

# Annual Report

2007-2008



Ministry of Information and Broadcasting  
Government of India



---

# CONTENTS

## Highlights of the Year

1. Overview	1
2. Role and Functions of the Ministry	4
3. New Initiatives	6
4. Activities under Information Sector	10
5. Activities under Broadcasting Sector	42
6. Activities under Films Sector	108
7. Activities under International Cooperation	169
8. Representation of Scheduled Castes, Scheduled Tribes, OBCs and Physically Disabled persons in Service	171
9. Use of Official Language	173
10. Women Welfare Activities	175
11. Vigilance Related Matters	176
12. Citizen's Charter and Grievance Redressal Mechanism	177
13. Right to Information Act,2005 Related Matters	179
14. Accounting and Internal Audit	181
15. CAG Paras	185
<b>Appendices</b>	
A. Media Unit Wise Budget	187
B. Organization Chart of Ministry of Information and Broadcasting	191

---



---

## HIGHLIGHTS OF THE YEAR

- 26<sup>th</sup> Conference of State and UT Ministers of Information & Cinematography (SIMCON- XXVI) was held on 19<sup>th</sup> September 2007 at Vigyan Bhawan, New Delhi.
  - '53<sup>rd</sup> National Film Awards' ceremony was held in the month of September 2007. 'Swatantrata Filmotsav' was held during the month of Aug. 2007 by the Films Division.
  - The Films Division won the National Award for its film titled 'Hans Akela'
  - The 38<sup>th</sup> International Film Festival of India (IFFI) was held in Goa from 23<sup>rd</sup> November 2007 to 3<sup>rd</sup> December 2007. Noted film actor Shah Rukh Khan inaugurated the Festival.
  - Films Division organized an International Film Festival on Documentary Short and Animation films on 13<sup>th</sup> - 14<sup>th</sup> June 2007 at Jammu and on 27<sup>th</sup> - 28<sup>th</sup> June 2007 at Srinagar.
  - A Film Festival on Freedom Movement in connection with 150<sup>th</sup> year of 1857 Indian Freedom Struggle movement was organized by Films Division at Vellore (Tamil Nadu) .
  - Bharat Nirman Campaign was launched in November, 2007 in electronic and print media.
  - 35 PIC campaigns were organized till December, 2007.
  - Azadi Express, a mobile (train) exhibition for commemoration of 150 years of 1<sup>st</sup> war of Independence, 60 years of independence and birth centenary of Shaheed Bhagat Singh was flagged off on 28<sup>th</sup> September 2007.
  - DAVP organized a mobile (van) exhibition as part of the 'Kranti Yatra - 1857 Meerut to Delhi' to mark the occasion. Booklets on 'Kranti Yatra' in English and Hindi were published and distributed.
  - DAVP's new advertisement policy was announced on 2<sup>nd</sup> Oct. 2007. The policy has increased the %age share of advertisement to small and medium newspapers and those published in regional and other languages like Bodo, Dogri, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Nepali, Sanskrit, Santhali, Sindhi, Urdu and tribal languages.
  - PIB organized a two-day 'Editors Conference' on social issues in Srinagar, J&K on 17<sup>th</sup> - 18<sup>th</sup> Oct. 2007 and a three day 'Economic Editors Conference' at New Delhi during 12-14<sup>th</sup> November 2007.
  - Special Package for Jammu and Kashmir amounting to Rs.300 crores approved for improvement of content of Kashir Channel.
  - Guidelines issued for commissioning of programmes for Kashir Channel and North East.
  - 132 private FM Channels operationalised.
  - The Ministry issued Notification of the Cable Television Networks (Regulation) Act, 1995 notifying the names of - Lok Sabha Television Channel and DD Rajya Sabha Channel for re-transmission by the cable operators through their cable service.
-



- 
- The Ministry has also amended the guidelines for DTH Service Cable Television Networks (Regulation) Amendment Bill 2007 passed by the Parliament, which received Presidential assent on 28.05.2007.
  - Draft of the Broadcasting Services (Regulation) Bill and a Draft Content Code placed on Ministry's website for public consultation in July 2007.
  - The Broadcasting Services Regulation Bill (BSRB) has been redrafted and the consultation process is underway. The Bill also envisages a Content Code to regulate the content going into the public domain.
  - Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act, 2007 was passed during the Budget Session of the Parliament.
  - BECIL paid a dividend of Rs.1.08 crores (76% of the equity) to the Government for the year 2006-07.
  - 73 channels given permission for uplinking from India.
  - Rs.24.71 crores received by way of licence fees from private FM Channels.
  - 3 companies granted licence for operating DTH service.
  - Letters of Intent to 21 applicants were issued for setting up of Community Radio Stations.
  - National Consultation on Community Radio held in New Delhi with the support of UNESCO and UNICEF in March 2007.
  - Urdu Channel converted into a 24-hours channel with effect from 14.11.2007.
  - TV transmission to hand held devices (mobile phones) using DVB-H standard started in New Delhi. Programmes of 8 Doordarshan channels can be received on DVB-H enabled mobile phones within a range of about 10-12 kms from the transmitter.
  - The Bhartendu Harishchandra awards were given by Secretary (I&B).
  - Photo Division organized the prize distribution function of the 19<sup>th</sup> National Photo Contest 2006-07 on the theme of 'Happiness' and 20<sup>th</sup> National Photo Contest 2007-08 on the theme of "Spirit of Independent India".
  - The Publication Division published and released the Reference Annual 'India 2008' in English and 'Bharat 2008' in Hindi.
  - 'Satyagraha', a book brought out by the Publications Division to commemorate 100 years of Satyagraha.
  - The Publication Division released an audio CD of S.N. Sen's book '1857' (abridged) for the visually impaired.
-



## OVERVIEW

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

The Ministry of Information and Broadcasting, through the mass communication media consisting of radio, television, films, press and print publications, advertising and traditional modes of communication such as dance and drama, plays an effective role in helping people have access to free flow of information. The Ministry is involved in catering to the entertainment needs of various age groups and focusing attention of the people on issues of national integrity, environmental protection, health care and family welfare, eradication of illiteracy and issues relating to women, children minority and other disadvantaged sections of the society. The Ministry is divided into 4 wings i.e. Information Wing, the Broadcasting Wing, the Films Wing and the Integrated Finance Wing. The Ministry functions through its 24 media units/ attached & subordinate offices, autonomous bodies and PSU's.

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

administration of the Ministry.

The Broadcasting Wing under Joint Secretary (Broadcasting) handles matters relating to the electronic media. It formulates policies and frames rules and regulations for this Sector, which include public service broadcasting, operation of cable television, private television channels, F.M. and Community Radio etc..

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

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

Various media units, attached/subordinate offices, autonomous organizations and PSU's under control of Ministry of Information and Broadcasting.

### INFORMATION WING

Sno.	Name of the Media Unit	Objective
<b>Media Units</b>		
1.	Press Information Bureau	Development of Press relations to disseminate the policies of the Government of India.
2.	Directorate of Advertising and Visual Publicity	Advertising and Visual Publicity for Government of India.
3.	Registrar of Newspapers of India	Implementation of PRB Act, 1867.
4.	Directorate of Field Publicity	Disseminating policies of the Government through interpersonal communication.
5.	Publications Division	Publication of books and Journals.
6.	Research, Reference and Training Division	Research and training, manpower development.
7.	Song and Drama Division	Disseminating policies of the Government through interpersonal communication.
8.	Photo Division	Photo Coverage of Government events and important functions.



S.No.	Name of the Media Unit	Objective
<b>Autonomous Organizations</b>		
9.	Press Council of India	To preserve the freedom of the press and maintain and improve the standards of newspapers and the news agencies in India.
10.	Indian Institute of Mass Communication	Training and manpower development.

<b>BROADCASTING WING</b>		
S.No.	Name of the Media Unit	Objective
<b>Attached/Subordinate offices</b>		
1.	Electronic Media Monitoring Centre	Monitoring of TV channels to check the violation of cable TV Networks Regulation Act, 1995 and rules framed there under etc.
<b>Autonomous Organizations</b>		
2	Prasar Bharati a. Doordarshan b. All India Radio	Public Service Broadcasting through All India Radio and Doordarshan.
<b>Public Sector Organisation</b>		
3.	BECIL	Technical consultancy and solutions in the field of Broadcasting

**FILM WING**

S.No.	Name of the Media Unit	Objective
<b>Attached/Subordinate offices</b>		
1.	Films Division	Documentary Film Production.
2.	Central Board of Films Certification	Certification of Films.
3.	National Film Archive of India	Preservation of Films.
4.	Directorate of Film Festivals;	Promotion of good cinema.
<b>Autonomous Organization</b>		
5.	Film and Television Institute of India, Pune;	Manpower development.
6.	Satyajit Ray Film and Television Institute, Kolkata;	Manpower development.
7.	Children Film Society of India;	Promotion of Children's Cinema.
<b>Public Sector Undertaking</b>		
8.	National Films Development Corporation	Film Finance.



**FINANCE WING**

S.No. Name of the Media Unit	Objective
<b>Subordinate Office</b> 1 Chief Controller of Accounts	Maintain and monitor accounts of Ministry.

The Ministry of Information and Broadcasting has a wide ranging mandate in respect of information, education and entertainment to be executed with functions relating to print, electronic media and also films.

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

- Broadcasting Services through All India Radio (AIR) and Doordarshan (DD) for the people, including Indians abroad.
- Development of Broadcasting and Television services.
- 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.
- Development of Press relations to disseminate the policies of the Government of India.
- Administration of the Press and Registration of Books Act, 1867.
- Dissemination of information about India within and outside the country, through publications and media 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.



## **ROLE AND FUNCTIONS OF THE MINISTRY**

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

### **I. BROADCASTING POLICY AND ADMINISTRATION**

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

### **II. CABLE TELEVISION POLICY**

5. Cable Television Networks (Regulation) Act, 1995.

### **III. RADIO**

6. All business connected with All India Radio embracing news services in the home programmes, programmes for the foreign countries and Indians overseas, radio journals, research in the field of broadcasting engineering, monitoring of foreign broadcasts, programme exchange and transcription services, supply of community receiving sets to

State Governments under the community listening scheme, etc.

7. Development of radio Broadcasting throughout the Union, installation and maintenance of Radio Stations and Transmitters and operation of broadcasting services.
8. Licencing of Private FM/ Community Radio.

### **IV. DOORDARSHAN**

9. Exchange including cultural exchange of television programmes.
10. Development of television including installation, maintenance and operation of television Programme Production Centres and Transmitters, and operation of television services.
11. Promotion and production of television programmes outside Doordarshan.

### **V. FILMS**

12. Sanctioning of Cinematograph films for exhibition.
  12. Administration of the Cinematograph Act, 1952.
  14. Import of feature and short films for theatrical and non-theatrical viewing.
  15. Export of Indian films, both feature and short films.
  16. Import of unexposed cinematograph films and various types of equipment required by the film industry.
  17. All matters relating to film industry, including developmental and promotional activities.
  18. Promotion of good cinema by institution of State awards for films produced in India and assistance through the National Film Development Corporation Limited.
-



19. Production and distribution of documentaries and newsreels and other films and film strips for internal and external publicity.
20. Preservation of films and material related to films.
21. Organisation of International Film Festivals in India and participation of India in International Film Festivals abroad.
22. Organisation of Film Festivals under Cultural Exchange Programmes.
23. Film Society movement.

#### **VI. ADVERTISING AND VISUAL PUBLICITY**

24. Production and release of advertisements on behalf of the Government of India, based on the print and advertisement policy of the government as amended from time to time.

#### **VII. PRESS**

25. Presentation and interpretation of the policies and activities of the Government of India through the medium of the press.
26. Advising Government on information problems relating to the Press, keeping Government informed of the main trends of public opinion as reflected in the Press, and liaison between Government and the Press.
27. Publicity to and for the Armed Forces.
28. Administration of the Press and Registration of Books Act, 1867 relating to newspapers.

29. Administration of the Press Council Act, 1978.

#### **VIII. PUBLICATIONS**

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

#### **IX. RESEARCH AND REFERENCE**

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

#### **X. MISCELLANEOUS**

33. Publicity for the policies and programmes of Government of India through interpersonal communication.
34. Administration of Journalists' Welfare Fund.
35. All matters relating to the Asia-Pacific Broadcasting Union, Commonwealth Broadcasting Association and the Non-Aligned News Agency Pool.
36. Cadre management of the Indian Information Service (Groups 'A' & 'B').



## NEW INITIATIVES

- New Advertisement policy of DAVP.
- Public Information Campaigns.
- Azadi Express.
- The 26<sup>th</sup> SIMCON – 2007.
- Broadcasting Services Regulatory Bill.
- Amendments to Cable Television Networks (Regulation) Act 1995.
- FM Radio Channels.
- Community Radio.
- Mobile Television.
- High Definition Television (HDTV).
- The 38<sup>th</sup> International Film Festival of India -2007.

### **New Advertisement Policy of Directorate of Advertisement and Visual Publicity (DAVP)**

With a view to support small newspapers published in regional and other languages, the new Advertisement Policy was announced in Oct. 2007. In this policy the quota for advertisements for small papers has been increased from 10 to 15%, and for medium newspapers from 30 to 35%. As per the new policy, 50 per cent of all DAVP advertisements will go to big newspapers, 35 per cent to medium newspapers, and 15 per cent to small publications. Earlier, 60 per cent of all advertisements had gone to big newspapers with medium and small newspapers given 30 per cent and 10 per cent respectively. Across the three slabs, English newspapers will now get 30 per cent of all advertisements while Hindi and other languages will get 35 per cent each. Earlier, English newspapers were entitled to 50 per cent of all advertisements.

It also has increased support through DAVP to newspapers in regional and other languages like Bodo, Dogri, Kashmiri, Khasi, Konkani, Maithili, Manipuri, Nepali, Sanskrit, Santhali, Sindhi, Urdu and tribal languages. Newspapers in these languages will now be able to empanel with the DAVP, even if their circulation is less than 500 copies. Earlier, only newspapers in Sanskrit were entitled to this concession. Also, newspapers in all these languages can apply for empanelment with six months of publication experience, as against the earlier requirement of a minimum of 12 months. As for all other regional languages small and medium newspapers, they can apply for empanelment after 18 months instead of 36 months.

Further, the Government has relaxed the circulation check requirement. The new policy envisages no circulation check of newspapers with circulation of up to 25,000 against the existing limit of 6,000.

### **Public Information Campaigns**

PIB has been organising Public Information Campaigns (PICs) all over India to create greater awareness about the flagship programmes of the Central Government. Eighty PICs have been held this year. Developmental schemes of the Government is the main focus of these PICs. Publicity efforts during these PICs are also supplemented by this Ministry's other media units viz. S&DD, DFP and DAVP. The locations of these PICs cover the length and breadth of the country that include backward, sensitive and minority dominated areas.

### **Azadi Express**

The Mobile Train Exhibition on commemoration of 150 years of 1857, 60 years of independence and birth centenary of Shaheed Bhagat Singh was flagged off on 28<sup>th</sup> September 2007. The Azadi Express is a



project of Directorate of Advertising and Visual Publicity (DAVP), Ministry of Information & Broadcasting and Ministry of Culture. The exhibition train will journey throughout the country for eight months. It's journey will conclude on May 15, 2008. The eleven-coach Exhibition depicts 150 years of our history by way of photographs, dioramas, cutouts, scrollers and audio-videos. Each of the first eight coaches highlights a specific aspect of the freedom movement. During its journey, the train would pass through 70 destinations across the country. In sojourn, it is stationed at these destinations for 2-5 days, when the general public visits and experiences the spirit of freedom movement.

### 26<sup>th</sup> SIMCON-2007

The Ministry held the 26<sup>th</sup> Conference of State and UT Ministers of Information & Cinematography (SIMCON-

XXVI) in September 2007 at Vigyan Bhawan, New Delhi. The conference was preceded by a one day Secretary level meeting chaired by the Secretary, I&B.

The Conference was well attended with Chief Minister from Delhi and State Ministers from 14 other States. Minister for Information & Broadcasting and Parliamentary Affairs Shri Priya Ranjan Dasmunsi inaugurated the SIMCON XXVI. During the conference in-depth discussions took place on rationalization of Entertainment Tax, Broadcasting Services Regulation Bill, Implementation of CAS, Community Radio Policy etc., and the following decisions were taken unanimously: -

- (a) All State Governments supported the Broadcasting Services Regulation Bill and desired that it should be implemented at the earliest.



The Union Minister for Information & Broadcasting and Parliamentary Affairs, Shri Priya Ranjan Dasmunsi addressing the concluding session of the 26th Conference of Information Ministers of States and UTs to deliberate on the various issues related to the information and broadcasting at "SIMCON XXVI", in New Delhi on 19 September, 2007.



- (b) All States were unanimous on regulation of content, even if it implied compromising commercial interest.
- (c) The State Governments desired that CAS should be introduced in new cities only after ascertaining the feedback of consumer satisfaction from the States where it is currently under implementation.
- (d) The State Governments unanimously welcomed the new Community Radio Policy of the Ministry.
- (e) There was agreement on further reduction of Entertainment Tax.

### **Broadcasting Services Regulatory Bill**

The Broadcasting Services Regulation Bill has been redrafted after considering the comments of stakeholders and revised / redrafted Bill has been posted on the website of the Ministry for wider consultations. Responses received have been both for and against the Bill, the consultation process is underway.

