

No. M-14016/35/2021-DO(FA)  
 Government of India  
 Ministry of Information and Broadcasting  
 'A' Wing, Shastri Bhawan, New Delhi-110001

Dated: 17.11.2021

**OFFICE MEMORANDUM**

Subject : Standard Operating Procedure (SOP) for the screening of public service awareness (PSA) films through cinema theatres - regarding.

It has been observed that many short films/public service awareness films are prepared by various Central Ministries/Departments to commemorate events or publicize programmes or campaigns related to their Ministry. These films are of good quality and have a public message as well.

2. In view of this, the undersigned is directed to request all Ministries/Departments to share such films with Ministry of Information & Broadcasting for release in cinema theaters for proper and increased dissemination in public. In this regard, a copy of Standard Operating Procedure (SOP) for the screening of these Public Service Awareness (PSA) films/short films in cinema theaters, for better dissemination about programmes/schemes/priorities of the Government in public interest, is forwarded herewith.

3. This issues with the approval of Competent Authority.

Encl.: As above.

Yours faithfully,

*Indu*

(Surajit Indu)

Under Secretary (Films-II)

Tel: 011-23385221

To

All Ministries/Departments of the Govt. of India (as per list)

Copy for Information to:

1. Sr. PPS to Addl. Secretary, M/o Information & Broadcasting
2. Joint Secretary (P&A), Ministry of Information & Broadcasting
3. Director General (I/C), Films Division, Mumbai

*Indu*  
18/11

*Rahul*  
18/11/21

*g/c*  
*Indu*  
17.11.21



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To



### Standard Operating Procedure for release of Public Service Awareness Films in Cinema Theatres

Public Service Awareness (PSA) films are short films of up to 2 minute duration prepared in public interest for spreading awareness about various programmes and priorities of the Government. These are screened during prime screen time in the cinema theatres of the country. These short films are pre-certified by the Central Board of Film Certification (CBFC) under the Cinematograph Act, 1952 for the purpose of public exhibition.

2. The Ministry of Information & Broadcasting provides PSA films to the Exhibitors and Digital Cinema Service Providers through the Films Division for screening in various cinema theatres across the country.

3. Many short films are prepared by various Ministries to commemorate events or publicise programmes or campaigns related to their Ministry. These films are of good quality and have a public message. All Ministries/Departments are requested to share such films with Ministry of I&B for screening in cinema theatres for better dissemination about these programmes/schemes/priorities of the Government in public interest.

4. It is, therefore, proposed to follow the following **Standard Operating Procedure** SOP for the screening of PSA films:

1. The film to be released should be identified by the concerned Ministry. Broadly, the film should be of good quality and carry a public awareness message and be worthy of dissemination through public exhibition in cinema theatres of the country.
2. The duration of film should be up to 2 minutes or less.
3. Due approvals for the screening of film may be obtained by the concerned Ministry at its own level.
4. The film so identified should be certified by Central Board of Film Certification.
5. For certification, the concerned Ministry may nominate a nodal officer, who will apply for the certification from CBFC and seek the certificate. CBFC applications may be submitted online on *ecinepraman.in*
6. The digital file of the PSA film with due approvals of the competent authority and CBFC certificate may be sent to the Ministry of Information & Broadcasting for release in theatres. Nodal Officer by each Ministry may be appointed.
7. In case the film is designed for a specific State/UT/group of States/language, the same may be mentioned in the request to Ministry of I&B so that it is sent for screening in the concerned focus States only.
8. The Ministry will direct the Films Division to send the PSA films to the cinema theatres as per practice.



**Checklist for Nodal Officers of the Ministry concerned (Step-1)**

1. Ensure that the duration of the PSA film may not exceed 02 (two) minutes.
2. PSA films should be in both MP-4 and J2K format (J2K for PVR theatres and MPEG-4 for others)
3. PSA film be applied in the Unrestricted Public Exhibition (U - category) for certification by the Central Board of Film Certification (CBFC).
4. Certificate from CBFC to be obtained by producer of the PSA Film by applying on the CBFC portal *ecinepraman.in*
5. CBFC certificate, as mentioned at point 3 above, should be attached at the beginning of the PSA film.
6. Due approval of the competent authority in the concerned Ministry/Department/PSU/Statutory Bodies be obtained for screening of PSA film in theatres.
7. The PSA film be sent to the Nodal Officer in the M/o Information & Broadcasting for release/screening in theatres.

**Checklist for Nodal Officer of Ministry of I&B (Step-2)**

1. Receive and check the necessary requirements for screening of the PSA film.
2. Take internal approvals in the Ministry.
3. Send the PSA film to Films Division for screening in cinema theatres.

**Checklist for Films Division (Step-3)**

1. Send the PSA film to the digital agencies/cinema theatres.

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