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# MINISTRY OF INFORMATION AND BROADCASTING

**Annual Report  
1997-98**

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# 1

## OVERVIEW

1.1.1. The Ministry of Information & Broadcasting, through the mass communication media consisting of radio, television, films, the press, publication, advertising and traditional modes of dance and drama, during 1997-98, continued to play an effective role in helping the people to have access to free flow of information. It also catered to the vital needs of education and entertainment of all sections of the society, striking a careful balance between public interest and commercial needs, in its delivery of services.

1.1.2 In support of the developmental needs of the Ministry, an outlay of Rs. 3634 crore, revised to Rs. 3672.42 crore was earmarked for the Eighth Five Year Plan (1992-97). Against this, the actual allocation approved for the 8th Five Year Plan (1992-97) was Rs. 2393.21 crore whereas the actual utilisation during these five years was of the order of Rs. 2094.34 crore. These plan resources have been utilised for bringing about significant improvement in infrastructure development, particularly of the electronic media for installation of transmission, studio and programme production facilities. Special attention was given to strengthen regional and local facilities by taking recourse to satellite based broadcasting. On the software side, the electronic and non-electronic media units concentrated on priority areas of national concern like national integration, communal harmony, primary/elementary education, eradication of illiteracy, environmental protection, health care and family welfare, agriculture and rural development, as also

issues relating to women, children and other weaker sections of society.

1.1.3 The activities of the Ministry can broadly be divided into 3 sectors i.e. the Broadcasting Sector, the Films Sector and the Information Sector. The functions of these three sectors are complementary to each other and cannot be strictly compartmentalised. Each of these Sectors operate through specialised media units and other organisations which perform different functions with a view to ensure that the dissemination of information, education and entertainment reaches the country as a whole. The media units include Akashvani (All India Radio), Doordarshan, Press Information Bureau, Publications Division, Research, Reference and Training Division, Directorate of Advertising and Visual Publicity, Photo Division, Song and Drama Division, Directorate of Film Festivals, Films Division and National Film Archive of India. The Ministry is also associated with the National Film Development Corporation, National Centre of Films for Children and Young People, Film and Television Institute of India, Pune, Satyajit Ray Film and Television Institute, Calcutta, Indian Institute of Mass Communication, Press Council of India and Central Board of Film Certification. The electronic media were brought under the administrative control of Prasar Bharati, an autonomous, statutory body constituted under the Prasar Bharati Act, 1990. The activities of these organisations during 1997-98 have been set out in the succeeding chapters.

## ALL INDIA RADIO

2.1.1. The year 1997 saw the setting up of the Prasar Bharati (Broadcasting Corporation of India), an autonomous body to handle the activities of Akashvani and Doordarshan.

2.1.2 During this year, the country went for the General Elections. All India Radio rose to the occasion like in previous years by carrying political broadcasts by leaders of National, Regional and State political parties. Besides, many more educative programmes were broadcast for the voters highlighting the need for free and fair polls to strengthen our democracy. In addition, a 72 hour continuous broadcast was maintained to give the

national audience updated news on trends and results of General Elections. This included panel discussions with various political leaders, media experts and political commentators, who analyzed the emerging political scenario.

### Network

2.1.3 All India Radio has at present (as on 1.4.98) 195 Radio Stations operating in the country. These include 183 full-fledged stations, nine relay centres and three exclusive Vividh Bharati Commercial centres. This year eight Radio stations at Kullu, Kalpa (Kinnaur, HP), Pithoragarh (UP),



*Renowned vocalist Madurai N. Krishnan performing at the Akashvani Sangeet Sammelan held in New Delhi in October 1997*

## ALL INDIA RADIO

### Projects Expected to be Completed by March 1998

**Radio Stations:** Hissar (Haryana), Aligarh (UP), Chamoli (UP), Bhadarwah (J&K), Dhubri (Assam), Kokrajhar (Assam), Tezpur (Assam), Ziro (Arunachal Pradesh), Churachandpur (Manipur), Williamnagar (Meghalaya), Mon (Nagaland) and Kodaikanal (TN) are expected to be ready by March 98.

#### Other Projects

- |     |                        |   |                                       |
|-----|------------------------|---|---------------------------------------|
| 1.  | Jodhpur(VB)            | - | 2x3 KW FM Tr                          |
| 2.  | Jaipur                 | - | 1 KW MW Tr. (Replacement of existing) |
| 3.  | Mathura                | - | 1 KW MW Tr. (Replacement of existing) |
| 4.  | Guwahati               | - | CBS 2x5 KW FM Tr.                     |
| 5.  | Jamshedpur             | - | CBS 2x5 KW FM Tr.                     |
| 6.  | Siliguri               | - | CBS 2x5 KW FM Tr.                     |
| 7.  | Coimbatore             | - | CBS 2x5 KW FM Tr.                     |
| 8.  | Delhi National Channel | - | 20 KW MW Tr.                          |
| 9.  | Delhi                  | - | Ph-II, Refurbishing of studios        |
| 10. | Sambalpur              | - | 100 KW MW TR.                         |
| 11. | Guwahati               | - | Refurbishing of studios               |
| 12. | Guwahati               | - | 100 KW MW Tr.                         |
| 13. | Ranchi                 | - | 50 KW SW Tr.                          |
| 14. | Calcutta               | - | Refurbishing of studios               |
| 15. | Bhubaneswar            | - | Staff Training Institute (Technical)  |
| 16. | Mumbai                 | - | Studio Type III for Gulf Service      |
| 17. | Mumbai                 | - | Refurbishing of studios Ph.II         |
| 18. | Gulbarga               | - | 20 KW MW Tr.                          |
| 19. | Pondicherry            | - | 20 KW MW Tr.                          |

Uttarkashi (UP), Mt. Abu (Rajasthan), Kargil (J&K), Asansol (WB) and Bijapur (Karnataka) have been added to the AIR network. AIR presently has 300 transmitters which provide radio coverage to a population of 97.3 percent spread over the 90.0 percent area of the country. The growth of the network over the various Five Year Plans and also the coverage by area and population is shown in the graphs on the following pages.

2.1.4 The concept of local radio station has

been continued. The programmes broadcast on these stations are area-specific and thus enable the local community to realise their cultural and artistic aspirations. The number of Local Radio Stations in the country is 74. In view of the strategic importance of North-Eastern region with its diverse culture, language and dialects a special scheme to set up Community Radio Stations at sixteen places is under implementation. Three such Community Radio Stations are being set up in Lakshadweep and Minicoy Islands as well.

## ALL INDIA RADIO

### Projects expected to be completed during 1998-99

#### Community Radio Stations

1. Seppa (Arunachal Pradesh)
2. Khonsa (Arunachal Pradesh)
3. Nongstoin (Meghalaya)
4. Champai (Mizoram)
5. Saiha (Mizoram)
6. Phek (Nagaland)
7. Tuensang (Nagaland)
8. Nutan Bazar (Tripura)

#### FM Projects

1. Jaipur 2x3 KW FM Tr. (Stereo)
2. Lucknow 2x5 KW FM Tr. (Stereo)
3. Aizawl 2x5 KW FM Tr. (Stereo)
4. Mandla Local Radio Station with 1 KW FM Tr.
5. Rajgarh Local Radio Station with 3 KW FM Tr.

#### Other Projects

1. Delhi (Khampur) 3x250 KW SW Tr. (Rep. of 100 KW each)
2. Delhi (Khampur) 2x250 KW SW Tr. (Rep. of 50 KW SW Tr. each)

2.1.5 As a part of modernisation, AIR has been engaged in introduction of latest technologies in the network. Digital equipment is being progressively introduced in all areas. Computerised Hard Disc-based digital recording, editing and playback systems have been inducted at major stations to start with. Indigenous equipment have also been developed for qualitative improvements of broadcasts and to increase operational convenience. This has resulted in saving of foreign exchange.

2.1.6 At present AIR is utilising INSAT-1D, INSAT-2A and INSAT 2-B for distribution of its programmes. For the national networking, AIR uplinking set up at Delhi is used for uplinking seven S-band carriers and four C-band carriers. Additionally,

four S-band carriers are also uplinked through DOT uplink at Secunderabad. For the regional uplinking AIR Captive Earth Stations at 15 state capitals and DOT uplinks at Mumbai, Calcutta and Chennai are used. About 191 Broadcasting Centres have facility to receive S-band signals and 17 centres have facility to receive C-band signals. In addition, four TRACTS, one in each zone, for coverage of sports programmes and other important events at remote OB locations, are available. Four SNG systems which can be set up at short notice to cover the news gathering requirements have been provided at four zonal stations. Twenty more stations of All India Radio are being provided with C-band facilities. Four more Captive Earth Stations (CES) at Kohima, Imphal, Aizawl and Agartala are being provided. A

two-channel CES is being provided at AIR Chennai and AIR Calcutta to avoid dependence on DOT earth station. To improve the quality of network of Vividh Bharati Programme, a system using digital signals is also being provided. AIR is operating 20 channels of Sky Radio services through the TV uplinking of Doordarshan.

2.1.7 During the year, broadcasting facilities have been further strengthened. At Jagdalpur (MP), the power of existing 20 KW MW Tr. has been increased to 100 KW. At Delhi, the power of the existing 10 KW MW Tr. of Vividh Bharati has been increased to 20 KW. At Jalandhar, the power of existing 100 KW MW Tr. has been increased to 200 KW to strengthen the border area coverage. High Power Transmitters of 200 KW each have been installed at Calcutta, Hyderabad and Alleppey. A 50 KW Short Wave Transmitter has been installed at Jeypore (Orissa). Studio facilities at Delhi, Calcutta, Guwahati and Mumbai have been refurbished and latest equipment has been provided.

2.1.8 AIR has 15 projects technically ready. These are Delhi 2nd FM Channel 5 KW FM Tr., Jammu (J&K) CBS 2x3 KW FM Tr., Allahabad (UP) 2x10 KW MW Tr., Ranchi (Bihar) CBS 2x3 KW FM Tr., Calcutta (WB) (2nd FM Channel) 5 KW FM Tr., Tawang (Arunachal) 10 KW MW Tr., Kurseong (WB) 1 KW MW Tr. (Regional Service), Kurseong 50 KW SW TR. (Upgd.), Mumbai (Mah) 2nd stereo 5 KW FM TR., Jabalpur (MP) (CBS) 2x5 KW FM Tr., Parbhani (Mah.) Type I Studios, Bangalore (Kar) (stereo) 2x3 KW FM TR., Thiruvananthapuram (Ker) VB 2x5 KW FM Tr., Chennai (TN) (2nd FM Channel) 5 KW FM Tr., Visakhapatnam (CBS) 2x5 KW FM Tr.

2.1.9 AIR has taken a big leap forward by making its news accessible on phone and going live on the internet. Both these services have been started with effect from 25.2.98.

a) The news service — 'AIR Live on Internet' would make available to 2 million listeners on Internet, the world over, AIR programmes as they are broadcast. Thus, the listeners can enjoy music, plays, news and other programmes live on the Internet.

b) Through the other service — 'AIR News on Phone' listeners can get a capsule of the latest news highlights in Hindi and English just by dialing given telephone numbers from almost everywhere.

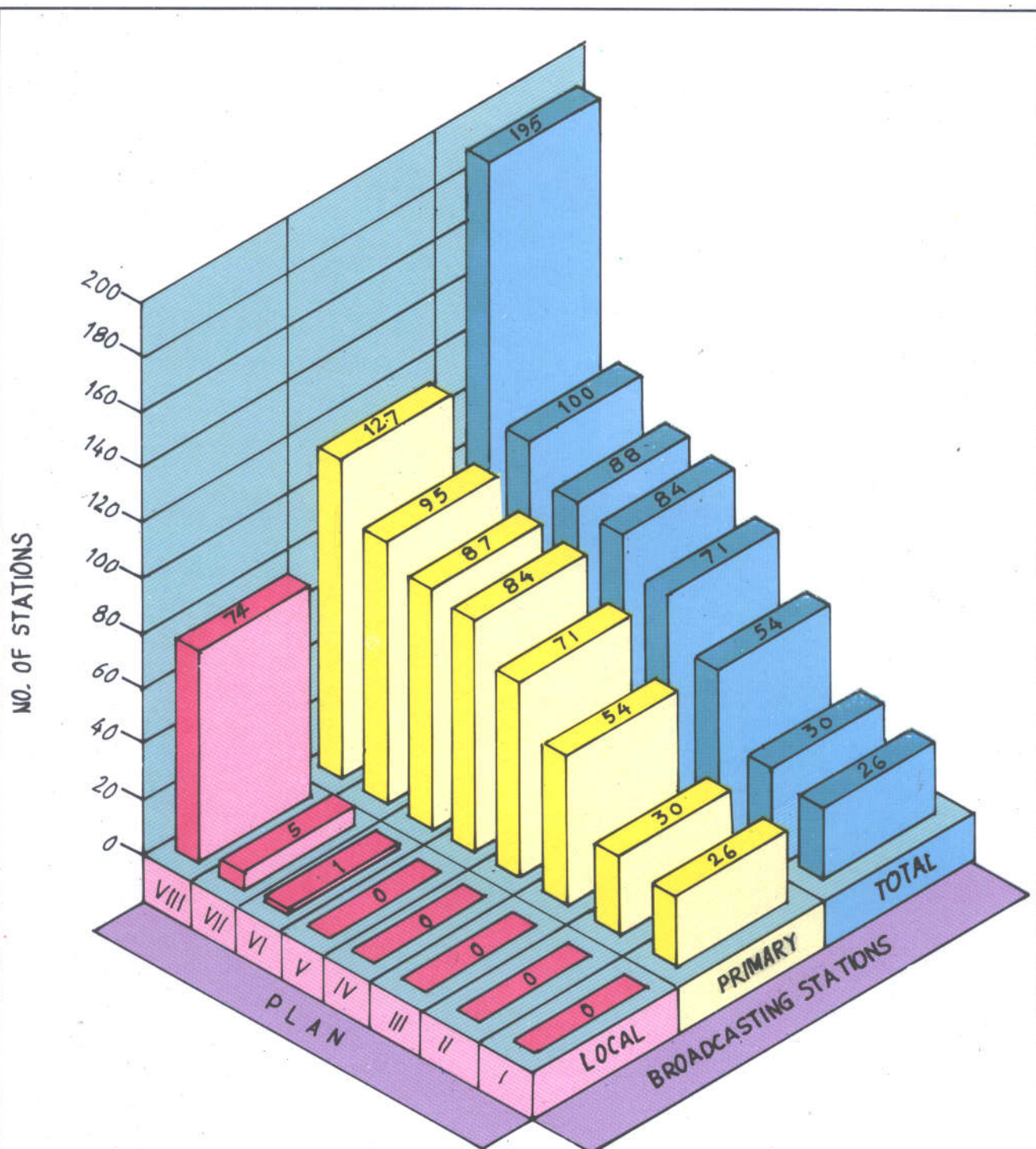
c) News innovative radio services like—Phone—in radio, Radio on Demand and Sky Radio service have been introduced.

### News Services Division

2.2.1 AIR today puts out 303 bulletins daily with a total duration of 38 hours and 30 minutes. Out of these, 93 bulletins are broadcast in the Home Services for a duration of 12 hours and 20 minutes, while 42 RNU's originate 135 news bulletins daily with a duration of 17 hours and 51 minutes. In the External Service, AIR broadcasts 65 bulletins for 8 hours and 59 minutes in 22 languages (Indian and foreign).

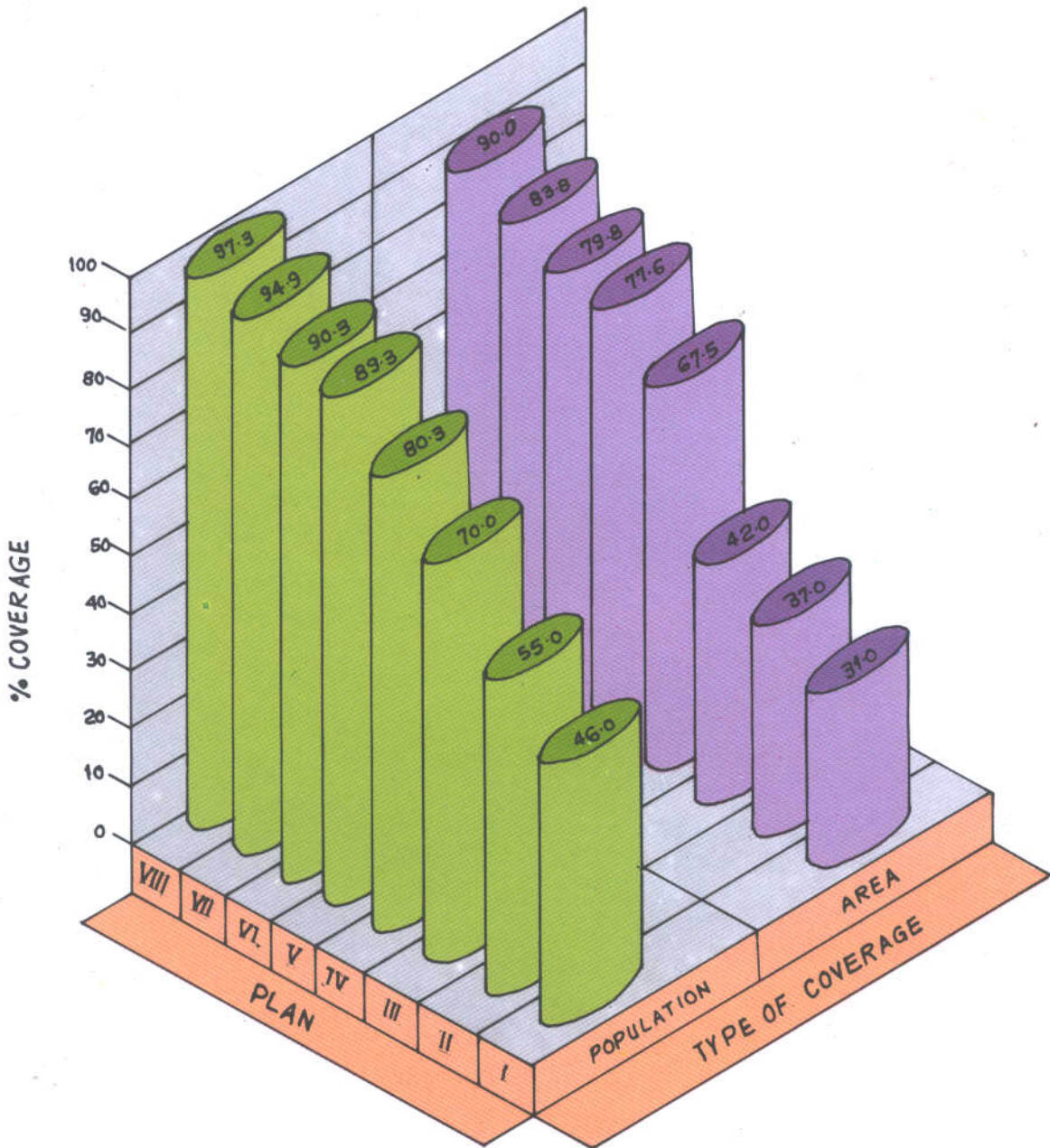
2.2.2 The News Services Division (NSD) introduced two more bulletins in regional languages from AIR Dibrugarh in Assamese and AIR Agartala in Kokborok. AIR broadcasts special bulletins such as Sports News, Slow Speed bulletins and bulletins for the Youth. Two Youth bulletins are broadcast from Delhi in English and Hindi. During the Haj period, a five-minute Haj bulletin is aired from Delhi daily for the benefit of the pilgrims. Comments from the Press are broadcast every day. In addition to the news bulletins, NSD puts out a number of news-based programmes and commentaries in English, Hindi and Urdu. During the Parliament Sessions, commentaries in English and Hindi reviewing the day's proceedings in both Houses are broadcast. Similarly, the RNU's put out reviews of the proceedings of their State Legislatures.

2.2.3 The bulk of AIR news comes from its own correspondents spread all over the country. It has 90 regular correspondents in India and 7 abroad at Colombo, Dhaka, Dubai, Pretoria, Kathmandu, Singapore, and Islamabad (presently vacant). Apart from this, AIR has 246 part-time correspondents based at important district headquarters. NSD subscribes to News Agencies - to make its bulletins broad-based. The Monitoring Units (English and Hindi) attached to the General News Room and Hindi News Pool are other important sources of



**GROWTH OF RADIO STATIONS IN SUCCESSIVE PLANS**





**POPULATION & AREA COVERAGE AFTER SUCCESSIVE PLANS**

news as they regularly monitor the bulletins of major broadcasting organisations of the world.

2.2.4 This year, the focus was on the Golden Jubilee celebrations of India's Independence. Extensive coverage of the beginning of the year-long celebrations and the special midnight Parliament Session recapturing the scene of the 15th of August, 1947 were the highlights of the news coverage. The election of Shri K.R. Narayanan as the 10th President of India and Shri Krishan Kant as the Vice President and Shri I.K. Gujral taking over as the 13th Prime Minister were other prominent developments covered. The Golden Jubilee celebrations of Independence gave an opportunity to NSD to exhibit its capabilities. Facing stiff competition from the private media, AIR launched a series of Radio Bridge programmes on various subjects. Wide coverage was given right from the nomination and scrutiny stages of both the Presidential and Vice Presidential elections. The other challenges of the NSD were coverage of the taking over by Shri Gujral as the Prime Minister after the fall of the Deve Gowda government, winning of the Vote of Confidence by Shri Gujral and the expansion and reshuffle of his Council of Ministers.

2.2.5 By-elections to three Lok Sabha and nine Assembly seats, notification of the Prasar Bharati Act and Sino-Indian and Indo-Pak talks were among the notable events covered. Apart from these, swearing-in of Smt. Rabri Devi and Shri Dilip Parikh as the new Chief Ministers of Bihar and Gujarat respectively, the Kalyan Singh Government winning the crucial Confidence Vote and the progress in the

Animal Husbandry scam and JMM case were noticed widely. Presidential polls in the Congress and the Janata Dal, formation of the Rashtriya Janata Dal, meeting of the Inter-State Council, the Chief Minister's Conference, induction of the Russian-built war planes Sukhoi-30 and General Ved Prakash Malik's taking over as the Army Chief were prominently covered.

2.2.6 The Prime Minister's visit to Nepal, USA, South Africa, Egypt and Britain were widely covered. The bulletins carried voice-casts and despatches of AIR correspondents who accompanied the Prime Minister. Visits of foreign dignitaries to India were given an equal importance. The meetings between the Prime Ministers' of India and Pakistan and the meeting of Shri Gujral and the US President, Mr. Bill Clinton were given prominence.

2.2.7 On the international scene, the highlights of the coverage were Mr. Tony Blair taking over as the new Prime Minister of Britain, CHOGM, the ninth SAARC summit, the G-7 Summit and the G-15 Summit, the Plenary session of the United Nations General Assembly, the NATO leaders' meet, handing over of Hong Kong to China and landing of America's unmanned spacecraft, 'Pathfinder' on Mars and the Mina tragedy. Other foreign events that received wide coverage included the visit of Chinese President, Ziang Zemin to the US, Russian President Boris Yeltsin's visit to China, UN-Iraq standoff over the issue of weapons inspection and the rift between judiciary and the executive in Pakistan.

2.2.8 For the welfare of the Girl Child, the backward classes and the minorities, a number of programmes and talks were mounted by the NSD both at the national level and through its network of Regional News Units.

2.2.9 Other important events broadcast include the fire tragedy in a South Delhi cinema hall, bomb blasts in moving trains, the 17th India International Trade Fair, further liberalisation of Gold Import rules, the launching of VDIS, the record fall in the rate of inflation, announcement of new Internet Policy, the new RBI Credit Policy, International Film Festival in Calcutta, 40th film Festival for Children and Young People at

### Growth of AIR

(As on 1.4.98)

	1990-91	1997-98	Growth %
No. of Stations	108	195	80.55
No. of Transmitters	197	300	51.77
Radio coverage (area) %	84.6	90.0	6.5
Radio coverage (population) (%)	95.4	97.3	2.0
Broadcast duration on FM Metro Channel (in Hrs)	05.5	24	336

**ALL INDIA RADIO  
FACTS AT A GLANCE**

(As on 1.4.98)

Sl. No.	Broadcast Facilities	As on Date
<b>I. Broadcasting Centres (195)</b>		
a)	Full-fledged Stations	
	(i) Local Radio Stations	74
	(ii) Regional Stations	109
		183
b)	Relay Centres	9
c)	Exclusive VB/Commercial	3 C
d)	Community Radio Stations	—
	Total	195
e)	Recording Studios	2 D
f)	Transmitting Centres for External Services	11 E
g)	VB/Commercial centres excluding exclusive centres	29
<b>II. Number of Transmitters</b>		
a)	Medium Wave	143
b)	Short Wave	54
c)	VHF/(FM)	103
		300
<b>III. Radiated Power in KW</b>		
a)	Medium Wave	11170.00
b)	Short Wave	6763.00
c)	VHF (FM) (ERP)	3140.00
		21073.00
<b>IV. Broadcast Coverage</b>		
a)	By Area	90.0%
b)	By Population	97.3%

**LEGEND**

C. Chandigarh, Kanpur and Vadodara.

D. Bhubaneswar and Santiniketan.

E. Delhi, Aligarh, Chennai, Mumbai, Calcutta, Jalandhar, Rajkot, Bangalore, Gorakhpur, Tuticorin and Panaji.

Hyderabad, massive earthquake in Madhya Pradesh and the report of the Fifth Pay Commission for Central Government Employees.

2.2.10 National and International awards for individual service and talent covered include the Prime Minister, Shri I. K. Gujral getting the U-Thant Award, Ramon Magsaysay Award to Mr. M.C. Mehta and Mahashweta Devi, the Booker Prize to the Indian writer Arundhati Roy and Bharat Ratna to Shri Gulzari Lal Nanda and Aruna Asaf Ali.

2.2.11 Due coverage was given to the passing away of Minister of State for Defence, Shri N.V.N. Somu, the Janata Dal leader and former Orissa Chief Minister, Shri Biju Patnaik, the CPI leader, Shri M. Farooqui, the Forward Bloc leader, Shri Chitta Basu, Mother Teresa, Pupul Jayakar, theatre personality Shambhu Mitra, Film directors Basu Bhattacharya, Mukul Anand and Chetan Anand, swimmer Mihir Sen, dancer Sanjukta Panigrahi, lyricist Anjam, Hindi writer Daramveer Bharati, actor Anup Kumar, music composer and singer, Nusrat Fateh Ali Khan, media personality, Shri S.P. Singh and also Gulshan Kumar. The death and the funeral of Lady Diana and the birth centenary celebrations of freedom fighter and politician, Gulzari Lal Nanda were also covered.

2.2.12 Sports events covered include the Independence Cup for Cricket, the Toronto Cup, Four-Nation Cricket Tournament, Wimbledon, French, US and Stockholm Open for Tennis; the cricket series between India and West Indies, Australia and South Africa, Australia and England, Asia Cup Cricket Championships, the World Athletics meet, Davis Cup and Asia Cup tennis. The unique event of man vs machine meet between World Chess champion, Garry Kasprov and the IBM Super Computer Deep Blue.

### External Services Division

2.3.1 External Services Division broadcast programmes for about 70 hours per day in 24 languages - General Overseas Services (GOS) in English, 15 other foreign languages and 8 Indian languages for listeners in different parts of the globe. The broadcasts project the Indian point of view on World Affairs (through daily commentary and Press review) and acquaint the overseas listeners

with the developments in India along with information on the myriad facets of Indian life. The target areas of ESD span almost all the continents and include areas of East, North-East and South East-Asia, West, North-West and East Africa, Australia, New Zealand, United Kingdom, Europe and of course the Indian sub-continent. The services in Hindi, Tamil, Telugu and Gujarati are directed to Indians overseas, while those in Urdu, Bengali, Punjabi and Sindhi are meant for the listeners in the sub-continent and the bordering countries.

2.3.2 During the year, due coverage was given to all conferences, seminars, symposia and festivals of films and trade of National and International importance in the form of Radio reports and interviews besides, the visits of foreign dignitaries to India and of Indian dignitaries abroad. Special efforts are being made to give wide publicity to the celebration of the 50th Anniversary of India's Independence. ESD transmitters, continue to carry the 9.00 P.M. National bulletin in English, originally meant for Home Services.

2.3.3 The Division brings out "India Calling" - a monthly programme journal in English - providing advance information of the programmes broadcast in the External Services Division and supplied free of cost to overseas listeners.

### National Channel

2.4 The National Channel was inaugurated on 18 May 1988 and is located at the Jawaharlal Nehru Stadium, New Delhi. Presently, it works as night service covering over 70 percent of the population of the country and provides a judicious blend of information and entertainment. Having the whole of India as its zone, it draws the best available talent in the country. The programme complexion of the channel has been designed to make representative of the variegated cultural mosaic and ethos of the nation as a whole. Hourly news-bulletins, alternately in Hindi and English are broadcast only from the National Channel throughout the night. Whenever the Parliament is in session, National Channel broadcasts recording of the question hour for the benefit of the listeners. *Sahargahi*, a special early morning programme

broadcast from the National Channel in the holy month of Ramzan.

### Commercial

2.5.1 All India Radio introduced commercials on 1 November 1967 now extended to 99 Primary Channel stations, 30 Vividh Bharati centres, 72 local radio stations and five FM Metro channels. Commercials are also allowed over National Channel, New Delhi and the North Eastern Service, Shillong.

2.5.2 Both the clients and agencies were given incentives to attract bookings for Radio Commercials. A major part of the earning is from the commercials and a part is also received from the FM licence fee and RDS paging. To have a competition, Private Producers are also allowed to produce and broadcast their programmes from all the four FM metros and Panaji.

2.5.3 The popular Vividh Bharati Services provides

entertainment for more than 14 hours a day from 35 centres. The table with details of revenue earnings from Radio commercials from 1975-76 to 1997-98 is given on the following page. The target for the year 1997-98 was fixed at Rs. 95 crore.

2.5.4 Marketing of commercial time over All India Radio has been undertaken in an extensive manner. New traffic has been implemented from 1 October 1997. Sponsored programmes are available over Primary Channels, specially in North-East stations.

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

2.6.1 The AIR archives is a library storing about 40,000 tapes of various formats which include vocal and instrumental music of both Hindustani and Karnatak styles: light, folk, tribal and patriotic music of different regions and also orchestral composition. Besides, the archives has the voice recordings of distinguished personalities like Mahatma Gandhi,



All India Radio choir performing on the occasion of a commemorative function held to mark Mahatma Gandhi's only visit to Broadcasting House on 12th November 1947

<b>Revenue Earned from Commercials on the Vividh Bharati and Primary Channels</b>				
(Figures in Rupees)				
Year	Vividh Bharati	Gross Revenue Earned from Primary Channel		
		Phase-I	Phase-II	Total
1975-76	6,25,87,679	-	-	6,25,87,679
1976-77	6,85,54,222	-	-	6,85,54,222
1977-78	7,82,06,252	-	-	7,82,06,252
1978-79	8,90,75,436	-	-	8,90,75,436
1979-80	10,31,43,702	-	-	10,31,43,702
1980-81	12,51,32,824	-	-	12,51,32,824
1981-82	15,23,44,716	-	-	15,23,44,716
1982-83	15,39,89,422	72,64,000	-	16,12,53,422
1983-84	16,00,34,250	42,30,500	-	16,42,64,750
1984-85	15,93,58,046	66,78,500	-	16,60,31,546
1985-86	17,54,89,035	50,06,275	2,13,84,761	20,22,80,071
1986-87	17,71,77,765	1,06,68,575	5,20,92,195	23,99,38,535
1987-88	19,26,24,082	88,13,025	8,51,62,751	28,66,01,858
1988-89	21,99,92,445	84,81,675	9,60,45,546	32,45,20,666
1989-90	23,72,28,116	68,02,372	10,59,36,265	35,06,55,753
1990-91	25,25,09,742	64,71,500	13,40,37,000	39,30,18,255
1991-92	34,89,00,000	83,62,000	17,00,68,000	52,73,00,000
1992-93	37,66,00,000	1,38,00,000	19,87,00,000	58,91,00,000
1993-94	36,96,00,000	1,93,00,000	25,46,00,000	64,35,00,000
1994-95	35,44,00,000	58,00,000	28,27,00,000	64,39,00,000
1995-96	37,32,30,000	1,45,48,000	42,19,79,000	80,97,57,000
1996-97	35,65,00,000	2,72,00,000	41,26,00,000	79,63,00,000
1997-98	39,55,00,000	2,39,00,000	51,50,00,000	93,44,00,000

(includ. Rs. 4.07 crores  
of FM licence)

Rabindra Nath Tagore, Khan Abdul Ghaffar Khan, Subhas Chandra Bose, Sardar Vallabhbhai Patel, Dr. B.R. Ambedkar, Pandit Jawaharlal Nehru, Sarojini Naidu, Aruna Asaf Ali and many others. Apart from this, the speeches delivered by all Presidents and Prime Ministers are being preserved.

2.6.2 This year there has been an addition of

about 500 tapes to the archives which include among others, radio autobiography of Dr. Varghese Kurien, Dr. M.T. Vasudevan Nair, famous Jnanpeeth Award-winning writer, Baba Nagarjun, Pt. Vidhyanivas Mishra, eminent literateur of Hindi and Maithili and special archival recordings of Shri Chandra Kumar Mullick, noted Pakhawaj artiste, and Zohra Sehgal,

stage actress. This year excerpts from the speeches of Gandhiji, Pt. Nehru and Netaji Subhas Chandra Bose were supplied by the archives for playing back at the special midnight function in the Parliament. An amount of Rs. 2,21,119 has been earned by T&PES in the form of royalties and against archives services till 31 October 1997.

### **Programme Exchange Unit**

2.7 The Programme Exchange Unit is a library storing about 7,869 tapes of different formats of classical music both vocal and instrumental in Hindustani and Carnatic styles and folk music. The library preserves Ramcharit Manas path, plays, talks, drama, discussions etc. The main function of this library is to receive scrutinised AIR contributions and circulate the screened programmes amongst other stations of All India Radio. The screened and the selected items are published in the bi-monthly bulletin called "Vinimaya". On indented requests from stations material are supplied from Programme Exchange Unit. From the preserved tapes programmes are selected to be fed on satellite transmission daily for an hour. The library has procured lessons in English and other languages. Award-winning programmes of Akashvani Annual Awards are also preserved in the library alongwith their scripts.

### **Transcription Unit**

2.8 All the speeches delivered by the President and the Prime Minister in different parts of the country and abroad are procured from AIR stations and News Services Division. The Unit received 282 speeches delivered by the President and the Prime Minister from January, 1997 till November 1997. Twenty four volumes of the speeches delivered by the President and the Prime Minister were prepared by this office during the period.

### **Central Tape Bank**

2.9 Central Tape Bank (CTB) looks after the needs of AIR stations for exchanging good programmes among the stations. At the moment CTB has 75,000 tapes circulated among 194 AIR stations.