The Bill also envisages a Content Code which has also been separately posted on the website of the Ministry for wider consultation for seeking comments from the public as well as the stake holders.

The need has been felt to regulate the content going into public domain to ensure conformity with acceptable contemporary community standards and to protect the vulnerable sections from harmful and undesirable content on TV.

The Self Regulation Guidelines (Guidelines) formulated and posted on the Ministry website set out principles, guidelines and ethical practices, which shall guide the Broadcasting Service Provider (BSP) in offering their programming services in India so as to conform to the Certification Rules prescribed under the Cable Television Networks (regulations) Act 1995, irrespective of the medium/platform used for broadcasting of the programme. These Guidelines have been drafted to introduce greater specificity and detail with a view to facilitate self regulation by the broadcasting industry and minimize scope for subjective decision by regulatory authorities or the broadcasting service providers. The basic underlying principles of these Guidelines is that the responsibility of complying with the provisions of the Certification Rules vests with the BSP.

### **Cable Television Networks (Regulation) Act, 1995**

The Ministry has issued Notification of the Cable Television Networks (Regulation) Act, 1995 notifying the names of – Lok Sabha Television Channel and DD Rajya Sabha Channel for re-transmission by the cable operators through their cable service; the Ministry has also amended the guidelines for DTH Services.

### **FM Radio Channels:**

Government opened up Phase-II of FM Radio Broadcasting to Private participation to supplement and complement the efforts of All India Radio by inviting bids for 337 channels. Out of these 337 channels, letter of intent had been issued to 245 channels, of which 134 channels have become operational. In all 155 channels, including 21 channels of Phase-I have become operational. Remaining channels are likely to be operationalised by March, 2008. In 2007-08, Government has earned Rs.24.78 crore (as on 31.12.07) as revenue from the operationalised/non-operationalised channels. A sum of another Rs.8.00 crore is expected by way of fourth quarter fee from the channels for the remaining period up 31.3.2008.

Since 92 channels out of 337 channels could not be allocated, Ministry issued Tender Notice on 8.6.2007, inviting bids for 97 channels (including 92 vacant channels of phase II and 4 new channels in Dehradun and one channel in Mumbai) for expansion of FM Radio Broadcasting through private agencies/ companies, registered under Company's Act, 1956. In response to the notice, 35 companies submitted pre-qualification bids, which are being examined.

### **Community Radio**

1. Recognizing the potential use of the medium of radio for the betterment of the community, the Government of India announced a policy for the grant of licenses for setting up Community Radio Stations by the educational institutions in December 2002. Today, there are 28 such stations working in various parts of the country.
2. The Government has since liberalized the policy for Community Radio in December 2006 and decided to grant permission for setting up



community radio stations to 'Non-profit' organizations viz. Civil Society & Voluntary organizations, State Agricultural Universities, Indian Council of Agricultural Research (ICAR) institutions, Krishi Vigyan Kendras, Registered Societies and Autonomous bodies and Public Trusts registered under Societies Act or any other such act relevant for the purpose in addition to the educational institutions, subject to fulfillment of the eligibility conditions. The Government has received 150 applications from such organizations which are being processed in accordance with the new policy

3. Now the Government has taken initiatives in popularizing the policy amongst the eligible Organisations by organizing consultations/workshops, seminars and other forms of audio visual publicity. The first of such **"Regional Consultation for Community Radio Awareness"** was successfully organized at Lucknow w.e.f 28.11.2007 – 30.11.2007. More such initiatives are planned in the future.

### Mobile TV

A TV transmission to hand held (mobile phones) using DVB-H standard has been started in New Delhi w.e.f. May, 2007. Programmes of 8 Doordarshan channels viz. DD National, DD News, DD Bharati, DD Sports, DD Bangla, DD Punjabi, DD Podighai & DD Urdu are being transmitted and these can be received on DVB-H enabled mobile phones within a range of about 10-12 kms from the transmitter, which is installed in Akashwani Bhawan at Parliament Street. Doordarshan plans to increase number of channels from the present 8 to 16. A Scheme in this regard has already been approved and further action regarding procurement of requisite equipment is being taken. India is one of the few select countries, which have started mobile TV service.

### High Definition Television (HDTV)

Doordarshan has taken up a pilot project of HDTV at Delhi. This pilot project envisages HDTV production facility in terms of establishment of multi camera EFP (Electronic Field Production) van besides compatible post production facility. This pilot project is targeted to be completed by 2008.

### Film Festivals-2007

The Directorate of Film Festivals (DFF), in collaboration with the Goa Government, held the 38<sup>th</sup> International Film Festival of India in Nov- Dec, 2007. A total of 176 films from forty six countries including 59 from India were screened during this Festival which was inaugurated by the noted film actor Shahrukh Khan.

As part of IFFI, an exhibition of rare cine equipments – "Behind The Frames" was organised. This exhibition saw large participation and was appreciated by all delegates. Films produced by Films Division on freedom movement in India were screened in a special section "India @ sixty" at IFFI 2007.

DFF also organized an Egyptian Film Festival in October 2007. Films were screened during three-day Festival. Russian Film festival was organized in April 2007.

Films Division organized a two day film festival in Bangalore on the occasion of 'Vigyan Utsav – 2007' in November 2007. The Division in collaboration with Regional Museum of Natural History, Bangalore also conducted a film festival on 'Wildlife' during November. Films Division organized 'Swatantrata Filmotsav' in August 2007 commemorating 150 years of 1857. A total of 55 films with patriotism as theme were screened during four-day Festival.

A week long Children's Film Festival was organized in Hyderabad in November 2007 where in 40 films were screened in the competitive and non-competitive sections.



## ACTIVITIES UNDER INFORMATION SECTOR

**The Information Wing** of the Ministry mainly handles policy matters of the print and press media and publicity requirements of the Government. This Wing also looks after the general administration of the Ministry and the cadre of Indian Information Service etc. Major initiatives being taken by the Ministry are relating to:

### FOREIGN DIRECT INVESTMENT IN PRINT MEDIA

As per the FDI Guidelines for print media (News & Current Affairs) and Guidelines for publication of Indian editions of foreign speciality / technical / scientific magazines / journals, the applications are processed by the Ministry of I&B, after due inter-ministerial



The Prime Minister Dr. Manmohan Singh viewing the exhibition organized by DAVP at the Civil Services Day programme on 21 April 2007



consultations, to decide whether the proposed publication is covered under the category of scientific, technical or speciality magazine / periodical / journal. Representatives of the concerned ministries / specialist bodies and language experts, as found necessary are associated in this task. In appropriate cases, the Ministry of I&B issues:-

- (a) An approval, subject to compliance with the provisions of the Press and Registration of Books Act and rules made thereunder for publication of the magazine / journal; or
  - (b) A No Objection Certificate (NOC) for foreign investments to the appropriate bodies.
2. As on 31<sup>st</sup> December 2007, details of approvals granted under various categories are as follows:
- (i) Number of approvals given under the category 'Indian editions of foreign scientific / technical / speciality magazines / journals / periodicals' = **170**
  - (ii) Number of approvals given under the category 'Foreign investment in Indian entities publishing scientific / technical / speciality magazines / journals / periodicals' = **105**
  - (iii) Number of approvals given under the category 'Foreign direct investment in Indian entities publishing newspapers and periodicals dealing in news and current affairs' = **15**

## MANAGEMENT OF INDIAN INFORMATION SERVICE

The Ministry took a number of steps for holistic career development and better cadre management of Indian Information Service. The cadre review of Indian Information Service Group 'A' was implemented and a personnel policy was framed. Other steps include re-designation of posts in various media units, amendment of recruitment rules to remove the existing deficiencies and special efforts for filling the vacant posts in various grades through timely promotions and direct recruitment. As a result, all officers in Group 'A' and Group 'B' who were otherwise eligible for promotions were promoted to higher grades during the year. The

cadre review proposal of IIS Group 'B' was formulated and is being processed.

## Press Information Bureau [www.pib.nic.in](http://www.pib.nic.in)

The Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to the print and electronic media on government policies, programme 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. PIB disseminates information through different modes of communication, such as Press Releases, Press Notes, Feature Articles, Backgrounders, Press Briefings, Photographs, Press Conferences, Interviews, Database available on Bureau's website, Press Tours, A.V. Clippings etc. The information material released in English, Hindi, Urdu and other regional languages reaches about 8,400 newspapers and media organisations all over the country.

PIB provides accreditation to media representatives including foreign media at the Headquarters. This facilitates them to access information from the government sources. About 1325 correspondents and 382 camera persons / photographers are accredited. Besides, 146 technicians and about 76 editors and media critics have also been granted accreditation.

## 2.0 Organizational Set up

PIB has its Headquarters in New Delhi. It is headed by the Principal Director General (Media and Communication) who is assisted by one DG and 8 Additional DGs. The Bureau has Departmental Publicity Officers who are attached to various ministries and departments for the purpose of assisting them in disseminating information to the media through press releases and press conferences, etc., and advise them on all matters pertaining to publicity activities.

PIB has 8 Regional Offices headed by Additional DG level officers and 34 Branch Offices and Information Centres.



### 3.0 e-governance

PIB has undertaken an exercise to adopt e-governance in its activities to facilitate its users.

The website of PIB (<http://pib.nic.in>) is an important source of information for small & medium newspapers of India. It has been redesigned to make it more attractive and incorporate new features. PIB also has 6 sister websites in 6 different languages viz. Tamil, Malayalam, Kannada, Telugu, Bengali and Mizo.

IntraPIB, an intranet web portal for PIB has been upgraded with new features like PIB Clipping Service, providing links to in-house applications viz. hardware complaints, monthly progress reports, payslips, notices, downloadable forms.

As a continuing process of simplification of accreditation of journalists (of both print and electronic media) accreditation was made online for the India International Film Festival 2007. Altogether 313 journalists got accredited through this process.

#### ACHIEVEMENTS

##### (April, 2007 To December, 2007)

● No. of assignments covered by Headquarters:	1587
● No. of photos releases by PIB:	2905
● Total Press Releases:	61,175
● Total Features:	3101
● Total Press Conf./Press Briefings:	5837

### 4.0 Major Activities :

During the period from April 2007 to December 2008, PIB undertook the following activities :

- Public Information Campaigns
- Economic Editors' Conference
- Editors' Conference on Social issues in Srinagar (J&K) from 17-18<sup>th</sup> October 2007
- First SAARC Car Rally
- Commemoration of 150th Anniversary of 1857 - India's 1<sup>st</sup> War of Independence

- Election to the office of the President of India
- Independence Day Celebrations
- IFFI-2007
- 14<sup>th</sup> SAARC Summit
- First International Tax Conference, 2-3 July, 2007 at New Delhi
- Military World Games, Hyderabad

### 4.1 Public Information Campaign

PIB has developed the concept of Public Information Campaigns (PIC), which are being held countrywide. These campaigns are aimed at disseminating information and awareness generation. The PICs focus on the flagship programmes of Central Government. This strategy combines information dissemination with the delivery of services at the doorsteps of the beneficiaries particularly in the rural and remote areas including NREGA and minorities dominated districts. The Media Outreach Strategy is designed as a more inclusive tool of information dissemination. It envisages direct contact with the "Aam Aadmi" and seeks to empower ordinary citizen particularly from the rural areas with knowledge of the following flagship programmes so that they can avail the advantages of these programmes to improve the quality of their life.

#### COMPONENTS OF PICs

- Bharat Nirman – package for the development of Rural Infrastructure
- National Rural Employment Guarantee Act
- National Rural Health Mission
- Sarva Shiksha Abhiyan
- Mid Day Meal Programme
- Jawahar Lal Nehru National Urban Renewal Mission
- Right to Information Act
- Prime Minister's new 15-Point Programme for the welfare of Minorities
- Integrated Child Development Service Scheme
- Tribal Welfare



Each PIC is of five-day duration and hosts about 25 stalls from which information (regarding important Central Government programmes) along with demonstration and details on **how to avail the benefits** under the programmes is made available by the concerned agencies of the Government. Enhanced awareness of the flagship programmes of the Central Government is created through a multi-media approach. Field Officers obtain State and district specific information on these programmes for dissemination during the campaign.

Local success stories (collected through field units of DFP) are highlighted during the campaign through release of photo features and DAVP exhibition and also sent to PIB Hqrs. for further dissemination.

PSUs such as lead banks, insurance companies, NABARD, Forward Marketing Commission, local NGOs, youth organisations etc. also participate along with the media units of Ministry of Information & Broadcasting viz. PIB, DFP, DAVP, Song & Drama Division with support from Films Division, Akashwani and Doordarshan. Media representatives are invited from neighbouring districts to further provide multiplier effect to this information dissemination effort. Seminars on important topical issues such as Right to Information, AIDS awareness, Agricultural best practices, NREGP, socio-economic and demographic impart of female foeticide and other flagship schemes are also held with the involvement of experts, MPs, MLAs, Panchayati Raj representatives and local opinion leaders.

Public opinion and feedback are collected during the campaigns and forwarded to the concerned Ministries for necessary action.

The Regional and Branch offices of PIB have organized 35 PICs from June to December, 2007 and 52 more PICs have been planned to be organised from January to March, 2008. In all, 80 Public Information Campaigns have been organised in the year 2007 (between January to December 2007). These campaigns have been attended by a very large number of people. It has been estimated that around 75 thousand people on an average have visited each PIC. The local papers have given intensive coverage to these

campaigns and thousands of press clippings have been collected. A number of VIPs which include Union ministers, State Government ministers, people's representatives (MPs, MLAs, MLCs), Panchyati Raj representatives, bureaucrats, academicians and NGOs are among those who participated in these campaigns.

#### 4.1(a) Media Interactive Sessions

The second component of the Media Outreach Programme is the Media Interactive Series which are planned in selected state capitals on issues such as socio-economic development, infrastructure, development schemes etc. Under this initiative, important Union Ministers and senior officials of the concerned Ministries are invited to participate in the event for interaction with national and local media to highlight the important initiatives taken by the Government for development of backward regions of the country like the North-East, terrorist affected areas like Jammu & Kashmir. These media series are spread over 2-3 days and has journalists from different parts of the country analyzing and writing about various development initiatives of the government for socio-economic and infrastructure development. During the year 2007, an Editors' Conference on Social Infrastructure with focus on Jammu & Kashmir was organized in Srinagar.

#### **Srinagar Conference (October 17-18, 2007)**

- Joint inauguration by Union Minister for Rural Development and Chief Minister of J&K
- Session by Union Minister of Rural Development
- Interaction with Chief Minister and Senior Ministers of J&K
- Interaction with the MOS (HRD) on Sarva Shiksha Abhiyan & Mid-day Meal Scheme
- Interaction with MOS (Railways) on Railway projects
- Around 150 journalists participated from all over India including Jammu & Kashmir
- Field visits to Gulmarg, floriculture, horticulture and tourism sites.



### **4.1(b) Dissemination of Success Stories**

The third component of the media outreach programme is compilation and dissemination of success stories, people's initiatives in backward and rural areas of the country. While organizing the Public Information Campaigns PIB has identified the individuals/organizations/NGOs/Government Agencies who have done exemplary work in developmental programmes, such as micro credit, energy conservation, sanitation, provision of drinking water, employment generation etc. Such stories are compiled, translated into local languages and disseminated locally as well as released to the national media by way of press releases/features through news agencies, like ANI, IANS & UNI.

### **Press Tours**

Successful government programmes including laudable efforts of individuals / NGOs in remote and backward regions of the country are identified. Members of the national and local media are taken to visit these developmental projects for sensitization and hands on experience.

### **4.2 Economic Editors' Conference**

Economic Editors' Conference was organized from 12-14 November, 2007 at New Delhi in which around 350 journalists including 63 economic editors from all parts of the country participated. Finance, Agriculture, Consumer Affairs, Food & Public Distribution, Petroleum & Natural Gas, Civil Aviation, Steel, Chemicals & Fertilizers and Labour ministers participated in it. The conference provided a platform for interaction on government policies, programmes and achievements with the editors and ministers of economic ministries. It also created a clear understanding among the media of the present economic & infrastructural issues. Inaugurating the Conference, Shri P. Chidambaram, Finance Minister said that there is a marked change in the way the Indian economy is viewed both in the country and in other countries of the World.

### **4.3 Editors' Conference on Social Issues in Srinagar (J&K)**

PIB organized an Editors' Conference on Social Issues in Srinagar (J&K) on 17-18<sup>th</sup> October 2007. The

Conference was jointly inaugurated by Shri Raghuvansh Prasad Singh, Union Rural Development Minister and Shri Ghulam Nabi Azad, Chief Minister of J & K. The media delegates were addressed by Shri M.A.A.Fatmi, MoS for HRD, Shri R.Velu, MoS for Railways, Shri Mangat Ram Sharma and Shri Mohd. Dilawer Mir, Ministers in the J & K Government.

The two day Conference was attended by more than 150 journalists. 45 editors from all over the country representing regional media and about 120 journalists from J & K State attended the Conference and provided an excellent platform for journalists to interact with Union Ministers and familiarize themselves with the development initiative of the Central Govt. with special focus on J&K.

### **4.4 14<sup>th</sup> SAARC Summit**

Wide Publicity was ensured for the 14<sup>th</sup> SAARC Summit held in New Delhi including Prime Minister's meeting with the heads of SAARC countries. Prime Minister's opening and closing remarks at the SAARC Summit were circulated to the media.

