	157	-	<b>814</b>
Foreign Feature Films	23	75	51	-	<b>149</b>
Indian Short Films	1095	149	42	-	<b>1286</b>
Foreign Short Films	91	88	10	-	<b>189</b>
Indian Long Films other than Feature	1	-	-	-	<b>1</b>
Foreign Long Films other than Feature	6	1	-	-	<b>7</b>
<b>TOTAL</b>	<b>1584</b>	<b>602</b>	<b>260</b>	<b>-</b>	<b>2446</b>

**VIDEO**

	U	UA	A	S	TOTAL
Indian Feature Films	339	207	28	-	<b>574</b>
Foreign Feature Films	449	653	59	-	<b>1161</b>
Indian Short Films	3236	808	105	-	<b>4149</b>
Foreign Short Films	212	126	10	-	<b>348</b>
Indian Long Films Other than Feature	168	7	3	-	<b>178</b>
Foreign Long Films Other than feature	19	3	2	-	<b>24</b>
<b>TOTAL</b>	<b>4423</b>	<b>1804</b>	<b>207</b>	<b>-</b>	<b>6434</b>

**DIGITAL**

	U	UA	A	S	TOTAL
Indian Feature Films	5	7	1	-	<b>13</b>
Indian Short Films	72	30	1	-	<b>103</b>
Foreign Feature Films	5	1	6	-	<b>12</b>
Foreign Short Films	9	3	1	-	<b>13</b>
<b>TOTAL</b>	<b>91</b>	<b>41</b>	<b>9</b>	<b>-</b>	<b>141</b>
<b>GRAND TOTAL</b>	<b>6098</b>	<b>2447</b>	<b>476</b>	<b>-</b>	<b>9021</b>

**CENTRAL BOARD OF FILM CERTIFICATION  
INDIAN FEATURE FILMS CERTIFIED FROM 1-4-2011 TO 30.11.2011  
(REGION-WISE) LANGUAGE-WISE (CELLULOID FILMS)**

S. No.	Language	Mum	Kol	Che	Ben	Thir	Hyd	Del	Cut	Guw	Total
1.	Hindi	116	9	5	2	0	14	0	0	0	146
2.	Marathi	59	0	0	0	0	3	0	0	0	62
3.	Gujarati	35	0	0	0	0	0	0	0	0	35
4.	Bhojpuri	54	2	0	0	0	0	2	1	0	59
5.	Malavi	0	0	0	0	0	0	0	0	0	0
6.	Telugu	9	0	35	3	6	71	0	0	0	124
7.	Tamil	9	1	93	4	3	8	0	0	0	118
8.	English	4	0	0	0	0	1	0	0	0	5
9.	Bengali	4	61	0	0	0	0	0	1	0	66
10.	Punjabi	7	0	0	0	0	0	0	0	0	7
11.	Haryanvi	0	0	0	0	0	0	1	0	0	1
12.	Odiya	0	0	0	0	0	0	0	28	0	28
13.	Kannada	0	0	0	81	0	0	0	0	0	81
14.	Malayalam	3	0	0	2	58	5	0	0	0	68
15.	Byari	0	0	0	0	0	0	0	0	0	0
16.	Tulu	0	0	0	1	0	0	0	0	0	1
17.	Dakhani	2	0	0	0	0	0	0	0	0	2
18.	Urdu	0	0	0	0	0	1	0	0	0	1
19.	Assamese	0	0	0	0	0	0	0	0	3	3
20.	Suryapuri	0	1	0	0	0	0	0	0	0	1
21.	Rajasthani	5	0	0	0	0	0	0	0	0	5
22.	Konkani	0	0	0	1	0	0	0	0	0	1
	<b>TOTAL</b>	<b>307</b>	<b>74</b>	<b>133</b>	<b>94</b>	<b>67</b>	<b>103</b>	<b>3</b>	<b>30</b>	<b>3</b>	<b>814</b>

**CENTRAL BOARD OF FILM CERTIFICATION  
THEMATIC CLASSIFICATION OF INDIAN FEATURE FILMS CERTIFIED  
FROM 1.4.2011 TO 30.11.2011  
(CELLULOID)**

Classification	Mum	Kol	Che	Ben	Thir	Hyd	Del	Cut	Guw	Total
Social	240	67	111	57	57	93	3	29	3	660
Comedy	18	4	0	5	1	1	0	0	0	29
Devotional	4	0	0	4	0	1	0	0	0	9
Action	11	0	12	3	0	0	0	0	0	26
Crime	4	1	8	8	5	1	0	0	0	27
Thriller	5	1	0	0	0	0	0	0	0	6
Horror	9	0	1	3	0	3	0	0	0	16
Biographical	0	0	0	0	1	0	0	0	0	1
Crime/Thriller	1	0	0	0	0	0	0	0	0	1
Fantasy	0	0	0	3	1	0	0	0	0	4
Social/Crime	0	0	0	0	0	0	0	0	0	0
Action/Thrill	0	0	0	0	1	0	0	0	0	1
Spoof/Satire	0	0	0	0	0	0	0	0	0	0
Murder mystery	0	0	0	2	0	0	0	0	0	2
Others	0	1	0	1	0	0	0	0	0	2
Historical	1	0	1	0	1	0	0	0	0	3
Fiction	0	0	0	0	0	2	0	0	0	2
Children's film	10	0	0	0	0	0	0	0	0	10
Mythological	1	0	0	0	0	1	0	1	0	3
Crime/Action	0	0	0	0	0	0	0	0	0	0
Political	0	0	0	0	0	1	0	0	0	1
Crime/Social	0	0	0	1	0	0	0	0	0	1
Social/Comedy	0	0	0	3	0	0	0	0	0	3
Vengeance	0	0	0	1	0	0	0	0	0	1
Action/Patriotic	0	0	0	1	0	0	0	0	0	1
Science Fiction	3	0	0	0	0	0	0	0	0	3
Suspense/Thriller	0	0	0	1	0	0	0	0	0	1
Legendary	0	0	0	1	0	0	0	0	0	1
<b>Total</b>	<b>307</b>	<b>74</b>	<b>133</b>	<b>94</b>	<b>67</b>	<b>103</b>	<b>3</b>	<b>30</b>	<b>3</b>	<b>814</b>



**CENTRAL BOARD OF FILM CERTIFICATION  
FOREIGN FEATURE FILMS CERTIFIED FROM 1.4.2011 TO 30.11.2011  
(REGIONWISE-COUNTRYWISE)  
(CELLULOID)**

S.No.	Country of Origin	Mum	Kol	Che	Ben	Thir	Hyd	Del	Cut	Guw	Total
1.	USA	107	0	0	0	0	0	0	0	0	107
2.	Hongkong	2	0	5	0	0	0	0	0	0	7
3.	Bangladesh	1	0	0	0	0	0	0	0	0	1
4.	Canada	4	0	0	0	0	0	0	0	0	4
5.	France	5	0	0	0	0	0	0	0	0	5
6.	Germany	5	0	0	0	0	0	0	0	0	5
7.	Spain	1	0	0	0	0	0	0	0	0	1
8.	Pakistan	1	0	0	0	0	0	0	0	0	1
9.	Thailand	4	0	3	0	0	0	0	0	0	7
10.	Japan	2	0	0	0	0	0	0	0	0	2
11.	UK	3	0	0	0	0	0	0	0	0	3
12.	Italy	1	0	0	0	0	0	0	0	0	1
13.	Belgium	1	0	0	0	0	0	0	0	0	1
14.	Singapore	0	0	4	0	0	0	0	0	0	4
	<b>TOTAL</b>	<b>137</b>	<b>0</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>149</b>

**CENTRAL BOARD OF FILM CERTIFICATION  
THEMATIC CLASSIFICATION OF FOREIGN FEATURE FILMS CERTIFIED  
FROM 1.4.2011 TO 30.11.2011  
(CELLULOID)**

S. No.	Classification	Mum	Kol	Che	Ben	Thir	Hyd	Del	Cut	Guw	Total
1.	Fantasy	26	-	-	-	-	-	-	-	-	26
2.	Action	9	-	7	-	-	-	-	-	-	16
3.	Thriller	18	-	-	-	-	-	-	-	-	18
4.	Social	17	-	5	-	-	-	-	-	-	22
5.	Horror	3	-	-	-	-	-	-	-	-	3
6.	Adventure	9	-	-	-	-	-	-	-	-	9
7.	Comedy	10	-	-	-	-	-	-	-	-	10
8.	Children's Film	5	-	-	-	-	-	-	-	-	5
9.	Action/Thriller	4	-	-	-	-	-	-	-	-	4
10.	Science Fiction	30	-	-	-	-	-	-	-	-	30
11.	Crime	4	-	-	-	-	-	-	-	-	4
12.	Horror/Crime	1	-	-	-	-	-	-	-	-	1
13.	Fiction	1	-	-	-	-	-	-	-	-	1
	<b>TOTAL</b>	<b>137</b>	<b>-</b>	<b>12</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>149</b>

## FINANCES OF THE BOARD

Under the provision of the Cinematograph Act, 1952, the Central Board of Film Certification is a statutory body regulating the public exhibition of films. However, for all administrative purposes, the Board is treated as a sub-ordinate office under the Ministry of Information and Broadcasting.

The revenue of the Board is by way of collection of certification fee, as per scales provided in the Cinematograph (Certification) Rules, 1983. The Board also levies projection charges towards screening of the films done in Regional Offices. The total income accrued during the period from April to November, 2011 was ₹ 4,77,07,914/-. 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 expenditure, the Board observes the Financial Year (1st April to 31<sup>st</sup> March) as per the practice followed by the Government of India. The Board receives grants from the Ministry under Non-Plan and expenditure incurred against these sub-heads from April 1 to November 30, 2011 are furnished in the table below:

During the 11<sup>th</sup> Plan the Board has the following Plan Schemes:

- Establishment of Computerised Management System and Upgradation of Infrastructure in CBFC.
- Opening of Regional Offices of CBFC at New Delhi, Cuttack and Guwahati.
- Monitoring and Moderation of Certification Process.

### ESTABLISHMENT OF COMPUTERISED MANAGEMENT SYSTEM AND UPGRADATION OF INFRASTRUCTURE IN CBFC

**S.B.G. for 2011-12** ₹ 100.00 Lakh  
**Expenditure incurred upto**

**November 2011** ₹ 28.04 Lakh

The Scheme envisages Computerization of CBFC with the help of NIC and providing technical equipment for regional offices and upgradation of infrastructure in CBFC. Also for purchase of TVs, DVDs, VCDs and other technical equipment for the regional offices. The Scheme is now operating in Mumbai office. It is proposed to connect all regional offices to Mumbai and Mumbai Regional Office to

## BUDGET ALLOCATION AND EXPENDITURE

(₹ in lakh)

	Non-Plan (BE 2011-12)	Expenditure incurred upto November 2011
Salaries	400.00	252.64
Medical	4.50	3.94
OTA	0.15	Nil
TE	20.00	9.18
OE	55.30	29.36
PPSS	150.00	68.43
Grants-in-aid	0.05	Nil
<b>TOTAL</b>	<b>630.00</b>	<b>363.55</b>

Ministry of Information and Broadcasting through NICNET. This will result in speedy transmission of data and communication. As against the total outlay ₹ 350 lakh for the 11th Plan, it is proposed to earmark ₹ 90 lakh for the Fifth Year Plan Scheme for remaining work of computerization and upgradation of infrastructure of CBFC, purchase of TVs, DVDs for Regional Offices. ₹ 100 lakh has been allocated for the year 2011-12.

#### OPENING OF REGIONAL OFFICES OF CBFC AT NEW DELHI, CUTTACK AND GUWAHATI

**S.B.G. for 2011-12** ₹ 60.00 Lakh

**Expenditure incurred up to November 2011** ₹ 36.05 Lakhs

The Scheme envisages certifying films including advertisements both in celluloid and video formats of the Producers belonging to the Delhi Region, Northern India, North-East and Odisha. An amount of ₹ 60 lakhs has been allotted under BE 2011-12

#### MONITORING AND MODERATION OF CERTIFICATION PROCESS

The Scheme envisages conducting of Workshops and Seminars of Board and Panel Members of Film Certification. One Workshop each at all regional

offices and one all India panel workshop for uniformity in all regional offices. These are conducted to obtain information about study through organizations like Tata Institute of social sciences, etc. The approved target of the 11th Plan Scheme is ₹ 500 lakh. An amount of ₹ 50 lakh has been sanctioned under BE 2010-11. ₹ 60 Lakh has been provided for the year 2011-12.

**S.B.G. for 2011-12** ₹ 60.00 Lakhs

**Expenditure incurred upto November 2011** ₹ 52.35 Lakhs

#### NATIONAL FILM DEVELOPMENT CORPORATION LIMITED

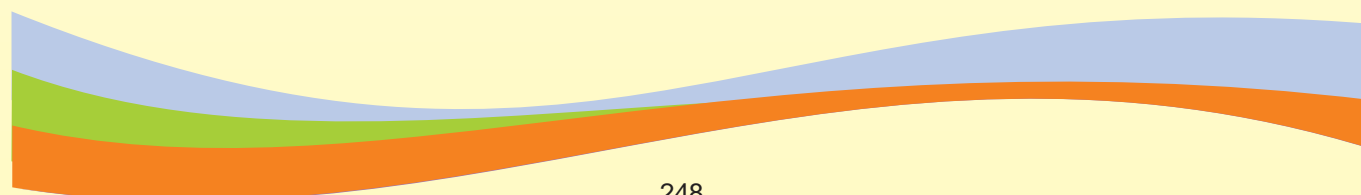
(www.nfdcindia.com)

Incorporated in the year 1975, the National Film Development Corporation Ltd. was formed by the Government of India with the primary objective of planning and promoting an organized, efficient and integrated development of the Indian film industry. 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 various Indian languages,

#### Budget Allocation and Expenditure

(₹ in lakh)

	Plan (BE 2010-11)	Expenditure incurred upto November, 2011
Salaries	25.00	18.00
Medical	0.20	0.07
OTA	0.10	Nil
TE	11.00	0.48
OE	13.65	10.05
PPSS	10.00	7.45
Minor Works	0.05	Nil
<b>TOTAL</b>	<b>60.00</b>	<b>36.05</b>



many of which have earned wide acclaim and won national/international awards.

As a film development agency, NFDC is responsible for facilitating growth in areas/ segments of the film industry that cannot be taken up by private enterprises due to commercial exigencies. While its role in the Indian film industry is largely developmental, as a Public Sector Enterprise, NFDC also has a corporate mandate and a business profile to maintain.

Following the approval of the plan for restructuring of NFDC, in the year 2010-11, based on the recommendations of the BRPSE, NFDC's paid-up capital increased from ₹ 1399.99 lakh to ₹ 4539.99 lakh as on 31st March 2011. Earlier, intensive in-house efforts were made within NFDC to revive the company by way of various initiatives, including rationalization of manpower by more than 50% of the original staff strength of 210 (as on 1 April 2008), identification of new business verticals, and re-establishment of NFDC's role as the nodal agency for development of the film industry; The initiatives included, production of films aimed at promoting new talent and the multi-lingual character of the cinemas of India, through Film Bazaar, a unique trade event aimed at facilitating collaborations with the international film fraternity in the realms of production and distribution and through digital sound and picture restoration of acclaimed films constituting an important component of Indian cinematic history.