### **Foreign Programme Library**

2.10 The Foreign Programme Unit procures best

of the programme materials from different countries for All India Radio. During 1997, the Unit received 113 programmes from Germany, 163 programmes from the United Nations, 109 programmes from Australia, 13 programmes from SAARC Audio Visual Exchange, 44 programmes from France, which makes a total of 442 programmes. These programmes were screened and circulated to stations in Audio Magnetic Spool Tapes and through satellite networking facility.

### **Satellite Transmission**

2.11 Transcription & Programme Exchange Service (T&PES) has a satellite transmission on RN Channels of INSAT-1D and RN Channels of INSAT-2A. 500 programmes of different nature were recorded by different AIR stations for future use.

### **Release of Archival Material**

2.12 This year AIR has released a set of four CDs/Cassettes of 50 patriotic songs and one cassette of National leaders' speeches on the occasion of 50th Anniversary of India's Independence. A set of three CDs of Mangal Dhvani was prepared and sent to AIR Stations for use. One CD with the title "Indian Ethos" was also produced for Indian Missions abroad and Foreign Nations in India. The archival recordings of Ustad Ali Akbar Khan, Bade Ghulam Ali Khan and Ustad Ali Ahmed Hussain Khan have been released through private companies.

### **UNDP Project**

2.13.1 AIR archives at Akashvani Bhavan, New Delhi has provided with latest technical facilities for Audio Signal refurbishing and optical storage of programmes for bringing improvement in the quality of archival material and for long-term preservation and use. The facilities, which comprise the following, have been provided under the UNDP-assisted project.

Audio Signal Refurbishing Labs - 2

Optical Disc Transfer/Recording Lab - 1

So far 350 hours previous old degraded material has been refurbished and 150 Compact Discs have been produced.

2.13.2 On the occasion of the Golden Jubilee Celebration of India's Independence, a special cut of Vande Mataram, the one sung by eminent vocalist, Pt. Onkar Nath Thakur on 14 August 1947 which was first broadcast in the Independent India, was refurbished and supplied to all stations of All India Radio for broadcast on 15 August 1997 at the opening of transmission. From the preserved tapes in this library, seventy-five popular patriotic songs of the pre-Independence time were selected and were circulated among all the stations of All India Radio. Talks, Plays, Features relating to the Freedom Movement too were circulated among the stations. Nineteen music items like National Anthem-Jana Gana Mana, National song Vande Mataram, Sare Jahan Se Achchha, etc., have been incorporated in a CD entitled 'Indian Ethos', by the Archives and distributed among all AIR stations. These are also being distributed to all Indian Missions abroad and foreign missions in India. Besides, a collection of four CDs entitled 'Azadi Ke Geet' and a cassette consisting of the voices of Mahatma Gandhi, Pt. Jawaharlal Nehru, Netaji Subhas Chandra Bose, Sardar Patel and Maulana Abul Kalam Azad have been produced.

### Central Monitoring Service

2.14 The Central Monitoring Services (CMS) monitors news and news-based programmes of important foreign Radio and Television networks. During the year, the CMS, on an average monitored every day 70 news bulletins from 11 countries in five languages (four Indian and one foreign). Every day the organization brought out a report containing all the material monitored on that day. Besides, the CMS also brought out two weekly reports - a Weekly Analytical Report giving an analysis of the important news items of the week and a Weekly Special Report based on the anti-India propaganda of Pakistan's radio and television networks on the Kashmir issue. The CMS has two field units - one at Jammu and the other in Calcutta.

### Staff Training Institute

2.15 Established in 1948 at Delhi as an attached office of DG, AIR, the Staff Training Institute (Programme) has been imparting in-service training to the various cadres of Programme staff

including Administrative Staff. Besides, there is one at Cuttack and five Regional Training Institutes at Hyderabad, Shillong, Ahmedabad, Thiruvananthapuram and Lucknow to cater to the needs of the Radio Stations in the respective regions. During 1996-97, the Institute conducted 21 training courses and imparted training to about 372 programmes and administrative personnel. Regional Training Institutes conducted 48 training courses and imparted training to 737 programme and Administrative personnel. During the year, the Institute conducted one seminar and 15 training courses including one in collaboration with RTC, Deutsche Welle, Germany and imparted training to 265 programme and Administrative personnel. Staff Training Institute (Training) caters to the training needs of the technical staff of all India Radio and Doordarshan. During the year the institute conducted 87 courses and trained nearly 1050 technical personnel. This institute also organised two workshops on "Non-linear audio editing system (Sabre Plus)" in coordination with Digital Audio Research (DAR), UK. A training programme on "Training for Trainers" organised by Deutsche Welle, Radio Training Centre, Germany, was also conducted at Delhi. During the period 1 January 1998 to 31 March 1998 it has been planned to conduct 26 courses to train nearly 350 technical staff. A proposal for creating a computer centre at Delhi has been approved.

### Audience Research Unit

2.16 During the year, Audience Research Unit has completed or planned 57 major and 85 minor studies which are: (i) General Listening Survey at 11 places; (ii) Quick Feed Back Study on 'Dehleez' programmes at nine places; (iii) quick Feed Back Study on 'Haseen Lamhe' and 'Yeh Bhi Khoob Rahi' at ten places; (iv) Survey on Farm & home programme at 23 places; (v) Feed Forward Study at Amravati; (vi) Survey on Science Programme of AIR Jaipur at Ajmer; (vii) Mail Survey on Slow Speed News Bulletin in North-Eastern Region; (viii) Quick Feed Back study on Akashvani Sangeet Sammelan and (ix) AIR 1997 - Facts and Figures Compendium.

### Research

2.17 The Research Department of All India Radio and Doordarshan is engaged in research and



development activities incorporating latest state-of-the-art technology in Radio and Television broadcasting. The major achievements of the Research Department are: (i) Internet: An experimental "AIR-on-line information service in audio mode" was started on 13 January 1997. Regular Text Service has since been shifted to NSD. This service includes daily updated audio news bulletins in both Hindi and English. Besides this various entertainment programmes in various languages have also been included; (ii) PC based transmission analyzer: Additional functional features such as transmitter measurements (using Window-based programming) have been incorporated. All High Power Transmitters are being provided with the Unit. Two such models are under fabrication in house; (iii) Multi-channel Modulation Analyzers have been installed at HPT, Khampur and Kingsway Camp for monitoring, recording and analyzing the modulation of all the transmitters; (iv) DAB: In Ninth Plan, it is proposed to introduce DAB terrestrial transmission in four metro cities, complete with six CD stereo or several good quality channels and many value-added multi-media features. (v) Radio-on-demand: An interactive system has been designed and developed for the radio-on-demand service of All India Radio. It is an on-line system, in which the listener can register his request for music through his telephone receiver, automatically get the status of his request and finally listen to the music demanded which is automatically broadcast through a dedicated transmitter. The scheme has been approved for implementation in four metro cities, expected to be launched by March 1998; (vi) A regular set-up being established in National Channel transmitter at Mall Road complex of AIR for regular AM stereo broadcasting. The service is likely to be launched by January 1998; (vii) Automatic Model monitoring centre has been established at the International monitoring and receiving centre at Todapur, New Delhi and the same is functional; (viii) A three-element DAB transmitter antenna has since been installed at 100 mtrs. Tower. Experimental DAB transmission is being conducted through this antenna with effect from 1 April 1997. The development work of L-band transmission antenna has been undertaken; (ix) A metal sound proof door has been developed. Work on installation and testing is in progress; (x) Transmitter controller and antenna

controller have been installed at Bangalore. Two more controllers, namely, Slew Controller and Auxiliary Controller are under development. The work is likely to be completed in March 1998; (xi) Field Trial of the PC-based cost-effective denoiser system is likely to be taken up; (xii) DCC has been successfully installed in BBC 300 KW and 500 KW transmitters of the AIR network (10 transmitters). Necessary hardware and installation material for DCC in BEL 100 KW transmitter ( 50 nos.) have been supplied.

### **International Relations**

2.18 Under SAARC audio Visual Exchange programme AIR hosted SAARC Radio Quiz on 13 November, 1997. Also, a special programme is being produced on the subject "Participatory Governance" for broadcast by all the SAARC member countries. A workshop on "Archive and Documentation" was conducted in collaboration with Radio Deutsche Welle, Germany. A co-production with Radio Deutsche Welle is planned on "Food for All" in Jan.-Feb. 1998. AIR participated in Prix Italia, ABU prizes and CBA awards. Mr. G.M. Shirahatti's (Station Director, Bangalore) entry in CBA awards has been appreciated highly for innovation in Management. Four Indian nationals won the consolation prizes in a short story competition conducted by the Commonwealth Broadcasting Association, London.

### **Central Education Planning Unit**

2.19 A serial "Tinka-Tinka-Sukh" on family life, education with specific focus on self-efficacy, inter-spouse communication, gender bias and social evils was broadcast from 27 stations of All India Radio. On listeners demand the serial is being brought out in a book form. National Science Magazine titled "Radioscope" broadcast every month continues to gain popularity. "Radioscope" though produced in Delhi is essentially based on the inputs from different parts of the country. On Environment issues, AIR plans a mega serial of 52 episodes for broadcast by 30 stations with the collaboration of the Central Pollution Control Board.

### **Central English Feature Unit**

2.20 The Central English Feature Unit, during 1997-98 has concentrated on profiles of freedom

fighters. Attempts were also made to involve as many stations of All India Radio as possible in presenting the National Programme of Features, so that a pan-Indian image is presented through these features. Each of the features was in the form of Radio documentary on the life and work of the eminent freedom fighters and builders of modern India. Special focus was also kept on North-East. A feature on women in the seven North-Eastern States by Meera Mazumdar was broadcast in June 1997. A special feature was made in memory of Mother Teresa entitled "The Activist Saint - Mother Teresa Saga of Compassion". India's long struggle for freedom was also documented in features like - "Glimpses of Dawn of Independence and After", "The Undaunted Spirit of Freedom" which focussed on the underground Radio Stations in the pre-Independence era and outrage at Midnight. The Indo-British Joint Collaborations in celebrating 50 years of Independence has also been taken into account in the feature. In addition, a documentary feature on the history of the National Song 'Vande Mataram' for which the research is being done by Dr. Partha Sarathi Gupta, eminent historian. In the last two years, extensive work has been done for preparing a cohesive and comprehensive cultural policy for the whole country and a documentary paper has been proposed by the Ministry of Culture for consideration of the Parliament.

### Spoken Word

2.21 The Sardar Patel Memorial Lecture was delivered by Prof. Jayant V. Narlikar, an eminent scientist, on 18 and 19 October 1997 on the subject "The Role of Science and the Scientific Outlook in Shaping the Future of Our Country". Dr. Rajendra Prasad Memorial Lecture, 1997 was delivered by eminent writer Smt. Gaura Pant Shivani on 27 November 1997 on the subject 'Vishwa Kavi Rabindra Nath Ka Jeevan Darshan'. On the eve of Republic Day, AIR organises a "Sarva Bhasha Kavi Sammelan".

### Music

2.22 AIR broadcasts 40 per cent of total broadcast for music in classical, light, folk, film & regional languages. This year Akashvani organised Sangeet Sammelan concerts at 22 stations and featured very eminent and popular artists of India

who performed before an invited audience. In addition, classical vocalists, artists presented patriotic songs before an invited audience at Delhi. In the Golden Jubilee of Independence, AIR also selected 50 patriotic songs in different languages and released a set of four CDs and four cassettes named 'Azadi ke Geet' and also excerpts from the speeches of National leaders. AIR also broadcast a special feature at the midnight of 14 August 1997 befitting the occasion. A number of National programmes including 'Bapu Ke Priya Bhajan' on 2nd October, have been broadcast in the National Programme of Music. Community Singing Cell has prepared community songs in different languages which are being broadcast all over the country.

### Farm and Home Programmes

2.23.1 Farm and Home Units function at various stations of AIR. The average duration of farm and home broadcast is 60-100 minutes per day. The programmes also include programmes for rural women and rural children. Broadcast of mother and child care series in collaboration with UNICEF and state governments has been undertaken by many AIR stations. The main thrust of these have been issues relating to rights of the child, gender issues and child abuse etc. More emphasis is laid on "Environmental Protection" programme.

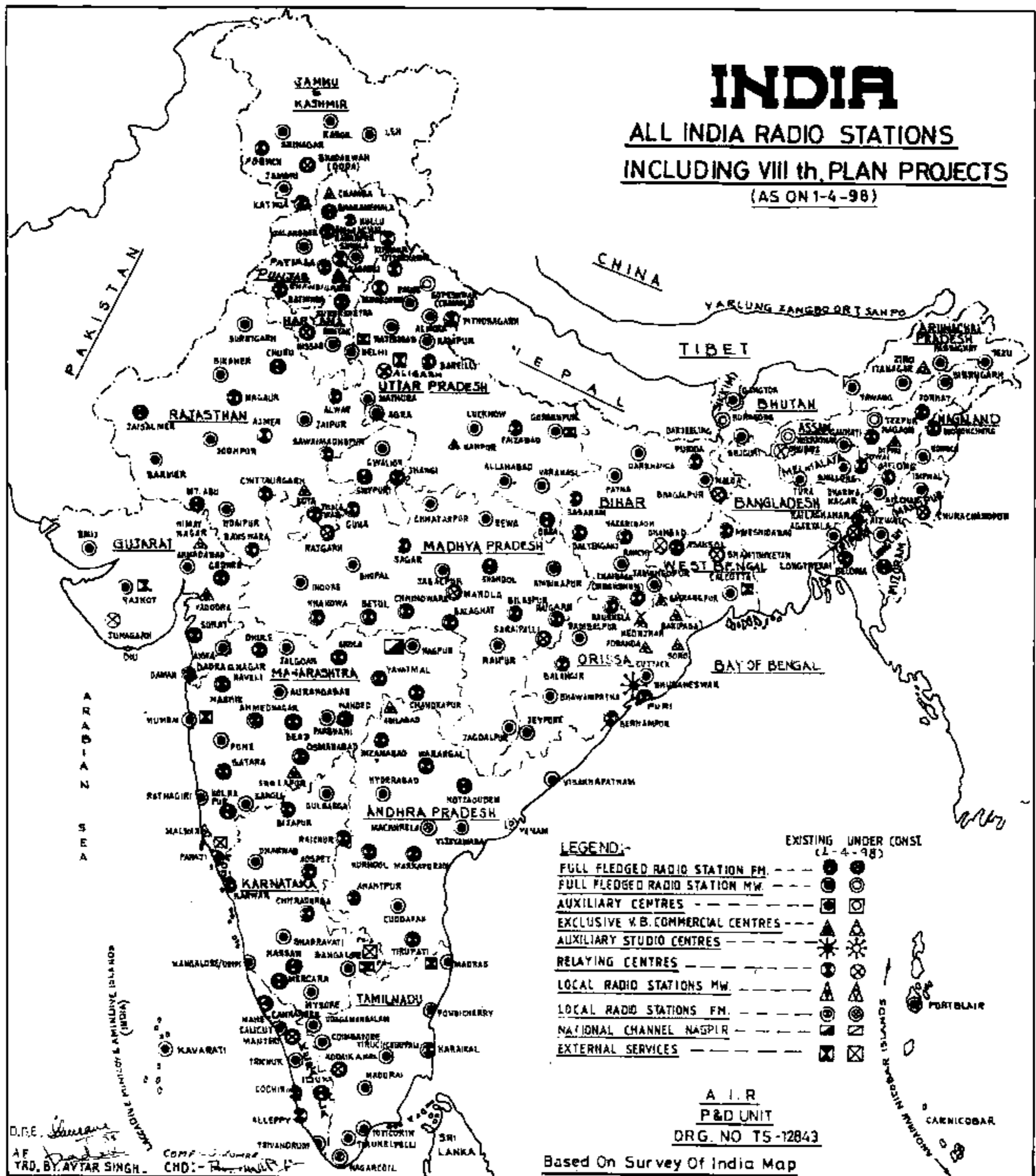
2.23.2 Farm schools as a method of communicating distant education on farming has been adopted by many AIR stations. Besides imparting technical and other information, the thrust areas of broadcast are (i) dissemination of information relating to ways and means for increasing production of cereals, oil seeds, pulses, vegetables, fruits etc.; (ii) Diversification of agriculture, social forestry, preservation of environment and farm forestry; (iii) Poverty alleviation schemes, health and sanitation, etc.; (iv) Adult education programmes and (v) Role of Panchayats in rural development. The programmes also lay emphasis on various economic measures taking by Government, aimed at rural development such as IRDP, JRY, IAY and MSY etc.

### Family Welfare

2.24 AIR Stations broadcast more than 8,500

# INDIA

## ALL INDIA RADIO STATIONS INCLUDING VIII th. PLAN PROJECTS (AS ON 1-4-98)



**LEGEND:-**

	EXISTING	UNDER CONST (1-4-98)
FULL FLEDGED RADIO STATION FM	●	⊙
FULL FLEDGED RADIO STATION MW	○	⊗
AUXILIARY CENTRES	⊠	⊡
EXCLUSIVE V.B. COMMERCIAL CENTRES	⊞	⊟
AUXILIARY STUDIO CENTRES	⊛	⊜
RELAYING CENTRES	⊝	⊞
LOCAL RADIO STATIONS MW	⊟	⊠
LOCAL RADIO STATIONS FM	⊡	⊛
NATIONAL CHANNEL NAGPIR	⊞	⊟
EXTERNAL SERVICES	⊝	⊞

A.I.R.  
P&D UNIT  
DRG. NO TS-12843

Based On Survey Of India Map

D.G.E. *[Signature]*  
AF *[Signature]*  
TRD. BY: AYTAH SINGH.

COMP. *[Signature]*  
CHD: *[Signature]*

ARABIAN SEA

LAKSHADWEEP MINORITY & AMINDIVE ISLANDS (INDIA)

ANDAMAN NICKOBAR ISLANDS

PORT BLAIR  
CARRICOBAR

programmes on Family Welfare every month in all the languages/dialects of our country. These programmes are broadcast in general as well as special audience programmes, like Rural Audience Programme and a separate chunk is provided for Health and Women and Children Programmes. Publicity support is provided to Health and Family Welfare Department in the campaign for small and healthy family. Besides, programmes on AIDS, TB, Dengue, Sexually Transmitted Diseases, Water-borne diseases, Malaria Eradication programme, Child Survival and Safe Motherhood programme, Sterilization, Vasectomy, Tubectomy, etc., are broadcast under the title of family welfare programmes. Success stories are also broadcast regularly. Wide publicity has been given on Blood Donation and Eye Donation and suitable programmes are being mounted against Drug Abuse, Tobacco Consumption and Illicit Trafficking.

### **Programme for Children**

2.25 AIR broadcast from almost all its Stations programmes for children between the age of 5 to 7 years and 8 to 14 years of age. Special programmes are also broadcast for rural children. Special programmes focussing on the status and importance of the Girl Child in various formats are being broadcast throughout the year to create social awareness to welcome the girl child's birth evenly with that of a boy. A year-long campaign on Girl Child has been launched from 2 October 1997. Stations had been provided a script of the serial "Meena" of 10 episodes for broadcast. The script was finalised by the AIR producers during a workshop, held in collaboration with UNICEF.

### **Women Programmes**

2.26.1 AIR stations broadcast programmes for rural women as well as urban women at timings convenient for listening by the respective target groups. The programmes cover subjects relating to socio-economic development of women, health and family welfare, food and nutrition, scientific home management, women entrepreneurship, education, including adult education, gender issues, etc. These programmes also aim at creating wide social awareness about

rights and privileges of women through the propagation of legal literacy. AIR strives, through its programmes to raise the social consciousness of the country in regard to attitude towards women.

2.26.2 Workshops are conducted regularly by the Staff Training Institute as well as in collaboration with International Organisations for sensitizing the programmers about the latest issues and trends in broadcasting. Recently, workshops on "Radio for Women" and "Expanding Partnership for adolescent girls" were organised.

2.26.3 A year-long Multi Media Campaign on atrocities against Women has been launched from 2 October 1997 by the Prime Minister to create an atmosphere conducive to safety and security of women within and without the households.

### **Programmes on Health**

2.27.1 Eleven serials had been commissioned by AIR to create awareness about AIDS. A weekly serial of 15 minutes duration is being broadcast on National Channel. Several workshops and seminars are being organised to adequately sensitize the programme officers regarding the production of Programmes on AIDS.

2.27.2 All India Radio extended communicative support to the Pulse Polio Immunization campaign which comprised continuous publicity in the nature of Radio spots, announcements and information items in various programmes particularly addressed to women and rural audience.

### **Drama**

2.28 More than 80 stations of AIR broadcast plays in various languages. Radio adaptations of outstanding novels, short stories and stage plays are also broadcast, besides, original plays. A large number of stations regularly broadcast family drama serials projecting the current socio-economic issues like unemployment, illiteracy, environmental pollution, problems of girl child etc. The National programmes of plays is broadcast every fourth Thursday of the month in Hindi and its regional versions are broadcast by the relevant stations simultaneously. Special model

plays of 30 minutes duration are produced at the Central Drama Unit at Delhi. All India Competition for Radio Playwrights is organised in ten prominent languages. All the prize-winning entries are translated in Hindi and then circulated to all stations for further translations in various Indian languages. A special programme 'Swarnim Sandhya' was organised to celebrate the 50th Anniversary of India's Independence.

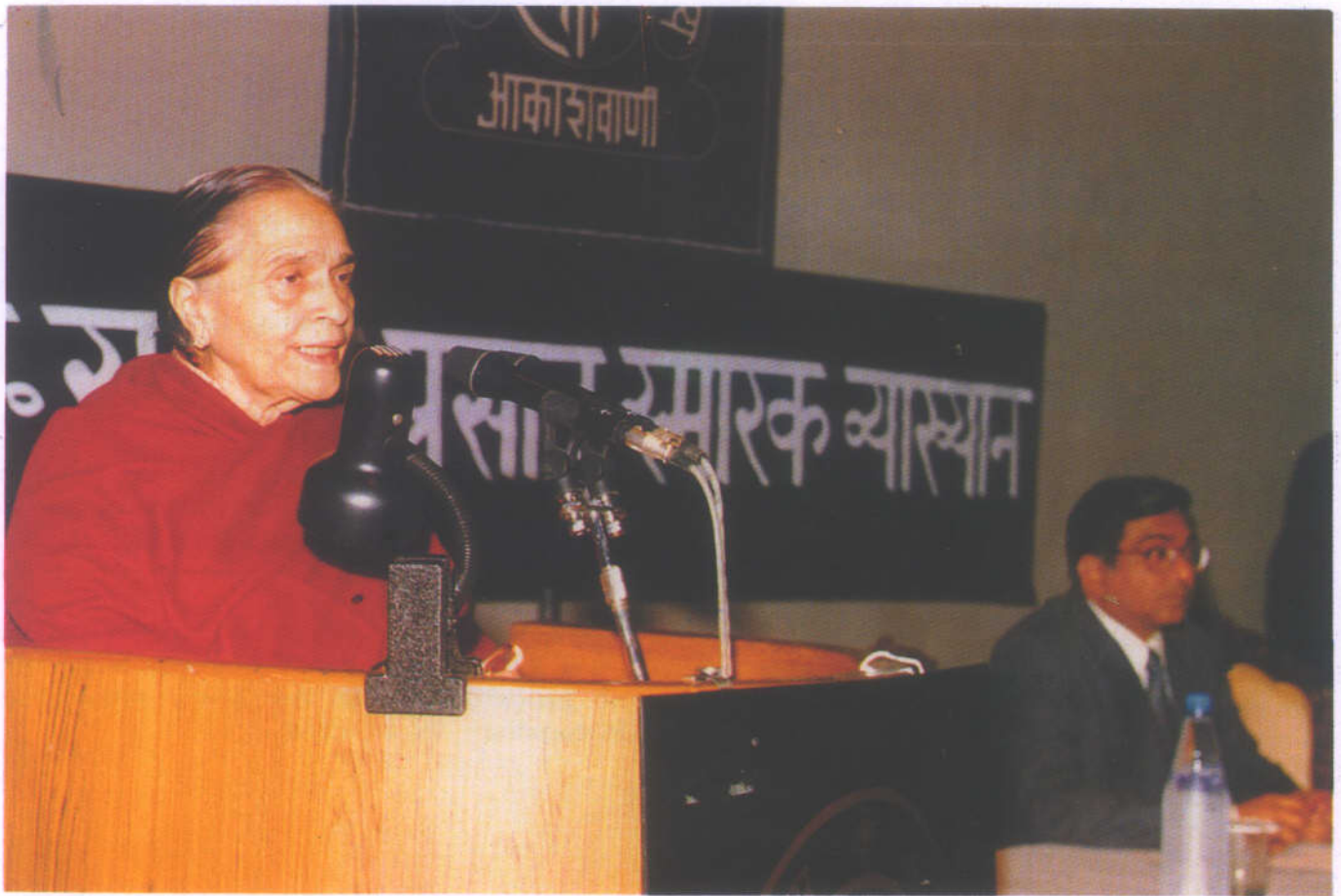
### **Sports.**

2.29 During the year 1997-98, AIR provided effective coverage to International Sporting events held in India and abroad. In addition to the coverage of National, International and World Sporting events, AIR also encourages traditional games like Kabaddi,

Kho-Kho, etc., through broadcast or running commentary in order to popularize them among the youth of the country and to inculcate talent in the domain of traditional sports and games.

### **Akashvani Annual Award**

2.30 AIR presents Akashvani Annual Awards to outstanding broadcasts of every calendar year in different disciplines and subjects. Special prizes 'Lassa Kaul Award' on National Integration and 'Correspondent of the Year' for excellence in News Reporting are also awarded. There is also an award for special topic documentary. This year's subject is "Responsive Administration". An award at national level is given to the Best Choral Singing Group (Senior and Junior Groups) for a competition held



*Eminent writer Ms. Gaura Pant Shivani delivering the 1997 Dr. Rajendra Prasad Memorial Lecture organised by All India Radio at New Delhi*

for children at various regional centres. An award for "Audience Research/Survey Reports" has also been introduced from 1995. AIR also awards the Best Commercial Broadcasting Service Centre and awards for Technical Excellence. To give more awareness, entertainment, etc., to the people located in Kargil and Bijapur, two stations namely Radio Kashmir and AIR, Bijapur were inaugurated on 14 August 1997 and 18 September 1997 respectively.

### Policy

2.31 During 1997-98 live coverage was provided to the (a) Presentation of Rail Budget and General Budget; (b) Swearing-in ceremony of Prime Minister Sh. I.K. Gujral; (c) Joint sitting of both Houses of Parliament to commemorate the birth centenary of Sh. V.K. Krishna Menon; (d) Presentation of National Film Award; (e) Commentary on the opening ceremony of the 4th National Games at Bangalore; (f) Swearing-in ceremony of Sh. K.R. Narayanan, President from the Central Hall of Rashtrapati Bhavan; (g) Direct relay of the meeting of the members of both Houses of Parliament to bid farewell to the President Dr. Shanker Dayal Sharma; (h) Presentation of the Indira Gandhi Award for National Integration (i) Extensive coverage provided to the public functions organised in connection with the commemoration of 50th Year of India's Independence including live coverage of the special mid-night joint session of the Parliament on 14 August 1997 and the Golden Jubilee special sitting of Lok Sabha/Rajya Sabha from 26 August to 1 September 1997; (j) Special tribute programmes broadcast on Mother Teresa on National and Regional level and running commentary on the funeral of Mother Teresa; (k) Direct broadcast of the address delivered by the Prime Minister Sh. Inder Kumar Gujral in UN General Assembly; (l) Live coverage of the inaugural session of the Commonwealth Government Heads Meeting at

Edinburgh, UK including main address delivered by the Prime Minister Inder Kumar Gujral; (m) A number of special programmes planned for broadcast on the birth centenary of Netaji Subhas Chandra Bose; (n) "Amarvani", a cassette containing the immortal words of five national leaders of India like Mahatma Gandhi, Pandit Jawaharlal Nehru, Sardar Patel, Netaji Subhas Chandra Bose and Maulana Abul Kalam Azad has been produced by All India Radio.

### Public Relations

2.32 AIR organises programmes before invited audience to come in close contact with the listeners. The programmes organised in this respect during 1997-98 include Akashvani Sangeet Sammelan, Swarnim Sandhya, Patel Memorial Lecture, Rajendra Prasad Memorial Lecture, National Symposium of Poets, Akashvani Annual Award and Light Music concerts.

### Central Hindi Feature Unit

2.33 Thirty six National Hindi Feature programmes were prepared and broadcast during the year. On the occasion of 50th year of India's Independence, a new series entitled - 'Azadi Ke Pachas Varsh' was started. Two special features based on patriotic songs sung during the freedom movement were broadcast.

### Special Features

2.34.1 'Folk Theatre of India' - series covering the history and traditions of folk theatre, changes in presentation and subjects, popularity, impact upon the masses were broadcast.

2.34.2 North-East series entitled Saat Bahane Aur Dhani Chunariya on the achievements in the field of agriculture in all the seven states after independence was broadcast.

## DOORDARSHAN

3.1.1 . Prasar Bharati — an autonomous corporation — came into existence from 15 September 1997 after the Government decided to notify the Prasar Bharati Act passed by Parliament. However, the formation of the Prasar Bharati Board took some time and Prasar Bharati took control of the two media on 23 November 1997.

3.1.2 Now Doordarshan and Akashvani operate under the autonomous Prasar Bharati (Broadcasting Corporation of India). The Corporation has a Chairman, one Chief Executive Officer, six part-time members and a representative of the Ministry of I&B. The Directors General of Doordarshan and Akashvani are ex-officio members of the Prasar Bharati Board.

### Main Features

3.2.1 This year has been marked by increased coverage of the proceedings of the two Houses of Parliament and launching a series of programmes in connection with the 50th Anniversary of India's Independence.

3.2.2 Doordarshan telecast live the discussions of the Vote of Confidence moved by Shri H.D. Deve Gowda and Shri I.K. Gujral during April 1997. To mark the 50th Anniversary of India's Independence both the Houses of Parliament had a commemorative meeting on the night of 14-15 August 1997 and Doordarshan telecast 'live' the proceedings of Parliament which was also taken by a number of



*A scene from the ballet "Mahakal" produced at the Central Production Centre of Doordarshan*

other international channels. The presiding officers of the two Houses of Parliament had called a Special Session to discuss the major issues concerning the Nation. For six days the proceedings of Lok Sabha and Rajya Sabha were telecast live on the National and the Metro Networks. On one particular day the live coverage went for over 18 hours.

### Expansion

3.3 During the year, Doordarshan commissioned new studio facilities with remote controlled (robotic) camera system at Parliament House. A studio was also set up at Mau in Uttar Pradesh. Two Satellite Earth Stations in Chennai and Thiruvananthapuram were commissioned this year. The Doordarshan terrestrial network was expanded with the addition of seven transmitters at Achampet, Kailasahar, Singrauli, Koylibad, Sahiya, Kotkhai and Basot to DD-1. On DD-2 the transmitters at Bangalore and Hyderabad were upgraded and also Mau was added to the terrestrial network.

### Channels

3.4 Doordarshan at present telecasts on 17 channels. A brief description of these channels is given below:

- |                     |  |
|---------------------|--|
| DD-1                | Primary service, National, Regional and Local Programmes on time-sharing basis. National programmes from Delhi, Regional programmes from 16 centres and Local programmes from 26 centres.  |
| DD-2                | Metro Entertainment channel. With network programmes from Delhi and single metro programmes from Delhi, Mumbai, Chennai and Calcutta. Programmes available on 47 terrestrial transmitters. |
| DD-3                | Closed down in January 1998  |
| DD-4<br>to<br>DD-13 | Ten Regional Language services with Regional Programmes on all the terrestrial transmitters in the particular State and additional programmes which could be received on satellite dishes. |
| DD-14 to<br>DD-17   | Networking of Regional programmes of the four Hindi speaking States.   |

DD-India International channel with programmes targeted to the audience in different parts of the world.

### Organisation

3.5.1 Television programmes were introduced at Delhi in 1959 and were extended to a second city only in 1972. By the middle of 1970s there were only seven TV centres in the country. Television was separated from Radio in 1976 and Doordarshan came into existence. There has been marked progress after 1982.

3.5.2 Doordarshan headed by the Director General was an attached office of the Ministry of Information and Broadcasting before Prasar Bharati came into being. The Engineering Wing is headed by Engineer-in-Chief who is assisted by Chief engineers and other officers for maintenance and expansion of the hardware part. The Director General is assisted by a number of Deputy Director Generals and others in the Programme Wing. The Administration Wing, is headed by an Additional Director General and the Finance Wing by a Deputy Director General.

#### National Programme Highlights

- Republic Day Parade
- Independence Day Speech
- Rath Yatra of Puri
- Tyagaraja and Tansen Festivals
- Inauguration of National & International Film Festivals
- Proceedings in Parliament
- Question Hour in Lok Sabha & Rajya Sabha — direct telecast
- Sansad Samachar
- Today in Parliament
- Address of the President to the Joint Session of Parliament
- Presentation of Union Budget
- Railway Budget
- Brahmotsav at Tirumala, Tirupati and Dasara procession at Mysore
- Funeral of Mother Teresa



## National Programmes

3.6 The National programme mainly aims at promoting national integration thereby inculcating a sense of unity, fraternity and pride in the Indian people. The National programme was started on 15 August 1982 and has been extended in stages to include programmes in the mornings, afternoons, etc. At present, about 80 hours of programmes are telecast live in the National network in which a large number of topical events are covered. The proceedings in the two Houses are available on two Low Power Transmitters in Delhi and thus can be received within a radius of 10-15 kilometres around Parliament House.

## Regional Segment

3.7 All the Doordarshan Kendras originate programmes in their respective regional languages. The major Kendras originate about 25 hours of programmes each week and the other Kendras originate programmes for one to ten hours in a week. While rural development is one of the major concerns in the Regional programmes, subjects like agriculture, health, family planning, environment are also regularly dealt with. The information programme include news bulletins, topical discussions and programmes targeted to the specific audience like women, children, youth etc. The entertainment programmes include serials, feature films, dance and music. With satellite up-linking it has been possible to provide common programmes for viewers in 13 States.

## Educational TV

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

3.8.2 The higher education TV programmes produced by UGC and IGNOU on the National

network are telecast for 18 hours and 15 minutes in a week (when Parliament is not in session) on DD-1 and 2 hours and 30 minutes on DD-2.

## News

3.9.1 Doordarshan telecasts news bulletins in 15 languages. At the National level news bulletins in Hindi and English are telecast thrice a day in addition to two news headlines. News in Urdu is telecast on the Metro channel as also from five Regional Kendras. News bulletins are telecast in the respective regional languages from 16 Kendras. Some of these Kendras also telecast an additional bulletin in the morning or on the second channel (Single Metro).

3.9.2 An additional news bulletin in English was introduced this year from Guwahati for telecasting news relating to North East States. An additional bulletin in Tamil was also introduced in the afternoon on DD-2 (Single Metro) from Chennai. During election and special occasions extra news bulletins are also telecast.