### **4.5 First SAARC Car Rally**

Wide publicity was provided to the first SAARC Car Rally held from March 15 to April 14, 2007 and press releases and photographs of the Rally were regularly released and put up on PIB website. The Rally started from Cox's Bazar, Bangladesh on March 15, 2007 and reached Delhi on April 1, 2007 after traveling through Bangladesh, Bhutan, Nepal and Pakistan. At Delhi, SAARC leaders flagged the Rally on April 3, 2007 for onward journey to Mumbai. The Rally later went to Sri Lanka and ended in Maldives on April 14, 2007. The media coverage of the Rally was coordinated by the PIB.

### **4.6 Commemoration of 150th Anniversary of 1857 - India's First War of Independence**

Elaborate arrangements were made by PIB for providing wide publicity to the national tributes to commemorate the 150<sup>th</sup> Anniversary of the 1<sup>st</sup> War of Independence, 1857 in coordination with the Ministry of Youth Affairs



& Sports and other media units of the Ministry of I&B viz. AIR, Doordarshan, Song & Drama Division etc. PIB had set up one main camp at Meerut and 5 camps along the route from Meerut to Delhi during 6-10 May, 2007, for facilitating media coverage of the event. On 11 May, 2007, the media arrangements for the inaugural function of the National Commemoration at Red Fort were chalked out in co-ordination with the Ministry of Youth Affairs & Sports. A media stand for electronic media was made and an exclusive media enclosure was also provided.

#### **4.7 Election to the Office of the President of India**

The nation's most prestigious election to the office of the President was held in July, 2007 for which PIB issued press notes/press releases. Authority slips to 125 Media Persons for polling/counting were also issued.

#### **4.8 Independence Day Celebrations**

Publicity of high visibility was secured for the Independence Day addresses of the PM and the President. Elaborate arrangements were made to widely disseminate PM's address to the nation on the occasion of the Independence Day. PM's address was also web cast on the PIB's website.

#### **4.9 First International Tax Conference**

India hosted the First International Tax Conference, a unique opportunity for understanding Indian tax reforms.

#### **4.10 Military World Games, Hyderabad**

To successfully cover this event a main media centre along with 13 mini media centres were set up in various parts of Hyderabad. Besides this, 3 media centres were established in Mumbai to cover sailing and triathlon events held in Mumbai as part of Military World Games. A total of about 100 handouts and 150 photographs were released for the media during the Games. About 470 journalists including 150 from foreign countries were facilitated to cover the event.

#### **4.11 Release of Report to the People**

PIB organized visual and print media coverage for release of Report to the People 2004-2007 by the Prime Minister on 22 May 2007. PIB also translated the Report in Urdu and 12 regional languages, which were released by the Minister for Information & Broadcasting and Parliamentary Affairs, at a Press Conference organized by PIB on 23<sup>rd</sup> May 2007.

### **5. Plan Schemes**

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

#### **5.1 Setting up of the National Media Centre at New Delhi**

The Bureau proposes to set up a National Media Centre at Raisina Road, New Delhi to provide state of the art media facilities to national and international journalists at one place. It will have conference halls, press lounge, a briefing/conference room, library and other modern equipment.

PIB signed the Memorandum of Understanding (MOU) with NBCC Ltd. on 16-02-2006 for implementation of the project. The project shall be executed in a time bound manner by NBCC and hand over the building duly furnished in 'Ready to Occupy condition' to PIB within 24 months from the latest of the following: -

- (a) Date of approval of design/drawings from statutory authorities.
- (b) Release of initial deposit.
- (c) Handing over of land for construction.



However, due to pending approvals from DUAC/CPWD, no expenditure could be incurred on setting up of NMC.

## 5.2 - Media Outreach Programme

This new scheme is included in 11<sup>th</sup> Five Year Plan. The strategy of this scheme is to combine information dissemination with the delivery of services at the doorsteps for the beneficiaries particularly in the rural areas. The scheme consists of four components which are as under :-

- (i) Public Information Campaigns – 120 campaigns are proposed to be conducted in each year
- (ii) Media Interactive Sessions – 6 sessions are planned for each year
- (iii) Dissemination of Success Stories – 100 stories are proposed to be compiled in each year
- (iv) Press Tours – 10 tours are proposed to be conducted each year.

## 5.3 Publicity for Special Events

The proposed “Publicity for Special Events Scheme” has four sub-components aimed at greater facilitation of media for better projection and wide publicity –

**1. International Film Festival of India:** This scheme has been included to set up media center at the venue of the festival and extend facilities to journalists like spl. accreditation, hospitality arrangements, press conferences, press releases, work room with computers and internet, telephone, newspapers, stationery, photocopiers, etc.

**2. Pravasi Bhartiya Divas Samaroh:** Depute PIB officials for grant of apl. accreditation to journalists during Pravasi Bhartiya Diwas Samaroh which is organized during January-February every year.

**3. Media Management and Facilitation proposal for Commonwealth Games 2010:** The main objective of this scheme is to generate the interest of various sections of media like print, radio and television, provide timely and accurate information to media through state-of-the art Media Centre, spread awareness amongst media about the Commonwealth games. The

main benefits are to complete media facilitation at media centers and good and extensive publicity.

**4. Media Exchange Programme:** The main objective of this scheme is to strengthen the friendly ties with different countries inspired by a common desire to establish and develop closer relations in the field of information and mass media. They following are the components of the schemes

- (i) Cultural Exchange Programmes
- (ii) Joint Working Groups
- (iii) Agreement on cooperation in the field of Information

## 2. DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY (DAVP)

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

1. The Directorate of Advertising and Visual Publicity (DAVP) is the primary multi-media advertising agency of the Central Government. It caters to the communication needs of almost all Central Ministries/Departments and Autonomous Bodies and provides them a single window cost effective service. It informs and educates the citizens of the country, about the Government's policies and programmes and motivates them to participate in development activities, through the medium of advertising in press, electronic media, exhibitions and outdoor publicity tools.

**2. Organizational Set up:** The DAVP is headed by Director General who is assisted by 2 Additional Director Generals and other officials. At its Headquarter it consists of Campaign Wing, Advertising Wing, Outdoor Publicity Wing, Printed Publicity Wing, Exhibition Wing, Electronic Data Processing Centre, Mass Mailing Unit, Audio-Visual Cell, Design Studio and Administration and Accounts Wings. It has two Regional Offices at Bangalore and Guwahati headed by Regional Directors. It has two Regional Distribution Centres at Kolkata and Chennai. It has a network of 32 Field Exhibition Units spread all over the country.



**3. e-governance:** To facilitate its users, DAVP has modernized its operations in various areas such as payments through Electronic Clearance System (ECS) for press advertisements, release orders for display advertisements through the website to facilitate remotely located newspapers/publications. Advertisement artworks are already being released to newspapers through the DAVP website. Release orders for audio and video advertisements are also being released electronically. Steps have been initiated to set up digital systems for distribution of media creative to electronic channels through the web.

### ACHIEVEMENTS

(April, 2007 To December, 2007)

● No. of advertisements released to newspapers	12,992
● No. of display advertisements released	1213
● No. of printed publicity jobs undertaken	76
● No. of copies brought out	30,89,702
● Outdoor Publicity jobs done	3594
● No. of exhibitions undertaken	271

### 4. MAJOR ACTIVITIES

#### 4.1 Policy Initiative

A New Advertisement Policy for print media formulated with a view to extend more facilities to small, medium and language newspapers, came into effect from 2<sup>nd</sup> October 2007. The New Advertisement Policy is available on DAVP's website [www.davp.nic.in](http://www.davp.nic.in)

The amendment envisages a special focus on small and medium newspapers in regional and other languages. The share of advertisements has been increased in the case of small and medium newspapers from 40% to 50% and for regional and other languages from 30% to 35%. The special package amongst other measures has brought down the eligibility criteria for empanelment of newspapers for the purpose of DAVP advertisements in languages such as Bodo, Dogri, Garhwali, Kashmiri, Khasi, Konkani, Maithili, Manipuri,

Mizo, Nepali, Rajasthani, Santhali, Sindhi, Urdu, in addition to Sanskrit and Tribal language newspapers from 12 months to 6 months.

The government departments have been allowed to issue tender notices directly to the newspapers at rates approved by DAVP. Also, a provision has been made in the amended Advertisement Policy to the effect that all Public Sector Undertakings, autonomous bodies and the Societies of the Govt. of India can issue all their advertisements, at DAVP rates, directly to the empanelled newspapers.

#### 4.2. Release of Advertisements

A total of 12,992 advertisements were released to various newspapers throughout the country, during April-December 2007. Of these, 1213 were display advertisements and the rest were classified advertisements.

#### IMPORTANT DISPLAY ADVERTISEMENTS

- Pulse Polio Day
- Road Transport Week
- World Health Day
- Consumer Awareness Campaign
- Income Tax
- World AIDS Day
- Eye Donation
- Blood Donation
- Children's Day
- World Environment Day
- World Environment Day
- Independence Day
- Republic Day
- Iodine Deficiency Day
- World Food Day
- World Breast Feeding Week



- Human Rights Day
- National Drugs Abuse Day
- World Standards Day
- Teachers Day
- Mahatma Gandhi's Birthday
- Birth Anniversary of Dr. Bhimrao Ambedkar
- Sachar Committee Report for Minorities

#### 4.3. Multi Media Campaigns

Multi media campaigns on various issues like Health for All; Rural Development; AIDS Awareness; Income Tax; Service Tax; Prevention of Child Labour were launched by DAVP during the year. Multi media publicity campaign was planned and executed by DAVP in association with Ministry of Health and Family Welfare on National Rural Health Mission & AIDS, while publicity campaigns on various themes viz. Awareness of Eye Diseases in the North-Eastern States; World AIDS Day; Pulse Polio; Anti-Tobacco; National T B Day, etc. were also undertaken.

Special Multimedia campaign on Prime Minister's National Food Security Mission launched in September, 2007 for Ministry of Agriculture; Anti-Ragging campaign for Ministry of Human Resource Development was launched in July, 2007 by DAVP, Campaign for World Breast Feeding Week and National Nutrition Week on Behalf of Food and Nutrition Board for Ministry of Woman & Child Development have been organized. Income Tax Department's campaign on e-governance has been launched with active participation of DAVP. Intensive press advertisement campaign was taken up on "Tax Return Preparer Services" (TRPS) like 'File your Returns by e filing'; Advance Tax; Income Tax Ombudsman; Pay Service Tax in Time.

#### 4.4. Flagship Programmes and Special Publicity Campaign

Multimedia advertising campaign to support the Flagship Programmes of the Government was launched in November, 2007 under "Bharat Nirman". Till December 2007, 11 press advertisements were released under Bharat Nirman for NREGA, Electricity, Telecom, Road,

Education and Health issues. The print campaign is to be followed by advertisements through electronic media. Audio spots and video spots are being broadcast/telecast through various audio-visual channels.

#### 4.5. Audio-Visual Advertisements

The Audio-Visual Cell of DAVP undertakes publicity campaigns through radio and video sponsored programmes, jingles and audio-video spots on AIR, Doordarshan, private TV channels, radio channels and through DFP units on various issues of social relevance and national importance.

#### IMPORTANT AV CAMPAIGN

- Flagship programmes of the Government
- National Rural Health Mission
- Service tax/income tax
- Consumer awareness
- Welfare schemes
- Family welfare
- AIDS awareness
- Women and child development issues

#### 4.6 Printed Publicity Activities

The Printed Publicity Wing looks into the planning/production and supervision of print jobs viz. multi-colour posters, folders, brochures, calendars, diaries, booklets, stickers, wall-hangings, table calendars and other miscellaneous items. Besides Hindi and English, DAVP produces printed publicity material in Tamil, Telugu, Kannada, Malayalam, Marathi, Gujarati, Bengali, Assamese, Oriya, Punjabi, and Urdu.

#### IMPORTANT PRINTED PUBLICITY ISSUES

- |                   |  |
|-------------------|--|
| • Kranti Yatra    | • Report to the People                         |
| • SIMCON          | • 60 <sup>th</sup> Anniversary of Independence |
| • Indian Panorama | • DAVP Calendar-2008                           |



<ul style="list-style-type: none"> <li>• DAVP Table Calendar 2008</li> <li>• PM Speech on 150<sup>th</sup> Anniversary of 1<sup>st</sup> War of Independence</li> </ul>	<ul style="list-style-type: none"> <li>• DAVP Diary – 2008</li> <li>• Major Programmes of UPA</li> <li>• Government for Gujarat State</li> </ul>
---	--

**IMPORTANT OUTDOOR PUBLICITY CAMPAIGNS**

• Bharat Nirman & NREGS	• Anti-smoking
• 60 years of Independence	• e-payment
• IMOP service savings scheme	• Join Indian Navy
• National Integration	• e-post Service
• Agmark	• Prevention of Child Labour
• Health Issues	• Eye Donation
• Lok Sabha TV	• Social Justice & Empowerment
• Hindi Pakhwara	• Vigilance Awareness Week

**4.7 Outdoor Publicity Wing**

Outdoor Publicity Wing uses the medium of hoardings, bus-panels, kiosks, wall paintings, banners, animation displays, decorative railings, cinema slides, metro display boards, metro train inside panels etc. to spread messages. This Wing has put up a total number of 3594 displays for 140 jobs during the period 2007-08 (upto December, 2007).



The Union Minister for Human Resource Development Shri Arjun Singh flagging off the Azadi Express (Special Exhibition Train to commemorate 150th anniversary of the First War of Independence, 60th Anniversary of India's Independence and the Birth Centenary of Shaheed Bhagat Singh) in New Delhi on 28 September 2007. The Union Minister for Information & Broadcasting and Parliamentary Affairs Shri Priya Ranjan Dasmunsi and the Secretary, Ministry of Information & Broadcasting Smt. Asha Swarup are also seen.



## 4.8 Exhibition Division

The Exhibition Division organized a total number of 271 exhibitions spread over a period of 1039 days during the period from April to December 2007. Some of the major exhibitions are:

### **Azadi Express: Special Exhibition Train**

As part of the commemoration of the 150<sup>th</sup> year of the First War of Indian Independence and the celebration of 60<sup>th</sup> Year of Independent India, the mobile exhibition on train was conceptualized to inspire the people of the country with the spirit of our glorious freedom struggle and the selfless sacrifices of our freedom fighters, and also the pioneering achievements of resurgent India during the last 60 years. The Azadi Express has 12 coaches of exhibits depicting the saga of popular upsurge leading to the First War of Independence in 1857, the role of nationalist leaders and thinkers in 1947 and the fast pace of progress that India has made in various fields since independence. Azadi Express was flagged off at Safdarjung Station, New Delhi by the Human Resource Development Minister Shri Arjun Singh on 28<sup>th</sup> September 2007, the birth centenary of Shaheed Bhagat Singh.

### **1857, Kranti Yatra**

In commemoration of the 150<sup>th</sup> year of the 1857 uprising and the 60<sup>th</sup> year of independent India, DAVP's Exhibition Wing developed an exhibition set titled '1857-Kranti Yatra: 150 years'. The exhibition depicts the events leading to the 1857 uprising and the 90 years of freedom struggle after that, and the progress the nation has made in various fields during the 60 years of independence. A mobile version of this exhibition was fitted to a mobile van, which took part in the march from Meerut to Delhi in May in a programme re-enacting the events that took place in 1857. The full version of the exhibition was premiered in New Delhi. A large number of visitors witnessed the exhibition with great interest. Many people were seen taking down notes while seeing the exhibits. Later the exhibition was put up in the foyer of Siri Fort Auditorium. The same exhibition was also displayed at various places in the country by the Field Exhibition Units.

### **100 Years of Satyagraha**

Another new exhibition set developed and displayed was '100 Years of Satyagraha' which chronicles the history of the non-violent movement against various

forms of oppression conceived and launched by Mahatma Gandhi in South Africa. The exhibition focuses on the role of Satyagraha in India's freedom struggle and how the British government had to yield to the moral force unleashed by this non-violent movement. This exhibition was displayed at various places in the country.

### **Best Practices in Governance**

DAVP, in coordination with the Department of Administrative Reforms & Public Grievances developed a photographic exhibition on Best Practices in Public Administration on the occasion of the Civil Services Day on 21<sup>st</sup> April 2007. The exhibition was inaugurated by the Prime Minister at Vigyan Bhawan, New Delhi.

### **4.9 Mass Mailing Wing**

Mass Mailing Wing of DAVP primarily deals with dispatch of printed material to a cross section of people in different parts of the country. The Wing is one of the biggest set ups of its kind in the country and has a reach upto the Block level. The Wing presently maintains an address bank of 4,26,730 entries spread over 550 categories. The highlights of its activities include distribution of booklets on Report to the People and a series of PM speeches in Hindi, English and other regional languages besides the distribution of Government of India calendars and diaries.

## **5. Plan Schemes**

In the Eleventh Plan DAVP has two schemes

- (1) Developmental Publicity Programme: Conception & Dissemination (Ongoing Scheme)
- (2) Modernization of DAVP (New Scheme)

### **5.1. Developmental Publicity Programme**

This programme is for effective campaigns of the flagship programmes on various issues covering national integration, communal harmony and other themes of national and social importance with special emphasis on North-East.

The Scheme aims at effectively informing and educating the people about the policies, programmes of the Govt.



of India for active participation of the masses in various programs so that maximum benefit can accrue to the masses. The publicity would be carried out through the media of outdoor publicity, electronic media, and newspaper advertisements and through printed booklets/folders.