## DEVELOPMENT ACTIVITIES

NFDC has both a developmental mandate and a business profile by virtue of being a corporate entity.

Some of the main activities carried out by NFDC as part of its mandate are highlighted below:

### i. Film Production

In the realm of film production, NFDC's mission is to create artistic motion pictures that not only showcase the 'Cinemas of India' but also reflect India's most imaginative, diverse and vibrant film culture. The year 2011 saw the production of a wide range of films in line with this endeavor. The Ministry of I & B, under its Plan, Scheme of "Film Production in various regional Languages", under the 11th Five Year Plan, 2007-12, supports the initiatives of the Corporation.

Keeping in view the Corporation's mandate of encouraging new talent, the production department undertakes 100% production of the first feature film of a debutant feature filmmaker and thereby supporting the creative vision as envisaged in his/her script.

During the period April to December 2011, NFDC received 18 applications for production of feature films. In the same period, the films (in the table below, all NFDC productions) have been completed and certified for public exhibition by the CBFC.

While the films enlisted on the next page are currently under production/co-production.

The NFDC production *Anhey Ghorey Da Daan* Punjabi, directed by debutant director Gurvinder Singh, was selected in the Orizzonti competition section of the prestigious Biennale (Venice International Film Festival 2011). Several other prestigious International film festivals such as Pusan International Film Festival, BFI London Film Festival

No.	Titles of Film	Language	Director
i.	Sanskar	Bengali	Nabyendu Chatterjee
ii	He . . . . .	Bhojपुरi	Mangesh Joshi
iii.	Anhey Ghorey Da Daan	Punjabi	Gurvinder Singh

and Abu Dhabi International Film Festival also selected the film for screening. *Anhey ghorey da Daan* won the Special Jury Award, at the Abu Dhabi International Film Festival with a cash award of US \$ 50,000. This is the first time a Punjabi film won an international award. Nabyendu Chatterjee's *Sanskar*, (Bengali), and Mangesh Joshi's directorial debut *He...*, (Bhojpuri), were selected in the Panorama section of the 42nd edition of the International Film Festival of India held in November 2011.

The Corporation's developmental mandate also includes co-producing good films in partnership with Indian and foreign filmmakers. While internationally partnerships in independent film production are a norm rather than an exception. Public-Private Partnerships are unique in the Indian film business environment. The feature film *Shanghai* is being made in collaboration with acclaimed filmmaker Dibaker Banerji and with PVR Pictures, a leading

corporate player in the Industry, while *Tasher Desh* is being produced in association with Anurag Kashyap Productions Pvt Ltd. and directed by upcoming director Q. *Manjunath* and *Jal* are co-produced with talented filmmakers with a background in the Advertising and Television sectors respectively.

*Qissa*, a Punjabi film directed by Anup Singh and co-produced with Heimat film, Germany, is a four-country co-production (India, Germany, the Netherlands and France) and is the first Indian film to have been granted official recognition under the Agreement on Audio-Visual Co-Production signed between the Government of India and the Government of Germany.

#### ii. **Promoting Indian Cinema at International Festivals & Markets Abroad**

To enable increased visibility of Indian cinema and enhancing distribution avenues globally, the Ministry of Information and Broadcasting has entrusted the

No	Title of Film	Language	Category	Director	Status
i.	Kaliyachan	Malayalam	NFDC Production	A.R. Farook	In Pre-production
ii	Qissa	Punjabi	Co-production	Anup Singh	-do-
iii	Adigaram-79	Tamil	NFDC Production	Vinod Ravishankar	Principal Photography underway
iv	Manjunath	Hindi	Co-production	Sandeep A. Varma	-do-
v.	As the River Flows	Assamese	NFDC Production	Bidyut Kotoky	-do-
vi.	The Good Road	Gujarati	NFDC Production	Gyan Correa	-do-
vii.	Jal	Hindi	Co-production	Girish Malik	In post production
vii.	Gangoobai	Marathi/ Hindi	NFDC Production	Priya Krishnaswamy	-do-
ix	Shanghai	Hindi	Co-Production	Dibakar Banerji	-do-
x.	Tasher Desh	Bengali	Co-Production	Q	-do-



*Discussions in progress at Film Bazaar 2011*

task of promoting Indian Films at various International Film Festivals and markets in India and abroad to the Corporation. Under these initiatives (carried out through the Eleventh Five-Year Plan Scheme for Promotion of Indian cinema in Film Markets in India & Abroad), the Corporation had set up an India Pavilion/ Stand in Cannes Film Festival, Toronto International Film Festival, MIPCOM, France & American Film Market. India Pavilions will also be set up in European Film Market, Berlin and Film art in HongKong during the period January-March 2012.

Recognizing the huge potential of promoting India as a film destination and the benefits of Film Tourism, the Ministry of Tourism has entered into a partnership with the Ministry of I & B for jointly promoting India as a shooting destination. Keeping this in mind 'Cinemas of India' as a product has been associated with the Incredible India brand.

Given the urgent need for a platform that would focus Indian content at the International market, NFDC has set up Film Bazaar in 2007 in Goa, alongside the International Film Festival of India. The event is partially funded by the Ministry of I&B under the Plan Scheme for "Promotion of Indian Cinema in Film Markets in India & Abroad". In 2010, Film Bazaar was expanded to market for South-Asian content.

The fifth edition of the event, held in Goa during November 24-27, 2011 was inaugurated by the Minister for I&B Smt. Ambika Soni and attracted more than 550 delegates from about 40 countries, with country delegations from Israel, Australia, and Canada.

Thus, Film Bazaar entered into a strategic partnership with Incredible India promotional tag. The Minister for Tourism Shri Subodh Kant Sahai also visited the

event and chaired a meeting with leading representatives of the Indian and International Film Industry to identify mechanisms for promoting India as a filming destination.

An important component of Film Bazaar was the Co-Production Market which presented 23 projects comprising South Asian stories in various languages from across 12 countries - Afghanistan, Bangladesh, Bhutan, France, India, Italy, Nepal, Pakistan, Sri Lanka, Sweden, United Kingdom, and the United States. Of these, the fiction project *Chauranga* was awarded the Incredible India award, comprising ₹ 10 lakh towards development funding.

In the distribution segment of Film Bazaar, 45 full-house Industry screenings in three digital theatres were set up in association with QUBE Cinema Network for preview screenings for the benefit of potential festival programmers, sales agents and buyers. In addition, 16 exhibitors' stalls were set up at the market.

The NFDC Knowledge Series was set up in Film Bazaar in 2009, comprising a series of lectures and panel discussions on issues pertaining to production, distribution and marketing from both domestic and international perspectives. Prominent speakers at the 2011 Knowledge series included actors Abhay Doel & Kalki Koechlin, Filmmakers Farah Khan, Sanjay Suri & Zoya Akhtar, Producer Cedomir Kolar, Artistic Director Binger Filmlab, Marten Rabarts, prominent Film Critics Rajeev Masand and Shubhra Gupta, leading World Sales Agent Michael Werner, Chairman, Fortissimo Films, besides heads/representatives of National film institutions, Telefilm Canada, Israel Film Fund, and Screen Australia.

Film Bazaar this time introduced the **Screening Room**, a venue for showcasing titles selected in the Indian Panorama Section of the International Film Festival of India (IFFI) and Market Recommendations. This included pre-selected or unseen films either just



*NFDC at Cannes Film Festival*



completed or in last stages of production and specifically looking for gap financing, distribution partners and placement at key international film festivals. This section is reserved for buyers, financiers, and festival programmers only.

Six scripts participated in the **Screenwriters' Lab** of Film Bazaar, a program designed to fine-tune and make screenplays with original Indian stories production-worthy, in partnership with the Binger Filmlab (Netherlands), Venice International Film Festival and Cinecita Luce, Italy. The Work-in-Progress Lab at Film Bazaar enabled filmmakers to screen their rough cut feature films to select international film experts for their insights. Leading film critic & historian Derek Malcolm, World Sales Agent of Fortissimo Films, Chris Paton, and Katriel Schory, Leading producer and current head of Israel Film Fund were the mentors. Primexchange, Film Bazaar, held in association with Primehouse, Germany, conducted a professional workshop for independent Indian and European producers.

In addition to the Incredible India award that was given to the best project of the Co-Production Market, Manjeet Singh's *Mumbai Cha Raja* received the Award for Digital Intermediate (DI) process at their facilities from Prasad EFX at Prasad Labs. Under the NFDC-Cinemart Partnership, producers of four projects from the co-production market have been invited to participate in the Rotterdam Filmlab 2012 they are -Satish Manwar/ *What's Your Religion*, Manjeet Singh/ *Mumbai Cha Raja*, Haobam Paban Kumar/ *Gun*, and Khanjan Kishore Nath/ *Bicycle*. Seven Seas Films Pvt Ltd, Australia, bought Ashwani Sharma's film *Nobel Chor*. Seven Seas will be responsible for the TV/DVD Rights of the Film, and will present *Nobel Chor* in SAFF, Australia and Yes India Film Festival respectively. The Film Bazaar co-production project, *Chauranga*, has also, as a result of its participation in Film Bazaar, won development support to the tune of US \$ 14,700 from the Goteborg International Film Festival Fund.

### **iii. Restoration of Films**

Under the restoration programme, NFDC aims to restore such films to their original condition which constitute an important and critical component of India cinematic history, both from within the NFDC catalogue and films of independent filmmakers. This process involves frame-to-frame scanning, defect removal & repair, and color correction, in addition to sound restoration.

Apart from the NFDC films that are under restoration, films such as *Manthan*, by Shyam Benegal, *Paar* by Goutam Ghose, *Aparajito*, and *Jalsaghar* by Satyajit Ray, are being resored, with a view to preserve and to market the same in Indian/ international markets. From the NFDC catalogue, 33 films have been restored and 49 films are at various stages of sound and picture restoration.

In addition, the NFDC has also prepared a Detailed Project Report for the Ministry of I & B for the establishment of the National Film Heritage Mission under which the government proposes to undertake restoration and preservation of landmark Indian films.

### **BUSINESS ACTIVITIES**

As a Public Sector Enterprise, it is the responsibility of NFDC to run as a commercial enterprise to maintain viable operations and a healthy balance sheet. Given that the primary mandate of the corporation is essentially developmental in nature, even while it must continue to function as a profitable company, it was deemed essential to segment the activities of NFDC into developmental as well as business so that both its objectives could be fulfilled in an optimal manner. This was recognised by the Bureau for Reconstruction of Public Sector Enterprises (BRPSE) and recommendation to this effect was made in the Restructuring Proposal of NFDC and accepted by the Government of India.

Accordingly, NFDC aims to generate revenues from various business activities, prominent ones for the period under consideration, are given in the following page.

### ***i. Commissioned Productions for Clients***

In 2011, from April to December, NFDC has produced five Corporate Films, 35 audio/video advertisements, 135 short/documentary films, 52 audio/video programme episodes for Government clients. Forty seven audio/video advertisements were dubbed in different languages for various Ministries/ departments and PSUs.

### ***ii. Media Campaigns***

In 2009, the Ministry of I & B authorized NFDC, alongside the DAVP, to release media campaigns for government departments by effecting suitable amendments in the DAVP advertisement policy. During 2011-12, the company expects to record a turnover of ₹ 150 crores on account of release of electronic media campaigns for more than 20 Government clients.

### ***iii. Distribution***

NFDC also monetizes its catalogue in both domestic and International markets through sale of rights of films. Within India, NFDC supplies films to Lok Sabha Television for the NFDC Classics Weekend, a weekly uninterrupted telecast of feature films.

### ***iv. Commemoration of 150<sup>th</sup> Birth Anniversary of Rabindranath Tagore***

A National Committee under the Chairmanship of the Hon'ble Prime Minister of India and a National Implementation Committee (NIC) under the Chairmanship of the Minister for Finance were constituted to commemorate the 150<sup>th</sup> Birth Anniversary of Rabindranath Tagore. Thereafter, the NIC approved the constitution of a Screening Committee, under the Chairmanship of Shri Shyam Benegal, to examine the film and documentary proposals received by the Ministry of Culture. NFDC was designated the nodal agency to coordinate between the Screening Committee and the Ministry of Culture and at the same time execute the production of approved feature/documentary films.

On 7<sup>th</sup> May 2011, as a tribute to Rabindranath Tagore on his 150<sup>th</sup> Birth Anniversary, NFDC launched a commemorative six-pack DVD titled

'Tagore Stories on Film', containing restored were initially launched across all the major cities in India and another set of 6500 copies have been launched keeping in view the demand for the commemorative DVD pack. The collection has now been subtitled in various foreign languages for international distribution through Indian Missions abroad.

The Corporation has also initiated two acclaimed productions as part of the commemoration programme. Renowned filmmaker Rituparno Ghosh's documentary on Rabindranath Tagore titled "Home and the World" and the celebrated Buddhadeb Dasgupta's thirteen short films based on thirteen poems of Rabindranath Tagore are in production and expected to be ready by the end of March 2012.

### ***v. Training Programmes***

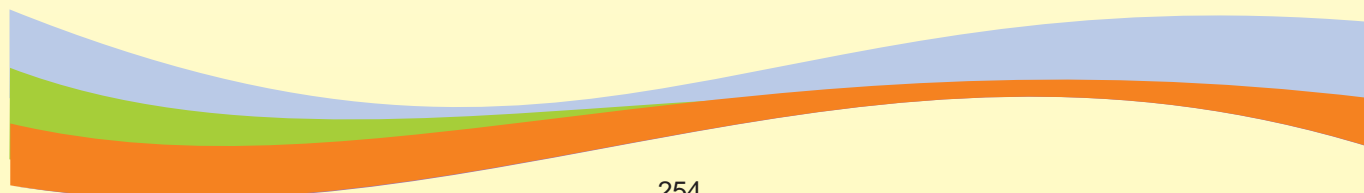
NFDC, Chennai, conducts training workshops for students in Non-linear Editing, Multimedia, Digital Photography, Audio Dubbing, Digital Cinematography and sub-titling of films with the support of Department of Backward Classes, THADCO, and Department of Minorities of the State Government of Tamil Nadu. More than 200 students have undergone training during the current financial year.

### ***vi. Sub-titling***

The Laser Subtitling unit at NFDC, Chennai primarily caters to the Southern Film Industry, apart from undertaking sub-titling work for the Directorate of Film Festivals, Children's Film Society, Films Division, Tamil Nadu Film and Television Institute and Kerala Chalachitra Academy. Several Sri Lankan films are also being sub-titled at NFDC, Chennai. During the period April to December, 2011, laser subtitling has been effected on prints of 140 feature films and 10 documentary films, in addition to video subtitling for 60 films.

### **FINANCIAL PERFORMANCE**

During the period 2011-12, NFDC expects to achieve a turnover of over ₹ 200 crore against the original projection of ₹ 77.24 crore, anticipated in the Restructuring Plan of the corporation that was approved by the Government of India.