## Commercial Service

3.10.1 Commercial advertisements were introduced on Doordarshan in Delhi from 1 January 1976. Commercial service has since been extended besides the National channel to Metro, DD-3 (since closed down), DD-International and Regional Kendras viz. Ahmedabad, Bangalore, Bhopal, Bhubaneswar, Calcutta, Chennai, Delhi, Goa, Guwahati, Hyderabad, Jaipur, Jalandhar, Lucknow, Mumbai, Patna, Raipur, Srinagar and Thiruvananthapuram. Two more commercial Kendras viz. Gorakhpur and Agartala have been opened in 1997.

3.10.2 Commercial service is responsible for direction and supervision of planning and scheduling of advertisements, acceptance of contracts and approval of materials and scripts. Doordarshan Commercial Service at Delhi accepts booking for National Network, DD-2, DD-International and all Regional Kendras. The sponsorship of Doordarshan programmes for Regional Kendras is also handled by the Doordarshan Commercial Service at Delhi. Facilities exist at individual Kendras to accept bookings of spots and sponsorship along with programmes of its own Kendras.

3.10.3 Besides work relating to advertisements Doordarshan Commercial Service is also involved in billing of commercial time, collection of payments, finalisation of rates etc. for sponsorship, telecast fee, spot rate and minimum guarantee programmes. There has been a steady increase in the earnings of Doordarshan, especially during the last 6-7 years.

**Earnings of Doordarshan in the last seven years.**

Year	Rs. (in crore)
1990-91	253.85
1991-92	300.61
1992-93	360.23
1993-94	372.98
1994-95	398.02
1995-96	430.13
1996-97	572.72

3.10.4 Doordarshan telecasts advertisements for goods and services but the acceptance of advertisements is governed by a comprehensive Code for Commercial Advertising. Advertisements of cigarettes, tobacco products, liquor, wine and other intoxicants are, however, not accepted.

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

**DD-India (International Channel)**

3.11.1 The International channel of Doordarshan started on 14 March 1995 on a transponder hired from Zee TV. Initially, the telecasts were for a duration of three hours a day for five days in a week. When Doordarshan acquired a transponder on PAS-4 a daily service was introduced and transmission time was extended to four hours a day in July 1996. In November 1996, transmission time was further extended to 18 hours a day comprising nine hours capsule and its repeat telecast from 6.30

am to midnight. The signal of DD-International channel can be received in countries of South Asia, the Gulf, Middle East and Europe via the PAS-4 satellite and in North America via the PAS-1 satellite.

3.11.2 The programme mix aims at providing an update on Indian social, cultural, political and economic scene with trade and export being major areas of interest. The channel focusses on news, current affairs, stock market update and discussions on issues of international significance. It also caters to the demand for various Indian entertainment programmes, serials, music and dance, etc. A daily feature film has also been included in the schedule. Besides, the programmes in Hindi and English, representation has been given to serials and entertainment programmes in Regional languages, namely Punjabi, Urdu, Telugu, Tamil, Kannada, Malayalam, Bengali, Gujarati and Marathi etc. News in Hindi and English telecast on the National Network at 8.30 pm and 9.00 p.m. respectively are being relayed on DD-International from 20 February 1997.

3.11.3 Efforts are on to telecast on this channel live events like Republic Day pageant, Independence Day address by the Prime Minister, inaugurations of International Film Festivals and some sports events in which people living outside India may also be interested in.

3.11.4 Efforts were intensified to distribute the channel as widely as possible. Doordarshan has so far given 'No Objection Certificate' to a number of Cable TV networks, Ethnic channels and individuals

DD-TODAY	
Channels	17
Regional Kendras	16
Local Kendras	26
Programme Production Centres	42
Transmitters	949
Satellite Transponders	18
Area covered (per cent)	72
Population covered (per cent)	87

interested in distributing the DD-International channel for a nominal fee.

3.11.5 Doordarshan has so far entered into agreement with (1) Mr Shan Chandrasekhar of ATN in Canada, (2) M/s Deepak Vishwanath and Dr. B. N. Vishwanath of Asianet in UK and USA (3) Apna TV for UK in Europe and USA, (4) M/s Eye on Asia in Canada, (5) Zee TV, London, (6) Channel 9 of Uganda, (7) Qatar Cable Vision, and (8) Encore, USA and (9) Mauritius Broadcasting Corporation.

3.11.6 A two-member delegation of Doordarshan visited six Gulf Cooperation Council countries in Middle-East namely, UAE, Saudi Arabia, Kuwait, Bahrain, Qatar and Oman in July 1997. Some of the results of this visit are:

- (1) Qatar Cable Vision signed an agreement with Doordarshan to carry a one-hour programme of DD-International on its official television channel and started showing programmes from 10 August 1997.

- (2) The local Indian community was sufficiently encouraged to take steps to ensure a wider downlinking of the channel through interaction with the dish suppliers and the house-owners living in apartments to install additional dishes and ancillary equipment to facilitate the reception of DD-International.

- (3) The English dailies in the Gulf Cooperation Council countries also agreed to publish the daily schedule of DD-International.

### Council for Public Service Communication

3.12.1 The Council for Public Service Communication (Lok Seva Sanchar Parishad) was set up in January 1987 with Director General, Doordarshan as its Chairman and one Deputy Director General of Doordarshan as Member Secretary.

3.12.2 The Council, a non-official body with members offering their services voluntarily, promotes the production of quickies, short films and messages



*Pandit Jasraj performing for the programme "Swarayatra" produced at the Doordarshan Central Production Centre*

on issues of public importance like national integration, environment, consumer awareness, drug abuse, etc.

3.12.3 In collaboration with the Ford Foundation the Council has launched a Public Service Communication Initiative wherein the emphasis is on environment and sustainable development, social justice and women's issues. High quality documentaries, docu-drama, telefilms and Radio programmes on these issues are being produced for broadcast. Eminent film makers have been commissioned for taking up productions.

3.12.4 In all, 13 TV proposals and 5 Radio programmes have been commissioned for production by the Lok Seva Sanchar Parishad. While six TV films have been completed, three TV films and three Radio programmes are in advanced stage of production.

### Audience Research

3.13.1 Audience Research Units have been established in 19 Doordarshan Kendras. The research work is coordinated at the Directorate. The main function of the Audience Research Unit is to provide research support for the programming on Doordarshan network. The Unit is manned by professionally trained people. The system of giving DART ratings (Doordarshan Audience Research Television ratings) on the National, Metro and the Regional Networks of Doordarshan was introduced in 1993. This system has been extended to 33 cities. The members of panel in each city represent a cross-section of TV viewers of that city. The DART ratings are published over the air, through major newspapers, advertisers and advertising agencies.

TRANSMITTERS				
	DD-1	DD-2	Others	Total
High Power	83	8	-	91
Low Power	600	38	3	641
Very Low Power	196	3	-	199
Trasposer	18	-	-	18
<b>Total</b>	<b>897</b>	<b>47</b>	<b>3</b>	<b>949</b>

AUDIENCE	
Television homes in the country	65 million
Homes with cable connection	14 million
Reach of DD-1 (persons)	330 million
Reach of DD-2 (persons)	125 million
Reach of Satellite channels (persons)	70 million

3.13.2 The Audience Research Unit serves as a data bank at the Directorate as also at the Kendra level. The Audience Research Unit at the Headquarters brought out Doordarshan '97 — a compilation of all available information about the media in the country. The Unit also interacts with the market research agencies, communication research organisations, etc. and monitors the research done by them on the media. Last Year, a nation-wide survey on 'Television Ownership and Viewership in Rural Areas' was conducted. The findings of this survey were circulated by the advertising agencies among their clients. This year the Unit was asked to conduct a study on 'Quality of Doordarshan Programmes' by the Parliamentary Committee on Communication. The field work of the study is over and the report is under preparation.

### 50 Years of Independence

3.14.1 The country is celebrating the 50th year of its independence from 15th August 1997.



INSAT Satellite

Doordarshan had also planned a number of programmes to commemorate the Golden Jubilee of Independence. At the national level, five eminent producers, Saeed Akhtar Mirza, Shyam Benegal, Buddhadeb Dasgupta, Girish Karnad and Bhupen Hazarika from each region i.e. North, South, East, West and North East, were invited to produce special programmes of their choice. In addition, each of the Regional Kendras and the PPC at Guwahati have commissioned special programmes in their respective regional languages covering the freedom movement in their respective areas. Fifty-four short duration films on various themes based on the background note circulated by the Secretariat for the 50th Anniversary of India's Independence have also been commissioned. A number of programmes are also being telecast on sponsorship basis on DD-1 and DD-2 and also on the Regional channels.

3.14.2 Doordarshan also telecast live the celebrations held in Mumbai on 9 August 1997 which included live telecast of Prabhat Pheris and Flag Hoisting by freedom fighters at August Kranti Maidan and a special play 'Azadi Ki Jung' staged at Y. B. Chauhan Hall. A National function organised at August Kranti Maidan the same day was also telecast live.

3.14.3 'The March of the Nation' organised on 14 August 1997 in Delhi from National Stadium to Vijay Chowk was brought live to all the homes in the country. Doordarshan is also telecasting a number of other programmes on the 50th Anniversary in all its special audience programmes.

### Central Production Centre

3.15.1 Central Production Centre (CPC) was established in 1988 to encourage excellence in programme production. It has the best technical facilities and the production personnel are encouraged to produce quality programmes. In the last two years, CPC undertook the task of producing long dramatic serials some of which have been telecast on National Network. Many of CPC productions have been sold to foreign television networks.

3.15.2 During the year, CPC organised a three day Musical Festival to commemorate the Golden Jubilee of India's Independence. This festival became a curtain-raiser for a month long celebrations organised by the Ministry of Human Resource Development. The festival featured internationally acclaimed artists of both North and South — Umayalpuram Sivaraman and his percussion ensemble, Smt. N. Rajam (Violin), Pandit Jasraj (Classical Vocal), K.V. Narayanaswami (Karnatak Vocal), Shiv Kumar Sharma (Santoor), and K.J. Yesudas (Karnatak Vocal). This festival was telecast live on DD-1 and DD-2. On this occasion CPC organised an exhibition highlighting its activities. CPC has also recorded a series of programmes based on patriotic songs composed and conducted by leading composers — Debu Chowdhury, Madhup Mudgal, T.V. Gopalkrishnan and T.R. Subramaniam. Issue based Talk Show entitled 'Aarsi Social Watch' was produced focussing on burning issues affecting the society. The participants were selected from cross sections of society.

3.15.3 CPC has also produced ballets on the theme of freedom struggle choreographed by renowned Choreographers Vijayanti Kashi from Bangalore (Veer Bharat) and Padma Subramaniam from Chennai (Vande Mataram). A two-episode Quiz involving disabled children was produced for telecast during the Disabled Week for creating awareness about the facilities offered by the Government and other non-government organisations for the disabled. CPC has the distinction of inviting prominent classical singers and dancers of national fame to perform for National Programme of Music and Dance. Recording of programmes before invited audience is another distinctive feature of CPC's work.

3.15.4 Over the years CPC has emerged as the prime contributor of in-house programmes to all the four major channels of Doordarshan. Its programmes with concerns for social issues and cultural awareness have a distinct pan-Indian flavour and have helped Doordarshan enhance image and identity of the public service broadcasting organisation.

### Doordarshan's achievements during 1997-98

#### I. Transmission facilities

1. For the purpose of expansion of primary channel (DD1) coverage, 32 transmitters, as under, commissioned :

(a) **HPT, Fazilka (interim set-up)**

(b) **LPTs :**

Achampet (AP)  
Kailasahar (Tripura)  
Naushera (J&K)  
Khaltsi (J&K)  
Tangste (J&K)

(c) **VLPTs**

Sigrauli (MP)	Geku	(Arunachal Pradesh)
Koylibada (MP)	Mariyang	( — do — )
Bijapur (MP)	Nampong	( — do — )
Malkapur (Mah.)	Gensi	( — do — )
Sagwara (Guj.)	Boleng	( — do — )
Saahiya (UP)	Liromba	( — do — )
Kotkhai (HP)	Tirbin	( — do — )
Basot (UP)	Rupa	( — do — )
Nagchi (Orissa)	Seijosa	( — do — )
Barapalli (Orissa)	Barirjo	( — do — )
Rangpo (Sikkim)	Keying	( — do — )
Seetampeta (AP)	Palin	( — do — )
	Inkiyong	( — do — )
	Taliha	( — do — )

2. For expansion of metro channel (DD2) coverage, the following 5 transmitters commissioned.

(a) **HPTs :** Bangalore, Hyderabad

(b) **LPTs :** Pondicherry, Silchar, Mau

3. In addition to the above installation of 78 transmitters (HPTs-3; LPTs-58; VLPTs-17) for primary coverage (DD1) and 3 LPTs for metro channel (DD2) coverage completed. Locations of above transmitters are given in the Annexure. In all, 6 HPTs (including one interim set-up); 69 LPTs and 43 VLPTs projects completed during 1997-98.

#### II Studio facilities

1. Studio centre at Mau commissioned.
2. Studio facilities with remotely controlled (robotic) camera system at Parliament House commissioned.
3. Studio projects at Nagpur, Indore, Gwalior and Jagdalpur substantially completed (pending works expected to be completed shortly).

#### III Satellite Earth Station

Three Earth stations at Thiruvananthapuram, Chennai and Patna commissioned. Installation of Earth station at Jalandhar completed.

**Additional TV projects completed during 1997-98 (besides those completed & commissioned).****I HPTs**

Baleshwar (Orissa)  
Gulbarga (Kar.)  
Jodhpur (Raj.)

**II LPTs**

Rajouri (J&K)  
Udhampur (J&K)  
Hindaun (Raj.)  
Sundernagar (HP)  
Sujanpur (HP)  
Charkhi Dadri (Har.)

Chibramau (UP)  
Patiala (Punjab)  
Rath (UP)  
Amroha (UP)  
Haldwani (UP)  
Radauli (UP)  
Mehroni (UP)

Jhagadia (Guj.)  
Radhanpur (Guj.)  
Limbdia (Guj.)  
Dhari (Guj.)  
Bada Malhera (MP)  
Garot (MP)  
Bhanpura (MP)  
Pipria (MP)  
Umerkhed (Mah.)  
Mahad (Mah.)  
Tumsar (Mah.)

Bantva (Guj.)  
Dhamdukha (Guj.)  
Una (Guj.)  
Sitamau (MP)  
Rajula (Guj.)  
Dharampur (Guj.)  
Botad (Guj.)  
Mangaon (Mah.)  
Khopoli (Mah.)  
Satana (Mah.)

Macherla (AP)  
Hatihal (Kar.)  
Holenarsipur (Kar.)  
Narsareopet (AP)  
Darsi (AP)  
Tuni (AP)#  
Tumkur (Kar.)

Banswada (AP)  
Rajampet (AP)  
Cheyyar (TN)  
Udumelpet (TN)  
Cannanore – DD2 (Kerala)  
Bhainsa (AP)

Gohpur (Assam)#  
Miao (Ar. Pradesh)  
Mushabani (Bihar)  
Simri Bakhtiarpur (Bihar)  
Kodarma (Bihar)  
Daudnagar (Bihar)  
Padua (Orissa)

Dibrugarh—DD2 (Assam)  
Kailasahar—DD2 (Tripura)  
Taliamura (Tripura)  
Patangarh (Orissa)  
Gondiya (Orissa)  
Mohana (Orissa)  
Simliguda (Orissa)

**III VLPTs**

Udaipur (HP)  
Banjar (HP)  
Pirbhayanoo (HP)  
Rajgarhi (UP)  
Tharali (UP)  
Nihar (HP)  
Chaupal (HP)  
Karsog (HP)  
Manikpur (UP)  
Parwanoo (HP)

Sarangarh (MP)  
Koregaon (Mah.)

Aul (Orissa)  
Chitrakonda (Orissa)  
Koksara (Orissa)  
Kalampur (Orissa)  
Singtam (Sikkim)

# since commissioned in April, 1998.

**DOORDARSHAN NETWORK**

	<b>As on 31.3.97</b>	<b>As on 31.3.98</b>
<b>I. Transmitters for relay of primary channel (DD1)</b>		
a. High Power Transmitters	82	83
b. Low Power Transmitters	596	600
c. Very Low Power Transmitters	170	196
d. Transposers	20	18
<b>Total</b>	<b>868</b>	<b>897</b>
<b>II. Transmitters for relay of Metro channel (DD2)</b>		
a. High Power Transmitters	6	8
b. Low Power Transmitters	37	38
c. Very Low Power Transmitters	3	3
<b>Total</b>	<b>46</b>	<b>49</b>
<b>III. Transmitters (high power) for relay of DD3 Channel</b>	4	*
<b>IV. Other transmitters (LPTs)</b> (2 at Delhi for relay of Parliament proceedings & one at Srinagar)	3	3
<b>V. Extent of coverage</b>		
a. Population (%)	86.9	87.0
b. Area (%)	71.6	72.0
<b>VI. Programme Production Centres</b>	41	42
<b>VII. Channels in operation</b>	19	17

\* DD-3 since closed down in January 1998



## DOORDARSHAN NETWORK (AS ON 31.3.98)

State/UT	PPCs	Primary coverage (DD-I) trs.					Metro Channel (DD-II) trs.			
		HPTs	LPTs	VLPTs	Trp.	Total	HPTs	LPTs	VLPTs	Total
1. Assam	3	3	18	1	1	23	-	2	-	2
2. Andhra Pradesh	1	8	54	6	1	69	1	-	-	1
3. Arunachal Pradesh	1	1	2	33	-	36	-	1	-	1
4. Bihar	4	5	40	1	1	47	-	1	-	1
5. Goa	1	1	-	-	-	1	-	1	-	1
6. Gujarat	2	4	42	3	-	49	1	1	-	1
7. Haryana	-	-	8	-	-	8	-	1	-	1
8. Himachal Pradesh	1	2	6	22	2	32	-	1	-	1
9. Jammu & Kashmir	2	4	6	27	1	38	-	3	-	3
10. Kerala	1	3	18	2	-	23	-	3	-	3
11. Karnataka	2	4	39	2	-	45	1	-	-	1
12. Madhya Pradesh	2	6	64	9	-	79	-	1	-	1
13. Meghalaya	2	2	2	2	-	6	-	2	-	2
14. Maharashtra	2	5	62	7	1	75	1	1	-	2
15. Manipur	1	1	1	4	-	6	-	1	-	1
16. Mizoram	1	2	-	2	-	4	-	1	-	1
17. Nagaland	1	2	2	4	1	9	-	1	-	1
18. Orissa	2	3	55	6	1	65	1	4	2	7
19. Punjab	1	4	4	-	1	9	-	1	-	1
20. Rajasthan	1	4	57	12	2	75	-	2	-	2
21. Sikkim	-	1	-	4	-	5	-	1	-	1
22. Tamil Nadu	1	3	34	4	2	43	1	-	-	1
23. Tripura	1	1	1	1	1	4	-	1	-	1
24. Uttar Pradesh	4	9	57	22	3	91	-	4	-	4
25. West Bengal	2	4	19	2	-	25	1	1	-	1
26. Delhi	1	1	-	-	-	1	1	-	-	1
27. A. & N. Islands	1	-	2	10	-	12	2	1	-	1
28. Daman & Diu	-	-	2	-	-	2	-	-	-	-
29. Pondicherry	1	-	2	2	-	4	-	-	-	-
30. L Dweep	-	-	1	8	-	9	-	-	1	1
31. Chandigarh	-	-	1	-	-	1	-	1	-	1
32. Dadra & Nagar Haveli	-	-	1	-	-	1	-	-	-	-
<b>Total</b>	<b>42</b>	<b>183</b>	<b>600</b>	<b>196</b>	<b>18</b>	<b>897</b>	<b>8</b>	<b>38</b>	<b>3</b>	<b>49</b>

Note : 1. In addition to above transmitters, two LPTs at Delhi for relay of LS & RS proceedings and one LPT at Srinagar for relay of Kashmir channel programmes are in operation.

Total number of transmitters-949

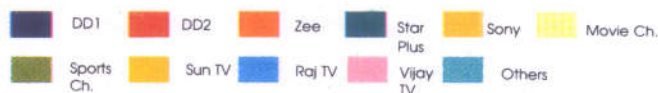
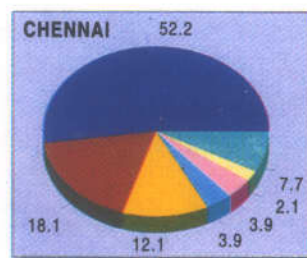
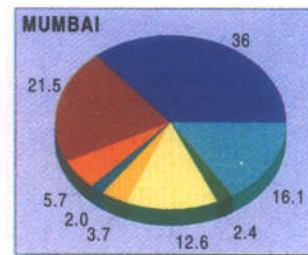
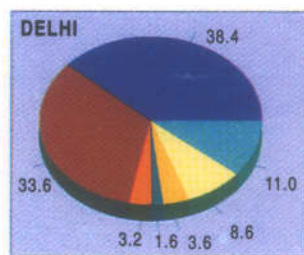
### TV Studio Centres (As on 31.3.98)

S. No.	State/U.T.	Existing
1.	Assam	Guwahati Dibrugarh Silchar
2.	Andhra Pradesh	Hyderabad
3.	Arunachal Pradesh	Itanagar
4.	Bihar	Ranchi Patna Muzaffarpur Daltonganj
5.	Goa	Panaji
6.	Gujarat	Ahmedabad Rajkot
7.	Haryana	-
8.	Himachal Pradesh	Shimla
9.	Jammu & Kashmir	Srinagar Jammu
10.	Kerala	Thiruvananthapuram
11.	Karnataka	Bangalore Gulbarga
12.	Madhya Pradesh	Bhopal Raipur
13.	Meghalaya	Shillong Tura
14.	Maharashtra	Mumbai Nagpur
15.	Manipur	Imphal
16.	Mizoram	Aizawl
17.	Nagaland	Kohima
18.	Orissa	Bhubaneswar Sambalpur (int.)
19.	Punjab	Jalandhar
20.	Rajasthan	Jaipur
21.	Sikkim	-
22.	Tamil Nadu	Chennai
23.	Tripura	Agartala
24.	Uttar Pradesh	Lucknow Gorakhpur Bareilly Mau
25.	West Bengal	Calcutta Santiniketan (int.)
26.	Delhi	Delhi
27.	A & N Islands	Port Blair
28.	Pondicherry	Pondicherry
29.	Chandigarh	-

### Audience Share

Smaller towns and villages account for three-fourths of all TV homes in the country. The audience share of Doordarshan in these homes is around 80 per cent.

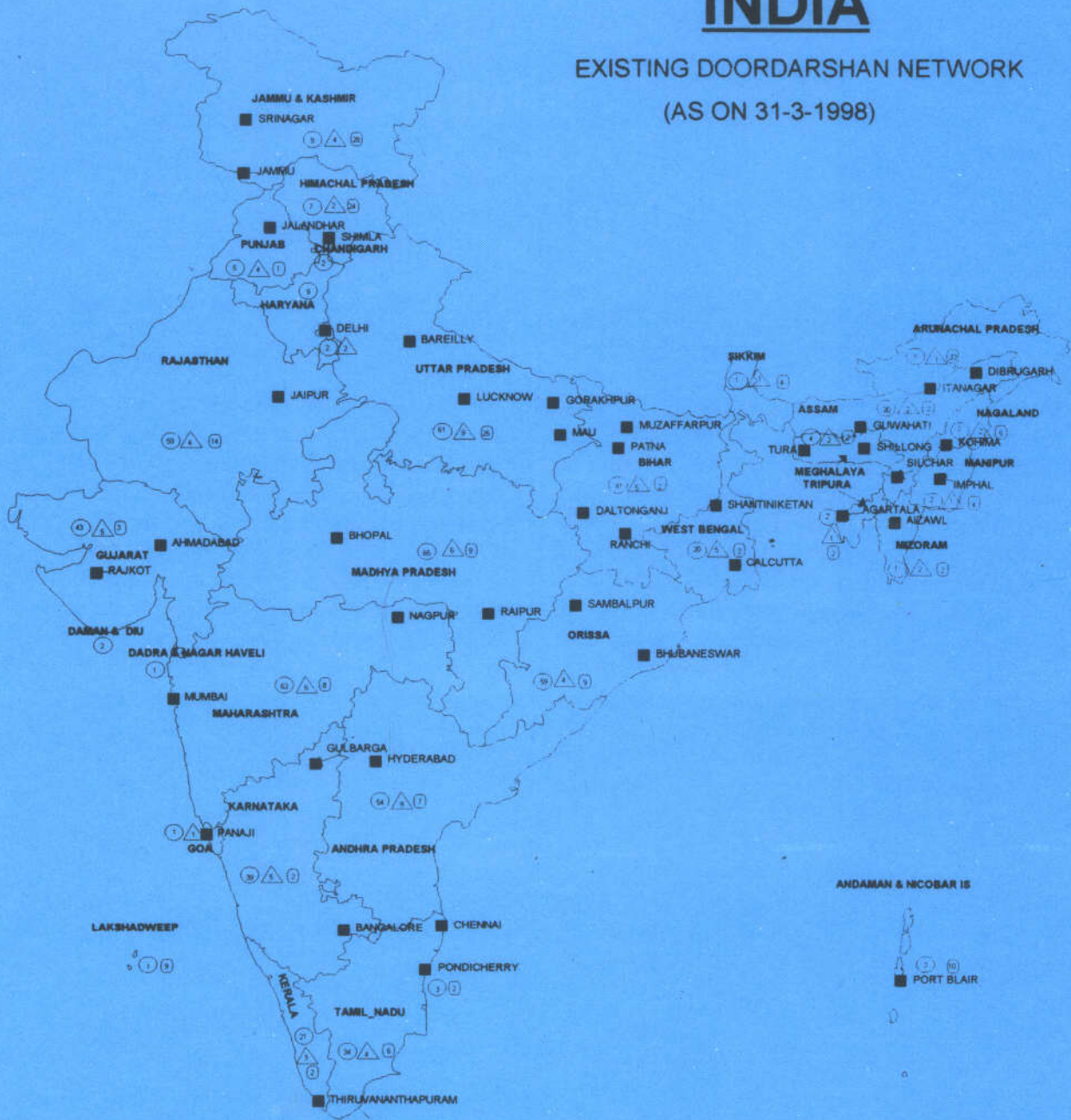
Even in metro cities where the cable infiltration is large, Doordarshan has retained a substantial share of the audience as could be seen below.



Source: IMRB People Meter Nov. 1997.

# INDIA

EXISTING DOORDARSHAN NETWORK  
(AS ON 31-3-1998)



## LEGEND :-

- PROGRAMME PRODUCTION CENTRES
- △ HIGH POWER TRANSMITTERS
- LOW POWER TRANSMITTERS
- VLPTs / TRANSPOSERS

## FILMS

### FILMS DIVISION

4.1.1 Over the last 49 years, the Films 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, focussed on the national perspectives, are to educate and motivate the people towards enlisting their active support and participation in the implementation of national programmes and to project the image of the land and the heritage of the country to Indian and foreign audiences. The Division also aims at fostering the growth of the documentary film movement,

which is of immense significance to India in the field of information, communication and integration.

4.1.2 The Division produces documentaries/news magazines from its headquarters at Mumbai, films on defence and family welfare from New Delhi and featurettes with rural bias from the regional centres at Calcutta and Bangalore. The Division caters to over 12,784 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 and voluntary organisations. The documentaries and



*Veteran Tamil film actor Sivaji Ganesan receiving the Dada Saheb Phalke Award from the President Dr. Shanker Dayal Sharma*

newsreels of State Governments are also featured in the Division's release on the theatrical circuit. The Division sells prints, stock shots, video cassettes and distribution rights of documentaries and featurettes in India and abroad.

4.1.3 By organising five International Film Festivals for documentary, short and animation films at Mumbai, the Division has emerged as a powerful force behind the documentary film movement in the world.

4.1.4 The organisation of the Division is broadly divided into four wings each respectively incharge of Production, Distribution, International Documentary and Short Film Festival and Administration.

#### **Production**

4.2.1 In addition to the headquarters at Mumbai, three production centres of the Division are located at Bangalore, Calcutta and New Delhi. The production wing is responsible for production of documentary films, news magazines, video films, short feature films specially designed for rural audiences and animation films.

4.2.2 The Division produces nearly 60 per cent of its films through its own directors and producers. The themes of its documentaries encompass all spheres of human activity and endeavour.

4.2.3 Normally, the Division reserves about 40 per cent of its production schedule for allotment to independent film makers with a view to encouraging individual talent and thus stabilising 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.

4.2.4 The Newsreel Wing is headed by a Joint Chief Producer assisted by Directors, Newsreel Officers and Assistant Newsreel Officers, forming a network embracing the main cities and towns including State and Union Territory capitals. The coverages are used for making of the fortnightly newsmagazines and also in compilation of archival material.

4.2.5 The Cartoon Film Unit of the Division has gained distinction through a steady output of animation films which have won outstanding

recognition all over the world. The unit also prepares animation sequences for the documentaries and newsmagazines and is now equipped for production of puppet films. Computer animation has also been added to this unit.

4.2.6 The commentary section looks after the dubbing of films and news magazines in 14 Indian languages, and foreign languages, whenever required, from the basic English or Hindi version.

4.2.7 The Delhi Unit of the Division has the responsibility of production of instructional and motivational films for the Ministry of Defence and the Department of Family Welfare. The unit has lately been equipped with video film making facilities.

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

4.2.9 The productions in Tamil, Telugu, Kannada, Malayalam, Bengali, Assamese, Oriya and several dialects of the north-eastern region and southern region, make use of the local talent for script writing and acting to maintain the flavour of the language and region. This scheme has also been extended to making of films in northern and western regional languages and dialects as well.

#### **Distribution**

4.3.1 The Distribution Wing of the Division, has branch offices in the ratio of one branch to 1,500 cinema houses. At present, there are 10 distribution branch offices located at Bangalore, Calcutta, Chennai, Hyderabad, Lucknow, Madurai, Mumbai, Nagpur, Thiruvananthapuram and Vijayawada. In 1997-98, the Division covered over 12,784 cinema-houses spread all over the country with an audience of about nine to ten crore per week.

4.3.2 The Division also supplies prints in 16mm to the mobile units of the Directorate of Field Publicity and other Departments of Central as well as State Governments. On a rough estimate, the number of people covered by these units is around

4 to 5 crore every week. In addition, the documentary films of the Division are being telecast on the national as well as regional network of Doordarshan. Educational institutions and other social organisations all over the country also borrow films of the Division from its libraries maintained in the distribution branch offices.

4.3.3 Video cassettes of the Division's films are also sold to railways, public sector undertakings, Central and State Government departments, educational institutions and private parties for non-commercial use. During 1997-98, 7,822 cassettes were sold for non-commercial use.

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

Limited and private agencies also arrange for the international distribution of the Division's films. Films produced by the Division are also commercially exploited on royalty basis, for overseas video and TV networks.

#### **International Documentary, Short and Animation Film Festivals**

4.4 The Division has been entrusted with the task of organising the "Mumbai International Film Festival for Documentary, Short and Animation Films" once in two years. The first Mumbai International Film Festival was held in March 1990, the second in February 1992, the third in February 1994, the fourth in February 1996 and the fifth was held in March 1998.

#### **Administration**

4.5 The Administration Wing provides the



*Smt. Sushma Swaraj, Minister for Information & Broadcasting speaking at the National Conference on films organised by FICCI and FFI at Mumbai.*

necessary facilities like finance, personnel, stores, equipment, etc., to other wings of the Division. It is also responsible for all matters relating to administration, establishment, stores management, workshop management and general administration.

### Performance

4.6.1 From April, 1997 to March, 1998 the Division produced 31 News Magazines and 80 documentaries/short films and video films. Out of these 111 films, 34 short and documentary films, 31 news magazines and 36 video films were produced departmentally. Eight documentary and short films and 2 video films were produced through independent producers. The Division has also produced a curtain-raiser and five capsules on the tenth International Films Festival for Children & Young People organised by N'CYP at Hyderabad in November, 1997.

4.6.2 As part of celebration of the 50th Anniversary of India's Independence, the Division produced documentary films like: (a) Gandhiji Through the Eyes of Cartoonists; (b) Sketch in Marathi version for telecast on Doordarshan Kendra, Mumbai; (c) Gandhi — An Emerging Reality.

4.6.3 The films produced by the Division included films on important national campaigns and programmes like World Population Day, pulse polio immunisation programme, etc. The Division produced four featurette films for rural audiences.

4.6.4 During the year 1997-98, the Division released 34 documentary films, 27 news magazines and seven quickies on important topics such as communal harmony, national integration, eradication of dowry, prohibition, family welfare, etc.

4.6.5 During the period, the Division participated in 19 international film festivals abroad by entering 104 documentary films and news magazines. The Division also participated in festivals held within the country by entering 3 documentary films and news magazines. It also participated in Filmfare Award with three documentary films.

4.6.6 During the year, four films produced by the Division won national awards. These are : (i) The Lost Horizon; (ii) News Magazine No. 309 — Bhiwandi Tragedy; (iii) Bhit; (iv) A place in the Sun.

4.6.7 During the year 1997-98, the Division released 18,755 prints of 34 documentaries and 21 news magazines in the theatrical circuits. The Division also sold 809 prints and 7,822 video cassettes of its films for non-commercial use in India and abroad. The total revenue earned by the Division up to March, 1998 amounted to Rs. 80.58 lakhs.

### DIRECTORATE OF FILM FESTIVALS (DFF)

4.7 The Directorate of Film Festivals (DFF) was set up in 1973 with the prime objective of promoting 'good cinema'. Since then, the Directorate has provided a platform for the best in Indian cinema by holding the National Film Festival every year. It has also proved to be a vehicle for promoting cultural understanding and friendship at the international level. Within the country, it has made the newest trends in world cinema accessible to the general public.

#### National Film Awards

4.8 The 44th National Film Festival (NFF) commenced its jury screenings in April 1997. The Feature Film Jury was chaired by Shri T. Subbarami Reddy and the Non-Feature Film Jury by Shri N.S. Thapa. The Jury set up to adjudge the best writing on cinema was chaired by Shri Khalid Mohammed. In all, 78 feature films, 59 non-feature films, 11 books and 16 film critics were entered for the awards. The President, Dr. Shanker Dayal Sharma, gave away the awards at a ceremony held on 15 July 1997 at Vigyan Bhavan, New Delhi. The best feature film award was bagged by "Lal Darja" (Bengali) directed by Shri Buddhadeb Dasgupta. "Shams Vision" (English) by Shri Shaji Karum won the award for the best non-feature film. The award for the best book on cinema went to "Tamil Cinema — In Retrospect" by Shri S. Theodore Baskaran. Shri M.K. Raghavendra was given the best film critic award for 1996. The Dada Saheb Phalke Award for 1996 was conferred on Padmabhushan Dr. Sivaji Ganesan.

#### International Film Festivals

4.9.1 The 29th International Film Festival of India (IFFI) was held in New Delhi from 10 to 20 January, 1998. The Festival had a full-fledged competition section for Asian Directors. The other sections included 'Cinema of the World'; 'Indian



*Smt. B. Saroja Devi, Chairperson, Feature Film Jury presenting jury's report to Smt. Sushma Swaraj, Minister for Information & Broadcasting. Shri Mukhtar Abbas Naqvi, Minister of State for Information & Broadcasting is also seen*

and Foreign Retro'; 'Focus'; 'Indian Panorama' and 'Mainstream'. In all, 208 films from over 50 countries were screened. 2,340 delegates including 60 foreign delegates participated in the Festival.