## 5.2 Modernization of DAVP

DAVP is the only multi-media agency of Govt. of India carrying the message of government policies, programmes and achievements of all Ministries/ Departments to masses through various media. The functioning of this key Directorate calls for urgent modernization with the state-of-the-art office infrastructure for desired outcome of government publicity. The aim of the scheme is to modernize all the wings of DAVP through computerization, digitization, procurement of modern office infrastructure etc. for better efficiency of the functioning of DAVP.

**The allocation under Plan Scheme (inclusive of provision earmarked for North-East Region) is separately described under Plan Schemes section.**

### 3. REGISTRAR OF NEWSPAPERS OF INDIA: [www.rni.nic.in](http://www.rni.nic.in)

The Registrar of Newspapers of India (RNI), an attached office under the Ministry of Information & Broadcasting, has been performing various statutory and non-statutory functions. It verifies and registers titles, checks and establishes circulation figures; issues Eligibility Certificates for the import of newsprint; Essentiality Certificates for import of printing machinery, to and for use of publications. It also brings out annually "Press in India" containing statistics highlighting the state of print media in the country.

To facilitate users and to bring in transparency in its working RNI has adopted ICT in a very big way. All the verified titles are put on the RNI's website which can be downloaded by the applicants. With the introduction of this facility, any person/prospective publisher can easily access the details of existing titles, thereby making it easier to select new titles of his/her choice. The data is available State and Language-wise.

2. **Organisational Setup:** The office of the Registrar of Newspapers of India with its Headquarters at New Delhi has 3 Regional Offices at Mumbai, Kolkata and Chennai. The regional offices are headed by officers of the level of Assistant Press Registrar, while the Headquarters is headed by the Press Registrar who is assisted by a Deputy Press Registrar and two Assistant Press Registrars. The Regional Offices receive applications / documents relating to title, registration, circulation etc. from the District Magistrates and publishers of their respective regions as the case may be and send them to the Headquarters for final disposal.
3. **e-governance:** To facilitate users and to bring in transparency in its working RNI has adopted ICT in a very big way. All the verified titles are put on the RNI's website which can be downloaded by the applicants. With the introduction of this facility, any person/prospective publisher can easily access the details of existing titles, thereby making it easier to select new titles of his/her choice. The data is available State and Language-wise.

## ACHIEVEMENTS

(April, 2007 To December, 2007)

• No. of Titles scrutinized	16142
• No. of titles approved	11118
• No. of registration certificates issued	4119
• No. of titles de-blocked	6674
• No. of Eligibility Certificates issued	310
• No. of Essentiality Certificates issued	04

### 4. MAJOR ACTIVITIES

#### 4.1 Title Verification, Registration and De-blocking

During April to December 2007, RNI scrutinized 16142 applications for verification of titles, of which 11118 titles were approved. In the same period, 4119 newspapers/ periodicals were issued Certificate of Registration of which 3384 were fresh and 725 were revised certificates.



## 4.2. Verification of Circulation Claims

With the introduction of New Advertisement Policy of the Government which came into effect from 1.6.2006, the work of circulation verification by RNI has been restricted. RNI is now checking the circulation of big category newspapers whose circulation is 75000 or above per publishing day. The titles, verified by RNI but not registered within two years for want of completion of formalities by the publishers are taken up for de-blocking. 6674 titles verified during 2005 were deblocked upto December 2007.

## 4.3. Issuance of Eligibility Certificate

RNI issues Eligibility Certificates for import of newsprint (Glazed & Standard). During the period April 2007 to December 2007, 310 Eligibility Certificates were issued for import of newsprint to the registered newspapers/periodicals.

## 4.4. Issuance of Essentiality Certificate

RNI is the sponsoring authority for the import of printing machinery and allied material. As such newspaper establishments are required to obtain Essentiality Certificates to import printing/composing components and allied material etc. at the concessional rate of customs duty available to newspapers. During April to December 2007, four newspaper establishments were recommended for import of printing machinery and allied equipments. During the same period, 10 letters were issued for obtaining exemption from the provisions of the Foreign Contributions Regulation Act.

## 5. PLAN SCHEME

A Plan Scheme 'Strengthening of RNI' has been included in the 11<sup>th</sup> Plan with a total outlay of Rs.88.06 lakh.

The scheme envisages setting up of two new Regional Offices of RNI at Guwahati and at Bhopal. Setting up of Regional offices at Guwahati in North-Eastern region and Bhopal in Central regions respectively, will register an effective presence of RNI in these areas. RNI will be in a better position to provide prompt, efficient and

transparent services to publishers of newspapers, periodicals of these regions.

## 4. DIRECTORATE OF FIELD PUBLICITY (DFP) [www.dfp.nic.in](http://www.dfp.nic.in)

The precursor of Directorate of Field Publicity, the Five Year Plan Publicity Organization, was set up in 1953. It functioned directly under the administrative control of the Ministry of Information and Broadcasting with the sole object to publicise the Five year Plan. This organization was renamed and reconstituted as the Directorate of Field Publicity (DFP) in December 1959. Its scope was widened and made all-inclusive. DFP is the only media unit engaged in direct communication/interaction with the people. It has major responsibility in promoting the broad objective of rapid development with social justice by publicizing rural development schemes, women and child welfare schemes, literacy campaigns etc.

**2. Organizational Set up:** Directorate of Field Publicity is headed by Director General who is assisted by two Directors. At its headquarters, it consists of Programme, Technical and Administrative Wing. It has 22 regional offices, most of them located at State capitals. Director rank officers head the regional office. Each Regional Office controls about 6 to 14 Field Publicity Units (FPU). DFP has 207 Field Publicity Units spread over the country. They are mostly located at the district headquarters. A Field Publicity Unit functions under a Field Publicity Officer who is assisted by Field Publicity Assistant and other supporting staff. The Field Publicity units are equipped with vehicle and audio-visual equipment. They tour for about 10 days in a month

**3. e-governance:** To facilitate its working DFP has adopted ICT in a very big way. All the Regional offices have been computerized for quick and easy accessibility and communication of feedback etc. The Directorate of Field Publicity also has envisaged a Plan to equip all its Field Publicity offices with computers so as to modernize its functioning.



**ACHIEVEMENTS**  
**(April 2007 To December 2007)**

• No. of film shows organized	21088
• No. of Song and Drama Show conducted	1295
• No. of special programs organized	5485
• No. of oral communication programs organized	28,104
• No. of Photo Exhibitions	17,314
• No. of Public Opinion gathering	4,382

#### 4. MAJOR ACTIVITIES

Publicity of the following programs is a part of the regular ongoing publicity campaigns of DFP.

- Public Information Campaign
- Bharat Nirman and its flagship programmes
- Sarva Shiksha Abhiyan
- National Rural Employment Guarantee Programme
- Jawahar Lal Nehru Urban Renewal Mission
- Reproductive Child Health issues
- Family Planning
- Female foeticide
- Polio
- Avian Flu
- RTI
- STI
- Immunisation Programme
- Pre-natal Diagnostic Technique (PNDT)
- Gender Issues
- Prevention of Iodine Deficiency Disorders (NIDDCP)
- Tobacco
- Chickengunya
- Malaria eradication
- AIDS Awareness
- Child Marriage

The Directorate of Field Publicity also undertook numerous special publicity campaigns on behalf of client ministries of the Government of India. During the period April-October 2007 the DFP organized 21,088 film shows, 1295 Song and Drama shows, 5485 Special Programmes (Including Elocution/Essays/Quiz comp. / Rural Sports / Painting comp. / Rallies / Baby Shows etc.; 28104 Oral Communication programs (Including Group Discussions, Seminar and Symposia); 17314 Photo Exhibitions and 4,382 Public Opinion gathering.

#### 4.1 Public Information Campaign (PIC)

DFP participated all PIB led PICs in different parts of the country. In every PIC 4-5 Field Publicity Units are deployed for 12 days during the PIC and in the pre publicity phase. The FPU's organize a large number of programmes on themes under the flagship programmes

#### 4.2 150<sup>th</sup> Anniversary of First War of Independence, 1857

DFP has been organizing successful programmes to commemorate **150<sup>th</sup> Anniversary of First War of Independence, 1857**; India's freedom struggle, and 60 years of Independence.

#### 4.3 Azadi Express

The Directorate is rendering strong publicity support to the Mobile Exhibition Train '**Azadi Express**' by mobilizing people to visit the Azadi Express. The Azadi Express was flagged off on 28<sup>th</sup> September 2007 from Safdarjung Railway Station, New Delhi on the occasion of birth centenary of Shaheed Bhagat Singh. At its 70 halts during its journey of 8 months DFP will organise publicity activities to compliment the efforts of the government to inform public of the struggle for freedom fighters for achieving independence and development in the country during the last 60 years.

#### 4.4 Health and Family Welfare

Health and Family Welfare is a priority area of the Directorate. Programmes are regularly organized to sensitize people on various issues like benefits of the



small family by adopting suitable methods of birth control; immunization; care during pregnancy; control of diarrhoea; female foeticide; right age of marriage; institutional deliveries etc. The FPU's organize group discussions; film shows; healthy baby shows; and mothers' meet to disseminate information on the relevant themes.

#### **4.5. Avian Flu**

The Directorate undertook awareness campaigns in Assam, J&K, Orissa, Punjab, HP, Chandigarh, West Bengal, Tamil Nadu, Arunachal Pradesh, Maharashtra, Andhra Pradesh, Gujarat and other parts of the country having large poultry population.

#### **4.6 AIDS Awareness**

The Directorate organised an intensive publicity campaign in 222 high prevalence districts. During the first phase of four-month campaign between July–October 2007, about 900 special interactive programmes were planned to combat the stigma of AIDS/HIV; promote use of condom; encourage voluntary blood donation and disseminate information about ART centers.

#### **4.7 National Iodine Deficiency Disorder Control Programme (NIDDCP)**

DFP launched an intensive countrywide campaign to promote consumption of iodized salt to check the rise in Iodine Deficiency Disorders among the people. The nine month campaign from July 2007 – March 2008 envisages conducting of about 2170 special interactive programmes throughout the country.

#### **4.8 Red Ribbon Express Train (RRE)**

The Directorate is rendering strong publicity support to RRE by mobilizing people to visit the RRE in large numbers. The RRE was flagged off on 1<sup>st</sup> December 2007 from New Delhi on the occasion of World AIDS Day. The train will halt at 179 places during its journey. At each halt the DFP will organize publicity activities on AIDS control.

### **4.9 Border Area Development Programme**

With a view to boost morale of the border population of the country the DFP has launched publicity programmes in the border states wherein publicity is given to the developmental programmes of the government.

#### **4.10 Polio Eradication**

The FPU's in the high risk States of Uttar Pradesh, Bihar, Delhi, Haryana, Rajasthan, Gujarat, Jharkhand, Madhya Pradesh and Uttaranchal, carried out intensive publicity campaign to increase awareness about the disease. The FPU's, through film shows, photo exhibitions, question-answer sessions, and seminars etc motivated people to get their children vaccinated against the Polio virus.

#### **4.11 Female Foeticide**

Special publicity programmes and multi media campaigns were organized on the subject of female foeticide in several parts of the country. During June 2007, Dharamsala, Mandi, Hamirpur and Shimla Units jointly along with DAVP, Song and Drama Division organized a multi media campaign at Himachal Pradesh. In Karnataka, the Bijapur, Bellary and Manglore Units organized a similar campaign in September 2007. The FPU's in Maharashtra, J&K, and Uttaranchal organized their campaigns on female foeticide in September–October 2007.

#### **4.12 Rural Development**

On behalf of the Ministry of Rural Development the DFP also undertook publicity campaign on Rural Development in the districts identified by the Ministry of Rural Development. Special campaigns were launched in eight districts of Orissa. Major themes of Rural Housing, Swarnjayanti Gram Swarozgar Yojana, Sampoorna Grameen Rozgar Yojana, Wastelands Development, Drinking Water Supply and Sanitation and the Prime Minister Gram Sadak Yojana were highlighted. The FPU's also publicized issues concerning Sarva Shiksha Abhiyan for universal schooling of children especially in rural areas, higher education facilities for SC/ST's



through rallies, oral communication, film shows and exhibitions.

#### 4.13 Non-Conventional Energy Sources

Ministry of Non-Conventional Energy Sources joined hands with the DFP in creating awareness about their programme activities in rural areas. The ministry of Non Conventional Energy Resources was offered the use of the office of the FPU, as demonstration centres for exhibitions of their equipment .

#### 4.14 Social Justice and Empowerment

For Ministry of Social Justice and Empowerment, the DFP has undertaken special awareness campaigns for the benefit of disabled persons, SC/ST communities, underlining various schemes and facilities targeted towards them.

#### 4.15 National Legal Services Programme

The Directorate also undertook awareness campaign on Legal Literacy and Free Legal Aid Programmes for the poor, weaker and disadvantaged sections of the society.

#### 4.16 Monthly News Digest

Apart from its publicity activities, feedback to government on public perception of its programmes and policies is another important service that DFP has been rendering. The 'Monthly News Digest' in the form of reporting the ground situation of the people and the society provides useful information to the policy makers in formulation and implementation of Govt. policies and programmes on various issues of national importance.

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

The Directorate and its FPU, organized programs on the following events

Prevention of Blindness Week	World Environment Day
World Health Day	World Population Day
World Earth Day	Independence Day
National Labour Day	National Nutrition Week
World Red Cross Day	Teachers Day
Technology Day	International Literacy Day
Anti-Terrorism Day	Hindi Fortnight
World No Tobacco Day	World Tourism Day
International Day for Elderly People	Cultural Day
Mahatma Gandhi's Birthday & Anti-Untouchability Week	Women's Day
Family Welfare Fortnight	Conservation Day
Global Iodine Deficiency Disorder Day	World AIDS Day
International Week of Science and Peace	National Pollution Control Day
Children's Day	Girl Child Day
Quami Ekta (National Integration) Week	World Breast Feeding Week
Welfare of Minorities Day	Human Rights Day
Child Rights Day	National Energy Conservation Day
Linguistic Harmony Day	National Consumer Day
Weaker Section's Day	



#### 4.18 Participation in Fairs and Festivals

Krishna Puskarani (Kumbh Mela of River Krishna) of Andhra Pradesh.
Folk Fair at Puri 2007.
Kumbh Mela of Godavari River in Andhra Pradesh 2007.
Perfect Health Mela at New Delhi 2007.
Shravanmas Mahotsav Mela at Khurja, Uttar Pradesh 2007.
Mega Mela on Freedom Struggle, Bangalore, August 12-19, 2007.
Rally from Meerut to Delhi in commemoration of 150 <sup>th</sup> Anniversary of First War of Independence.
Car Festival of Lord Jagannath in Puri, Baripada and Koraput in Orissa.
Pariwar Kalyan Swasthya Mela at Dhidori, Madhya Pradesh 2007

#### 5. PLAN SCHEMES

DFP has proposed two new Plan Schemes for implementing during the XIth Plan Period 2007-2012

These schemes are :

##### 5.1 Conducted Tours/ Skill Upgradation scheme;

The schemes envisages tours to acquaint opinion leaders/resource persons including social activists, members of NGOs, farmers, artisans, teachers, students etc. from rural areas to different places to show them success stories and the development taking place in different parts of the country so that they become carriers of messages and inspire others. The Scheme of 'Conducted Tours/Skill Upgradation' will ensure people's full participation in the development process in a cost effective manner and will ensure speed of 'demonstration effect' of developmental activities.

##### 5.2 Modernisation and Upgradation of Hardware and Software at Regional Offices/Field Publicity Offices

The scheme has been formulated with the objective to improve the efficiency of DFP offices through fast

communication via e-mail, storage of records and to provide audio/video equipments to the field units. 'Modernization and Upgradation of Hardware and Software at Regional Offices and Field Publicity Offices of DFP' will ensure overall efficiency of DFP offices in conveying social messages, policies and schemes of the govt. through film shows, interactive programmes and special programmes on various themes.

#### 3. PUBLICATIONS DIVISION

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

Set up in 1941 as a branch of the Bureau of Public Information the Publications Division is the publishing house of the Government of India which aims at providing authentic information at affordable prices to the readers on the subjects like history, art and culture and heritage of India.

The Division's key objectives include:

- (a) publishing books and journals on matters of national importance at reasonable price to facilitate wider access to people,
- (b) publishing selected speeches of the Presidents and the Prime Ministers of India to serve as a repository of thoughts for the posterity,
- (c) to make available information about job opportunities in Government Sector through Employment News,
- (d) to enter in the field of e-publishing through multi media interactive CDs on subjects of cultural heritage,
- (e) organizing and participating in book exhibitions and events like quizzes and competitions to ensure wider reach of our publications and hence Government policies and programmes,
- (f) to present Bharatendu Harishchandra Awards to promote original Hindi writings in journalism and mass communication, women and children related issues and national integration.

**2. Organizational setup:** Publication Division is headed by ADG (I/C) who is assisted by Director (Admin) at its headquarters. ADG (I/C) is further assisted by General Manager cum Chief Editor who is in charge of publication of Employment



News, Chief Editor Yojana and other senior officers who handle various regular publications of the Division.

The headquarters of the Publication Division is at Sookna Bhavan, CGO Complex at New Delhi and it functions through its various field units and sales emporiums at New Delhi, Delhi, Mumbai, Chennai, Kolkata, Patna, Lucknow, Hyderabad and Thiruvananthapuram and Yojana offices at New Delhi, Mumbai, Kolkata, Chennai, Ahmedabad, Guwahati, Hyderabad, Thiruvananthapuram and Bangalore. The offices of the Employment News and Journals' Unit are located at R.K. Puram, New Delhi.