## ACTIVITIES UNDER INTERNATIONAL CO-OPERATION

### INDIA AND UNESCO

India is among the founder members of UNESCO, one of the specialized agencies of the United Nations. UNESCO's main goal is to promote International Co-operation in the field of education, science and technology, social sciences, culture and mass communication. In order to promote communication capabilities of developing countries, the 21<sup>st</sup> Session of the General Conference of UNESCO in 1981 approved the setting up of an

International Programme for the Development of Communication (IPDC). India played a significant role in its conception and has been a member of the IPDC and also of the Inter-governmental Council (IGC) of the IPDC. India was elected by acclamation by the General Conference at its 35<sup>th</sup> Session, to be a Member of the IGC for the period 2009-2013.

Shri Raghu Menon, the then Secretary, (I&B), in his capacity as the Chairman of the IGC attended



*Minister for I & B, Smt. Ambika Soni lighting the lamp at the cultural programme organized on the eve of departure of 500 members of Indian Youth Delegation to China. MoS (Independent Charge) for Youth Affairs and Sports Shri Ajay Maken is also seen.*

the 55<sup>th</sup> meeting of the Bureau of Inter-governmental Council of the IPDC held at Paris from 22<sup>nd</sup> to 24<sup>th</sup> March 2011. He also attended the United Nations Inter-Agency Meeting at UNESCO Headquarters held at Paris on 13<sup>th</sup> and 14<sup>th</sup> September 2011

Shri Khurshid Ahmed Ganai, Joint Secretary, I&B was nominated as a member of a delegation led by the Minister for HRD to attend the 36<sup>th</sup> session of the General Conference of UNESCO at Paris from 1<sup>st</sup> to 3<sup>rd</sup> November 2011.

## **MoU WITH COUNTRIES**

### **India and Afghanistan**

In a major initiative to boost cooperation in critical sectors of Information & Broadcasting, India and Afghanistan signed a Memorandum of Understanding (MoU) for capacity building on 24<sup>th</sup> May 2011. The MoU was signed between Minister for Information & Broadcasting, Smt. Ambika Soni and Dr. Sayed Makhdoom Raheen, Minister of Information & Culture, Government of Islamic Republic of Afghanistan.

The focus of the MoU is on capacity development covering critical areas viz. Development of media policies and strategies, Development of independent and free press in Afghanistan, Identification of areas of reforms and restructuring in the field of press and media and implementation thereof, Development and standardization of media related programmes, graphic designing and other areas, production of documentaries and films, production and broadcasting activities of radio and Television of Afghanistan (RTA) including content management and marketing of TV and radio programmes for revenue generation.

As a follow up of the MoU ten Afghan officials working in the News Department of the State owned National Radio and Television of Afghanistan (RTA) visited the News Services Division (NSD), All India Radio and DG, DD News for on the job training

from 28<sup>th</sup> November to 20<sup>th</sup> December 2011.

## **CULTURAL EXCHANGE PROGRAMMES (CEP) WITH COUNTRIES**

The Cultural Exchange Programmes have the aims and objectives to strengthen the relationships and 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 2011-12 the Draft CEP proposals to be executed between India and other countries such as Hungary, Saudi Arabia, Phillipines, Slovak Republic, Kuwait, Ecuador, Columbia, Cambodia, Mexico, Mali, Trinidad & Tobago, Finland, Cuba, France etc. were received from the Ministry of Culture for comments from the Ministry of I&B.

## **NAM NEWS NETWORK (NNN)**

With the objective of correcting imbalances in the global flow of information, the Non-Aligned Movement had in 1976 set up the Non-Aligned News Agencies Pool (NANAP) for exchange of news and information among the news agencies of the non-aligned countries. The exchange was to be carried out through using leased communication lines of the member agencies with some of these agencies acting as transmission hubs.

But with internet becoming a reliable and cheap mode of communication, it was felt that an Internet based arrangement would serve the cause of news exchange among news agencies of the non-aligned countries better than the leased lines network arrangement of NANAP. At the Sixth Conference of Ministers of Information of Non-Aligned Countries (COMINAC VI) held in Kuala Lumpur, Malaysia, in November 2005 it was decided to set up the NAM News Network (NNN) as an internet-based news and photo exchange arrangement in place of NANAP.

Under the NAM Network (NNN), operational since June 2006, national news agencies of the member countries of the 118-member Non-Aligned Movement send news and photo contributions by e-mail to the Malaysian news agency Bernama which is operating the NNN website <http://www.namnewsnetwork.org> from Kuala Lumpur. Bernama uploads these contributions on to the NNN website. Contributions can be looked up by the participating agencies on the NNN website and each agency can download the material relevant for its use. At present news reports are available on the website in English, Spanish and Arabic languages. Press Trust of India (PTI) is participating agency on behalf of India.

In tandem with its participation in the NNN multilateral news exchange, PTI has also been undertaking news and photo exchanges with a number of national news agencies on a bilateral basis. During the year 2011 it signed an agreement with the Islamic Republic News Agency of Iran (IRNA) to extend the Cooperation between the two agencies to include photos. It also upgraded its news delivery mode to the Namibian Press Agency and the Saudi Press Agency to auto reception on an Internet enabled computer through a PTI fabricated software called News View. NAMPA was earlier getting the PTI news feed by e-mail and SPA through FTP.

### **INDIA'S ROLE WITH SAARC**

SAARC Information Centre (SIC) works as the Information Hub for the Countries under the SAARC region. The mandate of the 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 SAARC. The Information Ministers of SAARC member countries meets annually to discuss matters relating to Media. The Ministry of Information and Broadcasting has acted as a Nodal Agency of the Government activities in SIC deliberations. The Ministry's representatives have participated in various activities and programmes conducted by the centre in the region. Keeping its commitment to the aims and objectives of SAARC the following workshops/Seminars were held during the year 2011-2012 :

- A Programme on "Role of Women Journalists in Promoting the Social Status of Women" was held in Dhaka, Bangladesh on 30<sup>th</sup> & 31<sup>st</sup> March 2011. Mrs. Shashwati Goswami, Associate Professor (Radio Journalism) and Mrs Rinku Pegu, Assistant Professor (IIS) attended the Programme.
- A Media workshop on SAARC was held in IIMC on 6<sup>th</sup> & 7<sup>th</sup> June, 2011. Ms G. Jayanti, AS(BA-P) attended the Seminar.
- Seminar on "Media Exchange Programme" was held in Islamabad, Pakistan on 5<sup>th</sup> & 6<sup>th</sup> July, 2011. Shri. K. Rejimon, DS(BPL) and Shri Dhiraj Singh, Dir (M&C) from PIB attended the Seminar.
- A Seminar on "Role of Community Radio in Promoting Socio-Economic Awareness" was held in Kathmandu on 4<sup>th</sup> & 5<sup>th</sup> September

2011. Shri Inderjit Grewal, AD(CRS), PIB attended the seminar.

- Seventh Meeting of the Governing Board of the SAARC Information Centre was held on 21<sup>st</sup>&22<sup>nd</sup> September, 2011 in Kathmandu, Shri Chaitanya K. Prasad, OSD attended the meeting.
- Fifth Meeting of the Heads of National TV, Radio and News Agencies was held in Kathmandu, 20<sup>th</sup> & 21<sup>st</sup> October 2011. Shri L.R. Mandloi, DG, AIR, Shri Tripurari Saran, DG, Doordarshan and Shri G. Mohanty, DG (News), AIR attended the meeting.
- A Seminar on “Role of Media in Promoting Tourism for Enhancing People to People Contact” was held in Colombo, Sri Lanka on 13<sup>th</sup> & 14<sup>th</sup> November,2011. Smt. Sheyphali Sharan, Director,PIB attended the Seminar.
- A Seminar on “Developmental Journalism” was held at IIMC, New Delhi on 29<sup>th</sup> & 30<sup>th</sup> November, 2011. Ms. Geetha Sundararajan, Deputy Secretary in the Ministry of I&B attended the seminar.

## CHAPTER 8

# REPRESENTATION OF SCHEDULED CASTES, SCHEDULED TRIBES, OBCs IN SERVICE

### RESERVATION FOR SCHEDULED CASTES, SCHEDULED TRIBES AND OTHER BACKWARD CLASSES

This Ministry has been making all possible efforts to ensure adequate representation of Scheduled Castes, Scheduled Tribes and Other Backward Classes in the posts and Services under its administrative control keeping in view the orders/instructions/guidelines issued by the Government in this regard.

Efforts are also made to ensure adequate representation of officers belonging to Scheduled Castes, Scheduled Tribes and Other Backward Classes in various training 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 SCs/STs/OBCs in Services and for other



*Artists from S&DD (Kolkata) performing at PIC in South Sikkim*

benefits, issued from time to time by the nodal Ministries/Departments, are circulated to all the media units for strict compliance.

As per the instructions of DOP&T, issued vide its O.M. dated 15th February 2011 information pertaining to the representation of SCs, STs and OBCs as on 1st January 2011 in respect of Ministry

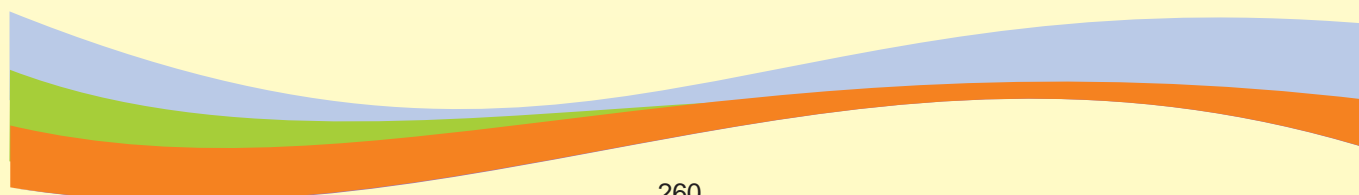
of Information and Broadcasting is enclosed in the prescribed proforma.

The percentage of representation of SCs, STs and OBCs vis-à-vis the total number of employees in the Ministry including all its attached & subordinate offices as on 1st January 2011 was as under :-

Category	Group A	Group B	Group C	Group D	Total
SC	14.50%	14.39%	15.43%	22.49%	16.69%
ST	6.20%	6.55%	9.80%	10.55%	8.81%
OBC	2.00%	2.82%	6.26%	6.98%	5.17%

A separate cell, for administrative convenience, has been set up in this Ministry in terms of instructions in MHA's O.M.No.27/22/68-Estt(SCT) dated 19<sup>th</sup> April 1969 to look after the interest of Scheduled Castes, Scheduled Tribes and Other Backward Communities.

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 as per the rules of this Ministry and its attached and subordinate Offices.





Details of recruitment of Minority Community for the year ending 31.3.2011 under the Prime Minister's 15 Point Programme as per prescribed proforma in O.M. dated 08.01.2007.

	Total No. of employees as on 31 <sup>st</sup> March, 2011	Total No. of persons employed during the year	Minority persons employed during the year	Total No. of employees as on 31 <sup>st</sup> March, 2011	Total No. of persons employed during the year	Minority persons employed during the year
<b>Group A</b>			<b>Group B</b>			
Ministry/Department	322	4	nil	736	7	1
Attached/Subordinate offices and Autonomous bodies	854	26	5	5437	51	7
<b>TOTAL</b>	<b>1176</b>	<b>30</b>	<b>5</b>	<b>6173</b>	<b>58</b>	<b>8</b>
	Total No. of employees as on 31 <sup>st</sup> March, 2011	Total No. of persons employed during the year	Minority persons employed during the year	Total No. of employees as on 31 <sup>st</sup> March, 2011	Total No. of persons employed during the year	Minority persons employed during the year
<b>Group C</b>			<b>Group D</b>			
Ministry/Department	342	7	nil	nil	nil	nil
Attached/Subordinate offices and Autonomous bodies	15188	124	13	5387	58	12
<b>TOTAL</b>	<b>15530</b>	<b>131</b>	<b>13</b>	<b>5387</b>	<b>58</b>	<b>12</b>

## CHAPTER 9

# REPRESENTATION OF PHYSICALLY DISABLED PERSONS IN SERVICE

The instructions and guidelines pertaining to Persons with Disabilities issued from time-to-time by the nodal Ministry/Department are always 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 appointed to look after the issues of Persons with Disabilities. As per the instructions of DoP&T, from time-to-time, a special drive has

also been launched to fill up backlog vacancies in this category. However, all Media Units have been asked to compile information on the backlog vacancies under Persons with Disabilities category in the I&B Ministry. The representation of Persons with Disabilities in this Ministry (except AIR, DDn and S&DD) collectively and in Direct Recruitment and Promotion quotas as on 1/1/2011 is enclosed in the annexure.



*A Child participating in the 17<sup>th</sup> International Children's Film Festival of India at Hyderabad*

**PWD REPORT I**

**ANNUAL STATEMENT SHOWING THE REPRESENTATION OF THE PERSONS WITH DISABILITIES IN SERVICES**  
(As on 1st January of the year 2011)

**Ministry/Department** Information & Broadcasting  
Attached/Subordinate Office

Group	Total (ii)	Number of Employees			
		In Identified posts (iii)	VH (iv)	HH (v)	OH (vi)
Group A	763	164	1	1	1
Group B	1501	701	NIL	1	6
Group C	2396	905	6	4	29
Group D	1480	813	6	2	20
<b>Total</b>	<b>6140</b>	<b>2583</b>	<b>13</b>	<b>8</b>	<b>56</b>

**PWD REPORT II**

**STATEMENT SHOWING THE NUMBER OF PERSONS WITH DISABILITIES APPOINTED DURING THE YEAR 2010 (as on 1.1.2011)**

Group	Direct Recruitment				Promotion				No. of vacancies reserved No. of appointed made				
	VH	HH	OH	TOTAL	In identified posts	VH	HH	OH	TOTAL	VH	HH	OH	TOTAL
1	2	3	4	5	6	7	8	9	10	11	12	13	14
Group A	1	1	2	-	-	-	-	-	Nil	Nil	Nil	15	-
Group B	1	2	2	5	1	-	-	1	Nil	Nil	Nil	1	-
Group C	2	3	3	-	1	-	-	-	1	3	3	1	-
Group D	5	2	1	3	3	2	-	1	1	1	-	-	-
<b>Total</b>	<b>9</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>4</b>	<b>2</b>		<b>2</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>17</b>	<b>-</b>

**Notes:**

- (i) VH stands for Visually Handicapped (persons suffering from blindness or low vision)
- (ii) HH stands for Hearing Handicapped (persons suffering from hearing impairment)
- (iii) OH stands for orthopaedically Handicapped (persons suffering from locomotor disability or cerebral palsy)
- (iv) There is no reservation for persons with disabilities in case of promotion of Group A and B posts. However, persons with disabilities can be promoted to such posts, provided the concerned post is identified suitable for person with disabilities.

## CHAPTER 10

# USE OF OFFICIAL LANGUAGE

Hindi is the official language of the Union of India. There is a well-considered policy of the Government to accelerate the progressive use of Hindi in official work. This Ministry has been emphasizing on the use of Hindi as per the Official Language Policy of the Government of India. The Official Language Implementation Committee (OLIC) in the Main Secretariat of the Ministry monitors the progressive use of Hindi in the Secretariat as well as in its attached and subordinate offices. The meetings of the

Committee are held regularly to monitor the status of implementation of the Official Language Policy. These meetings help media units/organizations to adopt measures to augment the use of Hindi in official work and achieve targets under the annual programme as fixed by the Department of Official Language.