4.9.2 In the Indian Panorama section, 13 feature films and 21 non-feature films, recommended by the respective selection panels, were screened.

4.9.3 Hongkong-Chinese film "The King of Masks" won the Golden Peacock. The Silver Peacock was given to the Indian entry "Adajya" (Assamese). The Special Jury Award—Silver Peacock for the most promising Asian Director—went to the Iranian film "Paper Airplanes". For the first time, some of the IFFI activities were taken up through a sponsor on an experimental basis.

### Activities abroad

4.10 During the year, DFF participated in 66 International film festivals abroad. To commemorate the 50 years of India's Independence, nine film festivals were arranged in India and abroad.

### Cultural Exchange

4.11 During the year, a Festival of Films from Turkmenistan was organised in Delhi and Bhopal. Besides, a Festival of South Korean films was organised in Delhi and Chandigarh. A Festival of Thailand films was also organised in Calcutta.

### NATIONAL CENTRE OF FILMS FOR CHILDREN AND YOUNG PEOPLE (N'CYP)

4.12.1 The National Centre of Films for Children



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

4.12.2 The films produced by the Centre are entered in various National and International Film Festivals and have won many awards. N'CYP also holds its own International Film Festival every alternate year. The 10th such festival was held from 14 to 23 November, 1997 at Hyderabad. Further, it has been decided that Hyderabad would be the permanent venue for International Festival of Films for Children and Young People and the 11th such Festival will be held in November 1999.

4.12.3 N'CYP conducted the tenth International Film Festival for Children and Young People from 14 to 23 November, 1997 at Hyderabad. As many as 119 films from 31 countries participated. The Festival was covered by International TV channels.

4.12.4 During the year, one feature film titled "Innondu Mukha" directed by Mr. Vadiraj was completed. Three feature films and one serial have been taken up for production during the year. Dubbing of 13 versions of various titles was completed during the year.

4.12.5 During the year, N'CYP's films participated in a number of National and International Festivals. The two animation films "Mahakapi 95" and "Victor" produced by N'CYP in the year 1996-97 were included in the Indian Panorama films shown during the 29th International Film Festival of India, held at New Delhi in January, 1998.

4.12.6 The Centre continued to utilise the half an hour slot on Sundays on National Network of Doordarshan. The telecast of the serial DAANU DANASUR was completed during the year. Thereafter, a package of 26 'half-an-hour' episodes of "animations" produced by the famous Soyuzmultifilm Studios, Moscow is being telecast through this slot in Hindi dubbed version. The package which has won over 200 awards the world over, has been well received by the viewers as seen from the DART ratings awarded by DD.

4.12.7 The activity of children's film festivals was continued during the year — the scope of the activity was widened to that of State level festivals. The States of Assam and Tripure were covered with a major package consisting of 850 shows. Similar programme in Orissa, — 950 shows were held in Jan.—Feb. 1998. Additionally, 55 districts in different States were covered with district festival programmes.

4.12.8 The thrust area for exhibition of N'CYP's software was the North Eastern States. Accordingly, a special programme of circulating VHS cassettes of N'CYP's software with sub-titles in Mizo language was launched in Mizoram during the year.

4.12.9 N' CYP's project for a Children's Film Complex received a major boost during the year in as much the Centre took over the possession of land at Hyderabad, allotted by the Government of Andhra Pradesh. The Complex has been named as Golden Jubilee National Children's Film Complex. The project has been finalised and includes production facilities both for live action and animation and also a facility identical to the 'Museum of the Moving Images (London). The Complex would provide the base for activities aimed at educating the 'children and young people' in appreciation of Cinema through specific programmes conducted at the Complex. An archive of children's films has also been included. The construction would commence in Dec. 1998.

#### **NATIONAL FILM ARCHIVE OF INDIA (NFAI)**

4.13.1 The fundamental objective of the NFAI is conservation, preservation and restoration of films. High on NFAI's priorities is the preservation of films in ideal storage conditions. During the year, detailed checking was carried out in respect of 1,656 reels in 35mm and 31 spools in 16 mm. Similarly, a through checking was carried out in respect of almost all preservation prints to identify the material to be copied or repaired. 48 reels (11,832 metres) of nitrate base films were transferred to safety base. The restoration of a recently acquired silent films material by the great film pioneer, Baburao Painter, has been completed.

4.13.2 The NFAI has its headquarters at Pune and has three regional offices at Bangalore, Calcutta

and Thiruvananthapuram. These regional offices cater to the requirements of distribution to library members and others in their respective regions. Dissemination of film culture is another important activity of NFAI and its distribution library of 16 mm films extends facilities to the members throughout the country. Apart from films loaned through distribution library, 35 mm prints are also supplied for special occasions, anniversary programmes, retrospectives etc. Regular joint screening programmes at important centres like Bangalore, Calcutta, Mumbai, Hyderabad and Thiruvananthapuram have significantly exposed audiences to the history of Indian cinema and the best of world cinema.

4.13.3 NFAI conducted a four-week Film Appreciation Course in Pune and also collaborated in organising several short duration courses in other centres.

4.13.4 NFAI also has an excellent collection of books and periodicals on Indian and international cinema and other allied arts. The library facilities are available to research workers, journalists and other connected with the film medium for reference within the premises. One of the important activities is documentation where NFAI collects information and ancillary material on Indian cinema like stills, booklets, wall posters, disc records, audio tapes, film reviews, articles etc.

4.13.5 During 1996, NFAI also entered into an agreement, with Films Division to undertake preservation of historical films available with the Films Division. The second batch of 395 cans of preservation elements of Films Division has been received in NFAI for preservation in its vaults.

4.13.6 NFAI has been a full member of the International Federation of Film Archives (FIAP) since May 1969 which enables it to get expert advice and material on preservation techniques, documentation, bibliographies etc. and to exchange rare films with other archives under the Archival Exchange Programme.

#### **FILM AND TELEVISION INSTITUTE OF INDIA (FTII), PUNE**

4.14.1 During the year under report, there were 97 students (including nine foreign students)

undergoing training in various courses in the Film Wing. The 21st convocation of the Film Wing students was held on 14 December 1997. Diploma certificates were awarded to 256 students of various courses. Shri Dilip Kumar, Dadasaheb Phalke award winner and veteran actor was the chief guest on the occasion. The following eminent personalities were conferred Diploma Honoris Causa for their outstanding contribution in the field of cinema: Sivaji Ganesan; Nabendu Ghosh; R.D. Mathur, Gurudutt Shirali; and Waman Bhosle.

4.14.2 To commemorate the Golden Jubilee of India's Independence the Institute organised screening of the film "Mahatma" and held several competitions including a photographic competition inviting entries from the public on the theme of "50th Year of Independence". The TV trainees of the Institute made the following programmes to commemorate the occasion: (i) 50 Years of India's Independence (23 minutes); (ii) Swatantrata Ke 50 Varsha (5.19 minutes); (iii) Jai Ho Bharat Ma Ki (3 minutes).

4.14.3 The Film Institute of India was set up in 1960. In 1970, a Television Wing was added to the Institute and it was redesignated as Film and Television Institute of India. Subsequently, in 1974, the Institute was converted in a society registered under the Registration of Societies Act, 1860.

4.14.4 The Institute consists of Film Wing and Television Wing. The Film Wing offers three-years diploma courses in Film Direction, Motion Picture Photography and Audiography and a two-years Diploma course in Film Editing. The TV Wing offers in-service training to the personnel of Doordarshan covering the categories of staff, in TV production and technical operations viz., Producers, Engineers, Graphic Artists, Set Designers, Video Editors, Cameramen etc. Apart from the Foundation Course in Television Production and Technical Operations, short-term courses are also conducted in specialised areas, for Doordarshan staff, IIS probationers, Film Wing students, etc. The TV Wing conducted ten courses during the year. 288 participants attended these courses.

4.14.5 A four-week Film Appreciation Course was conducted jointly by the FTII and the National Film Archive of India from 19 May 1997 to 14 June

1997. Sixty five participants from the field of journalism, teaching, theatre and media research attended the course.

4.14.6 The students diploma films were entered in various national and international film festivals. They also won recognition in various festivals. While the film "Atmeeyan" won the 'Best short fiction of the year' award, the film "Yeh Woh Shahar To Nahin" won the 'Best first non-feature film Director' award in the 44th National Film Awards held in Delhi.

4.14.7 The Institute is primarily imparting training in various aspects of film-making. The Institute has two wings, viz., Film Wing and TV Wing. While the TV Wing imparts training to the in-service employees from Doordarshan, the Film Wing imparts training to students in various aspects of film-making.

#### **SATYAJIT RAY FILM & TELEVISION INSTITUTE (SRFTI)**

4.15.1 The Satyajit Ray Film and Television Institute (SRFTI) Calcutta, an autonomous grant-in-aid body under the Ministry has been set up at the

national level mainly to provide the latest education and technological experience in the art and technique of film making. The Institute has already started diploma courses in four disciplines viz., direction, motion picture photography, editing and sound recording w.e.f. September 1996. Presently a total of 64 students are undergoing training in various courses in the Institute. It is proposed to start five more courses in the disciplines of acting; art direction; computer graphics and animation; systems engineering and maintenance and make up, in phases, as the Institute becomes fully operational.

4.15.2 The scheme to set up the SRFTI was approved in November 1992 at an estimated cost of Rs. 29.50 crore. The Annual Plan outlay for the year 1997-98 of SRFTI is Rs. 12.71 crore.

#### **NATIONAL FILM DEVELOPMENT CORPORATION (NFDC)**

4.16.1 The National Film Development Corporation (NFDC) Limited established on 11 April 1980, aims at bringing improvement in the quality



*Renowned cinematographer Shri R.D. Mathur receiving the Diploma Honoris Causa from Shri Dilip Kumar at the FTII Convocation. Shri Mahesh Bhat, President, FTII Society is also seen*

of cinema in India and increasing its access. To achieve this objective and to promote the cause of a healthy film movement within the country, the NFDC undertakes several activities.

4.16.2 NFDC promotes the concept of low budget films which are high in quality, content and production values. The production of these low budget films is one of the possible remedies to the problem of financing film making in India.

4.16.3 NFDC undertakes co-productions both foreign as well as with Doordarshan. During the period upto March 1998, 13 films were sanctioned under co-production agreements between NFDC and Doordarshan etc.. Out of films approved earlier under this category, 12 films were completed during this period. The Board of NFDC sanctioned one film as a NFDC-West Bengal Government, Co-production. A film titled 'Train to Pakistan', a NFDC-Pan Pictures-Rooks A.V. Production was completed.

4.16.4 The Corporation launched its programme of foreign co-productions with the highly successful film 'Gandhi' directed by Sir Richard Attenborough. Other foreign co-productions to follow were 'Salaam Bombay', 'Maya Memsaab', 'Miss Beatty's Children', 'The Making of the Mahatma', 'Jaya Ganga' etc. 'Dance of the Wind' an Indo-German co-production has been completed. A NFDC-BFI joint venture for a film titled 'Ekti Nadir Naam' is presently under production.

4.16.5 The theatre financing scheme was formulated and put into execution by NFDC to ensure creation of additional seating capacity in theatres in the country and to provide outlets for good cinema. During the year 1997-98, theatre loans were sanctioned and loans amounting to Rs. 29.50 lakh were disbursed for construction of 4 theatres including those approved earlier.

4.16.6 The Corporation imports about 90-100 titles every year to enable them to expose Indian audience to a variety of films from different countries. During the year 1997-98, the Corporation imported six films for theatrical and non-theatrical rights, 46 films for TV rights and 101 TV episodes. NFDC also released three Indian films in different circuits

and 30 films were shown on various Satellite channels.

4.16.7 During the year 1997-98, the Corporation exported 107 films to different countries and earned Rs. 164.32 lakh in foreign exchange. It organised panorama film weeks at four centres in different parts of the country, several important retrospectives and film weeks under the national Film Circle.

4.16.8 NFDC continued exhibition of its films and acquired films on various Doordarshan channels which mainly comprised of feature films. NFDC has also developed a software system called 'NFDCNET' for connecting various ad-agencies via the Internet for TV space booking and billing for NFDC and Doordarshan marketed programmes.

4.16.9 NFDC's Film Center at Calcutta provides facilities for production and post-production. The Corporation's Video Centre in Chennai provides good quality film transfer facilities which caters to the need of Southern Region. The Corporation's Laser sub-titling plant at Mumbai, the only one of its kind in Asia has helped improve the quality of sub-titling. NFDC has been able to do sub-titling work for films from Sri Lanka, Iran etc. It also continued to sub-title the Sunday feature film on DD-1 in multiple languages. NFDC, with assistance of Mediation, has set up a special effects studio 'Maya the Magic Shop' to cater to the special effects for TV and film world.

4.16.10 The Cine Artistes Fund of India (CAWFI) set up by the NFDC with a corpus of Rs. 3.55 crore (which has now grown up Rs. 3.88 crore), provides pensionary and other benefits to more than 500 cine artistes. During the year 1997-98, financial benefits to the tune of Rs. 37.64 lakh under various schemes were extended to the needy cine artists.

#### **CENTRAL BOARD OF FILM CERTIFICATION (CBFC)**

4.17.1 The Central Board of Film Certification (CBFC) set up under the Cinematograph Act, 1952 certifies films for public exhibition in India. It consists of a Chairman and 25 other non-official members. The Board has its headquarters at Mumbai and nine regional offices located at Bangalore, Calcutta,

Chennai, Cuttack, Guwahati, Hyderabad, Mumbai, New Delhi and Thiruvananthapuram. The regional offices are assisted in the examination of films by advisory panels consisting of eminent personalities from different walks of life. Shri Shakti Samanta, a distinguished film-maker, continues to be the Chairman of the Board. The Board was last constituted on 7 March 1997.

4.17.2 During 1997, the advisory panels in Mumbai and Chennai were reconstituted and some new members were appointed to the panels in Bangalore, Hyderabad and New Delhi.

4.17.3 Out of 697 Indian feature films certified during 1997, 480 (68.87 per cent) were granted 'U' certificates (unrestricted public exhibition), 93 (13.34 per cent) 'UA' certificates (unrestricted public exhibition with parental guidance for children below the age of 12 years) and 124 (17.79 per cent) 'A' certificates (exhibition restricted to adults only). Among the 191 foreign feature films certified in 1997, 24 were granted 'U' certificates (12.57 per cent), 50 'UA' certificates (26.18 per cent) and 117 'A' certificates (61.25 per cent). A total of eight Indian films and 20 foreign films were initially refused certificates by the Board, as they were found violating one or more of the film certification guidelines. Some of them were subsequently certified in their revised versions or on the orders of Film Certification Appellate Tribunal.

4.17.4 During 1997 under the theatrical films category, the Board certified 895 Indian short films (818 'U' certificates, 27 'UA' certificates and 50 'A' certificates) and 272 foreign short films (114 'U' certificates, 71 'UA' certificates and 85 'A' certificates and 2 'S' certificates).

4.17.5 Regarding video films, the Board certified a total of 1295 films. Out of this, 145 were Indian feature films, 78 foreign feature films, 722 Indian

short films, 329 foreign short films and 21 films belonging to 'others' category.

4.17.6 Complaints about certification of films continued to be received during the year. The complaints mainly related to excessive depiction of sex and violence in films. Most of these complaints were general in nature.

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

4.17.8 The Board continued to collect Cine Workers Welfare Cess on Indian feature films as prescribed by Ministry of Labour. The rates are Rs. 10,000/- for Hindi films, Rs. 5,000/- for Tamil, Telugu, Kannada and Malayalam films, Rs. 3,000/- for Bengali, Marathi and Gujarati films and Rs. 2,000/- for Oriya, Assamese and all other regional language films.

4.17.9 The work relating to grant of No Objection Certificate (NOC) for import of foreign films continued to remain with the CBFC.

#### **FEDERATION OF FILM SOCIETIES OF INDIA (FFSI)**

4.18 The Federation of Film Societies (FFSI), an apex body of the film societies in the country, is given grants-in-aid by this Ministry to propagate film consciousness and development of audience taste in the field of cinema. These film Societies aim at developing film cultures. A budgetary provision of rupees four lakhs has been provided in 1997-98 for release as grant-in-aid to the Film Societies, which has already been released to the Federation.

## PRESS PUBLICITY

### PRESS INFORMATION BUREAU

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

5.1.2 The Bureau has a total of 41 offices 8 Regional Offices, 33 Branch offices and Information Centres. The Bureau disseminates information

through different formats such as press releases, feature articles, data base, backgrounders, press briefings, interviews, press conferences and press tours, video tapes, computerised reports and distribution, Bulletin Board Service (BBS), etc. The information material released in Hindi, English, Urdu and other regional languages reaches to over 8,000 newspapers and media organisations. The Bureau has a homepage on Internet and can be accessed on [www.nic.in/India-Image/PIB](http://www.nic.in/India-Image/PIB). Newspapers can now directly download material from the Bureau's Bulletin Board including photographs.



*Smt. Sushma Swaraj, Minister, I&B addressing a press conference organised by the Press Information Bureau. Shri Mukhtar Abbas Naqui, Minister of State for I&B and Shri P.G. Mankad, Secretary (I&B) are also seen*

5.1.3 The Bureau at the headquarters has a team of officers who are exclusively attached to various Ministries and Departments for the purpose of disseminating information to the media. They also provide feedback to their respective Ministries/Departments. As part of the Special Services, the Feedback Cell in PIB prepares daily digest and special digests based on news stories and editorials from national as well as regional dailies and periodicals. The Features Unit provides backgrounders, updates, features and graphics. These are circulated on the national network and now on Internet and also sent to the Regional and Branch Offices for translation and circulation to the local press. PIB arranges photo coverage of Government activities and the photographs are supplied to dailies and periodicals published in English and other Indian languages all over the country. During April-March, 1998, 1,55,245 photographs were supplied to the newspapers and periodicals.

5.1.4 PIB is linked with 28 of its Regional and Branch Offices over computer to facilitate fast feeding of information. The Bureau also has link with the Internet system which makes material available for international consumption. With a view to disseminating information in a short time, the press releases from the Bureau are faxed through computers to local newspapers as well as all resident correspondents of the important outstation newspapers. PIB has started photo transmission by computer to some of its offices. A Bulletin Board Service (BBS) has also been introduced on computer

which contains releases, features, photos and graphics.

5.1.5 Video Conferencing facility was introduced in the Bureau in February this year. PIB is now connected to 11 Regional Centres by Video Conferencing System. This will enable media persons at Regional Centres to participate in Press Conferences in New Delhi and also in other parts of the country.

5.1.6 PIB provides accreditation facilities to media persons so as to make easy access to information from the Government sources. 2266 correspondents and cameramen are accredited with the Bureau's headquarters. Besides, about 191 technicians and 112 editors/media critics have also been granted these professional facilities.

5.1.7 A National Press Centre set up in Press Information Bureau, New Delhi serves as a nerve-centre for both national and international media. The Centre has basic facilities of a media centre like a telecommunication centre, a press conference hall, a press lounge and a cafeteria.

#### Highlights of Various Campaigns

5.2.1 During the year, the Bureau launched various publicity campaigns giving major focus on 50 years of India's Independence, 12th NAM Ministerial Conference, launching of VDIS, Prime Minister's address to the Nation on Independence Day, launching of INSAT-2D and Indian Remote Sensing Satellite IRS-ID, the 17th Scientific Expedition to Antarctica, Prime Minister's visit to

### Some Highlights of PIB during the year 1997-98

(April 1997 to March 1998)

● Number of assignments covered by headquarters	:	1,032
● Number of news photos released to newspapers	:	1,474
● Number of photo prints released	:	1,55,245
● Number of press releases	:	34,119
● Number of features released	:	1,294
● Number of press conferences organised	:	732
● Number of press tours conducted	:	67

**Regional/Branch Offices of PIB**

<b>Name of Regional Office</b>	<b>Branch Office</b>	<b>Office-cum-Information Centre</b>	<b>Information Centre</b>	<b>Camp Office</b>	<b>Total</b>
<b>1. NORTHERN REGION</b> Chandigarh	1. Jammu 2. Shimla	1. Srinagar 2. Jalandhar	New Delhi		6
<b>2. CENTRAL REGION</b> Bhopal	1. Jaipur 2. Indore 3. Kota 4. Jodhpur				5
<b>3. EAST CENTRAL REGION</b> Lucknow	1. Varanasi 2. Kanpur 3. Patna				4
<b>4. EASTERN REGION</b> Calcutta	1. Cuttak 2. Agartala	Gangtok	Port Blair	Bhubaneswar	6
<b>5. NORTH EASTERN REGION</b> Guwahati	Shillong	1. Kohima 2. Imphal	Aizawl		5
<b>6. SOUTH CENTRAL REGION</b> Hyderabad	1. Vijayawada 2. Bangalore				3
<b>7. SOUTHERN REGION</b> Madras	1. Calicut 2. Madurai 3. Thiruvananthapuram 4. Cochin				5
<b>8. WESTERN REGION</b> Mumbai	1. Nagpur 2. Pune 3. Panaji 4. Ahmedabad 5. Rajkot 6. Nanded				7
<b>Total - ROs=8</b>	24	5	3	1	41



USA and South Africa, Mother Teresa's demise, the Fifth Pay Commission for Government Employees, setting up of the Export Promotion Board, placing of gold and silver imports under OGL by designated agencies, etc.

5.2.2 In connection with the observance of 50 years of Independence, PIB released a number of feature articles. The articles were released in the series: (i) Saga of Freedom Struggle; (ii) India on the Move; (iii) Bharat Ratna; and (iv) Info Nuggets. A series of photographs and photo features were also released highlighting the landmarks in the strengthening of democratic institutions since Independence and developments in science and technology, agriculture, industry, rural development, education, women's empowerment, etc.

5.2.3 Wide publicity was arranged for several public awareness campaigns which include problems of population explosion, health measures including AIDS control, Pulse Polio Immunization Programme, poverty alleviation and employment generation programmes, pollution control, conservation of the environment, position of women and children in society, etc. The Bureau organised wide coverage for the launching of the Targeted Public Distribution System with its focus on the poor. A number of releases were issued highlighting the need to promote consumer awareness.

5.2.4 The Bureau organised the Annual Economic Editors' Conference during September, 1997 in which more than 200 senior media persons participated. The conference was inaugurated by the Finance Minister, Mr. P. Chidambaram, and addressed by ten other ministers. Wide publicity was accorded to Government's decision to give operational freedom to nine major Public Sector Undertakings under the Navratnas Scheme. The Disinvestment Commission's report was widely publicised. Special efforts were made to give publicity to the Government's decision on privatisation of Internet services. Multi-media publicity was arranged for the eighth meeting of the SAARC Committee on Economic Cooperation, State Finance Ministers' Meet, filing of Income Tax Returns based on economic criteria applicable in 12 cities, UNDP assistance of \$52 million to India, promulgation of

Income Tax ordinance to boost infrastructure projects, etc.

5.2.5 PIB made elaborate arrangements for dissemination of election related information and results of General Elections 1998, during Feb.-March. The network of 41 Regional and Branch Offices of the Bureau set up Election Media Desks. These Desks were connected to the Headquarters through hotlines, computers, Video Conferences, FAX, STD phones and teleprinters. This network was supplemented by 256 Field Publicity Officers spread in the country. The Election Media Centre at the Hqrs. coordinated and disseminated election related information from all over the country. These Media Centres functioned round the clock till completion of the election process.

5.2.6 Over 25 sessions of video conferencing connecting 11 Regional Centres were organised during the elections in which about 150 media persons, political analysts and experts participated. A number of VVIPs including Chief Election Commissioner, Dr. M.S. Gill visited the Media Centre and interacted with outstation journalists through video conferencing. The Bureau brought out 4 election handbooks, 54 backgrounders and over 100 analytical reports on elections. Special display of election statistics and an exhibition on history and growth of PIB were put on in the Media Centre on the occasion.

5.2.7 During 1997-98, the Republic Day celebrations, induction of SU-30 aircraft in the Indian Air Force, commissioning of naval ship INS DELHI, UN Medals for Indian Battalion of the United Nations Angola Verification Mission (UNAVEM-III), new mode of commission into the Army known as Special Commissioned Officers, development of Prithvi missile for Army and Air Force, awarding the Bharat Ratna to Dr A.P.J. Abdul Kalam and the successful completion of flight trials of short range surface-to-air missile 'Trishul' were highlighted.

5.2.8 Correspondents were briefed on some important and current topics. Wide publicity was arranged for the Science Exhibition organised at Teen-Murti by the Department of Science and Technology as part of 50 Years of Independence

celebrations. The State Labour Ministers' Conference on Child Labour and the proposed Agricultural Workers Bill were accorded publicity. The all party meeting organised by the Election Commission to discuss the electoral reforms, Presidential and Vice-Presidential elections and steps taken to ban convicted persons from contesting elections, etc, were publicised. A number of subjects like empowerment of women, universalisation of primary education, uplift of the girl child's status, need for nutrition education, issuing of an ordinance by the President regularising out-of-turn allotments of residential houses,, change in building by-laws for Delhi, etc, were also publicised.

5.2.9 Multi-media coverage was given to the fourth National Games and inauguration of Centre for Advancement of Culture and Krishna Consciousness, Silver jubilee celebration of Mahila Pradhan Kendriya Bachat Yojana Day, etc. Exclusive publicity was also given to the Joint Parliament Committee on Broadcast Bill, 1997 and the 10-day multi-media exhibition to commemorate 50 years of Freedom, film festival at Hyderabad for children and young people from November 14 to 23, 1997.

5.2.10 Several workshops and seminars were organised during the year in connection with the golden jubilee celebrations of India's Independence. Two computer workshops were organised for Urdu journalists at New Delhi and Lucknow. A week-long training programme on business journalism was held at the headquarters in collaboration with the REUTERS.

5.2.11 About 67 press tours were organised by the regional/branch offices and headquarters of the Bureau.

5.2.12 The Jaipur office brought out a monthly magazine "Marugandha" regularly. A special issue was brought out in August to commemorate 50 Years of Independence.

5.2.13 PIB set up a Media Centre to facilitate media coverage of the 29th IFFI'98 held in New Delhi from 10th to 20th January, 1998. Elaborate arrangements for dissemination of information through press releases, synopsis of films, photo coverage and press conferences for delegates and other celebrities were made.

## REGISTRATION OF NEWSPAPERS

### REGISTRAR OF NEWSPAPERS FOR INDIA

6.1.1 The Office of the Registrar of Newspapers for India (RNI) is an attached formation of the Ministry of Information and Broadcasting. As a part of its statutory functions, it verifies and regulates the availability of titles of newspapers, registers them, verifies circulation claims and brings out an Annual Report "Press in India" containing detailed information on newspapers. As a part of non-statutory functions, the Office issues authenticated certificates to the newspapers to enable them to import newsprint and also entitlement certificates to purchase newsprint from indigenous newsprint mills. In addition to this, RNI certifies essentiality for import of printing machinery and allied materials required by the newspapers.

6.1.2 During 1997-98, RNI scrutinised 19,494 applications for availability of titles, of which 8,599 titles were cleared and the remaining titles were not found available. During the same period, 3,082 (2273 Fresh CRs. + 809 Revised CRs.) newspapers/periodicals were issued Certificates of Registration and circulation claims of 1,651 newspapers/periodicals were assessed.

6.1.3 The Annual Report "PRESS IN INDIA-1996" containing detailed information on print media was printed and released for sale. THE PRESS IN INDIA - 1997 is expected to be released for sale by the end of June, 1998 positively.

### Newsprint

6.2.1 Newsprint is one of the most important major ingredients for printing and production of newspapers. It is considered to be an essential commodity. Till 1994-95, newsprint allocation was regulated by Newsprint Control Order, 1962 and Newsprint Import Policy announced by the Government every year. Newspapers were issued Entitlement Certificates for import and purchase from the scheduled indigenous newsprint mills.

However, Newsprint Policy is modified every year depending upon the import policy of the Government.

6.2.2 With effect from 1 May 1995, newsprint had been placed under "OPEN GENERAL LICENCE" and all types of newsprint including glazed newsprint were freely importable by all persons without any customs duty till 28 October 1996. However, with effect from 29 October 1996 onwards, Ministry of Finance has levied customs duty to the tune of 10 per cent on import of newsprint. Newsprint produced by indigenous newsprint mills is free from excise duty, when purchased by the newspapers registered with RNI. However, in order to safeguard the interests of small and medium newspapers, Ministry of Industry, Department of Industrial Policy and Promotion, has reserved one third of the total production of indigenous newsprint of the scheduled newsprint mills in their favour. Under this policy, RNI issues Entitlement Certificates for procurement of indigenous newsprint from the scheduled mills out of the reserved quota to those publications whose total annual entitlement is less than 200 Mts and whose circulation is below 75,000 copies per publishing day, on receipt of application from this category of newspapers only.

6.2.3. During the year 1997-98, 107 Authenticated Certificates of Registration were issued and applications received from seven newspapers have been finalised for excise duty exemption involving a total quantity of 892.785 Mts.

### Printing Machinery

6.3 During the year 1997-98, applications of seven newspaper establishments were recommended for import of printing machinery and allied equipment at concessional rate of customs duty. During the same period B Category Certificates have been issued to ten publications and two applications for LPG Quota were finalised.

## PUBLICATIONS

### PUBLICATIONS DIVISION

7.1.1 The Publications Division has today acquired the status as one of the biggest publishing enterprises in the country. Set up in 1941, as a branch of the Bureau of Public Information, it acquired its present name and identity in 1944. The Division aims at disseminating information to common people and also providing informative and educative literature at a reasonable price through its various publications in different languages. It also facilitates task of national integration by promoting awareness among the

people of different regions, beliefs and faiths, and other characteristics. It has so far published about 7,000 titles, out of which about 2,000 are still live.

7.1.2 The Division has to its credit what perhaps is the largest multi-volume project, namely, 'Collected Works of Mahatma Gandhi' running in 100 volumes in English. As many as 87 volumes have so far been published in Hindi. Of these, four volumes were published during the period under report. The Division is presently processing a proposal to bring out a multi-media interactive



Visitors going through the publications at the sales counter of the Publications Division in the India International Trade Fair

Compact Disk (CD) on Gandhiji on the occasion of the golden jubilee celebrations of India's Independence. The CD will be based on 'Collected Works of Mahatma Gandhi' (CWMG). In addition, the DPD is also engaged in bringing out an electronic book on CWMG.

### Books

7.2.1 To mark the 50 Years of India's Independence, the Division brought out books on the memoirs of freedom fighters in English and Hindi containing interviews with the living freedom fighters. Another book entitled 'Yaad Kar Lena Kabhi' (Shaheedon Ke Khat) containing letters of martyrs was also brought out. The purpose of publishing these books was to bring the fervour of freedom struggle to the youth of today. A special function was organised to release these books by the Hon'ble Minister of Information and Broadcasting. Five freedom fighters, whose interviews were included in the book, were honoured at this function.

7.2.2 Four volumes of 'History of Freedom Struggle in India' by Dr. Tara Chand in Hindi and reprints of 'Children's History of India' and '1857: A Pictorial Presentation' were also published as part of the golden jubilee celebrations. A planner 1998, commemorative pictorial presentation of 50 years of India's Independence, has also been brought out.

7.2.3 During 1997-98, as many as 154 books were released in English, Hindi and in other Indian languages. Some of the important titles produced in English include — 'Citizens and the Constitution', 'Indian Press Since 1955', 'Common Man's Guide to Rights and Facilities', 'Communication Technology and Development' and 'India 1998—A Reference Annual' and 'Press in India 1996'. Other important titles brought out include 'India in Orbit', 'Life and Environment — A Photo Album', and Dr. Nagendra Singh: A Many Splendoured Life. Under the 'State Series', books on Himachal Pradesh, Maharashtra, Orissa and Mizoram were brought out. Under the 'City Series', titles on Hyderabad and Bangalore were published. The important reprints brought out during the year under report include — 'Gospel of Buddha', '2500 years of Buddhism', 'Children's

History of India', 'Adventures of a Spacecraft', 'History of Indian Journalism' in English and 'Rajasthan Ke Nari Ratan', 'Swami Vivekanand', 'Sarojini Naidu', 'Bal Gangadhar Tilak', Chittaranjan Das', 'Uttar Pradesh Ki Lok Kathain', 'Boudh Dharam Ke 2500 Varsh', 'Vishwa Ki Shreshtha Lok Kathain', 'Bharat Ke Mahan Shikshashastri', 'Krantikariyon Ka Bachpan' and 'Bharat Ke Lok Gatha Geet' in Hindi.

7.2.4 Among the important titles brought out in Hindi are: 'Hindi Rashtrabhasha Se Rajbhasha Tak', 'Lok Geeton Mein Krantikari Chetna', 'Bharatiya Chitrakala Mein Sangeet Tatva', 'Uttar Madhya Kshetra Ki Lok Sanskriti', 'Bharatiya Janjatiyan Atit Ke Jharoke Se', 'Bharat Ka Sankshipt Itihas', 'Shantidoot Gandhi', 'Acharya Vinoba Bhave', 'Mazharul Huq', 'Bipin Chandra Pal'. Under the Children's literature, the titles 'Hansnewala Kutta' and 'Bagh Ki Talash' adopted from the stories of Satyajit Ray were published.

7.2.5 The other important books brought out include 'Badrudin Tayabji', 'Mazharul Huq', 'Jawaharlal Nehru' in Urdu; 'Dhanuwa Raja', 'Swami Dayanand Saraswati', 'Madam Bhikaiji Rustam Cama' in Gujarati; 'Dr. N.S. Hardikar', 'R.N. Tagore' in Marathi and 'Quotable Quotes: Subramania Bharati' in Tamil. The English title 'An Outline History of Indian People' was brought out in Tamil, Bengali, Marathi and Gujarati.

7.2.6 The Division is presently engaged in bringing out nine volumes on Netaji Subhas Chandra Bose in Hindi under the project 'Netaji Sampurna Vangmaya'. Eight volumes have been published so far.

7.2.7 The Division is laying emphasis on providing more books in Indian languages. In addition to the translated versions (from original Hindi/English) a number of fresh titles in the Regional languages are being published. One of the projects is to print abridged and simplified version of modern Indian classics in the regional languages and later translate them into other languages. This is to bring books published in one regional language to the readers of the other languages.

7.2.8 Apart from its own books, the Division

handles marketing of publications brought out by other Government Departments and autonomous organisations such as National Book Trust, Sahitya Akademi, CSIR, ICAR, Indian National Trust for Art and Culture, ICCR, National Museum, National Gallery of Modern Art, Archaeological Survey of India, Ministry of Defence, Ministry of Science and Technology and Office of the Development Commissioner of Small Scale Industries.

### Journals

7.3.1 Besides books, the Publications Division also brings out 21 journals (including Employment News) in Hindi, English and other regional languages.