**3. e-governance:** To facilitate users the Employment News has been made online and is getting a very good response. With the introduction of this facility more and more people are logging on to the website to get vacancy details etc. Sales Emporia of the Publications Division are also being upgraded and computerized. This would help provide better facility for the buyers as well as speedy calculation of royalty to the author. As a process on ongoing e-

governance regular upgradation and computerization of the Editorial, Business, Production and Administration units are being undertaken to increase efficiency.

**ACHIEVEMENTS**

**(April 2007 To December 2007)**

• No. of titles published	51
• Average monthly circulation upto December 2007	2,08,875
• Revenue of Employment News upto Dec 07	Rs 34.79 crore
• Average circulation of Employment News	6.0 lakh

**4. MAJOR ACTIVITIES**

**4.1. Publication of Books:**

The Division has published nearly 8000 titles so far in English, Hindi and other regional languages. It brings



The Chairperson of UPA Smt. Sonia Gandhi releasing the book 'Satyagraha' published by the Publications Division on the occasion of 146<sup>th</sup> Birth Anniversary of Gurudev Rabindranath Tagore in New Delhi on 10 May 2007. The Prime Minister Dr. Manmohan Singh, Lok Sabha Speaker Shri Somnath Chatterjee and the Union Minister for Information & Broadcasting and Parliamentary Affairs Shri Priya Ranjan Dasmunsi are also seen.



out 100-125 titles every year. It has brought out books on subjects like art, culture, history, land and people, flora and fauna, Gandhian literature, children's literature, science and technology, biographies of eminent Indians to reference works like "India - Reference Annual", "Mass Media in India" and "Press in India". Publications Division published a book entitled *Satyagraha* to mark hundred years of Satyagraha. Smt. Sonia Gandhi, Chairperson of UPA released the book on 10 May

2007 on the occasion of Gurudev Rabindranath Tagore's 146<sup>th</sup> Birth Anniversary. The first copy of the book was presented to the Hon. Prime Minister Dr. Manmohan Singh. Lok Sabha Speaker Shri Somnath Chatterjee was also present on the occasion.

During the period April-December 2007, 51 titles have been published in English, Hindi and other languages.

#### Some note-worthy titles released during this period:

My Book of Human Rights	Kurbani Anjaan Shaheedon ki
Speeches of Dr. A.P.J. Abdul Kalam	The Charkha and the Rose
Speeches of Shri Lal Bahadur Shastri	Speeches of Dr. Manmohan Singh
1857- the Uprising,	Satyagrah
Delhi in 1857,	Veer Kunwar Singh,
Tatya Tope	Bahadur Shah Zafar
Nana Saheb Peshwa	1857- Sachitra Jhanki
1857 by Surendranath Sen in Telugu.	Bhagat Singh; The Eternal Rebel,
The Story of India's Struggle for Freedom,	Shaheed Bachchon ki Gaurav Gatha,
Bhagat Singh: Dastavejon ke Aiene mein,	Ye Karvan Hamara
Bharat ki Veeranganain,	

#### 4.2 Publication of Journals

The Division publishes 18 journals which include Aajkal (Hindi and Urdu), Bal Bharati (Hindi), Kurukshetra (English and Hindi), Yojana (English, Hindi and 11 other languages). A special campaign for the sale promotion of all DPD monthly journals and sale of advertisement space in DPD journals as well as Annual References – India and Bharat was launched this year.

#### 4.3 Publication of Yojana

Yojana, the flagship journal of the Division celebrated its Golden Jubilee in 2007. Devoted to socio-economic issues, this monthly journal is published in 13 languages simultaneously. Through its monthly issues during the year, Yojana covered major topics like Bharat Nirman, Sarva Shiksha Abhiyan, National Rural Health Mission

and Jawahar Lal Nehru National Urban Renewal Mission.

Yojana was revamped with a new logo, reflecting integration of economic growth with human development. Its improved format of articles, typography and graphics have given Yojana a contemporary look. In collaboration with Center for Monitoring of Indian Economy, Yojana has introduced a new monthly column 'Economic Indicators' which provides data on Indian economy. Yojana's Special issue commemorating 150 years of 1857 and 60<sup>th</sup> anniversary of India's Independence provided perspectives on economic development and economic reforms since 1991. On the occasion of Civil Services Day, a booklet was brought out which carried compilation of articles of Yojana's popular column 'Best Practices'.



To make Yojana interactive and to facilitate a dialogue between authors and readers, Yojana has started a new service through e-mail. It provides the readers a forum to register their concerns through e-mail.

#### 4.4 Publication of Bal Bharati

Bal Bharati, a monthly, is popular among children since 1948. Besides providing healthy entertainment to children, it also helps in imbibing them with social values and scientific temper through informative articles, short stories, poems and pictorial stories. An essay competition aimed at kindling interest among the children about the achievements of our country was organized by Bal Bharati this year for the school children of Delhi. Prize distribution function of the same was chaired by the Secretary, Ministry of Information & Broadcasting.

#### 4.5 Publication of Kurukshetra

Kurukshetra, published on behalf of the Ministry of Rural Development, is a unique monthly journal on rural development issues. It serves as a platform for exchange of ideas on policies, programmes and implementation status of development efforts in the rural areas. The journal, through its various issues focused on several aspects of rural development and provided the latest information regarding various programmes and policies being implemented in the rural areas. In its annual issue, Kurukshetra highlighted a number of factors associated with changing face of rural India.

#### 4.6 Publication of Employment News

Publications Division produces the weekly Employment News/Rozgar Samachar in English, Hindi and Urdu. Commanding an average circulation of about six lakhs copies, the journal focuses on employment opportunities in government and semi-government organizations/departments/public sector undertakings/autonomous bodies, banks and universities. Across the country the weekly has a network of about 311 agents and 4500 direct subscribers.

The website of Employment News has become very popular among the job seekers all over the country. It

is now equipped with state of the art search engine which enables viewers to quickly retrieve material from the website.

The website is providing counseling service on an interactive basis to youngsters throughout the country where questions are answered by specialist career counsellors. Over 65,000 youngsters are now getting free services provided on a routine basis by the website which is in addition to the hits on daily basis made by the viewers. The website has archived write-ups on various career options available and carries over 500 Answers to a variety of career questions. The website has also entered into an arrangement with IIT Kharagpur for marketing space on the website and which has been technically upgraded also.

From April 2007 to December 2007, the revenue generated was Rs. 34.79 crores which is a markedly higher compared to the corresponding period last year. The total revenue increased from Rs. 41.11 crores in 2005-06 to Rs. 44.54 crores in 2006-07. Average number of pages per issue has also witnessed an improvement from 50.61 in 2005-06 to 52.98 in 2006-07. The net revenue generated by Employment News increased from Rs. 15.50 crores in 2005-06 to Rs. 20.26 crores in 2006-07.

In consonance with government policy of bringing J&K and North- Eastern Region in the mainstream, free copies of Employment News are being provided to libraries, educational institutions and government offices of these regions.



The Secretary, Ministry of Information & Broadcasting Smt. Asha Swarup giving away the Bhartendu Harish Chandra Awards in New Delhi on 23 May 2007.



#### 4.7 Bhartendu Harishchandra Awards

Bhartendu Harishchandra Awards were instituted to promote original writing on journalism and mass communication, women's problems, national integration and children's literature in Hindi. During the year 2007, Bhartendu Harishchandra Awards for the year 2004 and 2005 were given by the Secretary, Ministry of Information & Broadcasting in New Delhi.

#### 4.8 Marketing

Publications Division sells its books, journals and CDs through its emporia in New Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Thiruvananthapuram, Patna, Lucknow. It also has about 400 agents. Yojana offices located at Ahmedabad, Bangalore, Guwahati are also sales outlets.

#### 4.9 Participation in Book Fairs

- Tenth Neyveli Book Fair at Neyveli;
- Book Exhibition on the occasion of Mega Multi Media Mela at Bangalore;
- National Book Fair at Jaipur;
- National Children's and Youth Book Fair at Kolkata,
- 22<sup>nd</sup> Hyderabad Book Fair at Hyderabad
- Erode Book Festival at Erode;
- 13<sup>th</sup> Delhi Book Fair at Pragati Maidan;
- 31<sup>st</sup> Book Festival at Varanasi;
- Lucknow Pustak Mela 2007 at Lucknow;
- North-East Book Fair at Guwahati.

#### REVENUE GENERATION

The revenue earned by the sale of books and journals in the year 2006-07 is Rs. 4.12.crore.

Table I below shows that the average monthly circulation of all DPD Journals in 2003-04 was only 1,12,966 copies, whereas the circulation in 2007-08 (upto Dec. 2007) has gone up to 2,08,875 copies. The circulation has now increased to more than **84.9%** as compared to 2003-04.

Table - I

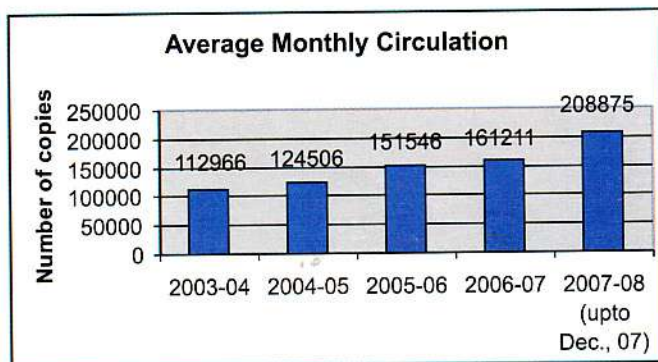


Table II is a comparative analysis of the Division's sales revenue in respect of all monthly journals since 2003-04 and shows that as compared to the revenue of **Rs.49.51 lakh** earned in 2003-04, the revenue earned in the current year (up to November 2007) stands at **Rs.135 lakhs**.

Table - II

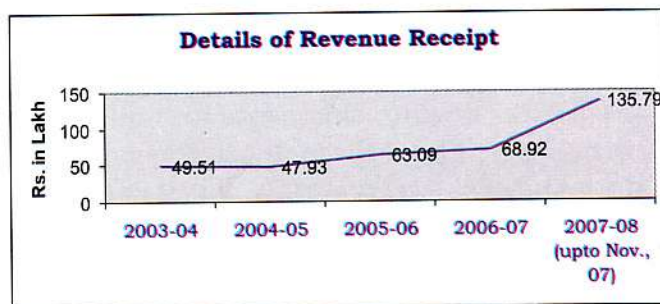


Table III below shows that the advertisement revenue earned by the Division's monthly journals increased from Rs.15.09 lakhs in 2003-04 to Rs 20.78 lakhs in the current year 2007-08 (up to December 2007).



**Table III :** Details of target and revenue receipt of the Division from 2003 - 04 to 2007-08

Year	Target (Rs. In lakh)	Total Revenue Receipt (Rs. In lakh)
2003-04	8.00	15.09
2004-05	16.00	17.07
2005-06	18.00	17.21
2006-07	18.50	21.03
2007-08	20.00	20.78
		(up to December 2007)

## 5. Plan Schemes

During the XIth Five Year Plan, Publications Division will undertake the following two schemes,

### 5.1 Modernization of Publications Division with the following components:

- (i) To digitalize past issues of Yojana and Kurukshetra journals so as to make the information available online to the users;
- (ii) To create a website for Yojana magazine for extending platform for readers and writers;
- (iii) To computerize and modernize 13 Yojana Offices to improve their efficiency and integrate them through Internet;
- (iv) To renovate and modernize Sales Emporia located in various parts of the country.

### 5.2 Modernisation of Employment News (New Scheme)

Constant modernization, automation and up gradation are the key factors for the growth of Employment News. All aspects of publication—printing, composing of advertisements, despatching, release of advts. and accounts and circulation etc. are proposed to be automated to provide best possible service with minimum time gap to the Government Departments. For this, renovation and modernization of office of employment News in necessary.

The objective of the scheme is to modernize and make available online the entire work process of Employment News pertaining receipt of advertisement from advertising agencies, schedule of advertisements, design of advertisements accounting of revenue flow, orders to distributors, accounting of credit flow of distributors etc. This will not only increase transparency but will also reduce the process of printing of Employment News

### (3) RESEARCH, REFERENCE AND TRAINING DIVISION (RR & TD)

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

Set up in the year 1945, the Division functions as information serving unit for the Ministry of Information and Broadcasting and various media units under it. The role of Research, Reference and Training Division (RR & TD) is to assist the media units of the Ministry in collection, compilation and preparation of material involving research into published works; building up a data base on important subjects and to prepare background notes on current and other topics for the use of the Media Units. The Division studies trends in mass media and maintains reference and documentation services on mass communication. It provides background, reference and research material for use of the Ministry, its media units and others engaged in mass communication. The Division also looks after the training aspect of the Indian Information Service (IIS) officers in collaboration with the Indian Institute of Mass Communication (IIMC).

**2. Organizational setup:** RR&TD has its headquarters at Sochna Bhawan New Delhi and is headed by ADG (I/C) and assisted by two Directors and other supporting staff.

**3. e-governance:** As part of ongoing ICT activities, the library is being upgraded and computerized. It is proposed to be converted into a virtual library by the end of XI Plan. To smoothen the working of the office the LAN network is being further strengthened and expanded.

## 4. MAJOR ACTIVITIES

### 4.1. Annual Reference Manual

The Division compiles two annual reference books, 'India - A Reference Annual', a compilation on



development and progress made by Central Ministries/ Departments, State/Union Territory Administrations and PSUs/Autonomous bodies during the year, and "Mass Media in India", a comprehensive publication on mass media in the country. "India- A Reference Manual" is simultaneously published in Hindi titled-Bharat.

#### **4.2. Diary of Events:**

The Division brings out a fortnightly Diary of Events. It focuses on important national and international events for record and reference.

#### **4.3. Monthly Report**

The Division also prepares a monthly report on specialized magazines and after screening sends it to the Ministry. These magazines have a share of FDI and are meant for specified subjects for which they have been given permission for publication in India. These magazines are monitored to ensure whether they adhere strictly to the stipulations laid down by the government.

#### **4.4. Reference Library**

The Division has a well-stocked library with a large collection of documents on various subjects, bound volumes of select periodicals and various reports of the Ministry that serve as reference resource to the readers, committee and commissions. Its collection includes specialized books on subjects pertaining to journalism, public relations advertising and audio-visual media, all prominent encyclopedia series, yearbooks and contemporary articles. The library facilities are available to accredited national and international correspondents and officials of the Government. Around 141 new titles were added to the library during the year 2007-08 (upto December, 2007) including 26 books in Hindi. Besides, a sizable number of regular visitors, the library has a membership of about 1100 readers.

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

The National Documentation Centre on Mass Communication (NDCMC) was created in 1976 as a

part of the Division on the recommendation of an Expert Committee set up by the Ministry, for collecting, interpreting and disseminating information about the events and trends in mass media through its periodical services. The NDCMC documents major news items, articles and other information material available on mass media/communication. The current activities of the Centre range from collecting, documenting and dissemination of information.

#### **4.6 Training**

RR&TD has been specially entrusted with the training aspect of IIS officers. Under the tenth Five Year Plan, the division organised following training programmes during the year (2007-08). During April 2007 to December 2007 , the RR&TD organized:

- (a) Orientation programme for 12 officers of the IIS Group 'B' officers from July 30 to August 10, 2007 at IIMC, New Delhi.
- (b) Refresher Course for 11 officers of Indian Information Service from June 4 to June 8, 2007 at IIMC, New Delhi.

#### **5. Plan Schemes**

Two Plan Schemes have been introduced by RR&TD in the XI<sup>th</sup> Five Year Plan

##### **5.1 Research Unit - Research in Mass Media**

This new scheme has been introduced to conduct research, get feedback and public opinion on specific media related issues that help in policy formulation and implementation by the Ministry of I&B and its units at national and regional levels. Under this scheme it has been planned to undertake research for developing content on an array of subjects in relevant fields in the society and to study the issues of crucial regional and national importance that has relevance for social welfare and policy formulation.

**5.2 Reference Unit** : it has two components

##### **i. National Media Awards**

To institute a national Media Award to sensitize the media about its social obligation and responsibilities and help create a consensus on the issues of national importance (proposed).



## ii. Upgradation of Library

To upgrade its library on the lines of National Science Library in phased manner. It would serve as Central Media Reference Library for Ministry of Information & Broadcasting.

## 7. SONG AND DRAMA DIVISION (S&DD) www.s&dd.nic.in

The Song and Drama Division has the mandate of development communication. This is the largest organization in the country using performing arts as a medium of communication. The Division uses a wide range of art forms such as drama, ballets, operas, dance-dramas, folk and traditional recitals, puppetry etc. In addition, the Division organizes drama shows on national themes such as communal harmony, national integration, secularism, promotion of cultural heritage, health, environment, education, etc., through sound and light programmes.

### 2. Organisational setup

Functioning from its headquarters at Delhi it is headed by a Director who is assisted by two deputy Directors.

The Division has

- 10 Regional Centres at Bangalore, Bhopal, Chandigarh, Chennai, Delhi, Guwahati, Kolkata, Lucknow, Pune, and Ranchi;
- 7 Border Centres at Imphal, Jammu, Shimla, Nainital, Darbhanga, Jodhpur and Guwahati;
- 6 Drama troupes at Bhubaneswar, Delhi, Hyderabad, Patna, Pune and Srinagar;
- 9 troupes of Armed Forces Entertainment Wing at Delhi and Chennai;
- 2 Sound and Light Units at Bangalore and Delhi and
- one tribal pilot project at Ranchi.