One Director (OL), one Deputy Director (OL), two Assistant Director (OL) and four translators are



*President Smt. Pratibha Devisingh Patil presenting Indira Gandhi Official Language Award (3<sup>rd</sup> Prize) to Shri Rajiv Takru, AS (I & B)*

posted in the Main Secretariat to provide necessary assistance in translation, implementation and monitoring of the Official Language Policy of the Government of India.

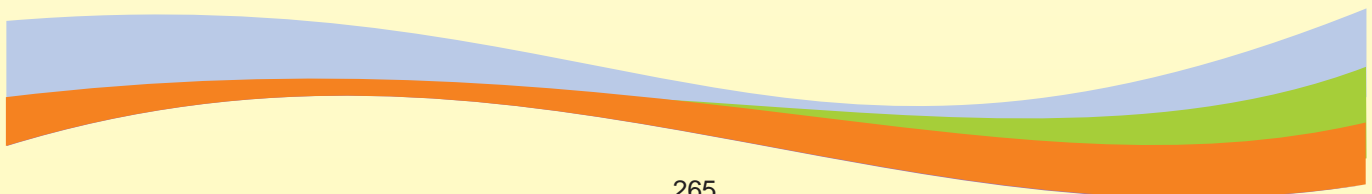
In order to ensure issuance of all papers/documents under Section 3 (3) of the Official Languages Act in bilingual form and that letters received in Hindi and signed in Hindi are invariably replied to in Hindi only, check points were strengthened. In addition, quarterly progress reports received from different sections and media units were reviewed and remedial actions taken/suggestions made in order to ensure better compliance of the Official Language Policy.

For promoting the use of Hindi in official work, "Hindi Fortnight" was organized in the Ministry from 14<sup>th</sup> to 28<sup>th</sup> September 2011. During this period, essay writing, poetry, noting/drafting, dictation, translation, debate and quiz competitions were organized in which 169 officials participated, out of

which 91 officials (both from Hindi and non-Hindi speaking areas) were awarded a certificate and cash prize. The Hon'ble Minister also issued an Appeal for increasing the use of Hindi in official work. Moreover, the Appeals issued by the Union Home Minister and the Cabinet Secretary on this occasion were also circulated.

An incentive scheme for original noting and drafting as per the directions of Department of Official Language, Ministry of Home Affairs is also operative. Seven officials of the Ministry (Main Secretariat) were awarded cash prizes for the year 2010-2011 under the scheme.

The Second Sub-Committee of Parliament on Official Language inspected nine offices under this Ministry during the year (i.e. from 1st April to 31st December, 2011). The suggestions made by the Committee were noted and remedial actions initiated for better implementation of the Official Language Policy. Other eight offices under this Ministry were also inspected.



## CHAPTER 11

# WOMEN WELFARE ACTIVITIES

To review the programmes and monitor implementation of development schemes for women in accordance with the guidelines laid down by National Commission for Women, the Women Cell in this Ministry was formed in 1992. Later in accordance with the Supreme Court guidelines laid down in *Vishakha and others Vs State of Rajasthan* case, the Cell was re-constituted on 16th May 2002

as the complaints committee for matters relating to sexual harassment at work place. An external expert from YWCA as non-official member in the Women Cell was included on 13<sup>th</sup> January, 2006. The Cell during 2011-12, which was earlier headed by Additional Secretary & Financial Advisor, took note of three complaints relating to sexual harassment at work places. The committee gave appropriate



*Campaign on 'Janani, Shishu aur Swasthya Suraksha Karyakram' at Aligarh organized by DFP*

directions in two complaints while investigation is continuing in the third one.

Consequent upon the transfer of Ms. Dipali Khanna, Additional Secretary & Financial Advisor from this Ministry, the Women Cell was reconstituted on 30th January 2012 and Smt. Supriya Sahu, Joint Secretary (Broadcasting) has been nominated as

Chairperson of the Cell. Three other women members and one male member of the Ministry are its official members while an external expert from YWCA of India is non-official member of the cell.

Similar Cells are also functioning in the attached/subordinate offices and autonomous bodies of the Ministry.

## VIGILANCE RELATED MATTERS

### DETAILS OF VIGILANCE SET UP OF MINISTRY AND ITS ACTIVITIES

The vigilance set up of the Ministry functions under the overall supervision of the Secretary, I&B, who is assisted by the Chief Vigilance Officer (at the level of Joint Secretary), Director (Vigilance), Under Secretary (Vigilance) and other subordinate staff. A Chief Vigilance Officer has been appointed for Prasar Bharati with the approval of Central Vigilance Commission, 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 Chief Vigilance Officer of the Ministry co-ordinates vigilance activities of the attached and subordinate offices, public sector undertakings etc.

Concerted efforts were made to streamline the procedures in order to minimize scope for corruption. Persons of doubtful integrity were identified and a close watch was maintained over such officials. 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 2011, 436 regular and surprise inspections were carried out and 67 persons were identified for being kept under surveillance. In addition a total of 50 areas have been selected for being kept under surveillance in the different media units of this Ministry. During the period, the yearly

exercise of preparation/review of 'Agreed' and 'Doubtful Integrity' list of officers of Gazetted status of the Ministry and its Media Units has been taken up in consultation with the Media Units and the CBI.

To continue the anti-corruption drive, launched by the Government on the 50<sup>th</sup> Anniversary of the Independence of our country, CVO has been nominated as the Liaison Officer to deal with the complaints forwarded by the Prime Minister's Office. The complaints received from PMO are constantly monitored and reports are regularly submitted to the PMO. A week long Vigilance Awareness Week was observed by the Ministry and its Media Units.

During the period from 1st April to 31st December 2011, 428 fresh complaints were received in the Ministry and its media units from different sources. These were examined and preliminary inquiries were ordered in 73 cases. Preliminary inquiry reports in respect of 47 cases were received during this period. Regular departmental action for major penalty was initiated in 14 cases and for minor penalty in 10 cases. Major penalties have been imposed in 3 cases and minor penalties in 11 cases. During the period under report, 8 officials were placed under suspension and in 16 cases administrative action has been taken.

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



## CITIZENS' CHARTER & GRIEVANCE REDRESSAL MECHANISM

### Citizens'/ Clients' Charter

The submission of revised Citizen's/Clients' Charter by 16th January 2012, has been added in the list of mandatory indicators with 2% weight in the Results-Framework Document (RFD) of the Ministry of Information and Broadcasting for the year 2011-12.

The Citizens'/Clients' Charter prepared by this Ministry last year was reviewed by the ad-hoc Task Force Members as well as by faculty from IIM, Bangalore under the Cabinet Secretariat. Their observations of the Charter were conveyed to the Ministry by the Cabinet Secretariat.

The Citizens'/Clients' Charter of the Ministry has accordingly been revised after taking into consideration the above observations. Following, ten main services have been included in the Charter which are being provided by the 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) Setting up teleports by TV Channels for uplinking/downlinking
- (iv) Issue of permission for uplinking/downlinking of TV Channels uplinked from India
- (v) Issue of permission for down linking of TV Channels uplinked from abroad
- (vi) Setting up of Community Radio Stations (CRS) by Non-Governmental Organisations (NGO),

Educational Institutes and Krishi Vigyan Kendras/ Institutes

- (vii) Issue of approval letter for the publication of Indian editions of foreign magazines/journals/periodical/new magazine by an entity having foreign investment in the category of Speciality/ Technical/Scientific
- (viii) 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
- (ix) To facilitate and encourage the Media Units falling under the administrative control of Ministry to discharge their functions as per their individual Citizens' Charter and to issue instructions thereof and
- (x) Issue of permission letter to the foreign Producers for shooting of feature films for TV/cinema and reality shows/commercial TV serials.

The Citizens'/Clients' Charter has also been uploaded on the website of the Ministry of Information and Broadcasting <http://www.mib.nic.in>.

### Grievance Redressal Mechanism

Grievance petitions are received in the Ministry through President's Secretariat, Prime Minister's Office, Department of Administrative Reforms, Vice President's Secretariat, other Ministries/Departments

and from the individuals/Group of Individuals. An officer of the rank of Joint Secretary is designated as the Head of the Internal Grievance Redressal Machinery of the Ministry. At present, Joint Secretary (Policy, Public Grievance and Admn.) has been functioning as the Head of the Internal Grievance Redressal Machinery. The petitions received 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 acknowledgment 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 for redressal, with the direction to send a reply to the petitioner, as per rules. These petitions are monitored on regular basis to keep track of their disposal by sending reminders to the concerned offices/divisions and by convening review meetings etc. In all the media units, normally, an officer of the rank of Joint Secretary/Director/Deputy Secretary is designated as Public Grievances Officer of that Unit. In important and matters of urgency, senior officers of the media units/offices concerned hold discussions for

quick disposal of the case. The position regarding final disposal of petitions is also intimated to the authority/individuals concerned from whom the grievance is received by post or through CPGRAMS.

The guidelines received from time to time regarding redressal of public grievances/activating machinery for redressal of public grievances from Department of Administrative Reforms and Public Grievances etc. are circulated to all media units/autonomous bodies functioning under the Ministry. Disposal of grievances in the Ministry is monitored by Secretary (I&B).

A similar mechanism is also in place in all the attached/subordinate offices, autonomous bodies and public sector undertakings working under the administrative control of the Ministry.

As per the directions of the Cabinet Secretariat, the Ministry has adopted the "Sevottam Compliant System Guidelines" for its "Grievance Redressal Mechanism" and has sent an action taken report to the Cabinet Secretariat on the same for evaluation.

### **Time Frame for Redressal of Grievances**

<b>S.No.</b>	<b>Subject</b>	<b>Time</b>
1.	Issue of acknowledgement/interim reply to the petitioner	3 days
2.	Forwarding of the grievances/petition to the concerned authority	7 days
3.	Final disposal of transferred/referred cases by the concerned Ministry/Department/State and time limit for informing the position of the outcome.	2 months
4.	Cases referred to Complaint Committee on "Sexual Harassment of Women at workplace"	2 months

## RIGHT TO INFORMATION ACT, 2005-RELATED MATTERS

Right to Information Act 2005 provides freedom to every citizen to secure access to information under the control of public authorities, consistent with public interest, in order to promote openness, transparency and accountability in administration and in relation to matters connected therewith or incidental thereto. Right to information means the right to information accessible under this Act, which is held by or under the control of any public authority and includes the right to-

1. Inspection of work , documents, records;
2. Taking notes, extracts or certified copies of documents or records;
3. Taking certified samples of material;
4. Obtaining information in the form of CDs or in any other electronic mode or through printouts where such information is stored in a computer or in any other device.

### Implementation of RTI Act in the Main Secretariat

The Information and Facilitation Counter (IFC) of the Ministry was established on 4<sup>th</sup> July, 1997 in pursuance of the decision of the Government to make administration more transparent and responsive.

All Applications, appeals and decisions of the CIC under RTI Act, 2005 related to the Ministry and its attached, sub-ordinate offices, PSUs, autonomous bodies are received in IFC. 22 CPIOs and 15 Appellate Authorities have been designated to provide information to persons requesting for the information and decision on the appeal filed by

appellant under this Act in the Main Secretariat of the Ministry. List of CPIOs and Appellate Authorities are available in this Ministry's website [www.mib.nic.in](http://www.mib.nic.in)

Around 1191 applications and appeals were received during the period from 1st January to 31st December 2011 at IFC and all the applicants have been replied suitably as prescribed under RTI Act, 2005. An amount of ₹ 21,666 has been received as application fee/information charges/inspection charges. Approximately 675 visitors belonging to different States of India have been attended by IFC. They generally seek information about TV Channels, Cable TV etc.

The Information and Facilitation Counter provides the following services to the clients/customers of the Organization:

- (a) Information regarding services provided and programames, schemes supported by the organization and the relevant rules and procedures through brochures, folders;
- (b) Facilitating the customer/client to obtain the services of the Organisation optimally, timely, efficiently and in a transparent manner and providing forms etc of public usage;
- (c) Information regarding the 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 Ministry of Information & Broadcasting 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

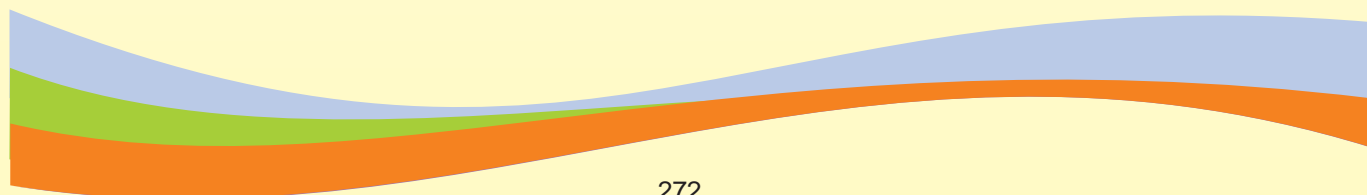
to CPIOs on blue and pink papers after 15 and 25 days respectively so that there may not be any lapse in providing information to the applicant within the prescribed period of 30 days.

#### **Implementation of Section 4 of the RTI Act, 2005**

The Ministry has already completed the obligations under Section 4(b)(i) and 4(b)(ii) which deal with *suo-moto* disclosure of all information held by the Public Authority and uploading the same in the public domain through its website. 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. They are working in accordance with the instructions issued in this regard by DoPT from time to time.



## ACCOUNTING AND INTERNAL AUDIT

The Secretary of Ministry of Information and Broadcasting besides being the administrative head of the Ministry, is also the Chief Accounting Authority of the Ministry. The Secretary performs this function with the assistance of the Additional Secretary & the Financial Advisor and the Chief Controller of Accounts.

### The major responsibilities of the office of Chief Controller of Accounts include

- Advise and assistance to the Ministry of Information and Broadcasting on matters relating to Finance, Budget, Accounting, Expenditure Management, Establishment Matters and Personal Claims of the employees.
- To administer the payments and accounting system through PAO's and DDO's of various Departments in various units of the country, including pay and allowances, office contingencies, miscellaneous payments of admissible loans, advances to Government servants etc.
- Public expenditure management through compilation and consolidation of monthly and annual receipts & expenditure of the Ministry to the CGA for consolidation.
- To monitor expenditure progress.
- To prepare & submission of Statement of Central Transactions, Appropriation Accounts, Union Finance Accounts, and Receipts Budget to O/o the CGA, Ministry of Finance.
- To prepare the publication of 'Accounts at a Glance' for the year.
- To exercise the powers of the Head of the Department for the Accounting Organization and managing the cadre with reference to career counseling, training, transfer, promotion, leave, vigilance and disciplinary matters etc.
- To provide general guidance to Internal Audit teams and liaison with the Ministry of Finance; and External Auditors, i.e. C&AG of India.
- To maintain liaison with CGA, Ministry of Finance and the banking structure and verify and reconcile all receipts and payments made on behalf of the Ministry through the banks.
- To maintain and reconciling the cash balance account with RBI.
- To ensure prompt and correct payment of grants-in-aid, loans and bill and monitoring of repayments and utilization certificates.
- To ensure speedy settlement of pension and other retirement benefits, General Provident Fund and other personal claims cases.
- To translate accounting information into MIS for management.
- To act as Appellate Authority for RTI cases in respect of Accounting Organization of the Ministry.