7.3.2 'Yojana', a premier monthly journal of the Division aims at propagating the message of the Plan to all sections of the society and focussing the socio-economic transformation taking place in the country. The journal is brought out in 13 languages, namely, Assamese, Bengali, English, Gujarati, Hindi, Kannada, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu and Urdu. The theme of the Independence Day special issue was 'Development and Environment'. The interrelation between the two in their different hues was highlighted through articles from specialist writers representing the government, private sector, NGOs and journalists, etc. Articles reflecting Government's special emphasis on certain areas like Indira Mahila Yojana, rural housing and improvement in quality of life, removal of child labour, empowerment of women and rural development, rural poverty and public distribution system and the Million Wells Scheme have been brought out.

7.3.3 Special articles were commissioned to commemorate the centenary of Netaji Subhas Chandra Bose and 125th birth anniversary of Sri Aurobindo with reference to their contribution to the Independence Movement. The highlights of the year was the media support to the golden jubilee celebration of the country's Independence. The Republic Day special issue was on 'infrastructure sector', highlighting the importance of this sector in economic development. Besides special articles covering subject like the economy, agriculture, foreign trade and industry were also published.

7.3.4 'Kurukshetra', a journal devoted to rural development, is brought out in English and Hindi on behalf of the Ministry of Rural Areas and Employment. To commemorate 50 years of the nation's Independence, a Golden Jubilee issue was brought out to highlight the country's achievements. The April '97 issue discussed various aspects of the approach to the Ninth Five Year Plan. The Hindi edition of Kurukshetra dealt with issues of rural banks, environmental pollution, illiteracy in rural areas and role of women. The special issues on child labour, Ninth Plan and Panchayati Raj, were also brought out.

7.3.5 'Bal Bharati', a children's popular Hindi magazine of the Division, is published since June 1948. In June 1997, it entered in 50th year of publication. To mark the occasion a special function was organised where the Hon'ble Minister of Information and Broadcasting released the Golden Jubilee issue. The August '97 issue was devoted to the story of freedom struggle. The February 1998 issue was devoted to science to mark the National Science Day that falls on 27th February.

7.3.6 'Ajkal', a literary monthly magazine, is published in Hindi and Urdu. Ajkal (Hindi) brought out a number of special issues. It published special articles on renowned Urdu poet Firaq Gorakhpuri in Feb-March 1997 issue. It also brought out its June issue featuring Subhas Chandra Bose and INA based on interview with the veteran freedom fighter Capt. Lakshmi Sehgal. The July issue was on veteran Hindi poet Pt. Suryakant Tripathi 'Nirala' on his birth centenary. Another special issue was brought out in August 1997 to mark the 50 years of Independence. The October issue featured the renowned Kannada writer K. Shivram Karanth. The December 1997 issue was devoted to the great Urdu poet Mirza Ghalib to commemorate his bi-centenary celebration.

7.3.7 'Employment News/Rozgar Samachar' published in English, Hindi and Urdu every week is the largest circulated career guide today. All advertisements for job opportunities in Central/State Governments, Public Sector Undertakings, private organisations, appear in this journal. It carries informative articles pertaining to Civil Services Examination syllabus and other useful

columns for the benefit of the competitors and students in general. Columns on computer, Internet, environment, pollution control, etc., figure regularly in the journal besides diary of events containing national/international events and current affairs. The circulation of the journal (Hindi, English and Urdu combined) is over 5.50 lakh copies. The journal proposes to create sales outlets in each district in the near future to increase its reach for the benefit of job-seekers.

### **Marketing**

7.4 The Publications Division carries out the sale of its own publications and books of other Government and semi-Government organisations through its own sales emporia located at New Delhi, Mumbai, Hyderabad, Calcutta, Lucknow, Chennai, Patna and Thiruvananthapuram as well as through agents. The DPD has also opened its sales outlets with the cooperation of Press Information Bureau at Bhopal, Indore and Jaipur. Another sales counter has been opened at its Yojana office in Bangalore. The Division earned a

total revenue (including from Employment News) Rs 19.61 crore during 1997-98 through the sales of books, journals and advertisements.

### **Exhibitions**

7.5 During the period under report, the Division organised/participated in nearly 70 exhibitions/fairs all over the country. This year the Division also organised independent exhibitions at Chandigarh, Amritsar, Ludhiana, Pune and Delhi.

### **Awards**

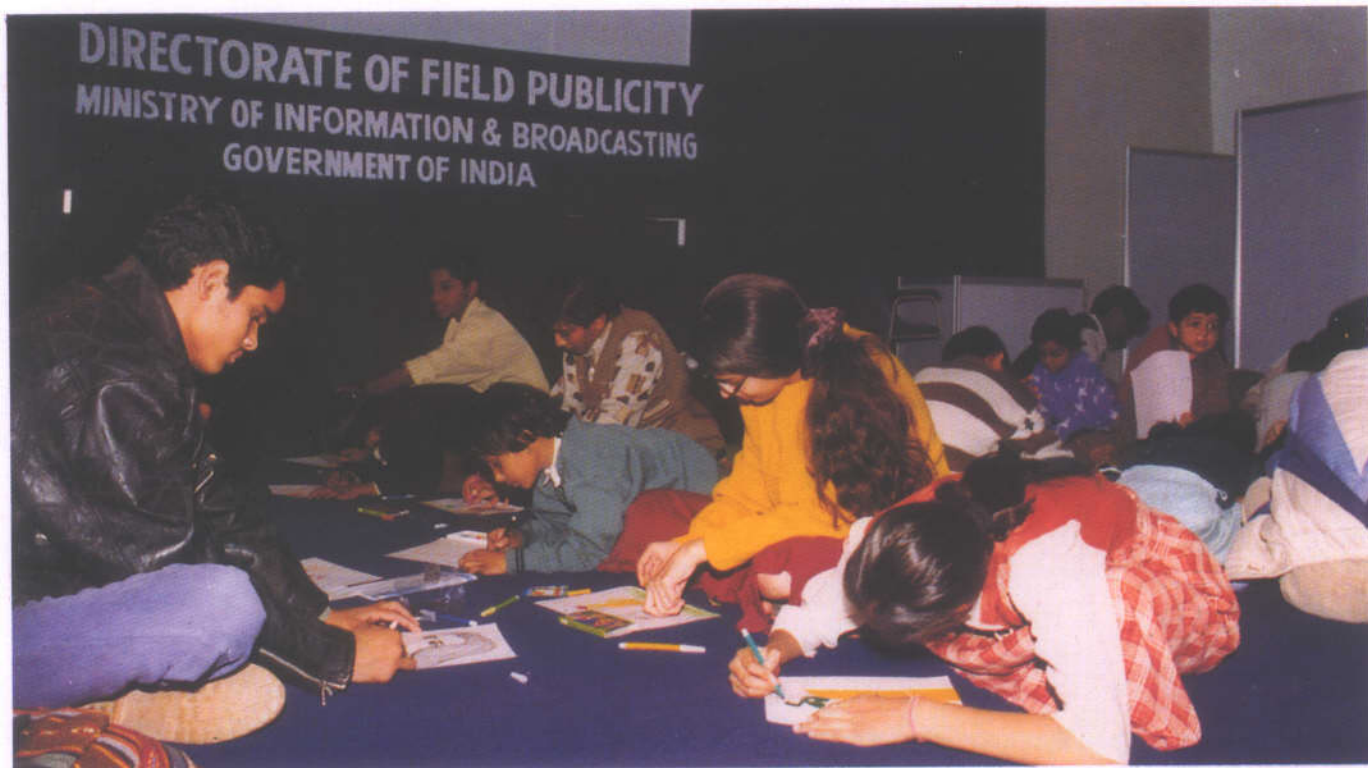
7.6 The Publications Division won a number of awards for Excellence in Book Publishing in various categories from the Federation of Indian Publishers'. 'A Moment in Time with Legends of Indian Arts' got second prize in the category of art books and first prize in the category of jackets. The 'Forgotten Monuments of Orissa' got first prize in the category of Reference Books. 'Ghalib - A Hundred Moods' got a Certificate of Merit in the category of art books and 'Hindi Mat Abhimat' got second prize in the category of jackets.

## FIELD PUBLICITY

### DIRECTORATE OF FIELD PUBLICITY

8.1.1 The Directorate of Field Publicity (DFP) is an interpersonal communication medium of the Ministry, working chiefly at the grass-roots level. It was established in 1953, under the name "Five Year Plan Publicity Organization", with publicity of the Five Year Plans being its sole objective. Over the years, its area of operation expanded beyond the confines of plan publicity and came to encompass the publicity of all programmes, plans and policies of the Government. In December 1959, the Organization was renamed the Directorate of Field Publicity.

8.1.2 The Directorate has played a vital role in mustering people's participation in the process of nation-building. Its wide network of Field Units has helped the Organization make inroads into the remotest of villages, reaching people as yet untouched by other forms of mass media. Through the means of group discussions, film shows, public meetings, exhibitions, seminars and symposia, live entertainment programmes, etc., the Directorate purveys its messages to people at large, motivating them to participate in the process of development. The Organization also gathers people's reactions to various programmes and policies of the Government, and reports back the same for



*A view of the painting competition for children organised by the Directorate of Field Publicity during the celebration of 50 years of Independence*



appropriate action and corrective measures. Thus the Directorate works as a two-way channel of communication between the Government and the people.

### Organization

8.2 The Directorate with its headquarters at New Delhi, has 22 Regional Offices and 268 Field Publicity Units-eight of these having been open this year. Out of the 268 units, 166 are General Units, 72 Border Units and 30 Family Welfare Units. A list of the Regional Offices and Field Publicity Units is given at the end of the chapter.

### Performance

8.3 The DFP Units reach people chiefly through the means of oral interpersonal communication modes like group discussions, public meetings, seminars, symposia, etc. Visual aid is provided by films, photo exhibitions, and live folk art and theatre performances. To encourage maximum popular participation, competitions like debates, paintings, singing, elocution, slogan writing, *rangoli*, sports, etc. are organized.

Given below is a theme-wise account of the major publicity work organized during 1997-98.

#### Performance of Field Units

(April 1997 — March 1998)

Film Shows	49,958
Oral Communication	60,934
Special Programmes	10,372
Photo Exhibitions	33,329
Tour Days	25,981

### Golden Jubilee Celebrations of India's Independence

8.4.1 This was one of the most important activities of the Directorate during the year. Following a prelude of special programmes like essay and elocution contests, symposia and seminars, patriotic song contests and film shows, etc., the year-long celebrations were formally launched on the Independence Day. Field Units

across the country organized special programmes to mark the occasion. All eleven Field Publicity Units of Karnataka region, apart from organising a variety of special events, adopted one backward village each in their respective jurisdiction, with the aim of bringing them into the mainstream of development through repeated coverage and involvement of government and non-government development agencies. As a result, many development schemes have been announced and work is in progress in some of the adopted villages.

8.4.2 As part of the year-long celebrations, Field Units in different regions are organizing district level competitions like painting, essay writing and slogan writing, the finals of which will be held at respective Regional Headquarters. The whole series will culminate with a national level painting competition at New Delhi on 14.8.98. The Field Units are also organizing twelve-day long film festivals at various district headquarters. The package of films being shown include 'Tamas', 'Making of the Mahatma' and 'Nehru' among others.

### National Integration and Communal Harmony

8.5 The theme of National Integration and Communal Harmony formed a regular component of most of DFP's field programmes. Thematic film shows and photo exhibitions were organized extensively all over the country, especially in areas prone to insurgency, caste or communal unrest. The subject was given special attention during coverage of important local fairs and festivals, and on special occasions like Sadbhawana Diwas, Quami Ekta Diwas, Independence Day, Anti-terrorism Day and birth anniversaries of national leaders like Mahatma Gandhi and Ambedkar.

### Rural Development and Panchayati Raj

8.6 Rural Development and Panchayati Raj continued to be an important publicity theme for the Directorate. A variety of activities like Kisan Sammelans, Mahila Sammelans, Goshthis, group discussions, rallies, public meetings, question and answer sessions were organized over the year, along with film shows, photo exhibitions and distribution of publicity literature, to promote public

participation in rural development activities. The main thrust of the programme this year was the National Social Assistance Programme (NSAP). The Field Units organised a two-month long intensive multi-media campaign on NSAP during June and July, 1997 covering the most backward population pockets in the remotest corners of the country. A total of 4,596 oral communication programmes, 1,551 special programmes like seminars, symposia, competitions, etc., 1,791 poster displays and 416 song and drama programmes were organized during the campaign period. Publicity efforts were most intensive in the States of Meghalaya, Nagaland, Manipur, Mizoram, Tripura, Arunachal Pradesh, Assam, Orissa, Bihar, Madhya Pradesh, Rajasthan, Uttar Pradesh and Jammu & Kashmir.

### **Health and Family Welfare**

8.7.1 DFP campaigned intensively to create general awareness about the commonly occurring health problems and various aspects of family welfare. On the health front, the issue of AIDS awareness once again received maximum importance. Bhopal and Lucknow Regional offices organised two orientation workshops for FPOs and FPAS of Rajasthan, Madhya Pradesh, Uttar Pradesh and Bihar. Each Field Unit organised mass education programmes on the subject, targeting chiefly, the more vulnerable groups like the youth, women, commercial sex-workers, truck drivers, industrial and migrant labourers, etc. Publicity efforts were especially intense in the North-Eastern States, Maharashtra, Tamil Nadu, Andhra Pradesh and parts of Orissa, Madhya Pradesh and West Bengal. Among the important programmes were, an intensive week long campaign in coastal areas and highway villages of Cuddapah, Guntur, Kurnool and Nellore units of Andhra Pradesh, a Regional Workshop on Communication Strategy for AIDS organized by the Orissa Regional Office, workshops for barbers and coir workers by Field Units of Kerala, seminars for truck drivers, rickshaw pullers and teachers in parts of Maharashtra, and a series of competitions for school and college students in Punjab, Haryana, Uttar Pradesh and Karnataka. In Madhya Pradesh and Orissa, the campaign focused primarily on the tribal belts and villages/dhabas along the national highways.

8.7.2 Publicity on prevention of mosquito-borne diseases like malaria and dengue were also taken up by some of the Field Units. In the wake of the massive malaria and Kala-azar epidemic in West Bengal in October, the Field Units under Calcutta region organized intensive awareness campaigns about these diseases. The Field Units in Orissa organized campaigns on water sanitation in co-ordination with UNICEF, and health check-up camps for the tribal people of Keonjhar and Sambalpur districts in October. Every Field Unit provided publicity support to the Pulse Polio Immunization programme in December 1997 and January 1998 and also to the countrywide Mega Eye Camp organized by the Ministry of Health & Family Welfare in October 1997. Besides this, the nutritional aspect of health was given a lot of focus and special programmes were extensively organized on the occasions of World Breast-feeding Week and National Nutrition Week. In addition, occasions like World Health Day, Eye Donation Fortnight, Blood Donation Week, International Day Against Drug Trafficking, etc. were also utilized.

8.7.3 Publicity on family welfare followed the Area Approach Plan, laying emphasis on the 90 weak districts and 24 saturation districts identified for coverage by DFP. Special campaigns were organized on the World Population Day. The Field Units in Delhi participated in the Matri Suraksha Abhiyan of the government. FPOs and FPAs from Hindi-speaking States attended an orientation workshop on Mother-care and Child Development at the Lucknow Directorate of National Institute of Public Co-operation and Child Development.

### **Women and Child Development**

8.8.1 Apart from the regular drives against social evils like child marriage, dowry, discrimination against the girl child, and the mass education programmes promoting empowerment of women, Field Units of the Directorate are participating in a year-long, countrywide campaign to promote a 'Safe, Secure and Hygienic Environment' for women. Launched by the Department of Women & Child Development on 2nd October 1997, the campaign aims at changing the society's attitude towards women and preventing atrocities against them. Publicity campaigns were also organized on

schemes like Mahila Samridhi Yojana and various components for women in the rural development schemes, including Panchayati Raj.

8.8.2 In co-ordination with UNICEF, the Directorate organized two workshops on 'Rights of the Child' at Shillong and Chandigarh in June and September 1997 respectively. In Jammu & Kashmir, the Kupwara unit organized seminars on the Survival and Educational Rights of Children. The Ludhiana, Jalandhar, Ferozepur, Nahan and Ambala units under Chandigarh region organized rallies and public meetings on the subject. In Orissa, an extensive campaign was carried out in Cuttack, Dhenkanal, Kandhmal and Keonjhar districts. The Field Units organized special programmes on Children's Day. Each unit organized one large-scale and two small-scale special programmes on the subject between November 1997 and January 1998. The issue of rights of the child, especially rights of the girl child, was given special emphasis during coverage of fairs and festivals.

### **New Economic Policy and Revamped Public Distribution System**

8.9 DFP continued educating the masses on the liberalised economic policies and revamped public distribution system. Each Field Unit organized a series of group discussions, seminars and symposia and film shows on the subject, as also on consumer rights and consumer protection measures taken by the government.

### **Literacy**

8.10 The Field Units of the Directorate provided publicity support to the Total Literacy Campaigns in different States. Field Units in Kupwara, Srinagar, Shopian, Udhampur and Poonch in Jammu & Kashmir regularly organized seminars, symposia, film shows and discussions focusing on the importance of primary education. The Literacy Day and Teachers Day were utilized for highlighting the importance of elementary education and functional literacy for all.



*Participants at a programme organized by a Field Publicity unit on National Social Assistance Programme*

## Environment and Forestry

8.11 Several Field Units of the Directorate organized programmes to create mass awareness on environmental issues, utilising appropriately, the occasions of World Environment Day, World Habitat Day, Wildlife Week and Van Mahotsav Week, etc. The Mangalore unit organized an awareness programme on 'Kyasanur' or 'Monkey Forest Disease' in Kundapur Taluk in Dakshin Kannada district. The Wynad unit in Kerala organized a seminar on 'Tribal Development and Protection of the Environment' on the occasion of World Environment Day.

## Conducted Tours

8.12 Seven conducted tours were organized during the year, in which opinion leaders including farmers, school teachers, students, social workers, etc. from one region were taken on a trip to institutions, industrial and agricultural units, projects and historically important places in another region. In two such tours, opinion leaders from Rajasthan and Bihar were taken on a trip to the North-Eastern States. In another tour, women opinion leaders from Nagaland and Manipur visited some places in Maharashtra and Goa. Opinion leaders from Arunachal Pradesh were taken to Nagaland, Manipur, Mizoram, Meghalaya, Tripura and Assam. A party from Lucknow visited parts of Rajasthan, while another party from Raipur region of Madhya Pradesh visited Rajasthan, Delhi and western U.P. A party from Karnataka went on a trip covering parts of Andhra Pradesh, Orissa, West Bengal, Bihar, U.P. and Madhya Pradesh.

## Fairs and Festivals

8.13 Publicity campaigns on national programmes, achievements of the country during the past fifty years, AIDS awareness, etc. were mounted to cover crowd points at important fairs and festivals of different regions. Some of the fairs

and festivals covered include the India International Trade Fair at New Delhi, the Rath Yatra at Puri, Kumaon festival at Nainital, Navratra festival at Jammu, Nauchandi Mela in Meerut, Kulu Dussehra in Himachal Pradesh, Ganesh Utsav in Maharashtra, Trichur Pooram festival in Kerala and Chindang and Solung festivals in Arunachal Pradesh.

## Prohibition and Drug Abuse

8.14 The Field Publicity Units screened films including 'Alcoholic Drink', 'Boond Boond Zahar', 'Jaam aur Anjaam' and 'Bottled Cannibals' to highlight the evils of drinking and drug abuse and to promote prohibition. International Day Against Drug Trafficking was especially utilized for the purpose.

## Eradication of Untouchability

8.15 Several field programmes were organized to discourage untouchability and promote equality. Appropriate occasions like Ambedkar Jayanti, Sant Ravi Dass Jayanti, Gandhi Jayanti and Buddha Purnima were utilized for the purpose. Films like 'Sant Ravi Dass', 'Cry for Justice', 'An Ancient Curse', etc. were screened extensively. Field Units of Maharashtra, Uttar Pradesh and Karnataka organized a series of public meetings, lectures and cultural programmes on the occasions of Ambedkar Jayanti; Madurai, Salem and Jalundhar units organized mass rallies.

## Promotion of Hindi

8.16 The Directorate has been promoting the use of Hindi as per the Official Language Policy of the Union Government. Hindi Diwas and Hindi Fortnight were observed by all Field Units. Competitions like typing, noting, essay writing and elocution, etc. were organized for the DFP employees at different places. A two-day workshop on Hindi was organized at DFP headquarters as part of the Hindi Fortnight celebrations.

**Regional Offices and Field Publicity Units of DFP**  
(Regional Offices in Bold)

**ANDHRA PRADESH**

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

**ARUNACHAL PRADESH**

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

**ASSAM**

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

**BIHAR-NORTH**

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

**BIHAR-SOUTH**

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

**GUJARAT**

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

**JAMMU & KASHMIR**

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

**KARNATAKA**

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

**KERALA**

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

**MADHYA PRADESH-WEST**

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

**MADHYA PRADESH-EAST**

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

**MAHARASHTRA AND GOA**

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

**MEGHALAYA, MIZORAM AND TRIPURA**

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

**NAGALAND AND MANIPUR**

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

**NORTH-WEST**

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

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

**ORISSA**

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

**RAJASTHAN**

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

**TAMIL NADU AND PONDICHERRY**

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

**UTTAR PRADESH (CE)**

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

**UTTAR PRADESH (NW)**

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

**WEST BENGAL - NORTH**

1. Siliguri
2. Gangtok
3. Jalpaiguri

**WEST BENGAL - SOUTH**

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

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

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

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

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

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

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

4. Jorethang
5. Kalimpong
6. Malda

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

17. Rohtak
18. Shimla
19. Chamba

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

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

9. Tiruchirapalli
10. Tirunelveli
11. Vellore

11. Rae Bareli
12. Sultanpur
13. Varanasi

11. Pithoragarh
12. Ranikhet
13. Uttarkashi

7. Raiganj
8. Cooch Behar

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

## ADVERTISING AND VISUAL PUBLICITY

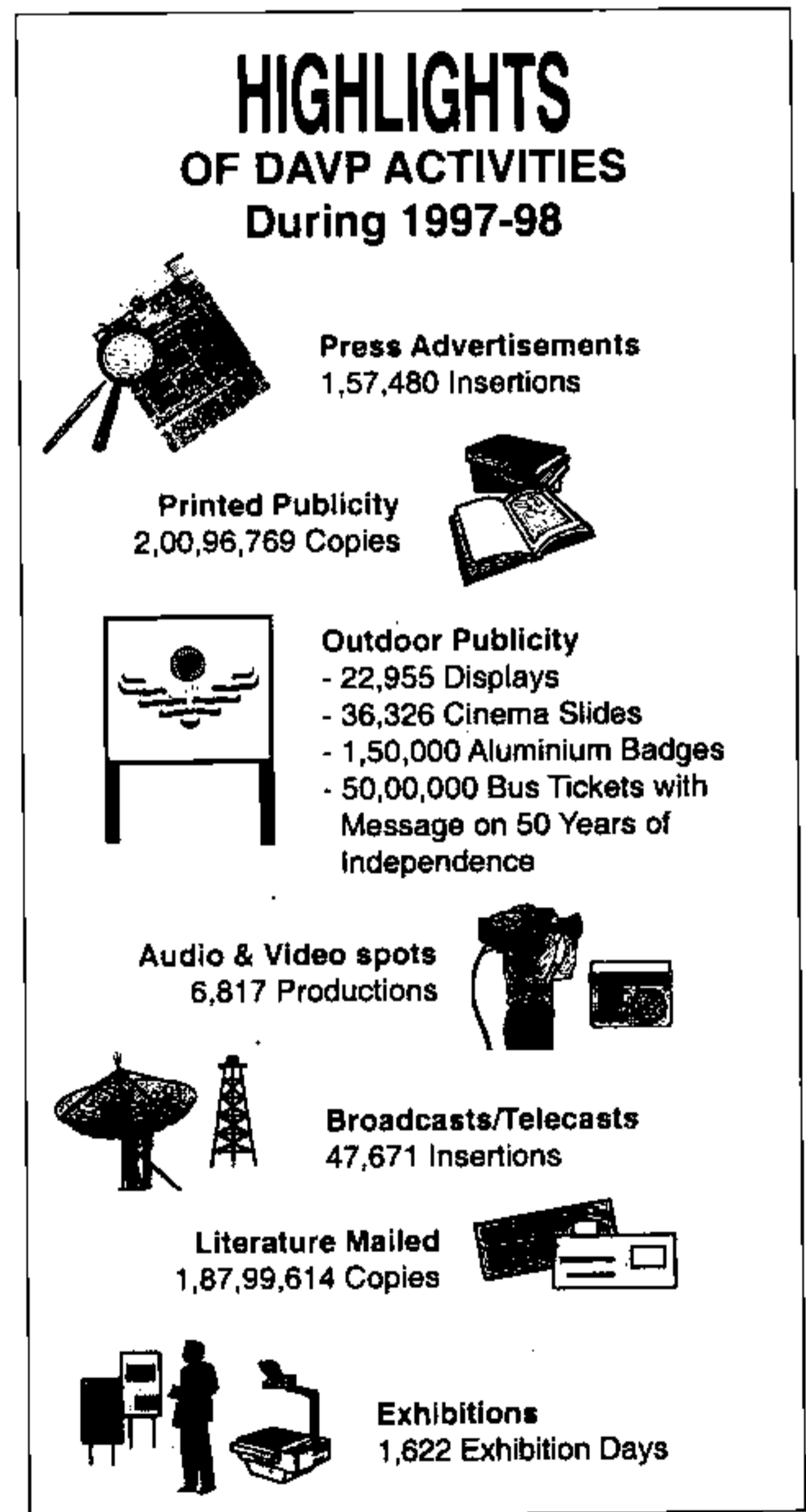
### DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY

9.1.1 The Directorate of Advertising and Visual Publicity is the primary multi-media advertising agency of the Central Government to inform the people about Government's activities, policies and programmes and to motivate them to participate in development activities. It caters to the communication needs of client ministries and departments as also of some autonomous bodies and PSUs in different languages through print material, press advertisements, audio-visual publicity programmes on radio and television, outdoor publicity and exhibitions. Themes highlighted by the Directorate include rural development programmes, health and family welfare, uplift of girl child, rural development, population, handicrafts, immunization, women and child development, national integration and communal harmony, defence, new economic policy, environment, literacy, employment, AIDS, drug abuse and prohibition, customs and central excise, income tax, energy conservation and celebrations of 50 years of India's Independence.

9.1.2 The main set-up of DAVP at the headquarters consists of several wings like Campaign, Advertising, Outdoor Publicity, Printed Publicity, Exhibitions, Electronic Data Processing Centre, Mass Mailing, Audio-Visual Cell, Studio, and Copy Wing.

9.1.3 DAVP has a network of offices spread all over the country. It has two regional offices, one at Bangalore and another at Guwahati to coordinate the Directorate's activities. Two Regional Distribution Centres at Calcutta and Chennai look after the distribution of publicity material in eastern and southern regions respectively. The Directorate has 35 field exhibition units which include seven mobile

exhibition vans, seven family welfare units and 21 general field exhibition units.





## Field Exhibition Units (DAVP)

NO.	NAME OF UNIT	UNIT	NAME OF THE STATE / UT	JURISDICTION
1	Agartala	Gen	Tripura	Tripura, Mizoram
2	Ahmedabad	Gen	Gujarat	Gujarat, Rajasthan, Daman and Diu, Dadra and Nagar Haveli
3	Bangalore	Gen	Karnataka	Karnataka
4	Bhubaneswar	Gen	Orissa	Bihar (Southern)
5	Mumbai	Gen	Maharashtra	Maharashtra and Goa
6	Calcutta	Gen	West Bengal	West Bengal, Sikkim and Bihar (Eastern)
7	Chandigarh	Gen	Union Territory	Chandigarh, Punjab and Haryana
8	Guwahati	Gen	Assam	Lower Assam and Meghalaya
9	Hqrs. No. I	Gen	New Delhi	National Capital Territory of Delhi and special assignments all over the country
10	Hqrs. No. II	Gen	New Delhi	National Capital Territory of Delhi and special assignments all over the country
11	Hyderabad	Gen	Andhra Pradesh	Andhra Pradesh
12	Indore	Gen	Madhya Pradesh	Madhya Pradesh
13	Imphal	Gen	Manipur	Manipur
14	Jammu	Gen	Jammu & Kashmir	Jammu & Kashmir
15	Jorhat	Gen	Assam	Upper Assam
16	Kohima	Gen	Nagaland	Nagaland
17	Lucknow	Gen	Uttar Pradesh	Uttar Pradesh, Western Bihar
18	Chennai	Gen	Tamil Nadu	Tamil Nadu, Pondicherry
19	Shimla	Gen	Himachal Pradesh	Himachal Pradesh
20	Thiruvananthapuram	Gen	Kerala	Kerala
21	Tura	Gen	Meghalaya	Garo Hills, adjoining districts of Assam
22	Jaipur	FW	Rajasthan	Rajasthan, Gujarat
23	Bhopal	FW	Madhya Pradesh	Madhya Pradesh and Rajasthan
24	Calcutta	FW	West Bengal	West Bengal, Orissa, entire North Eastern Region

25	Varanasi	FW	Uttar Pradesh	Eastern U.P.
26	Lucknow	FW	Uttar Pradesh	U.P. and Bihar
27	New Delhi	FW	New Delhi	Delhi and adjoining areas and special assignments
28	Patna	FW	Bihar	Bihar
29	Ahmedabad	Van	Gujarat	Gujarat, Maharashtra, Goa, Daman and Diu, Dadra and Nagar Haveli
30	Aizawl	Van	Mizoram	Mizoram
31	Bikaner	Van	Rajasthan	Rajasthan
32	Calcutta	Van	West Bengal	West Bengal
33	Itanagar	Van	Arunachal Pradesh	Arunachal Pradesh
34	Port Blair	Van	A & N Islands	A & N Islands
35	Shillong	Van	Meghalaya	Assam & Meghalaya

Note : Gen : General Publicity  
 FW : Family Welfare Unit  
 Van : Mobile Vans Unit

## 50 Years of Independence

9.2.1 To commemorate 50 years of India's Independence, DAVP organised a number of exhibitions throughout the country highlighting land and people, freedom struggle and development in various sectors in the last 50 years. The beginning was made at Mumbai by organizing exhibitions entitled "Freedom Struggle - Quit India Movement" at the historic Tejpal Hall, near Kranti Maidan on 9 August, 1997 which was inaugurated by the Prime Minister Shri I.K. Gujral. This was followed by a series of exhibitions entitled "India—50 Years of Independence" organized on and around 15 August, 1997 at Hyderabad, Tamluk, Jammu, Ahmedabad, Bangalore, Guwahati, Thiruvananthapuram, Bhubaneshwar, Varanasi, Lucknow, Bhopal, Chandigarh, Chennai and Jaipur. A prestigious exhibition organised at Red Fort, Delhi was inaugurated by the MIB on 20 August, 1997. The exhibition depicted the story of the freedom struggle and development in the last 50 years through display of around 600 photographs, models, panels and other visuals. The exhibition provided facility to listen to the speeches of the great leaders of the country. The exhibition attracted

a large number of visitors every day. DAVP has so far organised about 55 exhibitions for around 525 days on 50 years of India's Independence.

9.2.2 A series of six posters, a folder entitled "India Facts-1997" and a booklet entitled "Quit India Movement" have been printed. The booklet on "Quit India Movement" was largely distributed during the exhibition at Mumbai on 9 August, 1997. Three lakh copies of stickers have been printed and distributed in various schools & colleges and 1.5 lakh aluminium badges have been produced and distributed in primary schools in backward districts and to the children who visited the exhibition. In Outdoor Publicity over hoardings, bus panels, kiosks, animation display, decorative railings have already been displayed in various parts of the country. Message on 50 Years of Independence has also been printed on the reverse side of bus tickets of Andhra Pradesh State Road Transport Corporation. Nine Video and two Audio Spots have been produced for telecast/broadcast on Doordarshan/AIR. The software has also been provided to field units of DFP and DAVP.

9.2.3 The speech of Prime Minister Shri I.K. Gujral delivered on the occasion of 15 August,

## EXHIBITIONS INDIA—50 YEARS OF INDEPENDENCE



*A view of the main gate of the exhibition mounted at the Red Fort by DAVP to celebrate the 50-years of Independence*



*Visitors at the exhibition put up by DAVP during the India International Trade Fair*

1997 was printed in the form of a booklet entitled "Peace, Prosperity and Social Justice". A book entitled "Information and Broadcasting Ministry Celebrates 50 Years of Freedom" has been printed which provides the complete details regarding the programmes being organised throughout the country in the year.

9.2.4 DAVP released press advertisements in Hindi, English and all regional languages on all India basis on "Quit India Movement, 9th August 1997" and "Independence Day 15th August 1997" to commemorate 50 years of India's Independence. An advertisement entitled "National Photo Contest — India Turns 50 Today" was issued asking the general masses to click photographs between 00:00 hrs and 24:00 hrs on 15 August 1997 for the National Photo Contest. Besides, all display advertisements being released through DAVP at present are carrying the logo of 50 years of India's Independence.

9.2.5 DAVP set-up the theme Pavilion at the International Trade Fair 1997 at Pragati Maidan, New Delhi. The exhibition on 'India—50 Years of Independence' was organised in the Indira Vision Hall in which other media units — Song and Drama Division, Publications Division, Photo Division and Directorate of Field Publicity also participated. It was a multi-media inter-active show which attracted large audience during the Trade Fair. The awards to the winners of the National Photo contest on 50 Years of Independence were also given away on 14 November, 1997 at a function. A special publication entitled 'India Turns 50 Today' was printed which depicted the award winning photographs. A folder entitled 'India—50 Years of Independence—An Introduction to the Exhibition', a single sheeter entitled 'India—50 Years of Independence', 'India Facts' and other publications were distributed during the exhibition.

9.2.6 DAVP's exhibition depicted freedom struggle as well as the progress made in various fields, like agriculture, industry, science, space, research, rural development and economic growth in the last 50 years. Besides, models and visuals, facility to listen to the speeches of the great leaders of the country was also made available.

9.2.7 During the exhibition, Song and Drama

Division organised live performances of patriotic songs, dance and music from different regions. The Publications Division's books counter had a large number of publications including publications connected with freedom struggle and freedom fighters. The Photo Division displayed photographs which were clicked between midnight of 14-15 August 1997, heralding the Golden Jubilee celebrations. These photographs had been sent by the amateur and professional photographers in response to a competition organised by the Photo Division.

The DAVP Pavilion has been adjudged the Second Best Pavilion in the Central Government Establishment category and has been awarded the Silver Medal by the ITPO.

### Printing of Material

9.3.1 During the year, the Directorate brought out folders, brochures, booklets, posters, stickers, wall hangers, etc. on a variety of schemes/programmes like rural development, immunization, health and family welfare, women and child development, national integration and communal harmony, income tax, union budget 1997-98, AIDS, drug abuse and prohibition, food and nutrition, etc.