### 3. e-governance:

Efforts are on to modernize the working of the Division by use of ICT under the XIth Class.

## ACHIEVEMENTS

(April 2007 To December 2007)

1. No. of shows presented	10,000
2. No. of Song and Light Shows	22
3. No. of programs in tribal areas	419
4. No. of ICT activities	3153
5. No. of shows on CMP	650
6. Activities in J&K	270
7. Activities in identified districts	433

### 4. MAJOR ACTIVITIES

With the help of about 380 departmental staff artistes, approximately 850 registered troupes and about 1200 empanelled artistes, the Division has presented about 10,000 programmes up to Nov. 2007, of which 22 shows of sound and light programmes were presented. Special programmes were organized for Independence Day celebrations; Birth Anniversary of Netaji Subhash Chandra Bose, National Youth Day, Dandi March, International Women's Day, Gandhi Jayanti, Quami Ekta Week, World Literacy Day and Holi Festival. The Armed Forces Entertainment Wing of the division presented special programmes at Delhi in which the President, the Prime Minister and union ministers were present.

#### 4.1 Tribal Publicity

The Ranchi Tribal Centre was established in 1980 to enhance awareness generation activities by involving more and more tribal artists. During April to December 2007. During April to December 2007, 419 programmes were presented by the troupes in the tribal areas of Bihar, Chattisgarh, Jharkhand, Madhya Pradesh and Orissa to educate people about the various developmental schemes formulated for them.



## 4.2 Border Publicity Troupes

The Border Publicity Troupes are departmental troupes functioning at Imphal, Guwahati, Dharbhanga, Nainital, Shimla, Jammu and Jodhpur. These troupes undertake publicity campaigns in the remote border areas to educate the people about the various developmental schemes of Government of India and also to counter the propaganda from across the border. These programmes were organized in close coordination with SSB, BSF and other government agencies.

## 4.3 Departmental Drama Troupes

The Departmental Drama Troupes located at Pune, Patna, Hyderabad, Bhubaneswar, Jammu and Delhi present plays on various themes like Family Welfare, AIDS, Drug Abuse, National Integration, Communal Harmony, Environmental Issues etc. These troupes presented shows in local fairs and festivals and also during the India International Trade Fair 2007.

## 4.4. ICT Activities in Hill/Tribal/Desert/Sensitive & Border Areas

The Division presents programmes in tribal, hill and desert areas with a view to creating awareness among the isolated tribes residing in these areas, regarding the developmental activities initiated for their welfare. These programmes aim at inculcating among them a sense of belonging to the country and encourages them to participate in the on going developmental process. Performing troupes are chosen from amongst the local people. 3153 programs have been presented from April to December 2007. 3520 programmes will be presented during 2007-08.

## 4.5 Activities in 76 Identified Districts

Under the plan scheme component of 'Activities in 76 identified districts'; the Division presented programmes on National Integration, Communal Harmony, Anti Terrorism and Patriotism themes in the specially identified districts all over India. During April to December 2007 433- programs have been presented.

## 4.6 Public Information Campaign

The Division participated in all the Public Information Campaigns organized by PIB in which all the media units coordinated in giving publicity on themes like National Rural Employment Guarantee scheme, National Rural Health Mission, Sarvshiksha Abhiyan, Universal Mid-day Meal Programme, Jawaharlal Nehru Urban Renewal Mission, Right to Information Act, Prime Minister's 15 Point Programme for welfare of the minorities etc. In addition to presenting colorful programmes at the places of the campaign, the Division also did pre and post publicity programmes for five days before and after the PIC in the surrounding villages thereby generating greater awareness on the developmental schemes. About 580 programmes were presented upto December 2007. The Division will continue to provide full coverage for all the PICs during the remaining period of the year up to March 2008.

## 4.7 Commemoration Of 150<sup>th</sup> Year Of First War Of Independence - 1857

The Division is actively presenting programmes for the commemoration of the 150<sup>th</sup> year of First War of Independence from May 2007. Programmes were presented during the rally from Meerut to New Delhi. All the field units presented programmes in their respective regions to mark the occasion. The Division's groups are performing at the 70 halts of the Azadi Express.

A five-day festival commemorating the contributions of the unsung heroes of North-East was organized at Imphal, from 13<sup>th</sup> to 17<sup>th</sup> June 2007. 142 dance - dramas such as Rani Gaidinliu, war of freedom, Bhagat Singh, the first flame of women's war 1904, against the white riders, when Britisher's Mouth was shut, Swaraj, etc. were presented, during June to July 2007 in Assam and Manipur in the coordination of Nehru Yuva Kendras.

## 4.8 Special Activities in J&K and North East Regions

The Division presented 3000 programmes for providing special coverage in North east, Jammu & Kashmir and other identifies district.



#### 4.9 Theatre Shows on National Themes

With the objective of educating the people in general and youth in particular about the rich cultural and historical heritage of the country, the Sound & Light Units of the Division mounted Sound and Light Programmes in various parts of the country. The Bangalore unit presented "Karnataka Vaibhav" at Mysore and Bangalaoe, "Vijayanagara Vaibhava" at Hampi in Karnataka and Neneyo Aa Danruva in Bangalore. In April 2007, "Shatroopa" a special sound and light show on 'Women through Ages' was presented at Jammu .Till December 2007 the Division presented 22 sound and light shows.

#### 4.10 Programs for Ministry of Health & Family Welfare

The Division presented about 230 Programmes for the Ministry of Health & Family Welfare on different themes of health awareness. During the India International Trade Fair-2007 the Division presented 276 colourful programmes in the pavilion of Health & Family Welfare Ministry in the form of drama, composite programmes, magic, puppetry and traditional folk recitals, etc. The Division also presented programmes on the occasion of health mela at Lalganj in Raibareilly , Uttar Pradesh in October. 2007.

#### 4.11 Special Campaign on Prevention of AIDS

All the field units presented 1254 programmes on prevention of AIDS in the high prevalence districts of the country. The Bangalore Centre presented 120 Programmes on AIDS in coordination with Karnataka State Aids Prevention Society.

In order to provide wide and effective publicity for prevention of AIDS, NACO flagged off a special train " Red Ribbon Express" on 1<sup>st</sup> Dec. 2007. The Division will present 708 programmes in the train halts through Rajasthan, Madhya Pradesh, Maharashtra, Chattisgarh, Uttar Pradesh, Uttrakhand, Bihar, Jharkhand, West Bengal and Assam.

#### 4.12 Special Campaign on Use/Promotion of Iodized Salt

2019 Programmes were presented all over the country till December 2007 under the special campaign on use/promotion of Iodized salt.

#### 4.13 Other Major Activities

Special publicity campaign was undertaken on common minimum programme all over the country especially in North Eastern States, Jammu & Kashmir and other border areas. The Division provided coverage for special campaigns on Anti terrorism in the affected areas. Ambedkar Jayanthi, Puri Car Festival, Quit India Movement Day, Independence Day, Sadbhavana Diwas, Gandhi Jayanti, Multi Media Campaign in Jammu & Kashmir and sensitive areas of the country, Quami Ekta Week, Children's Day, and all other major events and local fairs, festivals and anniversaries were extensively covered in 2007-08.

### 5 PLAN SCHEMES

Under the Plan schemes, the Division has a comprehensive programme in the form of '**Live Arts & Culture for Rural India**' Scheme. The scheme has seven components. They are :

- (1) Information, Communication, Technology activities in hill/tribal/desert/ sensitive and border areas.
- (2) Activities in 76 identified districts.
- (3) Activities in Common Minimum Programmes in 12 Regional Centres
- (4) Special Activities in J&K and North East.
- (5) Presentation of Theatre shows on national/ social themes.
- (6) Research development and training.
- (7) Conducting Impact assessment studies to ascertain effectiveness of the programme.

The objective is to create awareness amongst the masses for development policies, programmes for overall welfare of the economically weaker segments of the society

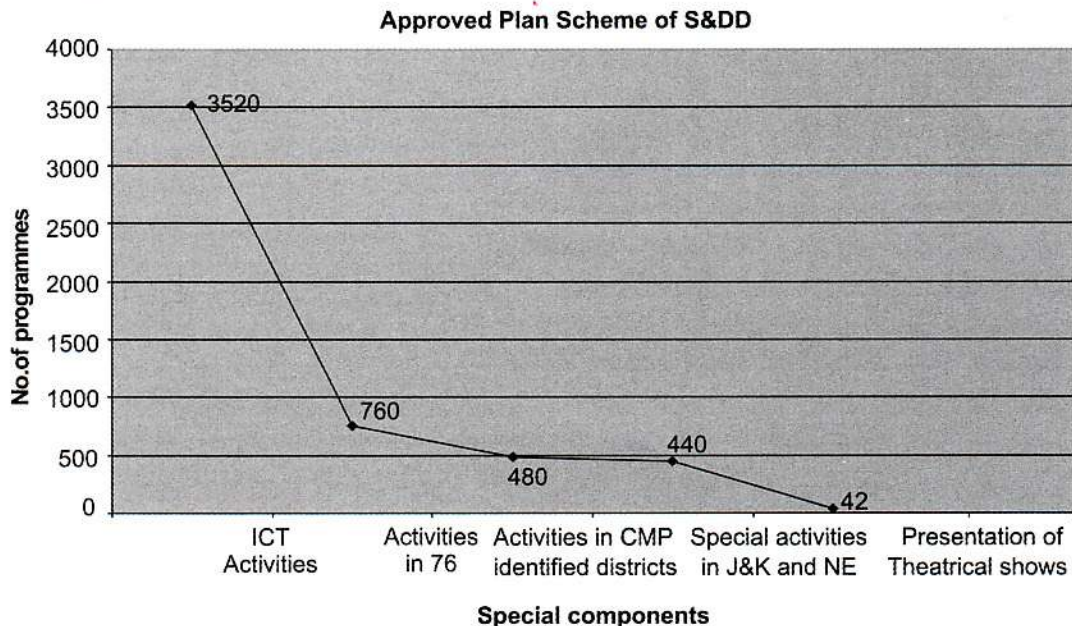


including the people in the Hill/Tribal/Desert/Sensitive and Border Areas and J&K and N-E. The theatre shows are used to educate the masses regarding cultural heritage of this country, lives and teachings of the great

personalities and imparting knowledge of major historical events.

A total of 5242 programmes are envisaged under this scheme.

### Breakup of the Programs envisaged under the Plan Scheme (AP 2007-08)



### 8. Photo Division: [www.photodivision.gov.in](http://www.photodivision.gov.in)

Photo Division, a media unit meant for visual support to the activities of the Government of India, is a subordinate office under the Ministry of Information and Broadcasting. The Division is responsible for photo documentation and archiving of photographs both in black & white and colour for internal and external publicity on behalf of the Government of India.

The major function of the Photo Division is to document photographically, the growth, development and the political, economical and social changes in the country and to store such images for posterity. Photo Division provides visuals (still) to media units of the Ministry of Information & Broadcasting, for day to day publicity and also for use in exhibitions or publication. Other major users are central and state government agencies, Ministries/Departments including the President's secretariat, Vice-President's secretariat, Prime Minister's

Office, Lok Sabha and Rajya Sabha Secretariats and Indian Missions abroad through XP Division of the Ministry of External Affairs.

The Division also supplies photographs on payment basis to non-publicity organizations, private publishers and the general public.

### 2 Organizational setup

The Photo Division is headed by a Director and assisted by one Deputy Director, one Senior Photo Officer and 6 photo officers.

**3. e-governance :** As part of continuing ICT activities the Photo Division has upgraded its website [www.photodivision.gov.in](http://www.photodivision.gov.in). The website has an archival section which includes rare photographs of historical importance. The Division has also undertaken the process of Digitalization, Cataloguing and Indexing of its images. This would help better preservation and maintenance of rare photographs.



## ACHIEVEMENTS

(April 2007 To December 2007)

1	News and Features assignments covered	2199
2	Digital images acquired in house	45152
3	Digital images short listed for archive	8258
4	Total Black & White and Colour prints supplied	69596
5	Total Photo Albums/Wallets produced/prepared	65

### 4. MAJOR ACTIVITIES

#### 4.1. Digitalization Of Photo Division

Photo Division has completely switched over to the digital mode in the field of still photography. The Division has converted its conventional images into digital mode under the 10<sup>th</sup> Plan scheme 'Pilot project of Digitalization, Cataloguing and Indexing.' About 7,66,668 conventional images (analogue) have been converted into digital images. These images are taken in high resolution for production of large size prints for exhibitions and quality publication. During the 10<sup>th</sup> Plan, the Division acquired a high capacity server and sophisticated software, which is now installed and trial loading has been successfully completed. Software specially designed for the photo archive has been procured and installed on a high capacity server for creating a proper retrieval system, sending images to the website and also providing photo archive images online on payment.

#### 4.2. National Photo Contest :

As part of the celebration of the 60 years of Independence, Photo Division conducted its 20<sup>th</sup> National Photo Contest on a unique theme "**The Spirit of Independent India**".

The award function of the 19<sup>th</sup> National Photo Contest on the theme of Happiness was also held.

#### 4.3. Other Activities

During April 2007-December 2007, following were the Photo Division's activities:

- organized National Level Photo Contest on **Joyful Tribals** for the Ministry of Tribal Affairs,



The Photo Division organized its 20<sup>th</sup> National Photo Contest on the theme 'The Spirit of Independent India'. Photograph seen here titled 'Festivity' received the first prize in the contest.

- conducted a workshop on 'Aspect of Photo Journalism and the Role of Digital Photography and its Management';
- Workshop on Media Communication-Role of Digital Photography and its Management
- Provided extensive photo coverage to the foreign visits of the Hon'ble President, Vice President, Prime Minister and other dignitaries
- Undertook photo documentation of the visits of the Heads of State/ Government of foreign countries during the period April to December 2007.
- Provided extensive photo coverage of the election of President of India as well as the election of the Vice President of India.
- Mounted an exhibition titled '**PRIYADARSHINI INDIRA**' a tribute to late Smt. Indira Gandhi former Prime Minister of India on 19<sup>th</sup> November 2007 at Kolkata.
- Mounted an exhibition in association with DAVP on behalf of the Ministry of Home Affairs on Disaster Management, showing the effects of Tsunami, earthquake and other natural calamities and rehabilitation and re-construction work there after.

### 5 PLAN SCHEMES

Photo Division initiated following two new Plan Schemes under the 11<sup>th</sup> Five Year Plan:





Union Minister of State for Home Affairs Shri Shriprakash Jaiswal inaugurating an Exhibition titled 'Priyadarshani Indira' mounted by the Photo Division in Kolkata on 19 November

### 5.1. National Centre of photography':

The National Centre of Photography envisages a wider dissemination of the photographic heritage with a view to creating awareness among the masses about the freedom movement and development of the country.

National Centre of Photography scheme will upgrade the digital storage system of photographs and allow researchers, academicians and others to access the photographs. This would result in a specific accessing system on conventional as well as digital platform for authentic photographic information. All the images would be made available through internet for the benefit of general public.

### 5.2. 'Special Drive for Northeast, Jammu & Kashmir, Andaman & Nicobar Islands and Lakshadweep etc.'

The scheme has been introduced with a clear need to implement a sustained awareness campaign in the far flung areas of our country so that the people of these areas can be made aware of the heritage of our country and the progress made. The scheme proposes a wider dissemination of the photographic heritage of this country specially to J&K, N-E, A&N Islands and Lakshadweep with a view to creating awareness among the masses about the development of the country.

## 9. PRESS COUNCIL OF INDIA

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

Press Council of India (PCI) is an statutory quasi-judicial autonomous authority mandated by the Parliament

under the PCI Act 1978 to preserve the freedom of press and maintain and improve the standards of newspapers and the news agencies in India through self regulation.

The Press Council of India has also been entrusted, by the Parliament, with the additional responsibility of functioning as an Appellate Authority under Section 8 (C) under the PRB Act 1867. The Appellate Board comprising Chairman of the Council and another member met regularly to hear the Appeals before it.

**2 Organizational Setup:** The Press Council comprises a Chairman and 28 members. The Chairman by convention has been a sitting or retired judge of the Supreme Court of India. 20 of the 28 members of PCI represent various segments of the Press and 8 for overseeing readers' interest, are representatives of the two Houses of Parliament and premier literary and legal bodies of the country i.e. University Grants Commission, Bar Council of India and Sahitya Academy. The Council is funded primarily through grants allocated every year by the Central Govt. The Council also collects fee from newspapers. The Council is presently chaired by Hon'ble Mr. Justice G N Ray.

**3 e-governance:** The website of the Council has been enriched with the latest adjudications of the Council. In an effort to garner greater revenue from fee levied on newspapers, the list of defaulting newspapers has also been put on the website. District wise details from 17 States have already been uploaded on the Council's website and the process is continuing.

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



with the freedom of the press. The decisions of the Council are final and cannot be questioned in any court of law.

**4.1** In the course of these adjudications, the Council has laid down several guiding principles for evolving a code of conduct for the media. Similar guiding principles have been drawn for the benefit of the authorities dealing with the press. The Council is also in the process of updating the 2005 edition of "Norms of Journalistic Conduct" for observance by the print media.

**4.2** Between April 2007 - December 2007, PCI received 463 complaints, of which the Press filed 88 cases while 375 were against the Press adding to 628 cases which were already pending. Of these the Council adjudicated 129 cases, while 320 cases were closed. The Council thus disposed off 449 cases during April 2007 to October 11, 2007.