The Chief Controller of Accounts is the administrative head of the Accounting Organization, and exercises

this function with the assistance of a Controller of Accounts, Deputy Controller of Accounts and 14 Pay & Accounts Officers. The Pay & Accounts Offices are located at Delhi, Mumbai, Kolkata, Chennai, Lucknow, Nagpur and Guwahati.

The responsibilities of the Accounting Organization of the Ministry include:-

### **1. Receipts, Payments and Accounts**

- Accurate and timely payments in conformity with prescribed rules and regulations of Drawing and Disbursing Offices located at the Headquarters.
- Accountal and timely realization of Receipt of the Ministry.
- Compilation and incorporation of list of payments submitted by all PAOs.
- Compilation and incorporation of monthly cash accounts submitted.
- Timely and accurate compilation and consolidation of monthly and annual accounts and submission thereof to Controller General of Accounts.
- Adherence to prescribed accounting standards, rules and principles.
- Timely, accurate, comprehensive, relevant and useful Financial Reporting.
- Monitoring of expenditure in relation to the approved budget.
- Preparation of Annual Appropriation Accounts, duly audited, for the grants controlled by the Ministry of Health & Family Welfare.

### **2. Internal Audit/Post Audit**

- Arranging internal inspection of payment and accounts records maintained by the various DDOs of Ministry and the Grantee Organizations.

- Assessment of adequacy and effectiveness of internal controls in general, and soundness of financial systems and reliability of financial and accounting reports in particular.
- Ensuring post-check of payments in all cases where the payment function is with the departmental officers.

### **3. Other Activities**

- Internal finance advisory functions to various divisions of the Ministry such as Press Information Bureau.
- Speedy settlement of Pensions, Provident Fund and other claims.
- making available accounting information to concerned authorities for effective Financial Management.
- Issue of quarterly Letters of Credit to Cheque Drawing DDOs.
- Rendering technical advice to the Ministry.
- Procuring and supplying cheque books to Cheque drawing DDOs and PAOs.
- Arranging allotment of Account Code from Ministry of Finance for newly created account heads.
- Arranging allotment of DDO Code for newly created DDOs.
- Making banking arrangements for newly created DDOs.

### **4. Other financial management activities**

- Budget formulation including the 'Outcome' Budget
- Expenditure and Cash Management.
- Estimation and flow of non-tax revenue receipts.
- Monitoring of Assets and Liabilities.

- Disclosure and reporting requirements under Fiscal Responsibility and Budget Management Act.

## COMPUTERISATION

Keeping in view the emerging requirements of advanced technology and immediate information needs, the office of the Chief Controller of Accounts aims at providing a complete and comprehensive computer based financial information system.

Computerization of Expenditure Accounting has been implemented in the Pay & Accounts Offices of the Ministry of Information & Broadcasting through the mainstream accounting packages Improve and Contact, which have been developed by the NIC in consultation with the Ministry of Finance, O/o Controller General of Accounts. Improve is the expenditure accounting software designed for the Pay & Accounts Offices, while Contact has been designed for use in the Principal Accounts Office for compilation of Monthly Accounts received from Pay & Accounts Offices. Improve has been replaced with an upgraded package called Compact which is a multi-user software covering all the functions of Pay & Accounts Offices.

In six PAOs of this Ministry, voucher level computerization is done using the Software Compact. The PAOs are rendering their Monthly Accounts to the Principal Accounts Office online or through CDs. The Principal Accounts Office is sending the Monthly Accounts status to the office of Controller General of Accounts online through e-Lekha module. All stages like pre-check, cheque writing, cheque review, scrolls, TEs and consolidation is being done utilizing this package.

e-Lekha is a prudent financial management application. It provides an electronic payment and accounting information system for the Civil Accounts Organization with the objective of improving efficiency and accuracy of the accounting process. Built in and around the Compact application running at Pay and Accounts Offices and other offline

interfaces, it provides a system of core-accounting with integration of daily, monthly and annual accounting processes for near real time value added reporting and financial monitoring and control.

The objectives of the project were to integrate applications by preparation of accounts from one central database, provide a comprehensive IT-enabled core accounting solution, improve accounting process efficiency and to create a secure system with enhanced transparency.

The application has facilitated the daily reporting of the expenditure vis-a-vis budget position at 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 accounts of the Ministry is being displayed on the website of Ministry of Information & Broadcasting every month with corresponding figures of previous year.

The Government of India had introduced a new Defined Contribution Pension Scheme (DCPS), generally known as New Pension Scheme, with effect from 01.01.2004 vide Government of India, Ministry of Finance, Department of Economic Affairs Notification dated 22.12.2003. It is applicable to all new entrants joining Government Service (except Armed Forces) on or after 1.1.2004. The record relating to New Pension Scheme is being maintained by National Security Depository Limited (NSDL). All the PAOs are uploading details of subscription and general information to NSDL.

## IRLA (INDIVIDUAL RUNNING LEDGER ACCOUNTING SYSTEM)

After departmentalization of Accounts of all the Ministries in 1976, Pay & Accounts Office (IRLA) came into existence along with other departmentalized PAOs of other Ministries. The idea of IRLA system (Individual Running Ledger Account)

originated to keep service and payment details in a centralized system so that officers of media units of Ministry of Information and Broadcasting 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 Ministry of Information and Broadcasting and Prasar Bharati located in 692 cities all over India. This office maintains service records and disburses salary payments of approximately 1700 serving officers. The office also maintains Service Records of almost 11000 retired officers of Ministry of Information and Broadcasting and Prasar Bharati. This office is headed by one officer of the rank of Controller of Accounts from Indian Civil Accounts Service. There are 4 Accounts Officers and 8 Assistant / Junior Accounts Officers. PAO (IRLA) is one of the first offices in Government of India to implement various aspects of e-governance and also perhaps first Pay and Accounts Office, which has introduced Electronic Clearing Service of RBI for Salary payments to the officers. From May 2003, all pension cases have been finalized on the date of retirement itself, except those cases where the cases have not been forwarded by the concerned Directorate/Headquarter. Efforts are underway to upgrade the existing software so as to provide better services to all the IRLA Officers.

## **INTERNAL AUDIT**

Internal Audit has been recognized as an aid to the higher management for monitoring the financial performance and effectiveness of various programmes, schemes and activities. Internal audit is conducted through the Internal Audit Wing of the Ministry of Information and Broadcasting under the overall charge of the Chief Controller of Accounts.

The work of audit in the Ministry of Information and Broadcasting is carried out in accordance with the instructions and procedures as laid down in the Internal Audit Manual. Audit Reports are instrumental in checking infructuous expenditure and guiding the administration for improvement of financial health.

The main thrust of inspection parties is to assist the Drawing and Disbursing Officers to maintain records properly and to provide guidance in understanding and adopting current financial accounting procedures. The Internal Audit Wing brought out the 2010-11 edition of the Annual Review on Internal Audit highlighting some common irregularities which need to be addressed for corrective action. Besides commenting on the financial irregularities, areas needing immediate attention to improve performance have also been commented upon.

Increasingly, Internal Audit is now being recognized as an aid to higher management for monitoring the financial performance and effectiveness of various programmes, schemes and activities. Keeping this in view, in addition to routine expenditure audits, special audits have also been taken up, bringing into focus not only individual irregularities but defects in the system which lead to such irregularities and the need for correction of such systems and procedures.

There are 692 units (Prasar Bharati 589 and Non-Prasar Bharati-103) under various media units of the Ministry spread throughout the country, which fall within the purview of Internal Audit. For the sake of administrative and functional convenience and economy, four Zonal Internal Audit parties have been established, namely, North Zone, South Zone, West Zone and East Zone, located at New Delhi, Chennai, Mumbai and Kolkata respectively, the work of Internal Audit is distributed amongst these four zones for coverage of Audit falling under their peripheral areas. An Accounts Officers heads each Zonal Internal Audit office. The audit reports of different units are issued by the concerned zonal parties directly and copies are sent to HQs for review and follow up. 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 2010-11, general audit of 59 units (Prasar Bharati and non-Prasar Bharati units) was



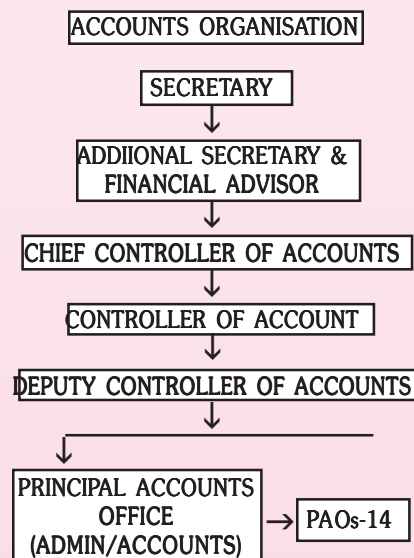
conducted by Internal Audit. The constant discussion, follow-up and recommendations of Internal Audit Wing (HQ/Zonal Offices) with the concerned units audited upon, have led to a substantial improvement in overall maintenance of accounting as well as administrative records.

Internal Audit involved on-the-spot inspection of the units and the Internal Audit reports were discussed with Heads of the Departments/Head of offices by the officer leading the Inspection Party. Common

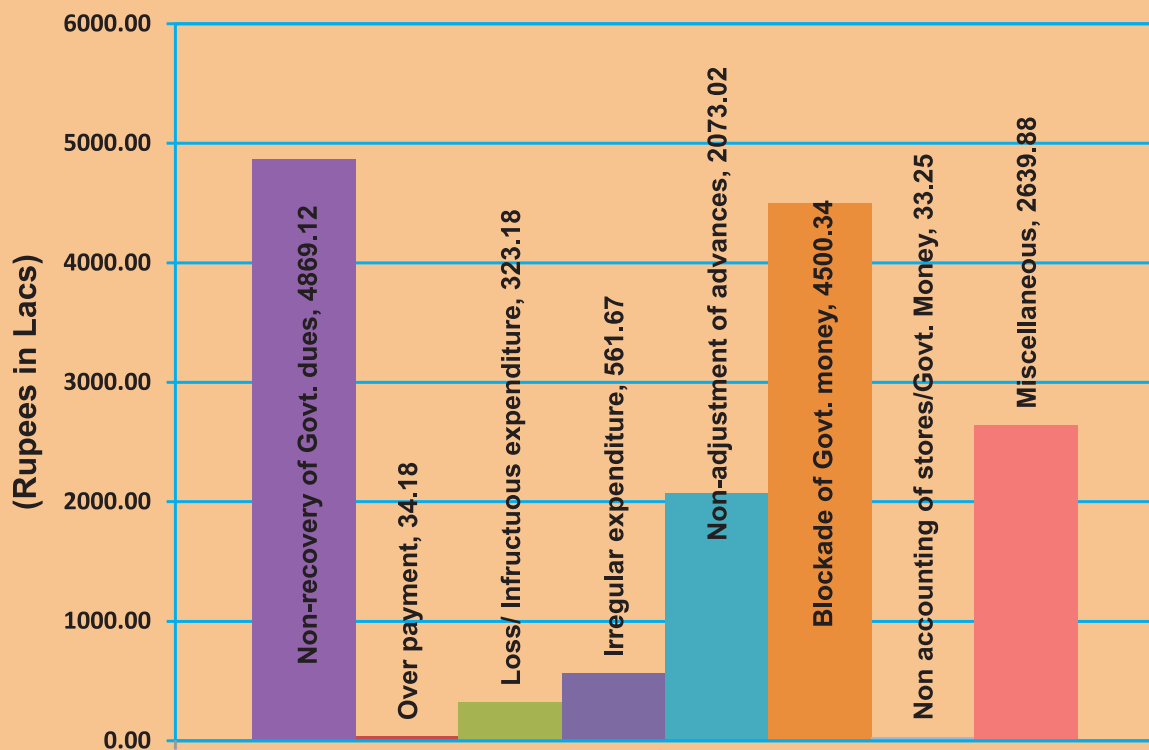
general irregularities were highlighted for adopting corrective measures in future. Internal Audit Reports work in a positive direction so that financial accountability, economy in expenditure linked to physical target and goal achievement may mark sound financial management for the Government of India.

The Internal Audit Reports have helped in checking some major irregularities involving substantial sums of money such as:-

	<b>Irregularities</b>	<b>Amount</b>
(a)	Non-recovery of Govt. dues	₹ 4869.12 lakhs
(b)	Over payment	₹ 34.18 lakhs
(c)	Loss/ Infructuous expenditure	₹ 323.18 lakhs
(d)	Irregular expenditure	₹ 561.67 lakhs
(e)	Non-adjustment of advances	₹ 2073.02 lakhs
(f)	Blockade of Govt. money	₹ 4500.34 lakhs
(g)	Non accounting of stores/Govt. Money	₹ 33.25 lakhs
(h)	Miscellaneous	₹ 2639.88 lakhs
	<b>TOTAL</b>	<b>₹ 15034.64 lakhs</b>



## Major Paras raised by Internal Audit Wing and the amount Involved



Details of Audit Paras



## CHAPTER 16

### CAG PARAS

<b>Unrealistic budgetary assumptions</b>	Unrealistic Budgetary assumptions <i>(Para No. 7.16 of CA-1 of 2010-11)</i>
<b>Saving of ₹ 100 Crore or more</b>	Saving of ₹ 100 Crore or more under a sub head <i>(Para No. 7.18 of CA-1 of 2010-11)</i>
<b>Loss of Revenue of ₹ 1.80 Crore</b>	Loss of Revenue of ₹ 1.80 Crore <i>(Para No. 5.1 of Report No. 38 of 2010-11)</i>
<b>Unfruitful Expenditure</b>	Unfruitful Expenditure <i>(Para No. 5.2 of Report No. 38 of 2010-11)</i>
<b>Loss of Interest due to delay in investment</b>	Avoidable Payment to Contractor. <i>(Para No. 5.3 of Report No. 38 of 2010-11)</i>
<b>Avoidable Payment to Contractor</b>	Avoidable Payment to Contractor. <i>(Para No. 5.4 of Report No. 38 of 2010-11)</i>
<b>Avoidable Payment of Property Tax.</b>	Avoidable Payment of Property Tax <i>(Para No. 5.5 of Report No. 38 of 2010-11)</i>
<b>Role of Media and Broadcasting Service</b>	Role of Media and Broadcasting Service-XIX Common wealth Games. <i>(Chapter 28 of Report No. 6 of 2011-12)</i>

## CHAPTER 17

# IMPLEMENTATION OF THE JUDGEMENTS/ORDERS OF CATs

As per the instructions received from Department of Personnel and Training, the information on Implementation of the Judgments/ Orders of CAT

Cases was compiled from various Media units & Main Secretariat of the Ministry. The status for the year 2010-11 is as follows:

No.	Media Unit	No. of Orders received from CAT for the year 2010-11	No. of the Judgements/Orders implemented 2010-11
1	Main Secretariat *	1	1
2	DG: DAVP	1	1
3	DPD	1	0
4	PIB	3	0
5	S&DD	7	3
6	DFP	2	2
7	RNI	0	0
8	Photo Division	0	0
9	RR&TD	0	0
10	PCI	0	0
11	IIMC	1	0
12	DG: AIR	3	1
13	DG: DD	Data not received	
14	BECIL	0	0
15	CBFC	1	1
16	SRFTI	0	0
17	FTII	0	0
18	Films Division	3	0
19	NFDC	0	0
20	NFAI	1	0
21	CFSI	0	0
22	DFP	0	0
23	PAO	1	1
24	EMMC	0	0
	<b>Total</b>	<b>25</b>	<b>10</b>

\* Information in r/o Main Secretariat does not include IBPS & IBES Cadre

## CHAPTER 18

# PLAN OUTLAY

### PLAN OUTLAY (2011-12)

The Plan outlay for 2011-12 in respect of the Ministry of I&B was ₹ 861 Crore for Plan Schemes as given below:

(₹ in Crore)

S.No.	Sector	GBS	IEBR	Total
1	Information Sector	162.99	0.00	<b>162.99</b>
2	Films Sector	163.24	0.00	<b>163.24</b>
3	Broadcasting Sector	534.77	0.00	<b>534.77</b>
	<b>TOTAL</b>	<b>861.00</b>	<b>0.00</b>	<b>861.00</b>

The Media Unit wise and Scheme wise break-up of the Annual Plan 2011-12 is given at Annexure-I and Annexure-II, respectively.