9.3.2 The inaugural address by the then President of India, Dr. Shanker Dayal Sharma at the conference of Governors on 2 June, 1997 in New Delhi was printed in a booklet form entitled 'Role of Constitutional Head'.

9.3.3 The speeches of the Prime Minister delivered on various occasions were printed in the form of booklets/folders entitled 'A New World Order', 'Need for Qualitative Improvement in Health Scheme', 'Science and Technology for Basic Minimum Services', 'Need for Collective Strategy to Achieve Higher Growth Rate', 'A New Package for Jammu and Kashmir', 'Science and Technology for Basic Minimum Services', 'Economic Reforms to Continue', 'SAARC—New Strategy for Development', 'Need for Effective and Responsive Government', 'Indo-US Relations — Start of a New Friendship', 'Need for Consensus on Development, Peace and Stability', 'Prime Minister's Statement to the Media on Assam', 'Peace, Prosperity and

Social Justice', 'Peace, Prosperity and Stability', 'India's 50 Years—Promise for the next Millennium', 'United Nations Future Challenges—52nd Session of the United Nations', 'Need for Strengthening Partnership between India and Africa', 'Need for Greater India-South Africa Economic Cooperation', 'India-South Africa Friendship', 'Consensus on Values of Civilized Society', 'Need for Genuine Devolution of Power', 'Indian Ethos and Heritage', 'India and the World', 'Need for consensus on Development, Peace and Stability' and 'Consensus on Values of Civilised Society'.

9.3.4 A series of stamp folders have been printed on 'Ram Manohar Lohia', 'Swami Brahmananda', 'Ram Sevak Yadav', 'Sibnath Banerjee', 'Rukmani Lakshmi pathi', 'Swatantra Bharat', 'India's Struggle for Freedom', 'Firaq Gorakhpuri', 'Birbal Sahni Institute - Lucknow', 'INDEPEX'97—World Philatelic Exhibition', 'V.K. Krishna Menon', 'Sir William Jones', 'The Lawrence School, Sanawar', '66th General Assembly Session of ICPO-Interpol', 'Rural Indian Women', 'Children's Day', 'World Convention on Reverence for All Life', 'Indian Medicinal Plants' and 'Pandit Onkar Nath Thakur', 'Nanak Singh', 'Bhogarajee Pattabhi Sita Ramayya', 'Eleventh Gorkha Rifles', 'Rotary International', 'Maharana Pratap and 'Mahatma Gandhi'.

9.3.5 Publications have also been printed entitled 'New Initiative for Poverty Alleviation and Economic Growth', 'INDEPEX-1997', '20 Questions on Universal immigration Programme', 'Education for Minorities', 'Rajbhasha Calendar - 1997-98', 'Netaji Subhas Chandra Bose', 'Role of the Constitutional Head', 'Dada Sahab Phalke Award', 'Diet for Pregnant Women', 'IAF-Brochure', 'Mahatma Gandhi', 'Telugu Couplet', 'Akashwani Sangeet Sammelan', 'National Awards for Outstanding Entrepreneurs and Quality Products', 'Let No One Die for Want of Blood', 'The Life and Work of Sardar Vallabhbhai Patel', 'Dr. Rajendra Prasad', 'Scheme of Advance Rulings for non-residents Under the Income Tax Act, 1961' and 'Drug Abuse and Prevention'. A series of four stickers were also printed on Nutrition. A series of four booklets on AIDS and a poster for Teacher's Day '97 have been printed. A special publication

has also been printed on 'Dengue Fever and Dengue Haemorrhagic Fever'.

9.3.6 To highlight Union Budget 1997-98, DAVP brought out a folder entitled "Accelerating Growth with Economic Stability—Thrust on Poverty Alleviation and Human Development—Union Budget 1997-98". The publication has been printed in Hindi, English and all regional languages.

9.3.7 DAVP printed five kinds of Tax-Payers Information folders entitled 'Cost Inflation Index', 'Dates with Direct Taxes', 'Tax Rates', 'Penalties and Prosecutions under Income Tax Act, and 'Incomes Exempt from Tax'. Publications entitled 'Hand Book on Advance Ruling' and 'Assessment of Partnership Firms' have been printed. A book has also been printed on Voluntary Disclosure of Income Scheme. Another publication has also been printed on 'How to Compute Your Capital Gains'. An exclusive brochure entitled 'Doordarshan—1997' has been printed highlighting various activities of Doordarshan, location of its LPTs & HPTs and other relevant details. A folder was printed on Mother Teresa entitled 'Mother an Apostle of Peace, Love and Humanity'. The publication highlighted her early life, the journey of her mission as messenger of love.

9.3.8 For International Film Festival of India '98, DAVP brought out two publications, 'Indian Cinema—1997' and 'Cinema of the World 1998'. DAVP also brought out daily bulletins for 11 consecutive days starting from January 11 to 20 which highlighted the films being screened, schedule of the films, interviews of various personalities connected with the film world, write-ups/reviews of the films. Two posters on 'Indian Panorama '98' and '29th International Film Festival of India' were also printed.

#### **MATERIAL PRINTED (1997-98)**

Publications Printed	—	834
Copies Printed	—	2.01 Crore
Languages covered	—	Hindi, English & All Regional Languages

## PUBLICATIONS AT A GLANCE

### Finance

- Union Budget 1997-98
- Tax Clearances - 1997
- Hand Book on Advance Ruling
- Assessment of Partnership Firms
- Cost Inflation Index
- Dates with Direct Taxes
- Tax Rates
- Penalties and Prosecutions under Income
- Tax Act
- Incomes Exempt from Tax
- Voluntary Disclosure of Income Scheme

### Health and Family Welfare

- 20 Questions on Universal Immunization Programme
- Pregnant Women
- Breast Feeding
- AIDS — Government and NGOs for SAPOs
- Malaria
- Let No One Die for Want of Blood

### Food and Nutrition

- A series of five Stickers on Nutrition
- Diet for Pregnant Women

### Eminent Personalities

- Dr. Rajendra Prasad
- Sardar Vallabhbhai Patel
- Mother Teresa
- Mahatma Gandhi
- Netaji Subhas Chandra Bose

### Information and Communication

- Role of Constitutional Head
- All India Radio
- Turkish Film Festival
- Accreditation Index - 1997

- National Film Festival
- Role of Constitutional Head
- Doordarshan 1997
- Dada Sahab Phalke Award
- Akashwani Sangeet Sammelan 1997
- National Awards for Outstanding Entrepreneurs and Quality Products

### Post

- INDEPEX 1997

### Stamp Folders

- Ram Manohar Lohia
- Pandit Onkar Nath Thakur
- Swami Brahmananda
- Rukmani Laxmipati
- India's Struggle for Freedom
- Firaq Gorakhpuri
- Beaches of India
- Rural India Women

### 50 Years of India's Independence

- India Facts 1997
- Five posters on national integration and communal harmony
- Quit India Movement 1942
- Three Lakh Stickers
- One Lakh Badges
- Peace, Prosperity and Social Justice — PM's Speech on 15 Aug. '97
- Information and Broadcasting Ministry celebrates 50 years of Freedom
- India Turns 50 Today
- India — 50 Years of Independence
- An Introduction to the Exhibition

9.3.9 For General Elections '98 DAVP printed a hand book entitled 'General Elections—1998' which gave a first-hand information regarding the elections at present and past. A series of posters have also been printed on General Elections '98 highlighting messages like 'Vote & Strengthen our Democracy', 'Your Polling Station is Nearby' and 'Vote Without Fear'. The posters were printed in Hindi, English and all regional languages and distributed throughout the country.

9.3.10. DAVP brought out a series of publications on subjects/themes pertaining to health and family welfare. Publications were printed on 'Rheumatic Fever', 'AIDS', 'STDs increase your chances of HIV' and 'Blood Donation Day'. On AIDS, the Directorate brought out publications entitled 'Let blood bring life not AIDS', 'AIDS free Sex', 'Protect Yourself from AIDS', 'from AIDS', 'Let blood bring life not AIDS', 'Use Condoms', 'STDs are Curable', 'Condom is between you & AIDS', 'Sharing needles could be your last trip', 'Not just sex but AIDS free sex' and 'Being friendly with a person with HIV/AIDS'.

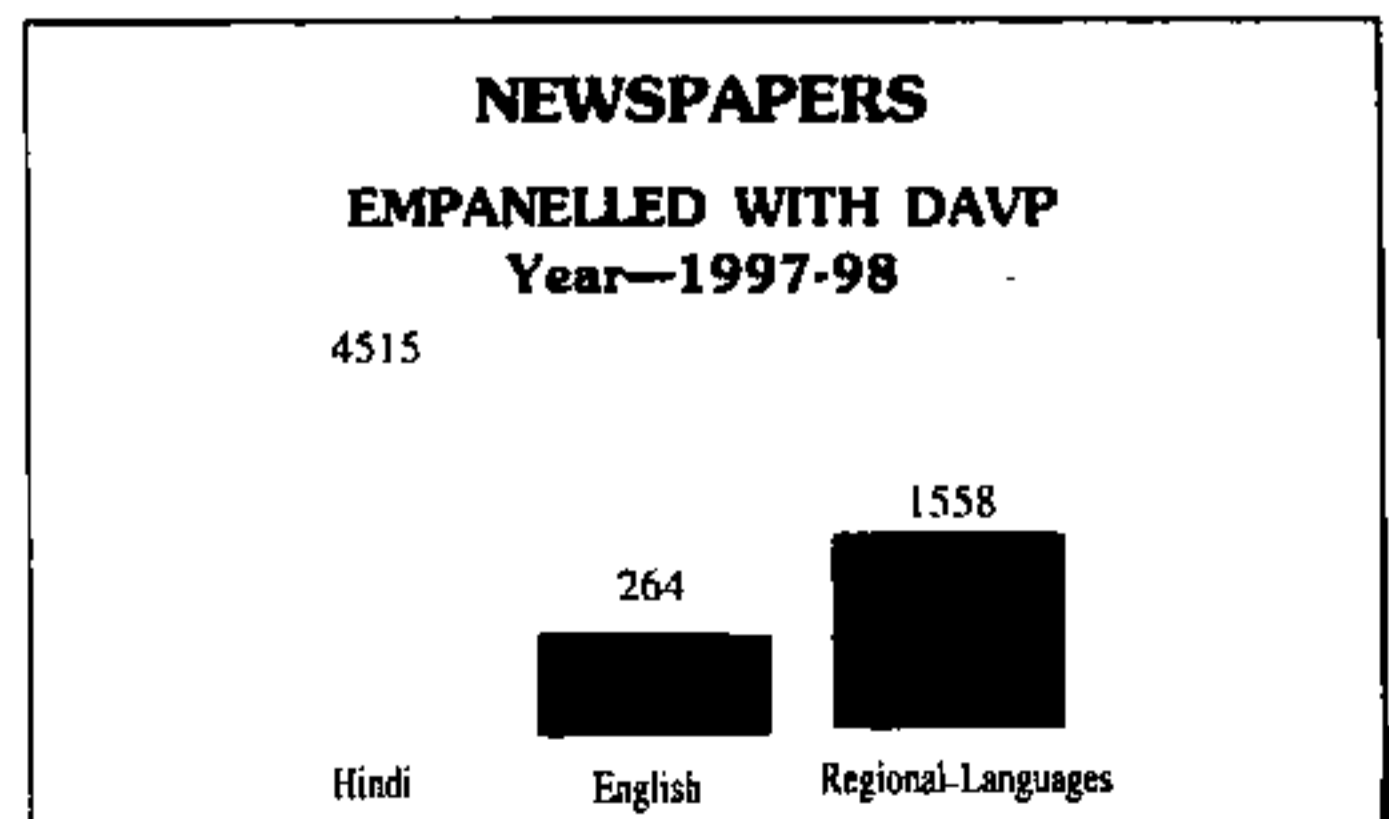
## PRESS ADVERTISEMENTS

9.4.1 DAVP released press advertisements on behalf of various ministries/departments and for some of the autonomous bodies and public sector undertakings. During the period, press advertisements were issued on 'EMS-Speed Post', 'Non-Conventional Energy Sources', 'International Day Against Drug Abuse and Illicit Trafficking', 'Income Tax', '5th National Photo Competition on Literacy/Adult Education', 'World No-Tobacco Day', 'Mahavriksha Puraskar-1966', 'World Health Mela', 'Viral Hepatitis', 'Population', 'Indira Gandhi Paryavaran Puraskar 1997', 'National Old Age Pension Scheme', 'Doordarshan — Greater Attention to Rural Areas', 'Doordarshan and Akashvani — Better Quality of Service for Rural Areas', 'AIDS', 'National Literacy Mission', 'Tuberculosis', 'Pollution Control', 'National Savings Organisation', 'Perfect Health Mela — 50 Years of Achievement in Health', 'Population Control', 'Girl Child', 'Non-Conventional Energy Sources', 'Voluntary Disclosure of Income Scheme', 'Sanchiyaka', 'Kisan Vikas Patra', 'Dengue

Prevention', 'Empowering the Rural Poor and Generating Employment', '50 Years of Indian Agriculture', 'Farmers make India Self-Reliant', '13th Telephone Adalat', 'IAF — A Glorious Career, An Impressive Lifestyle', 'Healthy People Healthy Nation' and 'India — The Nation Stands for Quality, not Numbers — Population Control. Press advertisements were also issued on International Film Festival of India '98 and General Elections '98.

9.4.2 A series of advertisements have been released on 'Empowering the Rural Poor and Generating Employment in Bihar, Goa, Orissa, Mizoram, Manipur, Meghalaya, Maharashtra, Madhya Pradesh, Karnataka, Himachal Pradesh, Jammu & Kashmir and Haryana.

9.4.3 On the occasion of XXXI International Literacy Day, 8 September 1997, DAVP released 10 advertisements from 30 August, 1997 to 8 September 1997 in leading newspapers and periodicals throughout the country. Press advertisements were also released on the occasion of National Nutrition Week, from September 1-7, 1997. 'World Thrift Day—October 28, 1997', 'Global Iodine Deficiency Disorders (IDD) Day—October 21, 1997', 'World Breast Feeding Week—August 1-7, 1997', 'Flag Day—25th November, 1997', 'World AIDS Day—December 1, 1997', 'Children's Day—14 November, 1997', 'World Post Day—October 9, 1997 and 'World Disaster Reduction Day—October 8, 1997. Other advertisements relating to recruitments and tender notifications were also issued to leading newspapers and periodicals.



## ADVERTISEMENTS AT A GLANCE

### Important Themes/Programmes Covered

- 50 Years of India's Independence
- 5th National Photo Competition on Literacy and Adult Education
- 50 Years of Achievements in Health
- 50 Years of Indian Agriculture and Farmers make India Self Reliant
- AIDS Prevention
- Dengue Prevention
- Doordarshan - Greater Attention in Rural Areas
- Doordarshan and Akashwani — Better Quality of Service for Rural Areas
- Girl Child — Uplift and Development
- Employment Assurance Scheme
- Empowering the Rural Poor and Generating Employment — series of ads
- EMS — Speed Post
- Healthy People Healthy Nation
- Income Tax
- Indian Air Force — A Glorious Career, An Impressive Lifestyle
- India — The Nation Stands for Quality Not Numbers-Population Control
- India turns 50 Years — Photo Contest
- Kisan Vikas Patra
- Literacy
- National Old Age Pension Scheme
- National Savings Organisation
- Netaji Subhas Chandra Bose
- Non-Conventional Energy Sources
- Population Control
- Sanchayika
- Sex Text of Foetus is Illegal
- Tuberculosis
- Viral Hepatitis
- Voluntary Disclosure of Income Scheme

### Important Days/Events Covered

- Air Force Day - October 8, 1997
- Children's Day - November 25, 1997
- Flag Day, November 25, 1997
- Global Iodine Deficiency Disorders (IDD) Day, October 21, 1997
- International Day Against Drug Abuse & Illicit Trafficking - June 26, 1997
- Independence Day, August 15, 1997
- International Day for Elderly People, October 1, 1997
- International Day for the Disabled Persons, December 3, 1997
- Kranti Divas, August 8, 1997
- Mahatma Gandhi's Birth Day, October 2, 1997
- National Nutrition Week, September 1-7, 1997
- World Health Day, April 7, 1997
- World No-Tobacco Day, May 31, 1997
- World Breast Feeding Week, August 1-7, 1997
- World Post Day, October 9, 1997
- World Thrift Day, October 28, 1997
- World Disaster Reduction Day, October 8, 1997
- World AIDS Day, December 1, 1997
- 31st International Literacy Day, September 8, 1997 — a series of ads
- International Film Festival of India — January 10-20, 1998
- Republic Day — January 26, 1998
- Martyrs Day — January 30, 1998
- Netaji Subhas Chandra Bose Birth Anniversary — January 23, 1998
- National Cleanliness Day — January 30, 1998
- Coast Guard Anniversary — January 21, 1998
- Consumer Rights Day — March 15, 1998



## Exhibitions

9.5.1 DAVP, through its network of 35 field exhibition units including seven mobile exhibition vans, seven family welfare units and 21 general exhibition units, put up exhibitions in different parts of the country to publicise various schemes, programmes and policies of the Government.

9.5.2 Besides organising series of exhibitions on 50 Years of India's Independence, around 125 exhibitions were organised on national integration and communal harmony entitled "Ek Rashtra Ek Pran" in Himachal Pradesh, Uttar Pradesh, Tamil Nadu, Meghalaya, Delhi, Chandigarh, Orissa, Assam, Madhya Pradesh, Maharashtra, Gujarat and West Bengal. Thirty-five exhibitions were organised on family welfare entitled "Chhota Parivar - Sukh Ka Aadhar" in Bihar, Uttar Pradesh, West Bengal, Delhi, Madhya Pradesh and Rajasthan. Twenty exhibitions on rural development entitled "Gaon Vikas Ke Ore" were organised in Gujarat, Andhra Pradesh and Karnataka. Fifteen exhibitions on Netaji Subhas Chandra Bose were organised in Gujarat, Andhra Pradesh and Karnataka. Other exhibitions were entitled "Swami Vivekananda", "Mahatma Gandhi", "Women and Development" "North East Marches Ahead" and "Dr. B.R. Ambedkar".

'Birth Anniversary of Netaji Subhas Chandra Bose—23rd January', 'Republic Day—26th January', 'Martyrs Day—30th January', 'and 21 Coast Guard Anniversary—1st February'.

## Audio and Visual Publicity

9.6.1 DAVP produced and broadcast nine weekly radio sponsored programmes entitled 'Gaon Vikas Ke Ore' and 'Chalo Gaon Ke Ore' on rural

EXHIBITIONS PUT UP (1997-98)		
No. of Exhibitions	—	289
No. of Exhibition Days	—	1,622
Reach	—	All India

development, 'Yeh Bhi Khoob Rahi' and 'Haseen Lamhe' on family welfare, 'Nai Raah Apnao' on non-conventional energy sources, 'Aao Hath Badhayen' on welfare themes, 'Naya Savera' on women and child development and 'Poshan aur Swastha, on food and nutrition. These sponsored programmes are being produced and broadcast in Hindi and all regional languages through Vividh Bharati Station of AIR. The sponsored programmes on rural development "Gaon Vikas Ke Ore", and "Chalo Gaon Ke Ore", are also being broadcast in north-eastern region in their regional languages/dialects.

9.6.2 Audio and Video programmes have been made on other themes including food and nutrition, leprosy and income tax. Three audio spots of 30 seconds duration and two video spots of 60 seconds duration were produced and broadcast/telecast on AIR/Doordarshan during National Nutrition Week, 1-7 September 1997. Video spots on Blood Donation highlighting the message through cricketers Saurav Ganguli, Robin Singh and Rajesh Chauhan were telecast extensively on Doordarshan.

9.6.3 DAVP produced 72 video spots on 'National Social Assistance Programme'. The video spots were produced in Hindi and regional languages. Besides telecast on Doordarshan, these

PRESS ADVERTISEMENTS (1997-98)	
Classified Ads Released—	15,279
Display Ads Released —	463
Total Ads Released —	15,742
Languages Covered —	Hindi, English & Regional Languages
Newspapers on Panel —	6,337

AUDIO & VIDEO PROGRAMMES (1997-98)	
Audio Programmes —	6,817
Broadcast —	43,702
Video Programmes —	244
Telecasts —	3,969
Languages Covered —	Hindi, English & Regional Languages

**OUTDOOR PUBLICITY MATERIAL****(1997-98)**

Hoardings	—	402
Kiosks	—	6,910
Decorative Railings	—	550
Wall Paintings	—	3,740
Bus Panels	—	7,385
Banners	—	868
Cinema Slides	—	36,227
Badges	—	1.50 Lakhs
Bus Tickets	—	50.00 Lakhs
Languages covered	—	Hindi, English & all Regional Languages
Reach	—	All India

programmes are also being telecast through CCTV network.

9.7.1 In outdoor media hoardings, kiosks, bus-penals, wall paintings were displayed on National Integration and Communal harmony, Drug Abuse, Untouchability, Netaji Subhas Chandra Bose, Health and Hygiene, Rural Development and National Film Festival.

9.7.2 During the Nauchandi Mela at Meerut, DAVP put up 200 kiosks, 20 hoardings and 150 bus panels on national integration and communal harmony. One hundred cinema slides were also prepared and screened in cinema halls on national integration.

9.7.3. On national integration and communal harmony, DAVP displayed 700 kiosks in Delhi, Rajasthan and Haryana, Uttar Pradesh. Eighty-five hoardings were displayed in Bihar, Haryana, Madhya Pradesh, Rajasthan, Uttar Pradesh, Assam, Chandigarh and West Bengal, 250 wall paintings

have been displayed in Andhra Pradesh, Karnataka and Pondicherry. A full series of cinema slides numbering 9100 was also produced on national integration and communal harmony in Hindi, English and all regional languages and screened in cinema halls all over the country.

9.7.4 On Rural Development, kiosks were displayed in Uttar Pradesh, Rajasthan, Haryana and Delhi. Bus panels were displayed in Delhi, Haryana and Chandigarh. Animation display were arranged at ten places, four at Red Fort, three at ITO crossing in Delhi and three at NOIDA in Uttar Pradesh. The Animation display highlighted the messages on National Social Assistance Programme.

9.7.5 For **International Film Festival of India '98'**, DAVP displayed 800 kiosks, 200 bus-panels, 230 banners, 300 decorative satin buntings, 100 satin flags, hoardings and produced and screened cinema slides.

9.8.1 The Mass Mailing Wing has over 15 lakh addresses under 545 categories. The categories include schools, colleges, hospitals, social and voluntary organisations, State Information Departments, BDOs, field publicity offices, VIPs, MLAs, Members of Parliament, etc.

**MAILING OF MATERIAL****(1997-98)**

Material Mailed	—	1.88 crore copies
Updation of Old Addresses	—	66,796 Addresses
New Addresses Added	—	25,244 Addresses
Total No. of Addresses	—	15.00 Lakhs
Total Categories	—	545 Categories
Reach	—	All India

## PHOTO PUBLICITY

### PHOTO DIVISION

10.1.1 The main function of the Photo Division is to document photographically, the growth and special changes in the country and to provide visual photographic support required in communication. The Division provides photographic material to the media units of the Ministry of Information and Broadcasting and other Central and State government Ministries/Departments including the President's Secretariat, Vice-President's Secretariat, Prime Minister's Office/Prime Minister's Residence, Lok Sabha/Rajya Sabha Secretariats and Indian Missions abroad through External Affairs. The Division also supplies on payment, black and white and colour photographs to non-publicity organisations and general public. During the year 1997-98, the Division earned a revenue of Rs. 12.19 lakh by supplying photographs.

10.1.2 The Division has well equipped laboratories and equipment for handling different kind of photographic jobs and assignments at its Headquarters in Delhi. A Photo Data Bank has also been installed in the Head Office of Photo Division, Soochna Bhavan, New Delhi. Work on the network for linking the Photo Bank with all regional offices is also in progress. The process of recording the photographs into the Photo Data Bank is also in progress. The division has four regional offices at Mumbai, Chennai, Calcutta and Guwahati.

### 50 Years of Independence

10.2.1 As country is celebrating the 50 years of Independence, the Photo Division has made a special contribution in selecting some special photographs from its archives to project the growth and development of the country during the last 50 years. In collaboration with the Press Information Bureau, such photographs were released to the Press for both internal and external publicity. The

Photo Division and DAVP have jointly organised a special exhibition on the growth and development of the country including political exposition during the last 50 years. The main exhibition was organised at the Red Fort premises on and from 15th August 1997. As a follow-up another such exhibition was held during the Trade Fair from the 14th November at the Pragati Maidan.

10.2.2 The Photo Division also organised an All India Photo Contest inviting photographers in the country to take photographs of the celebrations on the 50th year of Independence. The theme of the Contest was Azad Bharat Ke Pachas Varsh Aaj (India Turns 50 Today). The condition of the entry for this unique exhibition was to click pictures between 00 to 24 hours on 15 August 1997. The theme was rather wide in its scope and that gave the contestants a large arena from which to select their subjects. The contest received an overwhelming response from the people in the country and the Division received 7650 entries from 4346 entrants. The selection committee comprising Shri S. Paul, Shri Praveen Jain and Shri O.P. Jora selected 194 photographs for the purpose of the special exhibition. Twentysix awards - 13 each in both the sections i.e. black and white and colour were decided. It has also been decided to hold the exhibitions at Calcutta, Chennai and Mumbai in addition to New Delhi. The inaugural exhibition of award winning/selected photographs has been held at Pragati Maidan, New Delhi from 14 November 1997 to 23 November 1997. Secretary, I&B distributed the awards. As per the schedule programme, Photo Division organised the Photo Exhibition on the theme "India Turns 50 Today." at Calcutta from February 18 to 21, 1998.

### Major Coverages

10.3.1 The Photo Division undertook extensive photo coverage of President's engagements from

time to time. The Division has covered extensively the Prime Minister's visit to Nepal, Tanzania, USA, Italy, Uganda, South Africa, Bangladesh and Egypt. Vice-President's visit to Singapore has also been covered. These include an extensive coverage of SAARC Conference held at Male and India's participation at the UN Summits. The photographs were released to the Press all over the country through Press Information Bureau and Indian Missions abroad through External Publicity Division of the Ministry of External Affairs.

10.3.2 The Photo Division also undertook the photo coverage of visits of foreign dignitaries as well as Heads of State/Governments of foreign countries to India.

10.3.3 The celebrations of the 50th year of Independence were covered by this Division in different parts of the country. The Division covered the midnight session of the celebration of the events from the Central Hall of Parliament and other places. A record number of photographs have been supplied to other media units for the purpose of the utilisation of the material for the

celebration of the 50th year of Independence.

10.3.4 Photo Division has provided an extensive coverage of the 29th International Film Festival of India 1998 at Siri Fort, New Delhi. Photo Division has actively participated and provided extensive coverage of the 12th General Lok Sabha Polls 1998 in various parts of the country.

#### **Modernisation of Division**

10.4.1 There is only one Plan Scheme viz. "Modernisation of Photo Division" included in the Ninth Plan (1997-2002) in respect of Photo Division with a proposed total outlay of Rs. 400 lakh.

10.4.2 During the first year of the scheme (1997-98), it is proposed to procure "Preserver" (Digital Photo Library), at an outlay of Rs. 75 lakh. The "Preserver", an equipment of state-of-the-art technology, will help the Photo Division in preservation of around 10 lakh negatives of archival and historical importance available with the Division. The equipment will also be helpful in quick retrieval and production of photographs at a short notice.

## SONG AND DRAMA

### SONG AND DRAMA DIVISION

11.1 The Song and Drama Division is a media unit of the Ministry, with specific mandate of development communication mainly in rural areas. This is the largest organisation in the country and perhaps in Asia dealing with performing arts as a mode of communication. It utilises a wide range of folk and traditional forms, such as folk and traditional drama, ballets, operas, dance drama, folk and traditional recitals, puppetry and even the skills of hundreds of magicians with age-old tradition. In addition, the Division also utilises Sound and Light shows with modern techniques and hundreds of artistes for presenting programmes

on broad national themes such as Communal Harmony, National Integration, Secularism, promotion of cultural heritage, Health, Environment, Education etc.

### Organisational Set Up

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



*Tribal Artistes of the Division performing at the IITF exhibition to mark 50 years of Independence*

### Border Publicity Troupes

11.3 The Division has 28 Border Publicity Troupes located in seven Border Centres viz. Imphal, Jammu, Shimla, Nainital, Darbhanga, Jodhpur, and Guwahati. These Troupes have undertaken publicity in the remote border areas to educate the people about various development schemes and also to counter the propaganda across the border. During 1997-98 1800 programmes were organised in close collaboration with SSB, BSF and other Government agencies.

### Departmental Drama Troupes

11.4 Departmental Drama Troupes situated at Pune, Patna, Hyderabad, Bhubaneswar, Srinagar and Delhi presented 400 shows of plays on various themes like Family Welfare, AIDS, Drug Abuse, National Integration, Communal Harmony, Environment issues etc. These troupes presented shows especially in local fairs and festivals where

large number of people congregate. The famous festivals like Ganesh Festival in Maharashtra, Car Festival in Orissa, Charminar Festival in Hyderabad were also covered.

### Armed Forces Entertainment Troupes

11.5 The Armed Forces Entertainment Wing of the Division is providing entertainment to the Jawans in forward areas. There are Nine Troupes situated in Delhi and Chennai. During the year, the Troupes presented 300 programmes. These programmes were organised in coordination with the Defence authorities. In addition, these troupes presented programmes for national and international gatherings and also participated in Sadbhavana Samaroh in Leh & Ladakh, Golden Jubilee Celebrations, Peace March, Campaigns on Pulse Polio, Indira Mahila Yojana, National Social Assistance Programme, Prevention of AIDS etc.



Performance by the artistes of Song & Drama Division at the National Cultural Festival held at Bangalore

### **Tribal Publicity**

11.6 The Ranchi Tribal Centre established for involving Tribal Cultural troupes has been upgraded to increase the IEC activities and also to involve more and more tribal artists in the developmental process. During 1997-98 these troupes organised 648 programmes in the tribal areas of Bihar, Orissa and Madhya Pradesh to educate the people about various schemes meant for the tribes. Various Adivasi Festivals were covered by organising special cultural programmes. Special efforts were made to reach the tribal population of North-Eastern States by Guwahati Regional Centre by deploying troupes to communicate on developmental issues.

### **Sound and Light Programmes**

11.7 With an objective of educating the people in general and youth in particular about the glorious heritage of the country and the sacrifices made by the freedom fighters, the Sound and Light Units of the Division are mounting Sound and Light spectacle which are witnessed by thousands of audience. The Delhi Unit mounted "Woh Rahguzar Woh Rahageer" in Phool Walon Ki Sair at Mehrauli. "Manjilen Aur Bhi Hain" at Meerut, "Sunhare Wark" at Amritsar. Bangalore unit presented "Subramania Bharati" at Vedaranyam, "Karnataka Vaibhav" at Mysore and Hampi. These units presented 61 programmes during 1997-98.

### **Professional and Special Services**

11.8 The Division deploys cultural troupes comprising the folk and traditional artists for communicating to the people in their own cultural context. The private troupes are registered and oriented for communicating various developmental themes to the people living in rural areas. More than 700 troupes comprising about 7,000 artists and more than 1,000 empanelled artists engaged in IEC activities presented more than 35,000 programmes during 1997-98. These troupes participated in the campaigns organised by the Division on AIDS Awareness, Health and Family

Welfare, National Integration, Communal Harmony, New Economic Policy, National Social Assistance Programme and Indira Mahila Yojana etc.

### **Health and Family Welfare**

11.9 To publicise various aspects of Health Care, Small Family Norm, Mother and Child Health, Sanitation, Immunization etc., the Division utilises various formats of live media to reach the remote and backward areas where Electronic and Print Media are inaccessible. Orientation workshops on these programmes were organised for the officers of the Division at the National level and for troupes at the State level. A campaign on Pulse Polio Immunization was launched by presenting 2000 programmes. The programmes on Health and Family Welfare were also organized in the prominent fairs and festivals including India International Trade Fair. More than 11000 performances were presented on Health and Family Welfare.

### **Major Activities**

11.10 The Division undertook major publicity campaigns on National Social Assistance Programme, Indira Mahila Yojana, Prevention of AIDS, Pulse Polio, Drug Abuse, National Integration & Communal Harmony, Revamped Public Distribution System and New Economic Policy. Sadbhavana Samaroh, Golden Jubilee Celebrations of India's Independence, Sound and Light Programmes "Yug Purush" on Mahatma Gandhi, 'Sunhare Wark' and 'Manjilen Aur Bhi Hain' on freedom struggle, Krishnadevaraya of Vijayanagar Empire, 'Karnataka Vaibhav' on History and Culture of Karnataka are some of the prestigious programmes of the Division organised during this year. In connection with Vijay Diwas, the Division presented a gigantic Sound and Light Programme. Special Publicity was undertaken in the sensitive and Inner Line areas of North-Eastern States, Jammu and Kashmir, Punjab and other border regions of the country. Cultural troupes from Tribal, Scheduled Caste and Minority Communities were involved for such publicity efforts. The activities of the Division are carried out under various Plan

and Non-plan schemes.

### Golden Jubilee Year of India's Independence

11.11 As a part of its activities for the celebrations of Golden Jubilee Year of India's Independence, the Division organised programmes from August 1997 in different parts of the country. Five contingents of about 100 artists each marched through important villages, towns and cities at six places related to our struggle for freedom. The contingents alongwith local artists presented cultural programmes depicting the saga of freedom struggle and singing patriotic songs. The Marches were organised at following places:- (1) Katkalkalan to Jallianwala Bagh in Punjab; (2) Kakoti to Allahabad in Uttar Pradesh; (3) Sabarmati to Dandi in Gujarat; (4) Mumbai to Pune in Maharashtra; (5) Kakinada to Guntur in Andhra Pradesh and (6) Tiruchirapalli to Vedaranyam in Tamil Nadu.

### Sound and Light Programme

11.12.1 Song and Drama Division also arranged the following Sound and Light Programmes:-

- A. Amritsar (Punjab) - 'Sunhare Wark' depicting the contribution of the Punjab in attaining India's Independence.
- B. Meerut (U.P.) - 'Manjilen Aur Bhi Hain' depicting the rich cultural heritage with special reference to the First War of Independence in 1857.
- C. Vedaranyam (Tamil Nadu) - "Subramania Bharati" a Sound and Light Spectacle highlighting the contribution of the great poet in attaining our freedom.

11.12.2 A Sadbhavana Samaroh was organised in Ladakh Region of Jammu & Kashmir. About 1500 programmes were organised during Communal Harmony campaigns launched in Rajouri, Poonch, Kathua and Udhampur districts of Jammu & Kashmir. A campaign on National Integration was organised in sensitive areas of

Assam and border areas of North-East Region. Similar campaigns on National Integration and Communal Harmony were also launched in Rajasthan, Gujarat, Punjab and Uttar Pradesh.