**4.3** Reports published by Press Council of India During the financial year 2007-08. The Council produced the following reports that have a bearing on the preservation of the freedom of the press and maintenance of its standards.

- Working Journalist Act vis-à-vis Appointment of Journalists on Contract.
- Problems of Small and Medium Newspapers.
- Threats from ULFA to the Media in (a) State of Assam and (b) State of Manipur.

**4.4** The National Press Day this year was commemorated by the PCI. A seminar on "**Media as People's Voice - Pre and Post Independence**" was held at Vigyan Bhawan New Delhi. Hon'ble Speaker, Lok Sabha Shri Somnath Chatterjee inaugurated the seminar, in the presence of Minister of Information and Broadcasting and Parliamentary Affairs, Mr. Priya Ranjan Dasmunsi. A souvenir released on the occasion carried valuable articles on the subject.

**4.5** The council being an autonomous body submits its own Annual Report in the Parliament

**4.6** For the financial year 2007-08, the Council has a total sanctioned budget of Rs.2.37 Crores.

## **10 INDIAN INSTITUTE OF MASS COMMUNICATION [www.iimc.nic.in](http://www.iimc.nic.in)**

The Indian Institute of Mass Communication (IIMC) is an autonomous organization under the Ministry of Information & Broadcasting and a 'Centre of Excellence' in the field of communication teaching, training & research. The Institute was set up on 17<sup>th</sup> August 1965, as a department of the Ministry, in response to a need felt, to evolve a methodology and effective use of communication resources as part of the country's overall development strategy. The Institute was registered under the Societies Registration Act (XXI) of 1860 on 22<sup>nd</sup> January 1966 and receives grant-in-aid from the Ministry of Information & Broadcasting, to meet its expenditure. IIMC provides knowledge and training to communicators in a variety of disciplines including print, photography, radio & television, development communication, communication research and advertising and public relations. The Institute also collaborates with national and international agencies in conducting seminars, trainings, workshops etc. It also undertakes joint research projects and organizes short-term courses to meet the specific needs of the industry, government and public sector organizations. Being autonomous the IIMC submits its own Annual report to the Parliament.

**2 Organisational Setup:** Indian Institute of Mass Communication is an autonomous organization headed by a Director. There is a Society and its Executive Council, which oversees the working of the institute. These are constituted biennially. The Society consists of 50 nominated members. The Society has some Ex-Officio members from the Ministry, Media Units and Information departments of the State Governments etc. The administration of the affairs of the Society vests with the Executive Council, which comprises 15 members.

The faculty and the research staff of Indian Institute of Mass Communication consists of academicians, researchers and practicing media professionals who have done significant work in their fields of specialization. In addition, visiting faculty are invited from leading newspapers and other media organizations.



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

### 3 e-governance:

IIMC has been using the ICT activities in big way. The process of examination has been computerised and the details of filling up of forms uptill the declaration of results has been made online.

## 4. ACTIVITIES

4.1. During the year 2007-08, the IIMC conducted the following nine-month Post Graduate Diploma Courses:

1. Post-graduate Diploma in Journalism (English) at New Delhi and Dhenkanal (Orissa);
2. Post-graduate Diploma in Journalism (Hindi);
3. Post-graduate Diploma in Advertising and Public Relations;

4. Post-graduate Diploma in Radio & TV Journalism;
5. Post-graduate Diploma Course in Oriya Journalism; and
6. Diploma in Development Journalism.

On the basis of written Entrance Test for admissions held on 20<sup>th</sup> May for Oriya Journalism at Bhubaneswar and for Hindi and English Journalist on 21<sup>st</sup> May 2007 at eight centres (including New Delhi) in different parts of the country, a total of 117 students joined Journalism (Hindi/English); 45 students joined Advertising and Public Relations; 30 students were admitted Radio & TV Journalism and 15 students for Oriya Journalism at Dhenkanal. All the Post graduate Diploma Courses commenced from 1<sup>st</sup> August 2007.

In addition, the Institute conducts short-term academic programmes for middle level and senior officers of the Indian Information Service and officials of different media units.



The Union Minister for Information & Broadcasting and Parliamentary Affairs Shri Priya Ranjan Dasmunsi lighting the lamp to inaugurate the 40th convocation for PG Diploma programmes of Indian Institute of Mass Communication in New Delhi on 25 June 2007. The Secretary, Ministry of Information & Broadcasting and Chairperson, IIMC, Smt. Asha Swarup and distinguished journalist Shri Rajdeep Sardesai are also seen



---

## **4.2. Diploma Course in Development Journalism**

Continuing with the tradition of the Non-Aligned Movement's efforts to improve journalistic skills in developing countries as well as to evolve a third world perspective, the Institute offers a Diploma Course in Development Journalism. Two such courses of four-month duration are held every year, each of four months' duration. The 49<sup>th</sup> Course in the series (August-November) commenced on 1<sup>st</sup> August 2007. The 50<sup>th</sup> course is underway.

## **4.3 Short Term Courses**

During the period under report the Institute organized 18 short term courses/workshops/seminars for Central/Sate Government Officers and Defence personnals.

In order to enrich content and add value to the present courses being run by the Institute, detailed interaction is carried out between the faculty and practitioners/specialists in the fields of print media, electronic media, advertising, public relations, broadcasting and printing. Based on the inputs received from the industry, the courses are revamped time to time to meet contemporary requirements.

## **4.4. Seminars/ Conferences/Workshops**

The Institute organizes seminars, symposia and conferences on various themes of communication with a view to contributing to a better understanding of communication in the context of India and other developing countries.

## **4.5 Consultancy**

The Institute provides consultancy services on request to Central and State Government Departments and Public Sector Undertakings, and helps in designing and organizing training and research programmes related with Development Communication.

## **4.6 Convocation**

The 40<sup>th</sup> Annual Convocation of the Institute was held on 25<sup>th</sup> June 2007 . Shri Priyaranjan Das Munsi, Hon'ble Minister of Information and Broadcasting was the Chief guest. Ms Asha Swarup, Secretary I&B and Chairperson IIMC presided over the function. Ms Stuti Kacker, Joint Secretary and Director, IIMC presented the Director's Report. In all 214 students of various PG Diploma Courses and 44 participants of Diploma Course in Development Journalism were awarded Diplomas. The chief guest delivered the Convocation address.

## **5. PLAN SCHEMES**

IIMC has proposed only one Scheme 'Converting IIMC into International Media University' for implementation during the 11<sup>th</sup> Five-Year Plan period. The proposed International Media University will create better understanding among developed, developing and less developed countries. It also proposes to induce better conditions and exposure to the economies and problems of different countries and enable the curriculum to introduce specialization at Master's level.

---



## ACTIVITIES UNDER BROADCASTING SECTOR

### BROADCASTING SCENARIO IN INDIA

The Indian Entertainment and Media industry is one of the fastest growing sectors in India and is projected to grow from an estimated size of Rs.437 billion to Rs. 1 trillion by 2011 with a cumulative annual growth rate of 18% over the next five years. This growth has been mainly fuelled by the good performance of the Indian economy which has provided consumers with rising disposable incomes for increased spending on leisure and entertainment. On the television industry side, this annual growth rate is projected to be 22% and on the radio side it is projected to be at the rate of 28% over the next five years. This unfolds a huge potential for creation of employment opportunities and bringing in huge investments into this sector. This is also one of the sectors which is experiencing rapid technological changes with new modes of delivery of content coming up in the form of IPTV, mobile TV, Headend-in-the Sky (HITS) and it is posing a great challenge to the policy makers and regulators to keep pace in terms of laying down a suitable legislative and regulatory framework for their orderly growth in conformity with the Indian value systems and at the same time taking care of the consumer interests. At present, there are 110 million TV households in India, out of which 70 million are cable and satellite homes and rest 40 million are served by the public broadcaster, i.e. Doordarshan. Similarly, there are 132 million radio sets in the country.

One of the key developments has been the transition from an analogue mode of content creation, transmission and distribution to a digitalised mode. This is natural because of the number of advantages that

the digital mode offers over the analogue mode for all stakeholders including the Government. The process of digitalization makes it possible to offer a whole range of new channels and applications along with a convergence of audio-video and data services within the same bandwidth occupied by a single channel in the analogue mode. With increased pressure on the available spectrum from various service providers in the telecom, broadcasting and other domains, digitalization is inevitable and the Ministry of Information & Broadcasting is formulating a future plan and setting policies in place for its organized growth.

The question of whether we should have a sunset date for completely switching over from analogue transmissions to the digital environment has been engaging the attention of Government. It is understood that various countries like US, UK, China, Japan, Brazil, Korea etc. have fixed up target dates for complete switch over. In the Indian context the position taken is that since digitization does involve a cost specially for consumers who will have to invest in a Set-top Box or decoder to transform digital signals into analogue, a national digitalization plan for India will have to be voluntary and gradual and will have to provide for simultaneous provision of analogue and digital service. As such no terminal date for a complete switch over is to be set at this stage. The migration is to commence from Delhi in 2010, coinciding with Commonwealth Games, thereafter to other mega cities and tier two and tier three cities could be considered in a phased manner.

Much of the television production and transmission of



satellite TV channels is already using digital technology. However, on the distribution side only a few of the Multi-System Operators (MSO) are using the digital technology. In the CAS notified areas, almost all the MSO and cable operators have switched-over to the digital delivery. In the non-CAS areas also in a number of cities MSO have launched digital services on their own, some of them being in Ludhiana, Bangalore, Pune, Jalandhar etc. The Ministry is engaged in formulating a strategy not only for incentivizing the transition of about 60,000 cable operators from analogue to digital mode by providing an appropriate tax relief but also in opening up new modes of delivery of content in digital form like DTH, HITS, IPTV, mobile TV, and digital terrestrial TV .

### **UPLINKING GUIDELINES**

Ministry of Information & Broadcasting has notified uplinking guidelines which came into effect from 2<sup>nd</sup> December, 2005. The applicant seeking permission to set up an uplinking hub / teleport or uplink a TV channel or a news agency should have a company registered in India under companies Act, 1956.

For a teleport equity holding of foreigners including NRI/OCB/PIO in applicant company should not exceed 49% and networth requirement varies from Rs.1 crore to Rs.3 crore for channel capacity one to ten.

The applicant company irrespective of its ownership, equity structure or management control, would be eligible to seek permission for uplinking a non-news & current affair channel. Networth required for single TV channel is Rs.1.5 crore and Rs.1 crore for each additional channel. For uplinking a news & current affairs TV channel, equity held by largest Indian share holder should be at least 51% of total equity; excluding the equity held by public sector banks and Public Financial Institutions as defined in Section 4A of the Companies Act, 1956 in the New Entity. The networth required for single TV channel is Rs.3 crore and Rs.2 crore for each additional TV channel.

### **DOWNLINKING GUIDELINES**

Ministry of Information & Broadcasting has also notified policy guidelines on 11.11.2005 for downlinking of all satellite TV channels downlinked/received/transmitted and retransmitted in India for public viewing. The entity applying for permission for downlinking a channel, uplinked from abroad, must be a company registered in India under the Indian companies Act, 1956, irrespective of its equity structure, foreign ownership or management control. Networth required for downlinking of one channel is Rs.1.5 crore and Rs.1 crore for each additional channel.

The downlinking guidelines were notified on 11.11.2005 and all channels already downlinking in India on the said date were given deemed permission to continue with a time limit of 6 months to comply with the new guidelines. However, most of the channels have not yet executed agreement in compliance of the guidelines and continue to functions with deemed permission and repeated time extensions had to be given from time to time. The latest extension has been granted till 31<sup>st</sup> January 2008. The major issue on which compliance of the guidelines has been resisted by the broadcasters who are mainly foreign broadcasters concerns Clauses 1.3 and 1.4 of the Downlinking Guidelines under which the applicant must either own the channel which it wants to downlink for public viewing or must enjoy exclusive marketing/distribution rights inclusive of the rights to advertising and subscription revenues. It should also have the authority to conclude contracts on behalf of the channel for advertisements, subscription and programme content. These provisions have been included so that taxes legitimately due to Government on the revenues generated by them from the Indian market are not denied to the Government.

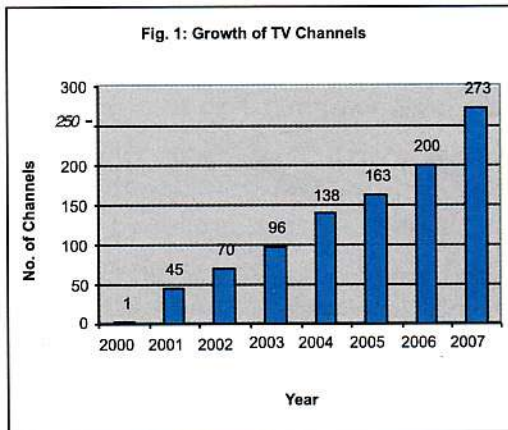
The broadcasters have been expressing difficulties in compliance with these clauses and the matter was taken up with the Department of Revenue (DOR), Ministry of Finance. However, the DOR has amply explained the



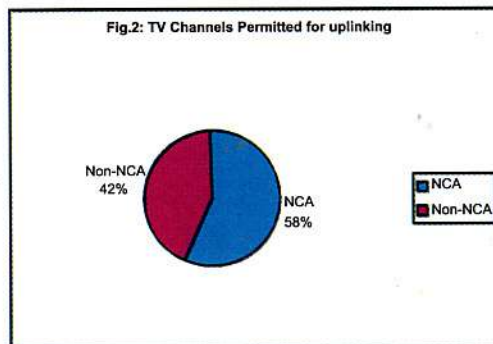
taxation issue involved and the necessity for compliance by the broadcasters to Clauses 1.3 and 1.4 in letter and spirit. To clarify the position, a meeting was arranged with the broadcasters and the Joint Secretary, (DOR) in December 2007 by the Ministry of I&B and broadcasters were informed that compliance has to be done and that further time extension beyond 31<sup>st</sup> January 2008 would not be possible.

**GROWTH OF TV CHANNELS IN INDIA**

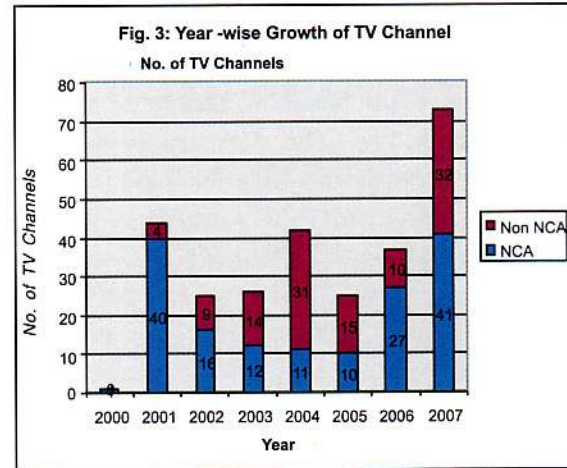
The number of private satellite TV channels has grown astronomically over the years, from 1 TV channel in 2000 to 273 TV channels in 2007 (till 31.12.2007). The growth in the number of channels is at Fig. 1. The number of non-news & current affairs TV channels has grown from 0 to 115 and that of news & current affairs TV channels has grown from 1 to 158.



News & current Affairs TV channels constitute 58% and non-news & current affairs TV channels constitute 42 % of total permitted 273 TV channels (Fig.2).



The year-wise number of permissions granted to news and current affairs (NCA) and non-news and current affairs (non- NCA) channels for uplinking from India is depicted in Fig.3. While average permission granted per year is 34, permission granted in year 2007 (till



December) is 73. It has gained new momentum due to liberalization and enhanced enthusiasm shown by the broadcasters to catch a share of the huge entertainment and media industry in India. A number of new applications for uplinking are being received and proposal for 86 private satellite TV channels for permission to uplink from India are at various stages of scrutiny.

A number of foreign broadcasters are downlinking their channels into India. Fifty such channels owned by 24 companies were already downlinking in India when the Downlinking Guidelines came into force on 11.11.2005. 7 TV channels, uplinked from abroad were permitted to downlink in India in the years 2006-2007. These channels uplinking from abroad were granted deemed permission to downlink in India and were required to comply with the downlinking guidelines within six months. This period was extended from time to time as the channels were representing about some difficulties experienced by them in complying with the guidelines. A conclusive decision on the matter was taken in consultation with the Department of Revenue. Applications in respect of these deemed permitted channels which are willing to comply, are under various stages of scrutiny for regularization.



In addition, 20 proposals of TV channels uplinked from abroad who are seeking permission to downlink into India are at various stages of scrutiny.

The list of 273 channels permitted for uplinking from India is given in Annexure I:

The list of Seven permitted TV channels, uplinked from abroad and the 50 TV channels, uplinked from abroad and deemed permitted to downlink in India since 11.05.2006 are at Annexure II.

Apart from this, the proposals of 86 private satellite TV channels for permission to uplink from India and 20 proposals of TV channels uplinked from abroad for permission to downlink in India are at various stages of scrutiny.

### **DTH Service**

Direct-to-Home (DTH) Service refers to distribution of multi-channel TV programmes in Ku Band by using a satellite system, for providing TV signals direct to subscribers' premises.