The North-East component at ₹ 86.13 crore represents 10.01% of the total plan outlay of ₹ 861 crore earmarked for Plan Schemes. The break up of North East component is as under:

(₹ in Crore)

PIB	2.00
IIMC	0.80
Photo Division	0.02
DFP	0.60
S&DD	1.15
Films Division	0.70
CFSI	0.70
AIR	58.25
Doordarshan	21.91
<b>TOTAL</b>	<b>86.13</b>

**MINISTRY OF INFORMATION & BROADCASTING**  
**Annual Plan 2011-12**  
**Statement of Budget Estimate (SBE)- 2011-12**  
**Media Unit wise Position**

**Ministry/Department : MINISTRY OF INFORMATION & BROADCASTING**

(₹ In Crore)

S. No.	Name of the Media unit	Annual Plan 2009-10 Actual Expenditure			Annual Plan 2010-11 Budget Estimate					Annual Plan 2010-11 (RE) Revised Estimate					Annual Plan 2011-12 Budget Estimate								
		GBS	IEBR	Total	GBS	IEBR	Total	North East	SCSP*	TSP*	GBS	IEBR	Total	North East	SCSP*	TSP*	GBS	IEBR	Total	North East	SCSP*	TSP*	
<b>A</b>	<b>Central Sector Scheme</b>																						
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]	[14]	[15]	[16]	[17]	[18]	[19]	[20]	[21]	[22]	[23]	
<b>I</b>	<b>INFORMATION SECTOR</b>																						
1	PIB	11.72	0.00	11.72	24.75	0.00	24.75	2.00	-	-	24.25	0.00	24.25	2.00	-	-	35.25	0.00	35.25	2.00	-	-	
2	Publications Division	0.28	0.00	0.28	0.26	0.00	0.26	-	-	-	0.32	0.00	0.32	-	-	-	1.00	0.00	1.00	-	-	-	
3	DAVP	36.81	0.00	36.81	44.50	0.00	44.50	-	-	-	44.50	0.00	44.50	-	-	-	56.00	0.00	56.00	-	-	-	
4	IIMC	0.38	0.00	0.38	3.70	0.00	3.70	-	-	-	3.70	0.00	3.70	-	-	-	20.00	0.00	20.00	0.80	-	-	
5	Photo Division	2.09	0.00	2.09	2.55	0.00	2.55	0.02	-	-	1.80	0.00	1.80	0.02	-	-	2.10	0.00	2.10	0.02	-	-	
6	DFP	1.36	0.00	1.36	5.55	0.00	5.55	0.60	-	-	5.55	0.00	5.55	0.60	-	-	4.00	0.00	4.00	0.60	-	-	
7	Song & Drama Division	4.40	0.00	4.40	6.27	0.00	6.27	1.50	-	-	6.27	0.00	6.27	1.50	-	-	6.00	0.00	6.00	1.15	-	-	
8	RR&TD	0.12	0.00	0.12	0.25	0.00	0.25	-	-	-	0.10	0.00	0.10	-	-	-	0.25	0.00	0.25	-	-	-	
9	RNI	0.16	0.00	0.16	0.17	0.00	0.17	-	-	-	0.17	0.00	0.17	-	-	-	0.17	0.00	0.17	-	-	-	
	<b>Main Sectt.(Information Wing) Schemes</b>																						
10	Construction of Soochna Bhawan (Phase V)	10.00	0.00	10.00	10.00	0.00	10.00	-	-	-	18.00	0.00	18.00	-	-	-	36.22	0.00	36.22	-	-	-	
11	Economic Analysis of Growth Initiatives	0.09	0.00	0.09	0.50	0.00	0.50	-	-	-	0.50	0.00	0.50	-	-	-	0.50	0.00	0.50	-	-	-	
12	Trg. For HRD	1.21	0.00	1.21	1.50	0.00	1.50	-	-	-	1.50	0.00	1.50	-	-	-	1.50	0.00	1.50	-	-	-	
	<b>Information Sector : Total:</b>	<b>68.62</b>	<b>0.00</b>	<b>68.62</b>	<b>100.00</b>	<b>0.00</b>	<b>100.00</b>	<b>4.12</b>	<b>-</b>	<b>-</b>	<b>106.66</b>	<b>0.00</b>	<b>106.66</b>	<b>4.12</b>	<b>-</b>	<b>-</b>	<b>162.99</b>	<b>0.00</b>	<b>162.99</b>	<b>4.57</b>	<b>-</b>	<b>-</b>	
<b>II</b>	<b>FILM SECTOR</b>																						
1	Films Division	19.51	0.00	19.51	35.10	0.00	35.10	0.50	-	-	40.10	0.00	40.10	0.50	-	-	74.01	0.00	74.01	0.70	-	-	
2	NFAI	7.00	0.00	7.00	5.00	0.00	5.00	-	-	-	8.90	0.00	8.90	-	-	-	20.00	0.00	20.00	-	-	-	
3	DFE	7.96	0.00	7.96	9.50	0.00	9.50	-	-	-	11.92	0.00	11.92	-	-	-	9.68	0.00	9.68	-	-	-	
4	CFSI	4.00	0.00	4.00	4.00	0.00	4.00	-	-	-	4.00	0.00	4.00	-	-	-	7.00	0.00	7.00	0.70	-	-	
5	CBFC	0.90	0.00	0.90	2.20	0.00	2.20	-	-	-	2.20	0.00	2.20	-	-	-	2.20	0.00	2.20	-	-	-	
6	National Film Development Corporation	7.84	0.00	7.84	13.00	0.00	13.00	-	-	-	13.00	0.00	13.00	-	-	-	20.83	0.00	20.83	-	-	-	
7	FTII, Pune	9.35	0.00	9.35	8.00	0.00	8.00	-	-	-	7.20	0.00	7.20	-	-	-	11.32	0.00	11.32	-	-	-	
8	SRFTI,Kolkata	4.25	0.00	4.25	7.00	0.00	7.00	-	-	-	7.00	0.00	7.00	-	-	-	7.00	0.00	7.00	-	-	-	

(Signature with seal of FA/ authorised representative)  
of Ministry / Department

(Signature with seal of authorised representative)  
of Planning Commission)



**Ministry / Department : MINISTRY OF INFORMATION & BROADCASTING  
ANNUAL PLAN 2011-12**

(₹ in Crores)

Total No. of Schemes	S.No.	Name of the Media unit	Approved Outlay for Annual Plan 2011-12						
			Nature of the scheme	Capital	Revenue	Total Outlay	Capital	Revenue	Total
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]
	(A)	Central Sector Schemes							
		<b>INFORMATION SECTOR</b>							
	I	<b>Press Information Bureau</b>							
1	1	Setting up of the National Press Centre at New Delhi.		20.50	0.00	20.50			
2	2	Media Outreach Programme (Public Information Campaign)	(New Scheme)	0.00	14.50	14.50	0.00	2.00	2.00
3	3	Publicity for Special Events	(New Scheme)	0.00	0.25	0.25	0.00		
		<b>Total:</b>		<b>20.50</b>	<b>14.75</b>	<b>35.25</b>	<b>0.00</b>	<b>2.00</b>	<b>2.00</b>
	II	<b>Publications Division</b>							
4	1	Modernisation of Publications Division	(New Scheme)	0.85	0.10	0.95			
5	2	Modernisation of Employment News	(New Scheme)	0.00	0.05	0.05			
		<b>Total :</b>		<b>0.85</b>	<b>0.15</b>	<b>1.00</b>			
	III	<b>Directorate of Advertising and Visual Publicity</b>							
6	1	Developmental Publicity Programme: Conception and Dissemination		0.00	55.00	55.00			
7	2	Modernisation of DAVP	(New Scheme)	0.00	1.00	1.00			
		<b>Total:</b>		<b>0.00</b>	<b>56.00</b>	<b>56.00</b>			
	IV	<b>Indian Institute of Mass Communication</b>							
		(Grant-in-aid)							
8	1	Converting IIMC into International Media University	(New Scheme)	18.85	1.15	20.00	0.70	0.10	0.80
		<b>Total:</b>		<b>18.85</b>	<b>1.15</b>	<b>20.00</b>	<b>0.70</b>	<b>0.10</b>	<b>0.80</b>



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(₹ in Crores)

Total No. of Schemes	S.No.	Name of the Media unit	Approved Outlay for Annual Plan 2011-12						
			Nature of the scheme	Capital	Revenue	Total Outlay	NE Component		
		Central Sector Schemes	[4]	[5]	[6]	[7]	Capital	Revenue	Total
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]
	V	<b>Photo Division</b>							
9	1	National Centre of Photography	(New Scheme)	0.00	2.05	2.05			
10	2	Special Drive for N.E., J&K, A&N Island, Lakshadweep	(New Scheme)	0.00	0.05	0.05	0.00	0.02	0.02
		<b>Total:</b>		<b>0.00</b>	<b>2.10</b>	<b>2.10</b>	<b>0.00</b>	<b>0.02</b>	<b>0.02</b>
	VI	<b>Directorate of Field Publicity</b>							
11	1	Conducted Tours/ Skill Upgradation	(New Scheme)	0.00	0.79	0.79	0.00	0.10	0.10
12	2	Modernisation and Upgradation of Hardware & Software at Regional Offices and Field Publicity Offices of DIPP	(New Scheme)	3.21	0.00	3.21	0.50	0.00	0.50
		<b>Total:</b>		<b>3.21</b>	<b>0.79</b>	<b>4.00</b>	<b>0.50</b>	<b>0.10</b>	<b>0.60</b>
	VII	<b>Song &amp; Drama Division</b>							
13	1	Live Arts & Culture for Rural India - Restructured from ICT Scheme	(New Scheme)	0.05	5.95	6.00	0.00	1.15	1.15
		<b>Total:</b>		<b>0.05</b>	<b>5.95</b>	<b>6.00</b>	<b>0.00</b>	<b>1.15</b>	<b>1.15</b>
	VIII	<b>Research, Reference and Training Division</b>							
14	1	Research, Reference and Media Awards	(New Scheme)	0.00	0.25	0.25			
		<b>Total :</b>		<b>0.00</b>	<b>0.25</b>	<b>0.25</b>			
	IX	<b>Registrar of Newspapers of India</b>							
15	1	Strengthening of RNI -	(New Scheme)	0.00	0.17	0.17			
		<b>Total:</b>		<b>0.00</b>	<b>0.17</b>	<b>0.17</b>			

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(₹ in Crores)

Total No. of Schemes	S.No.	Name of the Media unit	Approved Outlay for Annual Plan 2011-12									
			Nature of the scheme	Capital	Revenue	Total Outlay	Capital	Revenue	Total			
	(A)	Central Sector Schemes										
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]			
	X	<b>Main Secretariat schemes</b>										
16	1	Construction of Soochna Bhawan (Phase V)	(New Scheme)	36.22	0.00	36.22						
17	2	Economic Analysis of Growth initiatives	(New Scheme)	0.00	0.50	0.50						
18	3	Training for Human Resource Development in Institutions located abroad with In-service Training for IIS Officers	Transferred to Non-Plan but again proposed	0.00	1.50	1.50						
		<b>Total:</b>		<b>36.22</b>	<b>2.00</b>	<b>38.22</b>						
		<b>TOTAL: INFORMATION SECTOR</b>		<b>79.68</b>	<b>83.31</b>	<b>162.99</b>	<b>1.20</b>	<b>3.37</b>	<b>4.57</b>			
	B	<b>FILM SECTOR</b>										
	I	<b>Films Division</b>										
19	1	International Documentary, Short & Animation Film Festival		0.00	2.50	2.50						
20	2	Museum of Moving Images (MOMI)		62.51	0.00	62.51						
21	3	Webcasting and Digitalisation of FD Films		0.00	2.00	2.00						
22	4	Production of Documentary Films	(New Scheme)		7.00	7.00	0.00	0.70	0.70			
		<b>Total:</b>		<b>62.51</b>	<b>11.50</b>	<b>74.01</b>	<b>0.00</b>	<b>0.70</b>	<b>0.70</b>			
	II	<b>National Film Archives of India</b>										
23	1	Acquisition and Exhibition of Archival Films		0.00	20.00	20.00						
		<b>Total</b>		<b>0.00</b>	<b>20.00</b>	<b>20.00</b>						

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(₹ in Crores)

Total No. of Schemes	S.No.	Name of the Media unit	Approved Outlay for Annual Plan 2011-12						
			Nature of the scheme	Capital	Revenue	Total Outlay	NE Component		
			[4]	[5]	[6]	[7]	Capital [8]	Revenue [9]	Total [10]
	(A)	Central Sector Schemes							
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]
	III	<b>Directorate of Film Festivals</b>							
24	1	Film Festival Complex- Alteration and additions		1.28	0.00	<b>1.28</b>			
25	2	Export Promotion through Film Festivals		0.00	7.40	<b>7.40</b>			
26	3	Upgradation of Print Unit	<b>(New Scheme)</b>	1.00	0.00	<b>1.00</b>			
		<b>Total</b>		<b>2.28</b>	<b>7.40</b>	<b>9.68</b>			
	IV	<b>Children's Film Society India (Grant-in-aid)</b>							
27	1	<b>Grant in Aid to CFSI</b>		0.00	7.00	<b>7.00</b>	<b>0.00</b>	<b>0.70</b>	<b>0.70</b>
		<b>Total:</b>		<b>0.00</b>	<b>7.00</b>	<b>7.00</b>	<b>0.00</b>	<b>0.70</b>	<b>0.70</b>
	V	<b>Central Board of Film Certification</b>							
28	1	Establishment of Computerised Management/Upgradation of Infrastructure in CBFC		1.00	0.00	<b>1.00</b>			
29	2	Opening of Regional Offices at Hyderabad/New Delhi/Cuttack/Guwahati		0.00	0.60	<b>0.60</b>			
30	3	Monitoring and modernisation of Certification process		0.00	0.60	<b>0.60</b>			
		<b>Total:</b>		<b>1.00</b>	<b>1.20</b>	<b>2.20</b>			
	VI	<b>National Film Development Corporation Ltd.</b>							
31	1	*Film production in various regional languages (Grant-in-aid to NFDC)	<b>(New Scheme)</b>	0.00	20.83	<b>20.83</b>			
32	2	Equity participation	<b>(New Scheme)</b>	0.00	0.00	<b>0.00</b>			
		<b>Total</b>		<b>0.00</b>	<b>20.83</b>	<b>20.83</b>			