11.12.3 During a special campaign on Indira Mahila Yojana, 900 programmes were organised in the identified districts of Punjab, Haryana and Uttar Pradesh. With the coordination of the State Governments special campaigns on Prohibition and Drug Abuse were launched in Haryana, Madhya Pradesh, Uttar Pradesh, Andhra Pradesh and North-Eastern States. More than 2800 programmes were organised during campaign on National Social Assistance Programme in coordination with the Ministry of Rural Areas and Employment, in the rural and remote areas of the country. Publicity was also undertaken by the Division on New Economic measures being implemented by the Govt. About 5000 performances were organised by the Division. Similarly programmes on Revamped Public Distribution System were organised especially in the Tribal and identified areas.

### Fairs, Festivals and Anniversaries

11.13 The Division also covered almost all prominent fairs, Festivals & Melas. Car Festival of Orissa, Dussehra Festival of Karnataka, Himachal Pradesh and West Bengal, Onam Festival of Kerala, Baisakhi of Punjab, Pongal of Tamil Nadu, Bihu of Assam, Raas and Yakchung of Manipur, Ganesh Festival of Maharashtra, Holi Festival, Durga Puja Festival of West Bengal, India's International Trade Fair, New Delhi, Sonapur Fair, Magh Mela, Mashi Mela at Almora etc. were covered by presenting cultural programmes. Gandhi Jayanti, Children's Day, Sadbhavana Diwas, Teachers' Day, Birth Anniversaries of Netaji Subhas Chandra Bose, Vinoba Bhave, Dr. B.R. Ambedkar, Rabindra Nath Tagore, Swami Vivekanand and others were also observed.



## RESEARCH, REFERENCE AND TRAINING

### RESEARCH, REFERENCE AND TRAINING DIVISION

12.1.1 Research, Reference and Training Division functions as an information servicing agency to the Ministry of Information and Broadcasting, its media units and their field offices. It serves as an information bank as well as an information feeder service to the media units to help in their programming and publicity campaigns. It also studies trends in mass communication media and maintains a reference and documentation service on mass communication. The Division provides backgrounders, reference and research material and

other facilities for the use of the ministry, its media units and others engaged in mass communication. The Division looks after the training aspect of the Indian Information Service officers in collaboration with IIMC projecting Ministry's emphasis on manpower planning and development.

12.1.2 The Division has undertaken the Computerisation Programme to speed up information management and retrieval as well. Fourteen officials have been given initial exposure to the programme and over 32 thousand records of library have also been retro-converted.



*A participant of the 29th Non-aligned News Agency course organised by IIMC receiving his certificate from Dr. Najma Heptulla, Deputy Chairman, Rajya Sabha*

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

### Reference Library

12.2 The Division has a well-equipped library with a large collection of documents on various subjects, bound volumes of selected periodicals and various reports of the Ministries, Committees and Commissions. Its collections include specialised books on subjects pertaining to Journalism, Public Relations, Advertising and Audio-Visual media, all prominent encyclopaedia series, year-books and contemporary articles. The Library facilities are available to accredited correspondents from both Indian and foreign press and government officials. Nearly 565 new titles were added to the Library during the year, of which about 165 books are in Hindi on various subjects.

### National Documentation Centre on Mass Communication

12.3.1 The National Documentation Centre on Mass Communication (NDCMC) was created in 1976 as part of the recommendation of an Experts' Committee set up by the Ministry, for collecting, interpreting and disseminating information about the events and trends in Mass Media. The NDCMC documents and indexes all news items, articles and other information material available on mass communication.

12.3.2 The information collected by the NDCMC is maintained and disseminated through regular services. These include—'Current Awareness Service', 'Bibliography Service', 'Bulletin on film', 'Who's Who in Mass Media' and 'Honours Conferred on Mass Communicators' and Reference Service. The Centre brought out 29 papers during the year.

12.3.3 During the year, the Division brought out 90 reference assignments in Hindi and English. These include papers on '50th year of Independence'. Prominent among them were—'National Flag', 'National Song-Vande Mataram', 'North-East's role in Freedom Struggle', 'Rani Laxmibai', 'Dr. Zakir Hussain—a great educationist',

'Sardar Vallabhbhai Patel', 'Shaheed Bagha Jatin', 'Mother Teresa—A Karma Yogi', 'Prasar Bharati', 'Human Rights' and 'Oil Conservation'. The fortnightly Diary of National Events is continued to be brought out in Hindi and English. The forty-second issue of the 'Reference Annual—India 1998' was issued during the current year. The Annual includes a chapter on '50 Years of Achievement—A Summing Up'.

### Training

12.3.4 The Division undertook a number of activities on the training front for the Indian Information Service Officers. A batch of four IIS Group 'A' probationers completed their 11-month orientation course at Indian Institute of Mass Communication, New Delhi in November 1997 and they were later attached to various Media Units for on-the-job training. A new batch of 18 IIS Group 'A' probationers have joined IIMC for the orientation course. Some short-duration training courses for in-service Group 'A' and 'B' officers were also organised during the year.

### Indian Institute of Mass Communication

12.4.1 The Indian Institute of Mass Communication (IIMC) was set up in 1965 as a centre for advanced study, research and training in various fields of mass communication. It is an autonomous body receiving funds primarily from Government of India through Ministry of Information and Broadcasting. The Institute was registered on 22nd January, 1966 under the Indian Societies Registration Act (XXI) of 1860.

12.4.2 IIMC conducts teaching and training programmes, organises seminars, and contributes to the creation of an information infrastructure suitable for India and other developing countries. During 1997-98, the Institute conducted nine training programmes and forty courses. These include : (i) Orientation Course for officers of Indian Information Service (Group 'A' and 'B'); (ii) Broadcast Journalism Course for personnel of All India Radio and Doordarshan; (iii) Post Graduate Diploma Course in Journalism (English) at New Delhi and Dhenkanal; (iv) Post Graduate Diploma Course in Journalism (Hindi); (v) Post Graduate Diploma Course in Advertising and Public Relations.



*Smt. Sushma Swaraj, Minister, I&B awarding a diploma at the convocation of the Indian Institute of Mass Communication*

(vi) Diploma Course in News Agency Journalism for Non-Aligned Countries and Post Graduate Diploma course in Radio & Television Journalism.

12.4.3 To meet the growing training needs of media personnel working in Government and Public Sector Organisations the Institute also organises a number of refresher courses for personnel of the Indian Information Service and other specialised short duration courses.

#### **Convocation**

12.5 At the 30th Annual Convocation of the Institute held on 23 April 1997, 140 students of the three Post-graduate Diploma courses including that of 22 participants of the 28th Diploma Course in News Agency Journalism for Non-aligned Countries were given diplomas. Besides, 38 students were awarded the Post Graduate Diploma in Journalism (English) at the 4th Convocation of the IIMC Branch, Dhenkanal (Orissa) held on 9 May 1997.

#### **Academic Session 1997-98**

12.6.1 Admissions were offered to 38 students in Post Graduate Diploma Course in Journalism (English), 44 in Post Graduate Diploma Course in Journalism (Hindi) and 45 students in Post Graduate Course in Advertising and Public Relations. The 29th Diploma Course in News Agency Journalism for Non-aligned Countries commenced on 7 July and concluded on 26 November 1997. The 30th Diploma Course in News Agency Journalism for Non-aligned Countries commenced from 15 December 1997.

12.6.2 In the 5th Post-graduate Diploma Course in Journalism at IIMC, Dhenkanal, 42 students were admitted. In addition, the Institute conducted 42 short courses, workshops and seminars up to 31 March 1998.

12.6.3 During the Golden Jubilee Year of India's Independence, the Institute started a new full-time Post-graduate Course in Radio and TV Journalism

from the year 1997-98. Twenty-eight students were admitted to this course which commenced in August 1997.

### **Research and Evaluation Studies**

12.7 The Institute undertook following research and evaluation studies during 1997-98.

1. Base-line survey of water and sanitation in 65 districts spread over 25 States and Union Territories sponsored by Rajiv Gandhi National Drinking Water Mission, Ministry of Rural Areas and Employment, Government of India. (The field work in about 60 districts has been completed and the work is in progress in the rest of the districts).
2. Sex and Violence in Films—a study sponsored by the Film Censor Board, Ministry of Information & Broadcasting.
3. Assessment of All India Radio Programmes—a study sponsored by AIR, Ministry of Information & Broadcasting.

4. Assessment of AIDS Awareness Campaign—a study has been completed.

### **Publications**

12.8 The Institute brings out quarterly journals 'Communicator' (English) and "Sanchar Madhyam" (Hindi). The students of Post-graduate Diploma Courses and the participants of Diploma Course in News Agency Journalism brought out laboratory journals as part of their academic pursuit.

### **Branches**

12.9 IIMC has decided to set up its branches in the country on regional basis. The first branch set up on 14 August 1993 at Dhenkanal (Orissa) has since successfully conducted four Post-graduate Diploma Courses in Journalism (English) and the fifth one in the series has already started. The remaining three branches at Kottayam (Kerala), Jhabua (MP) and Dimapur (Nagaland) are at various stages of land acquisition/construction. These branches have, however, already started organising short-term courses under their auspices.

## PLAN AND NON-PLAN PROGRAMMES

### Ninth Five Year Plan Outlay

13.1.1 The Planning Commission has approved an Annual Plan outlay of Rs. 619.80 crore for the year 1997-98, the first year of the Ninth Five Year Plan. The sector-wise details of Ninth Five Year (1997-2002) and Annual Plan 1997-98 are as under:

Pradesh; Mt. Abu in Rajasthan; Kargil in J&K; Asansol in West Bengal and Bijapur in Karnataka have been added to the AIR network. Besides, the power of the existing transmitters located at Jagdalpur (MP), Rampur (UP), Coimbatore (Tamil Nadu), Delhi and Jalandhar (Punjab) has been upgraded. In addition, 200 KW High Power

Sector	8th Five Year Plan Outlay (1992-97)				Outlay 9th Plan 1997-98 (Rupees in Crore)		
	Original	Revised	Appd.	Utilisation	Original	BE	Final
1. Broadcasting Media							
DD	2300.00	2300.00	1345.32	1262.56	1648.34	415.60	364.00
AIR	1134.95	1134.95	835.32	659.30	1036.00	143.20	99.06
2. Films Media	123.65	149.79	147.52	129.69	187.70	42.00	28.58
3. Informa- tion Media	75.40	87.68	65.05	42.79	98.30	19.00	13.25
<b>Total</b>	<b>3634.00</b>	<b>3672.42</b>	<b>2393.21</b>	<b>2094.34</b>	<b>2970.34</b>	<b>619.80</b>	<b>504.89</b>

13.1.2 The statement showing details of the Budget for Plan and Non-Plan 1997-98 and 1998-99 in respect of Ministry of Information and Broadcasting and its media units is presented at Appendix.

13.1.3 The achievements of the media units with regard to physical implementation of their plan schemes during 1997-98 are indicated below:

### BROADCASTING WING

#### All India Radio

13.2.1 During 1997-98, eight Radio Stations, one each at Kullu and Kalpa (Kinnaur) in Himachal Pradesh; Pithoragarh and Uttarkashi in Uttar

Pradesh; Mt. Abu in Rajasthan; Kargil in J&K; Asansol in West Bengal and Bijapur in Karnataka have been added to the AIR network. Besides, the power of the existing transmitters located at Jagdalpur (MP), Rampur (UP), Coimbatore (Tamil Nadu), Delhi and Jalandhar (Punjab) has been upgraded. In addition, 200 KW High Power Transmitters at Calcutta, Hyderabad and Alleppey and a 50 KW Short Wave Transmitter at Jeypore have also been installed. All India Radio now has 195 stations. The network of 300 transmitters (MW-143, SW-54 and FM-103) provides coverage to 97.3 per cent population spread over 90 per cent area of the country.

13.2.2 Installation of Radio Stations one each at Hissar (Haryana), Chamoli (UP), Kokrajhar (Assam), Tezpur (Assam), Ziro (Arunachal Pradesh), and Kodaikanal (Tamil Nadu) have been completed and after performance measurements and inspection, will be declared as 'Technically ready' soon. All India Radio proposes to set up nine community

Radio Stations, one each at Seppa (Arunachal Pradesh), Khonsa (Arunachal Pradesh), Nongstoin (Meghalaya), Champhai (Mizoram), Saiha (Mizoram), Mon (Nagaland), Phek (Nagaland), Tuensang (Nagaland), and Nutan Bazar (Tripura) during 1998-99. FM Stereo projects at Jaipur, Lucknow and Aizawl are also expected to be completed. Besides, installation of five High Power SW Transmitters of 250 KW each at Delhi, expected to be completed during the year, would further strengthen the external services.

### **Doordarshan**

13.3.1 For the purpose of expansion of primary channel (DD-1) coverage, 32 transmitters were commissioned. These include one HPT, at Fazilka (interim set up), five LPTs one each at Achampet (AP), Kailasahar (Tripura), Naushera, Khaltsi, and Tangste (J&K) and 26 VLPTs, one each at Singrauli, Koylibeda, Bijapur (MP), Malkapur (Maharashtra), Sagwara (Gujarat), Saahiya, Basot (UP), Kotkhai (HP), Nagchi, Barapalli (Orissa), Rangpo (Sikkim), Seetampeta (AP), Goku, Mariyang, Nampong, Gensi, Boleng, Liromba, Tirbin, Rupa, Siajosa, Baririjo, Keying, Palin, Inkiyong and Taliha (Arunachal Pradesh). For expansion of metro channel (DD-2) coverage, HPTs at Bangalore and Hyderabad and LPTs at Pondicherry, Silchar and Mau were commissioned. Besides, installation of 78 transmitters (HPTs-3; LPTs-58; VLPTs-17) for primary coverage (DD-1) and three LPTs for metro channel (DD-2) coverage completed. In all, six HPT (including one interim set up), 69 LPT and 43 VLPT projects completed during 1997-98.

13.3.2 during the year, studio facilities at Studio Centre at Mau and studio facilities with remotely controlled (robotic) camera system at Parliament House were commissioned. Studio projects at Nagpur, Indore, Gwalior and Jagdalpur substantially completed (pending works expected to be completed shortly). Three Earth Stations at Thiruvananthapuram, Chennai and Patna were commissioned. Installation of Earth Station at Jalandhar was completed.

### **INFORMATION WING**

#### **Press Information Bureau**

13.4 During 1997-98, PIB has made sustained

efforts to improve the network for dissemination of information relating to the policies and programmes of Government. Apart from computerising 11 branch offices of the Bureau, action has been initiated to upgrade the existing computers by replacing 80286 and 80386 systems and installing SUN Works stations, etc. Under the scheme 'Modernisation and Computerisation of the activities of PIB', it is proposed to modernise the working of the Bureau by providing latest equipment and updating the communication network. Two Mini Media Centres at PIB, Nagpur and Ahmedabad are being set up during the current year. The work at Ahmedabad is being completed while CPWD has to undertake Civil & Electrical works at PIB, Nagpur.

#### **Publications Division**

13.5 Under the scheme 'Modernisation of Publications Division', against the Sanctioned Budget Grant of Rs 40 lakh for the current financial year, the Division have acquired the following items: (i) Purchase of computer hardware and software; (ii) Procurement of FAX machines and electronic typewriters/photocopy machine/PCs, etc., and (iii) Refurbishing of Conference Hall, replacement of EPABX, etc. Training courses on the use of computers have been organised by ET&T for the staff of the Division. The chassis for two Mobile Book Shops (SBG - Rs. 6 lakh) were purchased during 1995-96. One of the completed vans has been shifted to Guwahati during this year.

#### **Photo Division**

13.6 The scheme regarding "Modernisation of Photo Division" with an approved outlay of Rs. 75 lakh for the Annual Plan 1997-98 aims at equipping the Division with the latest modern equipment to keep pace with the trends in the photographic industry.

#### **DAVP**

13.7 An allocation of Rs. 160 lakh was made for Directorate of Advertising & Visual Publicity for Annual Plan 1997-98 for schemes relating to Developmental Publicity Programmes for rural sector and strengthening of DAVP including computerisation of DAVP. Under developmental publicity, programmes were undertaken on "50

years of India's Independence" through the media of Exhibitions, Outdoor Publicity and Dissemination of Information on Electronic Media throughout the country among the masses to spread the message of patriotism, harmony and achievements made by the country during 50 years of India's Independence. Under the scheme, "Strengthening of DAVP", software infrastructure are being procured for DTP.

### **Song and Drama Division**

13.8 The Plan outlay for Song and Drama Division for the year 1997-98 is Rs. 175 lakh. Activities relating to Information, Education and Communication (IEC) are carried out under various Plan schemes of this Division. Under the Sensitive Areas and Inner Line Publicity Scheme and Special Publicity Scheme for Border Areas, the Division has undertaken special publicity in the sensitive areas of North-Eastern states, J&K, Punjab and other border regions of the country. About 1810 programmes were organised under these Schemes upto March 1998. The Division organised Sadbhavana Samarohs in Leh (Ladakh); Sadbhavana fortnight in North-East; National Integration and Communal Harmony Campaign in Kupwara, Rajouri, Poonch and Udhampur districts of J&K. The Sound and Light Units of the Division are functioning at Delhi and Bangalore. The Bangalore Unit presented programmes "Subramania Bharati" in Tamil at Vedaranyam (Tamil Nadu), as part of the Golden Jubilee Celebrations of India's Independence. "Srikrishnadevaraya" was presented at Mysore and Karnataka Vaibhav at Hampi. The unit presented 21 performances upto March 1998. The Delhi based Sound and Light Unit mounted "Yug Purush" on Gandhiji at Moradabad (UP) and "Sunhare Wark" at Amritsar in connection with the Golden Jubilee Celebrations of India's Independence. The unit presented 20 performances upto March 1998. The Division conducted Freedom March at six places from 8 to 15 August 1997. The Tribal Centre, Ranchi organised 648 programmes upto March 1998 to make the tribal aware of various development schemes meant for them.

### **Directorate of Field Publicity**

13.9 The approved outlay for Directorate of

Field Publicity for 1997-98 is Rs. 3.00 crore. During this period, the Directorate procured 1078 cassettes of 19 documentary video films and 8108 cassettes of 32 feature films. Seven conducted tours were organised during 1997-98. Regional offices at Kohima, Itanagar, Raipur, Jaipur, Patna, Lucknow and Bangalore organised trips for opinion leaders of their areas to different parts of the country. Besides, eight new units were opened during the year. These include Dhemaji in Assam, Senapati in Manipur, Nongstoin in Meghalaya, Yingkiong in Arunachal Pradesh, Chaibasa in Bihar, Bastar in Madhya Pradesh, Sirohi in Rajasthan and Chamba in Himachal Pradesh. Between April 1997 to March 1998 the Field Publicity Units organised 49,958 film shows, 60,934 oral communication programmes, 33,329 photo exhibitions and 10,372 special programmes. The total number of tour days was 25,981.

### **Indian Institute of Mass Communication**

13.10 The Institute has an approved outlay of Rs. 3.15 crore for Plan Schemes 1997-98. During the period, the Institute has undertaken four Research and Evaluation Studies out of which one study has been completed and work on remaining three studies is in progress. The Institute has acquired multimedia system with sufficient number of terminals to provide training in various areas of audio-visual communication including graphic communication, interactive communication, multimedia authoring and on line services. This has been facilitated with a number of S-VHS based video system which will enable desk top video production. The Institute has also inducted latest generation of computers, viz., Pentiums from IBM with various software including Windows 95 etc.

### **Broadcast Engineering Consultants India Limited (BECIL)**

13.11 The main focus of BECIL operations during the year has been in the fields of audio and acoustic systems, video systems and satellite linking systems. BECIL is executing the work of acoustics design, audio and video systems and conference system for prestigious Parliament Library project for CPWD and Rajasthan Vidhan Sabha, Jaipur and for many auditoriums in Lucknow.

Integrating dedicated sports software packages for various games and sports with versatile text and graphics system is also being processed by BECIL for various broadcasters including Doordarshan. To enable simulcasting of analogue and digital services through satellite for Doordarshan and ETV BECIL has undertaken works involving integration of Digital Video Compression System. Preliminary works have been done for some major projects such as Development and Integration of Multilingual Low Cost Character Generator, TV studios for production and post-production at Chennai, Mussoorie and DOT at Jabalpur (as a part of ITU project) and integration, installation and commissioning of state-of-art digital studio transmitter link for AIR.

### **Soochna Bhavan**

13.12 Construction of Phase IV of Soochna Bhavan to house the various media units of the Ministry in a single complex is under progress. An expenditure of Rs. 19 lakh (approx) has been incurred upto 31 March 98.

### **Computerisation of Pay & Accounts Organisation**

13.13 During the year, an allocation of Rs. 25 lakh has been made for CCA's Organisation for (a) Computerisation of PAO (IRLA) and (b) Computerisation of PAO (MS) of the Ministry. An in-house software programme has been developed with the assistance of NIC which is presently functional in PAO (IRLA). A project 'PAO-2000' which aims at computerising various existing manual functions of payment and compilation of accounts is in progress.

### **FILMS WING**

#### **Directorate of Film Festivals (DFF)**

13.14 The 44th National Film Festival commenced its jury screening in April 1997. 78 Feature Films, 59 Non-feature Films, 21 books and 16 film critics were entered for the National Film Awards. The 29th International Film Festival of India was held in New Delhi from 10 to 20 January 1998. This year, the Competition Section was revived. In the Indian Panorama, 13 Feature Films and 21 Non-Feature films were recommended

for screening during the Festival. DFF has also participated in 66 International Film Festivals abroad during the year. Film Weeks were organised in many countries in Europe, South-East Asia, Africa and some cities in the United States. Under the Cultural Exchange Programmes Directorate organised festival of films from Turkmenistan and South Korea in Delhi and Bhopal in May and July/August '97. DFF also organised the Thailand Film Festival in Calcutta in September '97.

#### **Films Division**

13.15 The Plan Outlay of Films Division for 1997-98 is Rs. 4.99 crore. The Division undertook production of special featurette films in 16mm specially intended for rural audience. augmentation and replacement of cinematographic equipment. renovation of Gulshan Mahal and introduction of the scheme "Professional Training and Orientation Course". During the year, Films Division has completed 44 documentaries/featurettes/films specially bringing out the ecological, cultural and special changes taking place in rural areas and more than 171 featurettes on various subjects like National Integration, Dowry System, Untouchability, Bonded Labour, Uplift of SC/ST, Illiteracy and Superstition, etc., are under production. 2668 cassettes and 22 prints were sold upto March 1998. The Division has also been entrusted with the task of organising Mumbai International Film Festival (MIFF) for Documentary, Short and Animation films. It is a bi-annual event. The 5th MIFF was held at Mumbai from 1 March to 7 March '98

#### **National Centre of Films for Children & Young People (N'CYP)**

13.16 The tenth International Film Festival for Children and Young People was conducted by N'CYP from 14-23 November 1997 at Hyderabad. As many as 119 films from 31 countries were included. The films produced by N'CYP participated in a number of International as well as National Festivals. N'CYP produced three feature films, one TV serial and dubbed 12 feature films during 1997-98. The concept of holding Children's Film Festivals has been widened this year to that of State level festivals. The States of Assam and Tripura were covered with a major package.



Besides, festivals at district level were also held. Exhibition of N'CYP's software in North Eastern States had been identified as the thrust area for 1997-98. Accordingly, a special programme of circulating VHS cassettes of N'CYP software with sub-titles in Mizo language was launched in Mizoram with effect from 2 October 1997. Mail order sales of VHS cassettes of N'CYP software were also started this year with effect from 1 January. N'CYP's project for Children's Film Complex named Golden Jubilee National Children's Film Complex has received a major boost with allotment of land by Government of Andhra Pradesh. The project is to be brought up in a time-bound manner and the project profile has been finalised. Construction is expected to start by June 1998.

#### **National Film Archive of India (NFAI)**

13.17 A budget grant of Rs. 220 lakh for eight continuing schemes and two new schemes has been allocated to NFAI for the year 1997-98. NFAI has signed a Memorandum of Understanding with FTII, Pune on 5 September '97 for the construction of the nitrate film vaults on the basis of drawings approved by Department of Explosives, Nagpur. During the year NFAI has acquired 181 films, 171 video cassettes, 425 books, 180 scripts, 139 disc records, 106 pre-recorded audio cassettes, 30 pamphlets, 1408 stills, 191 song booklets, 404 wall posters, 20 slides and 35 audio compact discs. NFAI also conducted the annual four-week Film Appreciation Course in May-June 1997 in Pune and also short duration courses at other centres.

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

13.18 The acoustic treatment work of the building for the sound studio in Film Wing progressed during the year. The plan provision of Rs 700.00 lakh is mainly for replacing the obsolete equipment in various departments and to keep pace with the new techniques used in film making and television production.

#### **National Film Development Corporation (NFDC)**

13.19 The Annual Plan outlay approved for the various Plan Schemes of the NFDC for the year 1997-98 is Rs. 8.20 crore which has been entirely

funded by the Internal and Extra Budgetary Resources generated by the Corporation. Low budget yet high in quality, content and production values, NFDC films and the crew and the credits associated with it have won three National/State Awards under various categories during the year. The Corporation has extended loan assistance for production of seven films and eight films were completed under the Own/Co-production category. The Corporation imported six films for theatrical and non-theatrical rights, 46 films for TV, Cable and Satellite rights and 101 TV episodes. It also released three Indian films in different circuits. 30 films were shown on various satellite channels including the world premier of 'Train to Pakistan'. Panorama Film weeks were organised at Ahmedabad, Nagpur, Thiruvananthapuram and Calcutta. NFDC has also developed a software system called the 'NFDCNET' for connecting various advertising agencies via the Internet for TV space booking and billing for its own and Doordarshan marketed programmes. The Corporation has five major projects. These are Laser & Video Subtitling unit, Video Studio/TV Editing studio and Special Effects Studio, 16mm Film Centre at Calcutta, Video Centre in Chennai and Avid Air Play system in Delhi.

#### **Satyajit Ray Film and Television Institute (SRFTI), Calcutta**

13.20 The approved Annual Plan outlay of SRFTI for the year 1997-98 is Rs. 1271.00 lakh. The second academic session in direction, motion picture photography, editing and sound recording has started in 1997. Presently a total of 64 students are undergoing training in various courses in the Institute. A temporary students' hostel which can accommodate 32 students has also been built. Other works such as main Auditorium/TV & Film studio are progressing.

#### **Central Board of Film Certification (CBFC)**

13.21 During the year 1997-98, the Approved Plan outlay for CBFC is Rs. 50 lakh. Under its scheme of Establishment of Computerised Management system, a computer has been installed at Calcutta office. Steenbeck editing machine was procured for the CBFC office at Mumbai. Action as been initiated for procuring one more Steenbeck editing machine for its Hyderabad office.

## TRIBAL SUB PLAN SPECIAL COMPONENT PLAN

### Broadcasting Sector

#### Prasar Bharati : Doordarshan Wing

13.22 Plan schemes of Doordarshan are for the benefit of the people in general and for rural, tribal and weaker sections in particular. The needs of the tribal population are always kept in view while formulating the plans of TV expansion. During 1 April '97 to 31 December '97 the following projects were commissioned/completed in Tribal Sub Plan (TSP) districts.

#### I. Projects commissioned

- (a) LPT, Kailasahar (Tripura)
- (b) VLPTs : Singrauli (MP)
- (c) Earth station: Thiruvananthapuram (Kerala)

#### II. Projects completed

- (a) LPTs:
  - Jhagadia (Gujarat)
  - Radhanpur (Gujarat)
  - Satara (Maharashtra)
  - Umerkhed (Maharashtra)
  - Mushabani (Bihar)
  - Tuni (Andhra Pradesh)
- (b) VLPT, Udaipur (Himachal Pradesh)
- (c) HPT, Baleswar - interim (Orissa)

#### Prasar Bharati : AIR Wing

13.23 All India Radio broadcasts programmes relating to tribal welfare. Various welfare schemes of Central and State Governments relating to STs/SCs are given publicity from AIR stations. Out of the total allocation of Rs. 4 crore under the software schemes, a considerable amount has been spent on: (i) Serving the under-privileged sections of the society and (ii) Special programme series for North-East. Studio facilities at Guwahati have been refurbished and latest equipment provided. 7 out of 17 transmitter projects which are technically ready are in areas with predominantly SC/ST population.

## INFORMATION MEDIA

### Press Information Bureau

13.24 PIB had identified two schemes to be taken up during 1997-98 for the benefit of the

tribals. One of these schemes, namely, 'Coordinating and Organising of Press Parties to Tribal Areas' has an approved outlay of Rs. 10 lakh. The aim of this scheme is to bring the people in the far flung North-Eastern region into the national mainstream and to promote national integration. Five press tours were organised during this year. The second scheme 'Opening of branch offices of PIB under TSP' this year has an approved outlay of Rs. 10 lakh. The aim of this scheme is to widen the information network in tribal areas making use of language/dialect newspapers and other media in North-Eastern states.

### Publications Division

13.25 The Division has earmarked Rs. 12 lakh for the benefit of the tribal population out of the 1997-98 Annual Plan outlay of Rs. 40 lakh. 'Upgradation of Desk Top Publishing', 'Mobile Book Shops for North East region' and 'Bringing out Yojana in Oriya' are the three schemes identified with the objectives of disseminating information on the policies and programmes of the Government. One of the completed vans under the scheme 'Mobile Bookshops' has been shifted to Guwahati during the year.

### Song and Drama Division

13.26 During 1997-98, four specific schemes viz, 'Tribal Centre Ranchi', 'Sensitive Areas and Inner Line Publicity', 'Tribal/Hilly/Desert Area Publicity' and 'Publicity Scheme in Sensitive and Border Areas' have been identified by the Division for the benefit of SC/ST. The total outlay for these schemes is Rs. 87 lakh. The objective is to educate tribal population about various developmental schemes; sensitise them on education, health, sanitation and creating awareness for their uplift. A total of 4294 programmes for the benefit of such population were organised during the year 1997-98.

### Directorate of Field Publicity (DFP)

13.27 To intensify efforts towards educating and informing the SC/ST population, DFP has set up eight new units in the tribal areas including four units in the North-East region during 1997-98. The scheme 'Opening of New Field Units and Maintenance' has an outlay of Rs. 70 lakh.

## INTERNATIONAL COOPERATION

### INDIA AND UNESCO

14.1.1 India is a Founder Member of UNESCO which is one of the specialised agencies of the United Nations Organisation. UNESCO's main goal is to promote international co-operation in the fields of education, science and technology, social sciences, culture and mass communication. Further, with a view to promote communication capabilities of developing countries, the 21st Session of the General Conference of UNESCO in 1981 approved the setting up of an International Programme for the Development of Communication (IPDC). India

played a significant role in its inception and she has been a member of the Inter-governmental Council (IGC) and also of the IPDC Bureau. India is a regular donor to the funds of IPDC and playing a leading role in its activities over the years. Being one of the founding members of IPDC, this Ministry has been representing in the meetings of General Conference of UNESCO and Bureau/Sessions of IPDC.

14.1.2 The 29th Session of the General Conference of UNESCO was held in Paris from 21st October to 12th November, 1997 and the



*Smt. Sushma Swaraj, Minister, I & B calling on the Bangladesh Prime Minister Sheikh Hasina at Dhaka during the SAARC Information Ministers' Conference.*

36th Bureau of the IGC of IPDC also took place at Kingston in Jamaica from 1-4 December, 1997.

14.1.3 The 18th Session of the Inter governmental Council (IGC) of the International Programme for the Development of Communication (IPDC) was held in Paris from 24-27 March, 1998. The highlight of this meeting was a thematic debate on Political, Economic and Technological challenges of Public Service Broadcasting.

### **Cultural Exchange Programme**

14.2 A three member Indian delegation led by Secretary, Ministry of Information & Broadcasting visited China during June, 1997 under the Cultural Exchange Programme between India and the People's Republic of China. The Indian delegation had a series of meetings with functionaries of Chinese Government including the State Councillor, the Minister for Film, Radio & TV, and Vice-Minister for Radio & TV. Signing of an agreement between China Central Television (CCTV) and Doordarshan (DD) was a highlight of the visit of the delegation.

### **Indo-Egypt Relations**

14.3.1 India is actively interacting with Egypt in the field of Information and Mass Media through (a) Bilateral Information Agreement (b) Protocol on Radio and Television and through Cultural Exchange Programme signed by Deptt. of Culture.

14.3.2 On 11th of October, 1997 during the Prime Minister's visit to Egypt the Instruments of Ratification for the Information Agreement between India and Egypt were exchanged.

### **India News Pool Desk and Non-aligned News Agencies Pool**

14.4.1 The Non-aligned News Agencies Pool (NANAP), formally constituted in 1976 with a view to correct imbalances in the global flow of information, is an arrangement for exchange of news and information among the national news agencies of non-aligned countries, viz., Asia, Africa,

Europe and Latin America. Its affairs are managed by a co-ordinating committee elected for a term of 3 years. India was the first Chairman of the Pool (1976-79) and is presently a member of the Pool. The cost of running the Pool is met by the participating members. They gather, process and distribute news at their own cost.

14.4.2 The Press Trust of India (PTI) continued to operate the India News Pool Desk (INPD) of the Non-aligned News Agencies Pool (NANAP) on behalf of the Government of India. India continued to contribute substantially to the daily news file of the pool network. The reception of news into the Pool Desk during the year 1997-98 has been in the range of 20,000 words per day. INPD's own contribution to the pool partners during the year has averaged 7,000 words per day.

### **Highlights of the Year**

14.5.1 Followed by the agreement of PTI with the Middle East News Agency (MENA), correspondents of MENA in India and PTI in Egypt get the news service of the other agency free on an exchange basis.

14.5.2 In Kathmandu, a dish antenna has been installed for receiving PTI news by INSAT satellite in addition to the bi-directional teleprinter circuit. Now more Indian news is being distributed in Nepal through the national agency, Rashtriya Samachar Sangsthan (RSS).

14.5.3 The annual meeting of the NANAP Coordinating Committee and the 7th General Conference of NANAP have not been held so far. India has conveyed its no objection to the Iranian News Agency (IRNA) for the Syrian Arab News Agency (SANA) hosting the 7th General Conference and also a meeting of the Coordinating Committee.

14.5.4 The Indian Institute of Mass Communication (IIMC) continued to provide training to journalists of news agencies coming from different Non-aligned countries.

## ADMINISTRATION

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

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

- News Services through All India Radio (AIR) and Doordarshan (DD) for the people including Indians overseas.
- Development of broadcasting and television.
- Import and export of films.
- Development and promotion of film industry.
- Organisation of film festivals and cultural exchanges for the purpose.
- Advertising and Visual Publicity on behalf of the Government of India.
- Handling of Press relations to present the policies of the Government of India and to get feedback on publication.
- Administration of the Press and Registration of Books Act, 1867 in respect of newspapers.
- Dissemination of information about India within and outside the country through publications on matters of national importance.
- Research, Reference and Training to assist the media units of the Ministry.
- Financial assistance to distinguished artistes, musicians, instrumentalists, dancers, dramatists, etc., who have substantially contributed to the Ministry's institutions.
- International relations in respect of broadcasting and news services.

15.1.2 The Ministry is assisted and supported in its activities through 14 attached and subordinate offices, five autonomous organisations and two public undertakings.