\* This is a Film Wing's Main Sectt. Scheme but will be operated by NFDC

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(₹ in Crores)

Total No. of Schemes	S.No.	Name of the Media unit	Approved Outlay for Annual Plan 2011-12						
			Nature of the scheme	Capital	Revenue	Total Outlay	NE Component		
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]
	(A)	Central Sector Schemes							
	VII	Film and Television Institute of India, Pune (Grant in Aid)							
33	1	Grant in Aid to Film & Television Institute of India		0.00	9.32	9.32			
34	2	Global Film School	New Scheme	0.00	2.00	2.00			
		<b>Total:</b>		<b>0.00</b>	<b>11.32</b>	<b>11.32</b>			
	VIII	Satyajit Ray Film and Television Institute of India, Kolkata (Grant in Aid)							
35	1	Grant in Aid to Satyajit Ray Film and Television Institute of India, Kolkata		0.00	7.00	7.00			
		<b>Total:</b>		<b>0.00</b>	<b>7.00</b>	<b>7.00</b>			
	IX	<b>Main Secretariat Scheme(Film Wing)</b>							
36	1	Participation in Film Market in India and Abroad		0.00	4.20	4.20			
37	2	Setting up of National Centre of excellence for animation, Gaming and Special Effects	(New Scheme)	0.00	2.00	2.00			
38	3	National Film Heritage Mission (A new Plan Scheme being introduced from Annual Plan 2010-11)	(New Scheme)	0.00	5.00	5.00			
		<b>Total</b>		<b>0.00</b>	<b>11.20</b>	<b>11.20</b>			
		<b>TOTAL FILMS SECTOR</b>		<b>65.79</b>	<b>97.45</b>	<b>163.24</b>	<b>0.00</b>	<b>1.40</b>	<b>1.40</b>

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Total No. of Schemes	S.No.	Name of the Media unit	Approved Outlay for Annual Plan 2011-12						
			(A)	Central Sector Schemes	Nature of the scheme	Capital	Revenue	Total Outlay	NE Component
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]
	<b>C</b>	<b>BROADCASTING SECTOR</b>							
	<b>I</b>	<b>ALL INDIA RADIO</b>							
		<b>Continuing schemes</b>							
38	1	J&K Special package		0.50	2.00	<b>2.50</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
39	2	Expansion of MW Services <b>(The scheme has been completed)</b>		0.40	0.00	<b>0.40</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
40	3	Expansion of FM Services		20.52	0.00	<b>20.52</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
41	4	Digitalisation of Productio in Facilities		0.18	0.00	<b>0.18</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
42	5	Automation of Studio Facilities & Schemes		5.00	0.00	<b>5.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
43	6	North East Special Package		45.00	0.00	<b>45.00</b>	45.00	0.00	45.00
44	7	<b>Staff Quarters &amp; Office Accommodation</b>		<b>1.00</b>	<b>0.00</b>	<b>1.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
		<b>Total of Continuing schemes</b>		<b>72.60</b>	<b>2.00</b>	<b>74.60</b>	<b>45.00</b>	<b>0.00</b>	<b>45.00</b>
		<b>New Schemes</b>							
45	8	Software Acquisition (AIR News)		0.00	15.00	<b>15.00</b>	<b>0.00</b>	<b>0.25</b>	<b>0.25</b>
46	9	Digitalisation of transmitters, studios, connectivity and DTH channel		133.77	0.00	<b>133.77</b>	<b>11.00</b>	<b>0.00</b>	<b>11.00</b>
47	10	Strengthening of External services by Digital		0.50	0.00	<b>0.50</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
48	11	E-Governance, training, Resources, Security, Adtl. Office Accommodation Staff Quarters etc.		25.50	0.00	<b>25.50</b>	<b>2.00</b>	<b>0.00</b>	<b>2.00</b>
49	11	New Technology and Science Technonology (R&D)		1.00	0.00	<b>1.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

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Total No. of Schemes	S.No.	Name of the Media unit	Approved Outlay for Annual Plan 2011-12						
			Nature of the scheme	Capital	Revenue	Total Outlay	NE Component Capital	NE Component Revenue	Total
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]
50	12	*Setting up of High Power TV and FM Transmitters in Border Areas and Low Power FM Transmitters in uncovered areas of J & K State <b>(New Scheme from AP 2009-10)</b>	<b>(New Scheme from AP (2009-10))</b>	<b>10.00</b>	<b>0.00</b>	<b>10.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
		<b>Total of New Schemes</b>		<b>170.77</b>	<b>15.00</b>	<b>185.77</b>	<b>13.00</b>	<b>0.25</b>	<b>13.25</b>
		<b>Total of All India Radio</b>		<b>243.37</b>	<b>17.00</b>	<b>260.37</b>	<b>58.00</b>	<b>0.25</b>	<b>58.25</b>
	<b>II</b>	<b>DOORDARSHAN</b>							
		<b>Continuing schemes</b>							
51	1	J & K Special Plan		2.20	53.89	<b>56.09</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
52	2	Digitalisation & Modernisation of production facilities (Studio/OB)		3.00	0.00	<b>3.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
53	3	North East Special Package		1.91	20.00	<b>21.91</b>	1.91	20.00	<b>21.91</b>
54	4	HDTV		0.40	0.00	<b>0.40</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
55	5	Other spill over X <sup>th</sup> Plan approved scheme (Earlier approved as Accommodation for staff, augmentation of infrastructure & Security)		25.00	0.00	<b>25.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
		<b>Total of Continuing Schemes</b>		<b>32.51</b>	<b>73.89</b>	<b>106.40</b>	<b>1.91</b>	<b>20.00</b>	<b>21.91</b>
		<b>New Schemes</b>							

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Total No. of Schemes	S.No.	Name of the Media unit	Approved Outlay for Annual Plan 2011-12									
			Nature of the scheme	Capital	Revenue	Total Outlay	NE Component Capital	NE Component Revenue	Total			
	(A)	Central Sector Schemes										
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]			
56	6	<b>Digitalisation of transmitters</b>	(New)									
		(a) Digitalisation of transmitters										
		(b) Modernisation, Augmentation & Replacement of Transmitters.										
		<b>Total</b>	<b>20.00</b>	<b>0.00</b>	<b>20.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
57	7	<b>Studio digitalisation</b>	(New Scheme)									
		(a) Studio Digitalisation										
		(b) Modernisation, Augmentation & Replacement of Studio Equipment.										
		<b>Total</b>	<b>80.00</b>	<b>0.00</b>	<b>80.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
58	8	DTH: Modernisation, Augmentation Replacement of Satellite Broadcast Equipment (with following components)		20.00	0.00	20.00	0.00	0.00	0.00	0.00	0.00	0.00
59	9	HDTV		29.00	0.00	29.00	0.00	0.00	0.00	0.00	0.00	0.00
60	10	Staff Quarters, other misc. Works		15.00	0.00	15.00	0.00	0.00	0.00	0.00	0.00	0.00
61	11	Software Acquisition/Production (Normal & Misc.)		0.00	1.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00
		<b>Total of New Schemes</b>		<b>164.00</b>	<b>1.00</b>	<b>165.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
		<b>Total of Doordarshan</b>		<b>196.51</b>	<b>74.89</b>	<b>271.40</b>	<b>1.91</b>	<b>20.00</b>	<b>21.91</b>	<b>20.00</b>	<b>21.91</b>	<b>21.91</b>
		<b>Total: Prasar Bharati</b>		<b>439.88</b>	<b>91.89</b>	<b>531.77</b>	<b>59.91</b>	<b>20.25</b>	<b>80.16</b>	<b>59.91</b>	<b>20.25</b>	<b>80.16</b>

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Total No. of Schemes	S.No.	Name of the Media unit	Approved Outlay for Annual Plan 2011-12						
			Central Sector Schemes	Nature of the scheme	Capital	Revenue	Total Outlay	NE Component	
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]
		<b>Main Sectt.(Broadcasting Sector) Schemes</b>							
62	1	Electronic Media Monitoring Centre (EMMC)		2.18	0.00	<b>2.18</b>			
63	2	Private FM Radio (Phase II)		0.01	0.00	<b>0.01</b>			
64	3	International Channel		0.00	0.01	<b>0.01</b>			
<b>65</b>	<b>4</b>	<b>IEC activities for Community Radio (New Scheme)</b>		<b>0.00</b>	<b>0.80</b>	0.80			
		<b>Total</b>		<b>2.19</b>	<b>0.81</b>	<b>3.00</b>			
		<b>Total : Broadcasting Sector</b>		<b>442.07</b>	<b>92.70</b>	<b>534.77</b>	<b>59.91</b>	<b>20.25</b>	<b>80.16</b>
		<b>Total : Ministry of I &amp; B</b>		<b>587.54</b>	<b>273.46</b>	<b>861.00</b>	<b>61.11</b>	<b>25.02</b>	<b>86.13</b>
		<b>DBS</b>		<b>587.54</b>	<b>273.46</b>	<b>861.00</b>	<b>61.11</b>	<b>25.02</b>	<b>86.13</b>
		<b>IEBR</b>		<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>



## CHAPTER 19

# MEDIA UNIT-WISE BUDGET

Demand No. 60 - Ministry of Information & Broadcasting		B.E. 2011-12			R.E. 2011-12			(Rs. in thousands)		
		Plan	Non Plan	Total	Plan	Non-Plan	Total	Plan	Non Plan	Total
Name of Media Units/Activity								B.E. 2012-13		
Revenue Section										
Major Head-2251 - Secretariat Social Services										
1. Main Sectt. (Including PAO)		348400	406100	754500	261900	377900	639800	861000	409200	1270200
Major Head - 2205 - Art & Culture Certification of Cinematographic films for public exhibition										
2. Central Board of Film Certification		12000	63000	75000	12000	61000	73000	0	65000	65000
3. Film Certification Appellate Tribunal		0	2000	2000	0	1000	1000	0	1700	1700
<b>Total Major Head '2205'</b>		12000	65000	77000	12000	62000	74000	0	66700	66700
Major Head - 2220 - Information, Films & Publicity										
4. Films Division		108000	382800	490800	108000	344900	452900	9000	372800	381800
5. Directorate of Film Festivals		74000	92000	166000	74000	93800	167800	0	92000	92000
6. National Film Archive of India		200000	46800	246800	200000	40500	240500	20000	46800	66800
7. Grants-in-aid to Satyajit Ray F&T.L., Kolkata		70000	70000	140000	88000	73900	161900	80000	70000	150000
8. Grants-in-aid to Children's Film Society of India (CFSI)		63000	15500	78500	63000	15500	78500	0	15500	15500
9. Grants-in-aid to Film & Television Institute of India, Pune		113200	135000	248200	95200	145000	240200	0	135000	135000
10. Grants-in-aid to Film Societies		0	0	0	0	0	0	0	0	0
11. Electronic Media Monitoring Centre		0	45000	45000	0	42800	42800	0	43800	43800
12. Research, Reference & Training Division		2500	21700	24200	2500	17400	19900	0	21700	21700
13. Grants-in-aid to IIMC		10500	71700	82200	6500	71700	78200	0	71700	71700
14. Directorate of Advertising & Visual Publicity		560000	673300	1233300	887900	653300	1541200	990000	673300	1663300
15. Press Information Bureau		127500	412300	539800	127500	363300	490800	153000	383300	536300
16. Grants-in-aid to Press Council of India		0	53200	53200	0	53200	53200	0	53200	53200
17. Subsidy in lieu of Interest on loan to PTI		0	0	0	0	0	0	0	0	0
18. Payment for Pro. & Spl. Services		0	100	100	0	100	100	0	100	100
19. Transfer to Journalists Welfare Fund		0	0	0	0	0	0	0	0	0
20. Directorate of Field Publicity		6900	413500	420400	6900	404100	411000	70000	430700	500700
21. Song and Drama Division		48000	217400	265400	48000	227400	275400	72000	232400	304400
22. Publications Division		1000	222300	223300	1000	219600	220600	18000	227000	245000
23. Employment News		500	272900	273400	500	267600	268100	0	269000	269000
24. Registrar of Newspapers for India		1700	43500	45200	1700	40500	42200	2000	41700	43700
25. Photo Division		20800	39600	60400	17300	39400	56700	4500	40600	45100
26. Contribution to International programme for the Development of Communication		0	1700	1700	0	1700	1700	0	1700	1700
27. Contribution to Asia Pacific Institute for Broadcasting Development		0	2000	2000	0	2000	2000	0	2000	2000
<b>Total Major Head '2220'</b>		1407600	3232300	4639900	1728000	3117700	4845700	1418500	3224300	4642800
<b>Total Major Head '2251, 2205 and 2220'</b>		1768000	3703400	5471400	2001900	3557600	5559500	2279500	3700200	5979700

Name of Media Units/Activity	B.E. 2011-12			R.E. 2011-12			B.E. 2012-13		
	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	100	100	200	100	100	200	100	100	200
Television (Sub Major Head) Salaries	100	100	200	100	100	200	100	100	200
General (Sub Major Head) Prasar Bharati (Minor Head) Grants-in-aid	716200	14123500	14839700	1116200	14623500	15739700	1119800	14623500	15743300
Total - Broadcasting North Eastern Area other expenditure scheme for the benefit of North Eastern Region & Sikkim Lump Sum Provision (Major Head - 2552)	716400	14123700	14840100	1116400	14623700	15740100	1120000	14623700	15743700
Total - Revenue Section	2734600	17827100	20561700	3368000	18181300	21549300	3610000	18323900	21933900

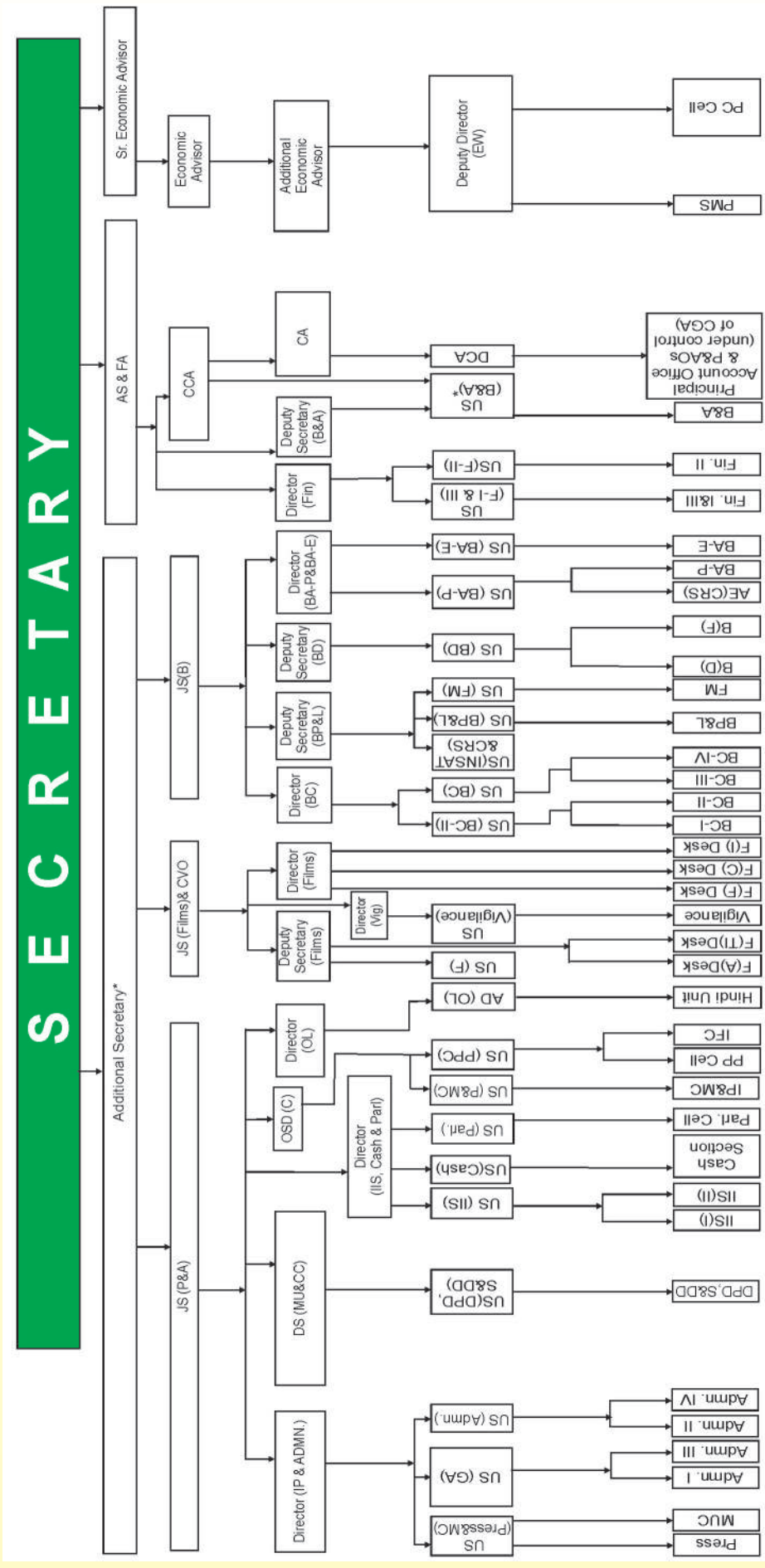
(Rs. in thousands)

Name of Media Units	B.E. 2011-12			R.E. 2011-12			B.E. 2012-13		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Capital Section—									
1. Acquisition of Equipment for Films Division	0	0	0	0	0	0	0	0	0
2. Acquisition of Equipment for Press Information Bureau	0	0	0	0	0	0	0	0	0
3. Acquisition of Equipment for Directorate of Field Publicity	27100	0	27100	17500	0	17500	0	0	0
4. Acquisition of Equipment for Song and Drama Division	500	0	500	500	0	500	0	0	0
5. Acquisition of Equipment for Photo Division	0	0	0	0	0	0	0	0	0
6. Acquisition of Equipment for Main Sectt.	0	0	0	0	0	0	0	0	0
7. Acquisition of Equipment for Indian Institute of Mass Communication	13000	0	13000	3600	0	3600	16000	0	16000
8. Acquisition of Equipment for Satyajit Ray Film and Television Institute, Kolkata	0	0	0	0	0	0	0	0	0
9. Acquisition of Equipment for Film and Television Institute, Pune	0	0	0	0	0	0	60000	0	60000
10. Acquisition of Equipment for CBFC	10000	0	10000	10000	0	10000	15000	0	15000
11. Upgradation of Print Unit in DFF	10000	0	10000	10000	0	10000	0	0	0
12. Electronic Media Monitoring Centre - Machinery & Equipment	20000	0	20000	20000	0	20000	80000	0	80000
13. Acquisition of Equipments for Publications Division	8500	0	8500	4400	0	4400	0	0	0
14. Acquisition of Equipments for Employment News	0	0	0	0	0	0	0	0	0
B]. Buildings—									
15. Upgradation of building infrastructure of Films Division	0	0	0	0	0	0	20000	0	20000
16. Setting up Museum of Moving Images (FD) Major Works	625100	0	625100	480000	0	480000	100000	0	100000
17. Upgradation and modernisation of FTII	0	0	0	0	0	0	10000	0	10000
18. Upgradation of infrastructure of NFAI including Jayakar Bungalow and setting up of digital library	0	0	0	0	0	0	30000	0	30000
19. Film Festival Complex - Additions and alterations - Major Works	12800	0	12800	2800	0	2800	10000	0	10000
20. Infrastructure development in SRFTI	0	0	0	0	0	0	70000	0	70000
21. Soochna Bhawan building - Major Works	362200	0	362200	313000	0	313000	150000	0	150000
22. Kendriya Soochna Bhawan in States of DFP	0	0	0	0	0	0	20000	0	20000
23. Setting up of National Press Centre and Mini Media Centre for PIB	205000	0	205000	300000	0	300000	90000	0	90000
Upgradation and expansion of Infrastructure of CBFC	0	0	0	0	0	0	12000	0	12000
25. Building & Housing project of IIMC	168500	0	168500	34800	0	34800	92000	0	92000
26. Building & Towers for Private FM Radio Stations	100	0	100	100	0	100	0	0	0
27. Setting up of Institute of Mass Media (FD)	0	0	0	0	0	0	0	0	0
28. Electronic Media Monitoring Centre - Major Works	1800	0	1800	1800	0	1800	20000	0	20000
Investment—									
National Film Development Corporation	0	0	0	100	0	100	0	0	0
Total - Capital Section Major Head 4220	1464600	0	1464600	1198600	0	1198600	705000	0	705000

(Rs. in thousands)

Name of Media Units	B.E. 2011-12		R.E. 2011-12		B.E. 2012-13	
	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan
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
Loans for Broadcasting (Major Head - 6221) Loans to public Sector and Other Undertakings Prasar Bharati Loans and Advances	3799700	0	3799700	0	2755500	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 Acquisition of Equipment for IIMC	5000 7000	0	5000 7000	0	2500 3500	0
Opening up of New Regional Centres of IIMC	0	0	0	0	2000	0
Upgradation and expansion of Infrastructure of CBFC	0	0	0	0	3000	3000
Total Major Head 4552	12000	0	12000	0	6000	5000
Capital outlay on North East Areas other expenditure Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 6552)						
Prasar Bharati	599100	0	599100	0	539100	0
Total - Capital Section	5875400	0	5875400	0	4499200	5440000
Total - Demand No. 59	8610000	17827100	26437100	18181300	26048500	18323900
					90500000	27373900

# ORGANISATIONAL CHART OF MINISTRY OF INFORMATION AND BROADCASTING



Deputy Secretary (MU & CC) has been given the charge of administration of RNI, Photo Division (MUC desk); administration of Song & Drama Division, Publications Division and administration of DFP (IP&MC section). Plus monitoring of court cases in Main Sectt.  
 \* In respect of budget related work US(B&A) reports directly to CCA. In other matters he reports to DS (B&A).

# DESIGNATIONS IN THE MINISTRY

Secretary	Secretary
AS	Additional Secretary
AS & FA	Additional Secretary & Financial Advisor
Sr. Economic Advisor	Senior Economic Advisor
JS(P&A)	Joint Secretary (Policy & Administration)
JS (Films & CVO)	Joint Secretary (Films & Chief Vigilance Officer)
JS (B)	Joint Secretary (Broadcasting)
Economic Advisor	Economic Advisor
CCA	Chief Controller of Accounts
Director (IP & Admn.)	Director (Information Policy & Administration)
Director (OL)	Director (Official Language)
Director (Films)	Director (Films)
Director (Vigilance)	Director (Vigilance)
Director (BC)	Director (Broadcasting Content)
Director (Fin.)	Director (Finance)
Dir (IIS, Cash & Parl.)	Director (Indian Information Service, Cash & Parliament)
Director (BAP & BAE) Broadcasting	Director (Broadcasting Administration Programme and Administration Engineering)
DS (Films)	Deputy Secretary (Films)
DS (BP&L)	Deputy Secretary (Broadcasting Policy & Legislation)
DS (BD)	Deputy Secretary (Broadcasting Development)
DS (B&A)	Deputy Secretary (Budget & Accounts)
DS (MU&CC)	Deputy Secretary (Media Unit & Court Cases)
DS (FM)	Deputy Secretary (Frequency Modulation)
AEA	Additional Economic Advisor
OSD (C)	Officer on Special Duty (Co-ordination)
CA	Controller of Accounts
US (MUC&P)	Under Secretary (Media Unit Coordination & Press)
US (Admn.II &IV)	Under Secretary (Administration II&IV)
US (IIS)	Under Secretary (Indian Information Service)
US (GA& Cash)	Under Secretary (General Administration & Cash)
US (Vigilance)	Under Secretary (Vigilance)
US (IP&MC)	Under Secretary (Information Policy & Media Coordination)

US (BC)	Under Secretary (Broadcasting Content)
US (BC-II)	Under Secretary (Broadcasting Content-II)
US (BP&L)	Under Secretary (Broadcasting Policy & Legislation)
US (INSAT&CRS)	Under Secretary (Indian Satellite & Community Radio Station)
US (BD & B Finance)	Under Secretary (Broadcasting Development & Broadcasting Finance)
US (FM)	Under Secretary (Frequency Modulation)
US (BA-P-I)	Under Secretary (Broadcasting Administration Programme)
US (BA-E)	Under Secretary (Broadcasting Administration Engineering)
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 (PPC&IFC)	Under Secretary (Policy Planning Cell & Information Facilitation Centre)
US (FF)	Under Secretary (Films Festival)
US (BA-P, II)	Under Secretary (Broadcasting Administration Programme-II)
US (DPD, S&DD and Parl.)	Under Secretary (Publications Division, Song and Drama Division & Parliament)
DD (EW)	Deputy Director (Economic Wing)
US (F)	Under Secretary (Films)
DCA	Deputy Controller of Accounts
AD (OL)	Assistant Director (Official Language)
Admn-I	Administration-I
Admn-II	Administration-II
Admn-III	Administration-III
Admn-IV	Administration-IV
Cash	Cash
Parliament Cell	Parliament Cell
MUC (DAVP,RNI,Photo Division)	Media Unit Cell (Directorate of Advertising and Visual Publicity, Registrar of Newspapers of India, Photo Division)
(DPD & S&DD)	Media Unit Cell (Publications Division and Song and Drama Division)
Hindi Unit	Hindi Unit
Vigilance	Vigilance
IP & MC	Information Policy & Media Coordination
PP Cell	Policy Planning Cell

Press	Press
IIS (I)	Indian Information Service-I
IIS (II)	Indian Information Service-II
F (F) Desk	Films ( Festivals )Desk
F (FTI) Desk	Films (Film & Television Institute) Desk
F (A) Desk	Films (Administration) Desk
F (C) Desk	Films ( Certification) Desk
F(I) Desk	Films ( Industry) Desk
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 (F)	Broadcasting (Finance)
BP&L	Broadcasting Policy & Legislation
BA-P	Broadcasting Administration-Programme
FM Cell	Frequency Modulation Cell
AE (CRS)	Assistant Engineer (Community Radio Stations)
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
P&AO	Pay & Accounts Officer
CGA	Controller General of Accounts.
IFC	Information Facilitation Counter



## WEBSITE ADDRESS OF MEDIA UNITS OF MIB

S.No.	Name of the Media Unit	Website
1	Press Information Bureau	<a href="http://www.pib.nic.in">www.pib.nic.in</a>
2	Directorate of Advertising and Visual Publicity	<a href="http://www.davp.nic.in">www.davp.nic.in</a>
3	Publications Division	<a href="http://www.publicationsdivision.nic.in">www.publicationsdivision.nic.in</a>
4	Registrar of Newspapers for India	<a href="http://www.rni.nic.in">www.rni.nic.in</a>
5	Directorate of Field Publicity	<a href="http://www.dfp.nic.in">www.dfp.nic.in</a>
6	Photo Division	<a href="http://www.photodivision.gov.in">www.photodivision.gov.in</a>
7	Indian Institute of Mass Communication	<a href="http://www.iimc.nic.in">www.iimc.nic.in</a>
8	Press Council of India	<a href="http://www.presscouncil.nic.in">www.presscouncil.nic.in</a>
9	Research Reference & Training Division	<a href="http://www.rrtd.nic.in">www.rrtd.nic.in</a>
10	Prasar Bharati	<a href="http://www.ddindia.gov.in">www.ddindia.gov.in</a> <a href="http://www.allindiaradio.org">www.allindiaradio.org</a>
11	Doordarshan	<a href="http://www.ddindia.gov.in">www.ddindia.gov.in</a>
12	All India Radio	<a href="http://www.allindiaradio.org">www.allindiaradio.org</a>
13	Song and Drama Division	<a href="http://www.sdd.nic.in">www.sdd.nic.in</a>
14	Directorate of Film Festival	<a href="http://www.dff.nic.in">www.dff.nic.in</a>
15	Broadcasting Engineering Consultant India Limited	<a href="http://www.becil.com">www.becil.com</a>
16	Films Division	<a href="http://www.filmsdivision.org">www.filmsdivision.org</a>
17	Children's Film Society of India	<a href="http://www.cfsindia.org">www.cfsindia.org</a>
18	Film and Television Institute of India	<a href="http://www.ftiindia.com">www.ftiindia.com</a>
19	National Film Development Corporation Ltd.	<a href="http://www.nfdcindia.com">www.nfdcindia.com</a>
20	Central Board of Film Certification	<a href="http://www.cbfcindia.gov.in">www.cbfcindia.gov.in</a>
21	Satyajit Ray Film and Television Institute	<a href="http://www.srfti.gov.in">www.srfti.gov.in</a>
22	National Film Archives of India	<a href="http://www.nfaipune.gov.in">www.nfaipune.gov.in</a>

## **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 18<sup>th</sup> December 2009, the Volume - II of the Annual Report of Ministry of Information & Broadcasting has been discontinued from the Year 2009- 10 onwards. However, the same is available on the website of the Ministry at [www.mib.nic.in](http://www.mib.nic.in) or [www.mib.gov.in](http://www.mib.gov.in) in the same format as published earlier in Volume - II of the Annual Report of Ministry of Information & Broadcasting.



'Mera Tiranga' the 2nd prize winning entry from Narayana Rao of Vijayawada in the colour section of 23rd National Photo Contest, organized by Photo Division