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

#### **Attached and subordinate organisations**

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

#### **Autonomous and Public Sector Undertakings**

1. Film and TV Institute of India
2. Indian Institute of Mass Communication
3. National Centre of Films for Children and Young People (N' CYP)
4. Press Council of India
5. Satyajit Ray Film and Television Institute of India
6. National Film Development Corporation
7. Broadcast Engineering Consultants India Ltd.

#### **Public Grievances**

15.3.1 On the recommendation made in the Conference of Chief Ministers on Effective and Responsive Administration, it was decided to set up Task Forces in all Ministries for preparing Citizens' Charters for organisations having large public interfaces. The Charters were to give maximum information of the services provided by such organisations, about the procedures to be followed by the general public for availing the services, the standards according to which the services would be provided, and the manner in which grievances arising out of non-satisfactory service could be redressed. In this Ministry, the Task Force was set up with Joint Secretary (Policy and Public Grievances) as the Chairman and it

included officers from different areas of specialisation. The Task Force has finalised the Citizens' Charter for the Office of the Registrar of Newspapers for India. An extract of the same is given in Annexure—'A'. An information brochure giving details of the various services, and incorporating the parameters mentioned above is also under preparation, and will be available shortly.

15.3.2 In order to tone up the Grievance Redressal System of the Ministry and all its constituent units, time limits have been fixed for completion of various activities coming under purview of the grievance redressal mechanism. Grievance Officers have been appointed in all the subordinate organisations of the Ministry, who have been made responsible for timely redressal of

grievances. Keeping in view the need to monitor the progress in grievance redressal, the Ministry has developed a computerised Grievance Monitoring System, which is in use since December 1996. So far 154 grievances have been registered in the Ministry, out of which 90% were staff grievances and the rest public grievances. More than 60% of these pertained to All India Radio/Doordarshan, which are now under the Prasar Bharati (Broadcasting Corporation of India). Periodical review meetings are held in the Ministry to ensure that the grievances are processed within the stipulated time.

15.4.1 The Information Facilitation Counter of the Ministry was opened on 4th May 1997 in pursuance of the decision to make the administration more transparent and responsive. The Counter is located near Gate No. 1 of Shastri Bhavan, and is open to public on all working days between 9.30 AM and 4.30 PM. The Counter is intended to provide a single point facility where the public would be able to obtain information on any aspect of the Ministry as well as subordinate formations. At present basic information on the Ministry and its units are available at the Counter, in a computerised format and also in the form of information leaflets etc. Efforts are on to link the computer at the information Facilitation Counter with the computers in the Ministry as well as the subordinate offices, so that information on any activity of the Ministry as a whole would be available at the Counter on realtime basis.

15.4.2 In pursuance of the decision of the Govt. to spread the system to subordinate formations having large public interfaces, it was decided by the Ministry to open independent Information Facilitation Counters in a number of its units. While a Counter has already been opened at the office of the RNI, other units are also setting up such Counters.

15.4.3 As part of its efforts to bring about more transparency in its activities, an exercise was undertaken to identify information available with the Ministry and media units. Consequent to this, it was decided to computerise the list of titles

already allotted by the RNI, and to make it available to the public via the NICNET. This exercise has been completed and made open to public access via the NICNET.

15.5.1 In pursuance of the declared policy of the Government, the Ministry has been making all out efforts to provide adequate representation to the Scheduled Castes and Scheduled Tribes in the services and posts under its control in accordance with the orders issued by the Government in this regard. The Ministry has been making constant efforts to ensure that the difference between the targeted percentage of reservation and actual representation of SCs/STs in various services and posts in the Ministry is reduced to the minimum. As a result of sustained efforts, the percentage of SCs/STs in the total number of employees of the Ministry including its attached and subordinate offices as on 1 January 1997 was as under:-

	Group 'A'	Group 'B'	Group 'C'	Group 'D'
SC	14.73	14.57	16.68	31.33
ST	6.8	7.4	9.41	12

15.5.2 Pursuant to the directives of the Department of personnel and Training, a Special Recruitment Drive to fill up the unfilled backlog vacancies of SCs/STs has been launched this year also with a view to minimising the gap between the targeted percentage and actual representation of SCs/STs employees in the various services under this Ministry. The total number of posts advertised under this Drive for being filled by SC and ST candidates is detailed below:-

	Group 'A'	Group 'B'	Group 'C'	Group 'D'	Total
SC	1	6	115	8	130
ST	1	9	181	19	210

15.5.3 A cell has been functioning in the Ministry under the supervision of a Liaison Officer of the rank of Director for coordination and monitoring work relating to implementation of reservation policy. Rosters are maintained by the attached and

subordinate offices, autonomous bodies and the public sector undertakings under the administrative control of this Ministry.

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

### **Use of Hindi as Official Language**

15.6.1 This Ministry has been stressing on the use of Hindi as per Official Language Policy of the Government of India. Official Language Implementation Committee (OLIC) in the Main Secretariat of Ministry monitors the progress of use of Hindi in the Secretariat as well as its attached and subordinate offices. Meetings are regularly held every quarter. OLICs also function in attached and subordinate offices of the Ministry to monitor implementation of the Official Language Policy.

15.6.2 For promoting the use of Hindi in official work, 'Hindi Fortnight' was organised in the Main Secretariat of the Ministry during 14-28 September, 1997. During this period, competitions like Essay Writing, Typing, Debate, Noting/Drafting in Hindi were organised and as many as 30 officials were given awards including cash prizes. Similar competitions were organised and prizes given away to the winners in the attached and subordinate offices of the Ministry during observance of Hindi Fortnight. In addition, an appeal was issued by the Hon'ble Minister for increasing the use of Hindi in official work.

15.6.3 During the year, eight offices under the Ministry were inspected by the officers to review the position regarding the use of Hindi as official language. As a measure to increase correspondence in Hindi, four employees were nominated for training in Prabodh, Praveen and Pragya courses and two Typists, five Stenographers were nominated for Hindi Typing/Stenography during the year. Five offices under the Ministry were notified under Rule 10(4) of O.L. rules 1976 to do their

maximum work in Hindi, as more than 80% of its employees have acquired working knowledge in Hindi.

15.6.4 The Second Sub-Committee of the Committee of Parliament on Official Language inspected nine offices under this Ministry during the year (Up to March, 98). The suggestions made by the Committee were noted and remedial actions were initiated.

### **Internal Work Study Unit**

15.7.1 Concerted efforts have been made to enhance the administrative efficiency of the Ministry. As many as seven Work Measurement Studies were conducted in respect of : (i) Pay and Accounts Office, Main Secretariat; (ii) Pay and Accounts Office DAVP; (iii) Sub-centre, Song and Drama Division, Bhubaneswar; (iv) Policy Planning Cell, Main Secretariat; (v) Directorate of Film Festivals, New Delhi; (vi) Central Board of Film Certification, Headquarters, Mumbai; and (vii) Central Board of Film Certification, Regional Office, Mumbai. Implementation of recommendations would entail direct savings to the tune of Rs. 6.00 lakh per annum and preventive savings of Rs. 43.50 lakh per annum approximately.

15.7.2 On the O&M side, besides effecting checks on delays as per the Manual of Office Procedure, special attention has been paid to the vital aspects of Record Management. Special drives undertaken on Record Management up to 31 December 1997 have resulted in recording of 20,734 files (which indicates that no action is pending on a file), review of 11,649 files (an exercise to consider further retention or weeding of files) and weeding out of 10,004 files (destruction of files). Besides 1,414 files from the Departmental Record Room were weeded out as a part of this exercise. The Departmental Record Room was also got inspected by a team representing National Archives of India.

15.7.3 Action Plan for O&M Inspection of Sections/Desks was also drawn and 26 Sections/Desks have already been inspected till 31 December 1997. The deficiencies pointed out in the course of these inspections are in the process of rectification.



### The Accounting Organisation

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

15.8.2 At the initial stages of the departmentalisation of Government Accounts in 1976, the Chief Controller of Accounts, Ministry of Information & Broadcasting with 13 Pay & Accounting Units under its control came into existence with a staff compliment of 475. They were catering to the needs of 204 DDOs in 1976. As on 31 March 1998, there are about 566 DDOs (181 cheque drawing DDOs and 385 non-cheque drawing facilities) under 14 PAOs with a staff compliment of 574.

15.8.3 The Chief Controller of Accounts, Ministry of Information & Broadcasting is in overall charge of functions relating to payments, accounting of Receipts and Payments, Internal Audit and management accounting in the Ministry. Under Article 150 of the Constitution, the President is responsible for the submission of the Certified Annual Appropriation Accounts and the combined finance Accounts of the Union to Parliament is discharged through the Controller General of Accounts, Ministry of Finance. This mandate of the Controller General of Accounts is carried out by the Chief Controller of Accounts in respect of transactions relating to the Ministry. The Chief Controller of Accounts discharges the above functions through the Principal Accounts Office at New Delhi. He is assisted by a Controller of Accounts, two Deputy Controllers of Accounts and 14 Pay & Accounts Officers. The Pay & Accounts Offices are located at Delhi, Mumbai, Calcutta, Chennai, Lucknow, Nagpur and Guwahati.

The Accounting Organisation is responsible for:-

- a) Expenditure control over Appropriations.
- b) Timely accounting of receipts.
- c) Compilation and Consolidation of Accounts of the Ministry of Information & Broadcasting for onward submission to the CGA, Ministry of Finance.
- d) Formulation of budget of the Ministry (Grant No. 55)
- e) Ensuring prompt payments.
- f) Speedy settlement of Pension, Provident Fund and other claims.
- g) Internal Audit of the Ministry & Media Units
- h) Making available accounting information to concerned authorities.
- i) Internal Finance Advice functions for the Directorate of Film Festival, Press Information Bureau and Directorate of Field Publicity.

15.8.4 A special feature of this organisation involves the payments relating to the personal claims and salaries of approximately 5000 Gazetted Officers of the Ministry and its attached & subordinate Offices, which are made through a computerised system with the help of National Informatics Centre. This work is supervised by a Deputy Controller of Accounts (IRLA).

15.8.5 During the period Nov. 96 to March 98, 3,66,413 bills (including 74,839 claims of gazetted officers processed by PAO, IRLA) were processed by all the PAOs. In addition, 2475 Pension/Revision of Pension/Family Pension cases and 1109 GPF Final Payment cases in respect of retired Government Servants were finalised during this period.

### Vigilance

15.9.1 The vigilance set-up of the Ministry is functioning under the overall supervision of the Secretary. In this work, he is assisted by a Chief Vigilance Officer (CVO) of the level of Joint Secretary, an Under Secretary, a Section Officer and other subordinate staff. While vigilance units in attached and subordinate offices of the Ministry

are headed by Vigilance Officers, those in the Public Sector Undertakings and Registered Societies are supervised by their respective Chief Vigilance Officers. Vigilance activities of the attached and subordinate offices, Public Sector Undertakings and Registered Societies are co-ordinated by the Chief Vigilance Officer of the Ministry.

15.9.2 Efforts continued to simplify the procedures so as to minimise scope for corruption. A close watch was maintained over persons of doubtful integrity. Staff posted at sensitive points were rotated periodically. Inspections were carried out by senior officers to ensure proper observance of rules and procedures. 107 regular and 54 surprise checks were carried out during the year and 66 persons were identified for being kept under surveillance. Besides, as a part of anti-corruption drive launched by the Government on the 50th Anniversary of the Independence of our country, Joint Secretary and C.V.O. have been nominated as the Liaison Officers to deal with the complaints forwarded by the Prime Minister's Office in this regard. During the period under report 29 complaints have been received from Prime

Minister's Office of which thirteen complaints have been disposed of and remaining 16 are under process.

15.9.3 From April 1997 to March 1998, 214 fresh complaints from different sources were received in the Ministry and its Media Units etc. These were examined and preliminary enquiries were ordered in 100 cases including 12 cases undertaken by CBI. Preliminary enquiry reports in respect of 71 cases were received during the year. Regular departmental action for major penalty was initiated in 24 cases and that for minor penalty in eight cases. Major penalties have been imposed in two cases and minor penalties in 10 cases. Nine officers were placed under suspension during the year. In four cases, the proceedings were dropped and administrative warnings etc., were issued in 16 cases. In addition, six appeal cases were decided and two cases were referred for *denovo* enquiry. Further, four review petitions were also decided during the year. Thirty cases have been identified in which regular departmental action is being initiated.

## **Citizens' Charter For Registrar of Newspapers for India**

Every citizen publishing or intending to publish a newspaper or a periodical, avails the services of the Office of the Registrar of Newspapers for India (RNI). ['Newspaper' means any printed periodical work containing public news or comments on public news]. This charter is a commitment of RNI to provide to every such person courteous and prompt service in a transparent, equitable and accountable manner.

The following services are provided by RNI:

- \* Title verification
- \* Registration of newspapers.
- \* Issue of revised/duplicate certificates.
- \* Verification of circulation claims.
- \* Issue of entitlement certificate for procurement of indigenous newsprint for small/medium newspapers.
- \* Authentication of certificate of registration for import of newsprint.
- \* Issue of essentiality certificate for import of printing machinery/material.

Detailed information on these services is available separately in the form of an information brochure. Details can also be had from the Information and Facilitation Counters of the RNI and the Ministry of Information and Broadcasting and also from the regional offices of RNI. Addresses of the counters and offices are given below.

Every request for a service shall be acknowledged within seven days of its receipt in the offices of RNI. Receipt of Ceasing Declarations

and Annual Statements will also be acknowledged within the same time limit.

Except registration of a newspaper and verification of circulation claims, all other services shall be provided by RNI within 15 days of receipt of application. For registration and verification of circulation claims, the time limit shall be 30 days. In case RNI is not in a position to provide the service within the time limit prescribed, a reply indicating reasons therefore shall be given within 15 days of receipt of a request.

Every office of RNI will display prominently in its reception area the particulars of officers responsible for various services including redressal of grievances, and the time when the public can meet them.

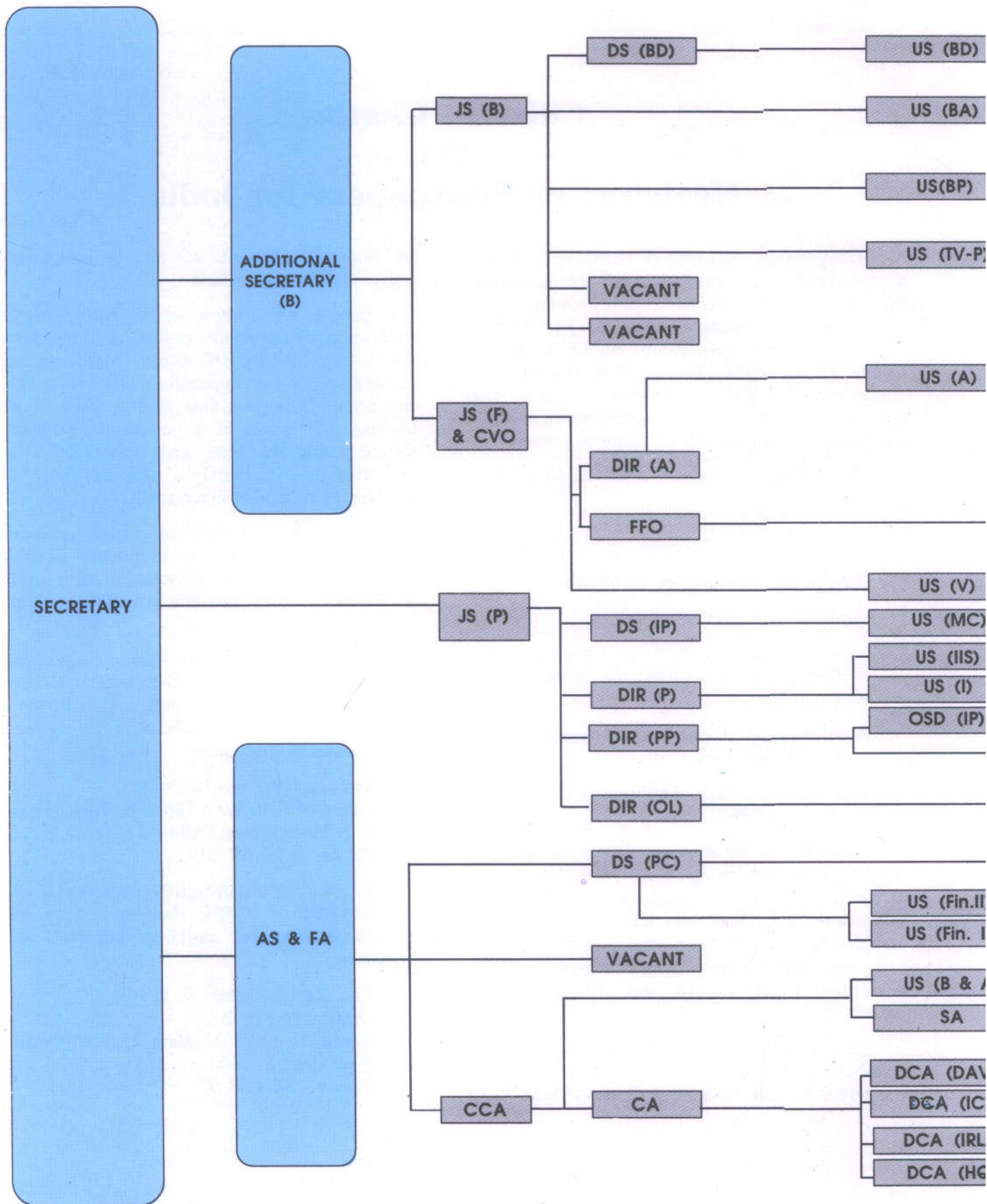
All grievances will be acknowledged within seven days of receipt in RNI. Substantive replies to each grievance will be given within 30 days of its receipt. The following officer can be approached for redressal of grievances:

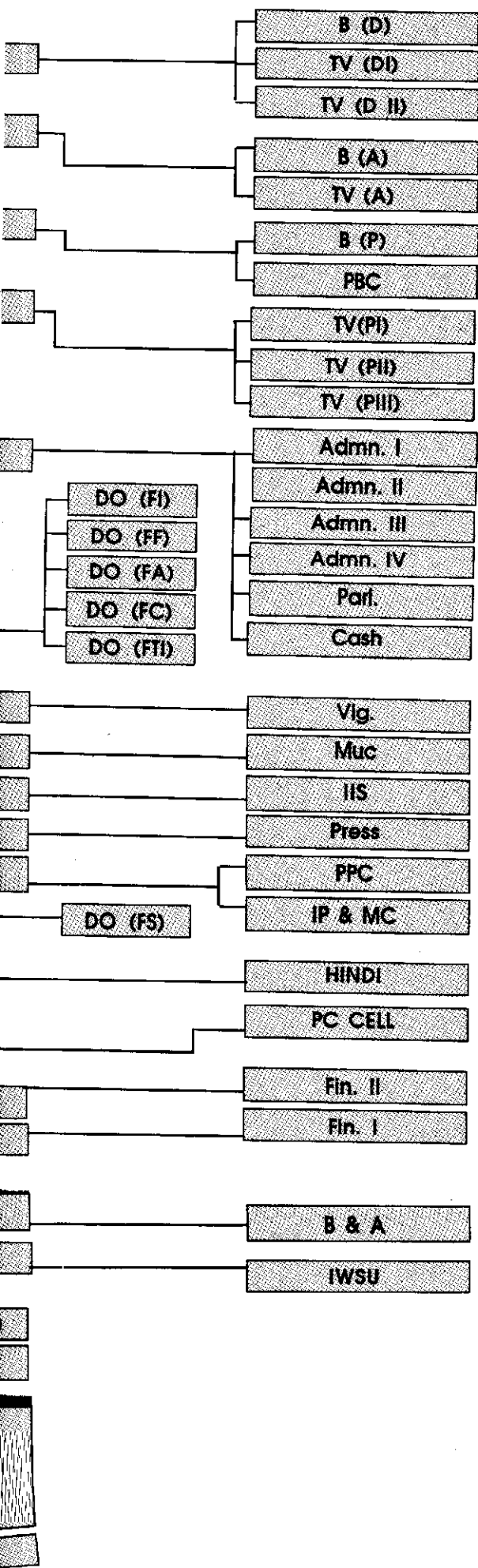
The Deputy Press Registrar  
Office of RNI, West Block 8, Wing No 2  
R K Puram, New Delhi - 110066  
Phone : 610 62 51

In case of unsatisfactory response from the Grievance Officer of RNI, the following officer can be approached for seeking redressal of the grievances:

The Joint Secretary (P & PG)  
Ministry of I & B  
Room No 657, 'A' Wing, Shastri Bhavan  
New Delhi-110001  
Phone : 338 38 57

# ORGANISATION CHART





**DESIGNATION IN THE MINISTRY**

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

**Appendix - II****MINISTRY OF INFORMATION & BROADCASTING  
STATEMENT SHOWING THE BUDGET FOR PLAN & NON-PLAN****Demand No. 56 - Information, Films & Publicity****(Rs. in thousands)**

S. No.	Name of Media Units/ Activity	B.E. 1997-98		
		Plan	Non-Plan	Total
<b>REVENUE SECTION</b>				
<b>Major Head - "2251"-Secretariat - Social Services</b>				
1.	Main Sectt. (including PAO) Major Head "2205"-Art & Culture Certification of Cinematographic films for public exhibition	25,00	8,28,00	8,53,00
2.	Central Board of Film Certification	50,00	92,75	1,42,75
3.	Film Certification Appellate Tribunal	—	4,25	4,25
<b>Total</b>		<b>50,00</b>	<b>97,00</b>	<b>1,47,00</b>

**Major Head "2220"-Information & Publicity**

4.	Films Division	2,37,00	18,76,81	21,13,81
5.	Directorate of Film Festivals	3,05,00	2,42,97	5,47,97
6.	National Film Archive of India	1,10,00	47,68	1,57,68
7.	Satyajit Ray F. & T.I., Calcutta	9,21,00	-	9,21,00
8.	Grants-in-aid to National Centre of Films for Children and Young People (N'CYP)	2,65,00	10,00	2,75,00
9.	Grants-in-aid to Film & Television Institute of India, Pune	7,00,00	3,69,60	10,69,60
10.	Grants-in-aid to Film Societies	4,00	-	4,00
11.	Research, Reference & Training divn.	-	58,95	58,95
12.	Grants-in-aid to I.I.M.C.	3,15,00	1,54,96	4,69,96
13.	Directorate of Advertising & Visual Publicity	1,60,00	36,41,25	38,01,25
14.	Press Information Bureau	55,00	10,87,70	11,42,70
15.	Press Council of India	-	1,06,57	1,06,57
16.	Subsidy in lieu of Interest on loan to PTI	-	12,25	12,25
17.	Payment for Pro. & Spl. Services	-	38,22	38,22
18.	Directorate of Field Publicity	1,40,00	13,51,41	14,91,41
19.	Song & Drama Division	1,55,00	8,95,41	10,50,41
20.	Publications Division	40,00	7,25,89	7,65,89
21.	Employment News	-	10,06,38	10,06,38
22.	Registrar of Newspapers for India	-	1,03,75	1,03,785
23.	Photo Division	5,00	1,54,20	1,59,20
24.	Contribution to International Programme for the Development of Communication	-	10,00	10,00
<b>Total: Major Head "2220"</b>		<b>34,12,00</b>	<b>118,94,00</b>	<b>153,06,00</b>
<b>Total: Revenue Section</b>		<b>34,87,00</b>	<b>128,19,00</b>	<b>163,06,00</b>

R.E. 1997-98			B.E. 1998-99		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
15,00	9,69,00	9,84,00	25,00	10,70,00	10,95,00
40,00	1,07,50	1,47,50	61,00	1,23,00	1,84,00
-	4,50	4,50	-	5,00	5,00
40,00	1,12,00	1,52,00	61,00	1,28,00	1,89,00
2,21,89	22,14,61	24,36,50	2,00,00	22,73,95	24,73,95
2,86,75	3,00,67	5,87,42	2,86,00	3,12,42	5,98,42
1,10,00	84,68	1,94,68	1,22,00	87,68	2,09,68
9,21,00	-	9,21,00	9,00,00	-	9,00,00
1,90,91	14,64	2,05,55	5,60,00	15,00	5,75,00
6,64,41	4,16,12	10,80,53	7,00,00	4,57,73	11,57,73
4,00	-	4,00	4,00	-	4,00
-	63,53	63,53	5,00	79,82	84,82
3,15,00	2,02,25	5,17,25	3,80,00	2,17,51	5,97,51
1,52,00	37,26,57	38,78,57	1,44,00	40,94,44	42,38,44
50,95	13,74,94	14,25,89	91,00	14,80,48	15,71,48
-	1,41,37	1,41,37	-	1,60,84	1,60,84
-	12,25	12,25	-	12,25	12,25
-	22,00	22,00	-	38,22	38,22
90,39	15,79,47	16,69,86	1,63,00	16,57,79	18,20,79
1,45,00	9,57,39	11,02,39	1,62,00	11,03,25	12,65,25
50,00	9,03,44	9,53,44	64,00	9,67,45	10,31,45
-	9,69,59	9,69,59	-	13,50,62	13,50,62
-	1,27,21	1,27,21	-	1,35,77	1,35,77
1,70	2,01,27	2,02,97	5,00	2,06,78	2,11,78
-	12,00	12,00	-	12,00	12,00
32,04,00	133,24,00	165,28,00	37,86,00	146,64,00	184,50,00
32,59,00	144,05,00	176,64,00	38,72,00	158,62,00	197,34,00

S. No.	Name of Media Units/ Activity	B.E. 1997-98		
		Plan	Non-Plan	Total
<b>Capital Section</b>				
<b>Major-head "4220"-Capital outlay on Information &amp; Publicity.</b>				
<b>A) Machinery &amp; Equipment</b>				
1.	Acquisition of Equipment for Films Division	1,92,00	-	1,92,00
2.	Acquisition of Equipment for P.I.B.	1,65,00	-	1,65,00
3.	Acquisition of Equipment for Dte. of Field Publicity	1,60,00	-	1,60,00
4.	Acquisition of Equipment for Song & Drama Division	20,00	-	20,00
5.	Acquisition of Equipment for Photo Division	70,00	-	70,00
<b>B) Buildings</b>				
7.	Multi-storeyed building for Films Division - Major Works	96,00	-	96,00
8.	Construction of Office Building for N.F.A.I. - Major Works	1,10,00	-	1,10,00
9.	Film Festival Complex - Additions and Alterations - Major Works	40,00	-	40,00
10.	Setting up of Film & Television Institute at Calcutta - Acquisition of Land & Construction of Building	3,50,00	-	3,50,00
11.	Soochna Bhavan Building - Major Works	3,50,00	-	3,50,00
12.	Construction of office and Residential Accommodation for Field Publicity - Major Works	-	-	-
13.	Setting up of National Press Centre and Mini-media Centre for P.I.B.	2,40,00	-	2,40,00
<b>Total - Capital Section</b>		17,93,00	-	17,93,00
<b>Total - Demand No. 56</b>		52,80,00	128,19,00	180,99,00



R.E. 1997-98			B.E. 1998-99		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
1,77,00	-	1,77,00	2,98,00	-	2,98,00
1,65,00	-	1,65,00	92,00	-	92,00
1,60,00	-	1,60,00	1,10,00	-	1,10,00
20,00	-	20,00	20,00	-	20,00
74,10	-	74,10	71,00	-	71,00
73,00	-	73,00	27,00	-	27,00
62,00	-	62,00	1,30,00	-	1,30,00
49,90	-	49,90	40,00	-	40,00
2,05,00	-	2,05,00	1,00,00	-	1,00,00
1,50,00	-	1,50,00	2,40,00	-	2,40,00
-	-	-	-	-	-
20,00	-	20,00	2,80,00	-	2,80,00
11,56,00	-	11,56,00	14,08,00	-	14,08,00
44,15,00	144,05,00	188,20,00	52,80,00	158,62,00	211,42,00

**Demand No. 57 - Broadcasting Services**  
**REVENUE**

S. No.	Name of Media Units/ Activity	B.E. 1997-98		
		Plan	Non-Plan	Total
1	2	3	4	5
<b>REVENUE SECTION</b>				
<b>Major Head "2221"</b>				
<b>All India Radio</b>				
1.	Direction & Administration	438.00	1235.00	1673.00
2.	Operation & Maintenance	475.00	5066.00	5541.00
3.	Commercial B'casting Services	12.00	3011.00	3023.00
4.	Programme Services	1298.00	17520.00	18818.00
5.	News Services Division	9.00	1805.00	1814.00
6.	Listeners' Research	10.00	103.00	113.00
7.	External Services Division	5.00	367.00	372.00
8.	Planning & Development	235.00	698.00	933.00
9.	Research & Training	68.00	338.00	406.00
10.	Suspense	0.00	6535.00	6535.00
11.	Transfer to NLF	0.00	8805.00	8805.00
12.	Other Expenditure	0.00	379.00	379.00
<b>Total AIR (Revenue)</b>		<b>2550.00</b>	<b>45862.00</b>	<b>48412.00</b>
<b>Doordarshan</b>				
1.	Direction & Administration	1.00	1252.00	1253.00
2.	Operation & Maintenance	810.00	8755.00	9565.00
3.	Commercial Services	0.00	9417.00	9417.00
4.	Programme Services	10048.00	20567.00	30615.00
5.	Listeners' Research	1.00	112.00	113.00
6.	Suspense	0.00	8500.00	8500.00
7.	Transfer to NLF	0.00	51875.00	51875.00
8.	Other Expenditure	0.00	451.00	451.00
<b>Total Doordarshan (Revenue)</b>		<b>10860.00</b>	<b>100929.00</b>	<b>111789.00</b>
<b>Total Major Head "2221"</b>		<b>13410.00</b>	<b>146791.00</b>	<b>160201.00</b>
<b>Total Revenue Section</b>		<b>13410.00</b>	<b>146791.00</b>	<b>160201.00</b>
<b>Voted</b>		<b>13409.40</b>	<b>146377.00</b>	<b>159786.40</b>
<b>Charged</b>		<b>0.60</b>	<b>414.00</b>	<b>414.60</b>

(Rs. in Lakhs)

R.E. 1997-98			B.E. 1998-99		
Plan 6	Non-Plan 7	Total 8	Plan 9	Non-Plan 10	Total 11
447.00	1564.00	2011.00	464.00	1582.00	2046.00
866.00	6760.00	7626.00	415.00	7142.00	7557.00
0.00	2646.00	2646.00	0.00	3043.00	3043.00
510.00	26603.00	27113.00	943.00	27373.00	28316.00
0.00	2127.00	2127.00	0.00	2119.00	2119.00
0.00	204.00	204.00	0.00	205.00	205.00
10.00	438.00	448.00	69.00	445.00	514.00
130.00	931.00	1061.00	258.00	897.00	1155.00
77.00	494.00	571.00	130.00	461.00	591.00
0.00	6535.00	6535.00	0.00	6700.00	6700.00
0.00	6692.00	6692.00	0.00	9000.00	9000.00
1.00	519.00	520.00	1.00	525.00	526.00
<b>2041.00</b>	<b>55513.00</b>	<b>57554.00</b>	<b>2280.00</b>	<b>59492.00</b>	<b>61772.00</b>
0.00	1444.00	1444.00	1.00	1900.00	1901.00
1095.25	12809.00	13904.25	2350.00	12572.00	14922.00
0.00	7392.00	7392.00	0.00	10179.00	10179.00
7704.75	27438.00	35142.75	10088.00	26092.00	36180.00
0.00	138.00	138.00	1.00	138.00	139.00
0.00	7500.00	7500.00	0.00	8500.00	8500.00
0.00	43500.00	43500.00	0.00	56025.00	56025.00
0.00	484.00	484.00	0.00	488.00	488.00
<b>8800.00</b>	<b>100705.00</b>	<b>109505.00</b>	<b>12440.00</b>	<b>115894.00</b>	<b>128334.00</b>
<b>10841.00</b>	<b>156218.00</b>	<b>167059.00</b>	<b>14720.00</b>	<b>175386.00</b>	<b>190106.00</b>
<b>10841.00</b>	<b>156218.00</b>	<b>167059.00</b>	<b>14720.00</b>	<b>175386.00</b>	<b>190106.00</b>
<b>10836.30</b>	<b>155448.90</b>	<b>166285.20</b>	<b>14720.00</b>	<b>175348.00</b>	<b>190068.00</b>
<b>4.70</b>	<b>769.10</b>	<b>773.80</b>	<b>0.00</b>	<b>38.00</b>	<b>38.00</b>

S. No.	Name of Media Units/ Activity	B.E. 1997-98		
		Plan	Non-Plan	Total
1	2	3	4	5
<b>Capital Section Major Head "4221"</b>				
<b>All India Radio</b>				
1.	Machinery & Equipment	50.20	0.00	50.20
2.	Studios	3447.80	0.00	3447.80
3.	Transmitters	4701.00	0.00	4701.00
4.	Suspense	0.00	475.00	475.00
5.	Other Expenditure (Esstt & MWS)	3571.00	0.00	3571.00
<b>Total : All India Radio</b>		11770.00	475.00	12245.00
<b>Voted</b>		11720.00	475.00	12195.00
<b>Charged</b>		50.00	0.00	50.00
<b>Doordarshan</b>				
1.	Machinery & Equipment	80.00	0.00	80.00
2.	Studios	9823.00	0.00	9823.00
3.	Transmitters	16644.00	0.00	16644.00
4.	Suspense	0.00	560.00	560.00
5.	Other Expenditure (Estt & MWS)	4153.00	0.00	4153.00
<b>Total Doordarshan</b>		30700.00	560.00	31260.00
<b>Voted</b>		30665.00	560.00	31225.00
<b>Charged</b>		35.00	0.00	35.00
<b>Total Major head "4221"</b>		42470.00	1035.00	43505.00
<b>Total Capital Section</b>		42470.00	1035.00	43505.00

R.E. 1997-98			B.E. 1998-99		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
6	7	8	9	10	11
26.45	0.00	26.45	100.00	0.00	100.00
2429.00	0.00	2429.00	4742.00	0.00	4742.00
2742.60	0.00	2742.60	4529.00	0.00	4529.00
0.00	425.00	425.00	0.00	485.00	485.00
3002.95	1.00	3003.95	3349.00	0.00	3349.00
8201.00	426.00	8627.00	12720.00	485.00	13205.00
8089.80	426.00	8515.80	12670.00	485.00	13155.00
111.20	0.00	111.20	50.00	0.00	50.00
60.50	0.00	60.50	70.00	0.00	70.00
10194.65	0.00	10194.65	10427.00	0.00	10427.00
13157.75	0.00	13157.75	14375.00	0.00	14375.00
0.00	512.00	512.00	0.00	525.00	525.00
4187.10	0.00	4187.10	7628.00	0.00	7628.00
27600.00	512.00	28112.00	32500.00	525.00	33025.00
27565.00	512.00	28077.00	32480.00	525.00	33005.00
35.00	0.00	35.00	20.00	0.00	20.00
35801.00	938.00	36739.00	45220.00	1010.00	46230.00
35801.00	938.00	36739.00	45220.00	1010.00	46230.00