The Government on 15.3.2001 issued detailed guidelines including application forms and Licencing Agreement for operating DTH Service in India. The DTH guidelines are available on the website ([www.mib.nic.in](http://www.mib.nic.in)) of this Ministry. The eligibility conditions in the guidelines, inter-alia, provide for total foreign equity holding, including FDI/ NRI/ OCB/ FII, in the applicant company not to exceed 49%, and within the foreign equity, the FDI component not to exceed 20%. It also provides that applicant company must have Indian management control with the majority representatives on the Board as well as Chief Executive of the Company being resident Indians. All applications for issue of license for operating DTH Service are required to be examined in accordance with the eligibility criteria.

Apart from Prasar Bharati - a public service broadcaster, M/s Dish TV India Ltd. M/s Tata Sky Ltd, and M/s Sun Direct TV Pvt. Ltd. M/s Reliance Big TV Pvt. Ltd., M/s Bharti Telemedia Ltd. and M/s. Bharat Business Channel Ltd. have also been granted license for operating DTH service. These companies have not

so far started their DTH service and are likely to commence their operations in 2008.

### **Expansion of FM radio services through Private Agencies**

Government of India took a Policy decision in the year 1999 to expand FM radio network through private agencies to supplement and complement efforts of All India Radio (AIR) by providing programmes of local content and relevance, improving quality of fidelity and reception, giving fillip to local talent, generation of employment and also to generate revenue for the Government. A total of 21 channels were operationalised under this Scheme.

Expansion of FM Radio through private agencies did not materialize as expected due to high license fee arrived at through the process of open auction. Hence, before considering further expansion of FM radio, a Committee was constituted on 24.7.2003 under the chairmanship of Dr. Amit Mitra, Secretary General, FICCI to review the policy and make recommendations for radio broadcasting for private FM broadcasters in Phase-II including migration from Phase-I to Phase II.

The recommendation of the Committee along with comments of general public and experts/stake holders was then referred to the Telecom Regulatory Authority of India for examination. Keeping in view the large-scale default during Phase I and after taking into account the recommendations of TRAI and other relevant factors, a new policy of expansion of FM radio broadcasting service through private agencies (Phase II) was accordingly approved on 30<sup>th</sup> June, 2005 and was notified on 13.7.2005. As per the policy, companies registered under Indian Companies Act, 1956 shall be eligible for bidding and obtaining permission for FM channels. The companies should also have the requisite net worth prescribed for each category of cities. The details of eligibility conditions have been indicated in the Policy Guidelines a copy of which is available in the Ministry's website [www.mib.nic.in](http://www.mib.nic.in).

Consequently, 337 channels were put on bidding for Phase II of private FM radio out of which 280 channels were successfully bid. After scrutiny, Letters of Intent



(LoI) were sent to different companies for operation of 245 channels and agreements have been signed in respect of all the 245 channels. At present, a total of 178 channels are in operation including the 21 channels operationalised in the Phase I (as on 31.12.07). Remaining channels are likely to be operationalised by March, 2008. No. of operationalised channels city-wise as on 31.12.2007 is given in Annexure III. A map showing the number of channels allotted and operational in each city is given in Appendix A and the growth of private FM channels is at Appendix B.

The Government earned total revenue of Rs.35 crore from 90 channels as licence fee including Rs.87,11,002 as entry fee received from two companies during 2006-07. In the financial year 2007-08, the Govt. has earned Rs.24.71 crore as licence fee from 149 operationalised stations as on December 2007. A sum of Rs.8 crore is expected by way of fee for the fourth quarter from operationalised channels for the remaining period.

The Government has also invited tenders for bidding of 97 vacant channels in 48 cities recently. The last date of submission of tender document (Stage I) for these channels was 23.7.07. In response to the notice, technical bids have been received from 35 companies.

FM Policy Phase-II has been well accepted by all stake holders which resulted in huge growth not only in FM radio industry but also in employment opportunity and has also created a demand for FM radio in other cities. Keeping this in mind and to accelerate further growth of FM industry, the Government intends to further expand FM radio to other cities through private agencies under Phase-III. Recommendations of TRAI have been sought on future expansion of these services. Views of FICCI have also been obtained. Another issue under consideration is whether the Government should allow broadcasting of news and current affairs through private FM. Without a proper monitoring system in place, it had earlier not been found feasible to agree to this demand. The other issues are whether to allow ownership of more than one channel to a company in a city and permit genre based channels for ensuring

diversity of content by the existing operators which at present seem very similar. It is also under consideration whether the Government should consider an increase in the 20% foreign investment limit, tradeability of licences and whether it should be extended to all the cities with a population of more than 1 lakh. There are also issues relating to high music royalty rates.

### **Satellite Radio**

At present M/s Worldspace India Private Ltd, a wholly owned subsidiary of M/s Worldspace Asia Pvt. Ltd. Singapore, is providing these services under an FIPB approval dated 7.12.1998. World Space has been permitted to undertake the following activities—

- (i) For setting up of a 100% wholly owned subsidiary for carrying out software programming activities in India in the fields of educational, sports and entertainment software programmes as under:
  - (a) Sourcing/commissioning/production of digital audio and multimedia software programmes for international and domestic market.
  - (b) Setting up state-of-the-art studios using latest equipment.
  - (c) Providing research, consultancy & other service in related areas.
- (ii) To import digital satellite receivers, data adaptors, PC-add-on cards and accessories and sell the same to the distributors/ dealers either as customs bonded warehouse sale or on a cash and carry basis for introducing international standard, state-of-the-art audio receivers in India to meet the growing requirement for use of World space systems for different application including education, disaster management and development communications.
- (iii) To set up customer care centre in all the major centres.
- (iv) To carry out various services to its parent/associates companies in realizing the revenue opportunities arising out of education, information and



entertainment and other services of World space Systems like collection of revenue. Usage of revenue collected for activities specified by World space in India.

- (v) To establish a call centre and services.

### Community Radio

Radio as a communication medium plays an important role in the nation's sociocultural, political and economic development. Community radio, as distinct from public service broadcasting, serves to bring small communities together, focuses on the common man's day-to-day



Community Radio empowering Rural India

concerns and helps in realizing local aspirations. In a number of countries, community radio has played an important role in informing and empowering people, especially the poor and vulnerable groups and gives a voice to the voiceless.

Keeping the above objective in view, the Government had announced a policy in December 2002 for the grant of Community Radio licences to the educational institutions. Subsequently, there were requests from various NGOs/Civil Societies for broad-basing of the policy with a view to allow greater participation by the civil society in the social development. The matter was re-considered and the Govt. has since liberalized the policy in December 2006 by bringing in 'Non-Profit' organizations viz civil society and voluntary organizations,



Rural people listening to Community Radio programme

State Agriculture Universities, ICAR institutions, Krishi Vigyan Kendras, Registered Societies and Autonomous Bodies and Public Trusts also under its ambit.

The Scheme can work as a powerful means of rural empowerment especially when focused on disadvantaged communities like dalits, rural women, handicapped persons. It can also facilitate development by disseminating information regarding rural development, agriculture, health, nutrition, education and Panchayati Raj issues thus enabling Government to reach out to beneficiaries more effectively. Government has also decided to give wide publicity to the policy and a series of Regional Consultations have been initiated. The first Regional Consultation was held in Lucknow during 28-30 November, 2007. A National Consultation was also held with the support of UNESCO and UNICEF in March 2007 in New Delhi.

The Government has received 185 applications from educational institutions, NGOs, Agricultural Universities, Krishi Vigyan Kendras etc. under the new guidelines. So far, permission has been granted to 21 applicants.

This includes 7 NGOs, 6 educational institutions, 5 agricultural universities and 3 KVKs. The list of NGOs and KVKs approved during the year is at Annexure IV.

Presently, 29 Community Radio Stations are operational. Out of this, 28 institutions were granted permission under the old guidelines and one Institution viz. Delhi University was given permission under the



new guidelines. The list of operationalised stations is at Annexure V.

### **The Cable TV Networks (Regulation) Act, 1995**

The Cable Television Networks (Regulation) Act, 1995 was enacted with a view to regulate the operation of cable television networks in the country so as to bring uniformity in their operations and to avoid undesirable programmes from being made available to the viewers as well as to enable the optimal exploitation of this technology which has the potential of making available to the subscribers a vast pool of information and entertainment.

The Government has been monitoring the implementation of the Act and has been taking corrective measures as and when considered necessary. Certain amendments were made in the Act in the years 2000 and 2003 to remove hinderences observed in the implementation of some of its provisions. The latest amendment in the Act has been made in the Budget session of Parliament in 2007 in order to provide for mandatory carriage of TV channels run by or on behalf of the Parliament of India. Modification was required as Section 8 of the Act provided for mandatory carriage of only Doordarshan channels whereas Lok Sabha Television Channel is now being run by Lok Sabha Secretariat as a separate channel independent of Prasar Bharati. After amendment, Section 8 of the Act now provides for mandatory and compulsory carriage of Parliament channels in the manner to be notified by Central Government and Doordarshan channels notified by Prasar Bharati. The Central Government vide notification dated 6.11.2007 published in the Gazette of India has provided for mandatory carriage of Lok Sabha Television Channel and DD Rajya Sabha Channel by cable operators in their cable TV network service.

As per the extant Notifications by the Central Government and Prasar Bharati the list of channels to be compulsorily carried by cable operators in prime and non-prime bands is given in Annexure VI.

The licensing conditions of the TV channels uplinked from and downlinked in India as well as the DTH

Guidelines and license agreement make it obligatory on their part to follow the Programme and Advertising Code prescribed under the Cable TV Networks Regulation Act, 1995 and the Rules thereunder.

### **The Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati ) Act 2007:**

During the Budget Session of 2007, the Parliament passed the Bill on mandatory sharing of sports signals with Prasar Bharati. The Bill received Presidential assent on 19<sup>th</sup> March 2007. The sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act, 2007 has been enacted with the aim and objective to provide access of national or international sporting events, held in India or abroad to the largest number of listeners and viewers, on a free to air basis. This is done through mandatory sharing of sports broadcasting signals with Prasar Bharati.

Section 3(1) of the Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act 2007 provides for mandatory sharing of broadcasting signals of certain sporting events in order to achieve the aims and objectives of this Act. Section 3(3) casts a responsibility on Prasar Bharati to spend part of the revenue so earned for broadcasting other sporting events.

The Government has notified the Sports Broadcasting Signals (Mandatory sharing with Prasar Bharati) Rules 2007 vide G.S.R. 687(E) dated 31.10.2007 for smooth and proper implementation of the Act.

Section 2(1) (s) of the Act has empowered the Central Government to notify the sporting events of national importance for coverage as per the provisions of the Act. The Government has so far notified sporting events of national importance with respect to cricket vide notifications dated 3.10.2007 and 19.10.2007. The notifications provide that all official One Day and Twenty-20 matches played by the Indian men's cricket team and such test matches as are considered to be of high public interest by the Central Government and semi finals and finals of men's world cup and ICC Championship Trophy. India-Pak test series of cricket played in November-December, 2007 was also notified. Government orders dated 5<sup>th</sup> April 2006 provides the list of sporting events apart from cricket including



international events, tennis, hockey, football, chess, billiards and snooker. The list is given in Annexure VII.

### Broadcasting Services Regulation Bill

The Ministry of Information & Broadcasting has been examining the issue of introducing a legislation to regulate the operation of broadcasting services consequent upon the judgment of the Supreme Court in the Cricket Association of Bengal case delivered in 1995 that airwaves are public property and have to be controlled and regulated by public authority in the interests of the public. It was also observed by the Court that to ensure the right to freedom of speech and expression to its citizens the State is under an obligation to ensure that the broadcasting media is not monopolized, dominated or hijacked by privileged rich and powerful interests.



The Secretary, Ministry of I&B, Smt. Asha Swarup consults with stakeholders

**1. Chronology of Past Efforts:** For the First time The Cable Television Networks (Regulation) Ordinance was issued in October, 1994 replaced subsequently by the Cable Television Networks (Regulation) Act in 1995 to regulate the cable business and their operations. After the Supreme Court judgement in 1995 Government started making efforts to draft a Bill for Broadcasting. The Broadcasting Bill of 1997 was the first such attempt. It was introduced in the Parliament in May 1997 but lapsed. Another draft prepared by the Communications Ministry keeping in view the convergence of telecom and broadcasting sectors

was introduced in August 2001 as the Communication Convergence Bill 2001 but even this lapsed due to the dissolution of the 13th Lok Sabha. Most of the other required regulations in the sector are being accomplished by issuing guidelines such as those for uplinking and downlinking of TV channels, DTH, FM radio, community radio etc. Observance of the provisions of the Cable Television Networks (Regulation) Act have however been made obligatory through licence conditions. The latest draft of the Broadcasting Services Regulation Bill was finalised and put on the departmental website in July 2007 for inviting stakeholders' comments.

### 2. Objectives sought to be achieved through the Present Draft Bill:

The draft of Broadcasting Services Regulation Bill proposed in July 2007 seeks to achieve the following:-

- (i) To provide legislative sanction retroactively to Government guidelines on various regulatory aspects such as television channels' uplinking /downlinking, private FM radio and community radio, DTH, teleport, etc. This has become necessary because of challenge to some of the guidelines in the courts on the plea that they lack statutory backing.
- (ii) To set up a new Broadcasting Regulatory Authority of India and delegate the regulatory functions presently being performed by the Ministry of I&B to this new authority. In order to function in a coordinated manner with clear roles and responsibilities, it is proposed to specify respective powers and functions of the Central Government, the BRAI, the licensing authorities and the authorized officers.
- (iii) To incorporate the provisions of the existing Cable Television Networks Regulation Act in the new legislation through appropriate repeal and savings clauses and provide for licensing of cable operators
- (iv) To set up a Public Service Broadcasting Council ensuring compliance to public service broadcasting obligations amongst a number of other functions
- (v) To make enabling provisions on the following:-



- (a) Cross media ownership and restrictions on accumulation of interests to provide for competition and plurality of views.
- (b) Minimum domestically sourced content in foreign channels to promote indigenous media/entertainment industry, particularly in the field of animation and gaming etc.
- (c) Minimum obligations on all channels for public service broadcasting in their programme and advertising content.

**3. Need for a Broadcasting legislation and a Regulatory Authority: Court Pronouncements:** Starting with the **judgment of the Supreme Court in the Cricket Association of Bengal case** delivered in 1995 the courts have been emphasizing the need for Broadcasting Regulation.

More recently a two judge bench of the Hyderabad HC made the observation that the Central Government should immediately consider the desirability of bringing about a suitable legislation which would ensure establishment of a regulatory mechanism and a forum where the people can seek redressal of their grievance against the broadcast and telecast of unwarranted programmes.

Hon'ble HC of Delhi in its order dated 12.12.07 has observed that since Broadcasting Services Regulation Bill is pending consideration of the Government, the parties to the proceedings should refer their suggestion or comments to the Additional Secretary in the Ministry within four weeks. Additional Secretary, after hearing the parties if required, has been directed to complete the entire formalities within a period of ten weeks and submit a report to the Hon'ble Court.

**4. Broadcasting Bill & Content Regulation: Present Status :** Regulation of this sector involves not only regulation of content but also regulation of commercial relationships between service provider and consumers and between two categories of service providers. There are also issues relating to upgradation of technology, standards of service,

which need to be addressed. Issues of inter-relationships among stakeholders, service providers, between service providers and licensing authority and service providers and consumers also have to be addressed. By notification dated 9.1.2004 broadcasting services were declared as telecommunication services and brought under the purview of TRAI Act. TRAI was entrusted with functions of regulating cable and broadcasting services pertaining to above issues not relating to content regulation. Since then TRAI has been acting as the regulator for all the 'carriage' issues relating to the broadcasting sector. However, in so far as content regulation is concerned, there is no regulator at the moment. The Government has been regulating this aspect through an Inter-ministerial Committee chaired by the Additional Secretary, which functions in a recommendatory capacity and decisions are taken at the level of the Minister of Information and Broadcasting.

The Government is in the process of revising the draft Bill further to address certain concerns being raised on the Independence and autonomy of the proposed Regulator, the need for setting up public service broadcasting council, public service broadcasting obligations, cross media restrictions and the role of the Central and State Governments.

All broadcasters are required to abide by the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed there under. Whenever specific instances of violation of the Code are brought to the notice of the Government, action is initiated as per rules.

The Government has constituted an Inter-Ministerial Committee (IMC) under Section 20 of Cable Television Networks (Regulation) Act, 1995 to look into the violation of the Programme & Advertising Codes prescribed under this Act and Rules framed thereunder. The Committee either suo-moto or on receipt of complaints, examines cases of violation of the Codes. On the recommendations of the Committee, Show Cause Notices are issued to the TV channels for telecasting objectionable



programmes/advertisements in violation of the codes and further action is taken as per the rules. The competent authority after taking into account the recommendations of the IMC and reply of the TV channel takes a decision regarding penalty to be imposed.

Orders have also been issued for constitution of Monitoring Committees at the State and district levels to monitor private satellite TV channels and local cable channels to detect and look into violations of Programme and Advertising Codes and complaints received from general public regarding violation of the codes. Details of action taken for violation of Programme & Advertising Codes are given below:

1.	Show Cause Notices issued in last 3 years	232
2.	Channels banned completely	TB6, REN TV, Blue Kiss, Blue Kiss Express, Blue Kiss Promo, TBL XXX, Free X TV.
3.	Channels banned for a specific period	Cine World, AXN, FTV, Janmat TV
4.	Warnings/Advisories etc. issued	66

### Electronic Media Monitoring Centre :

Ministry of I&B has decided to set up an Electronic Media Monitoring Centre (EMMC) well equipped with state-of-the-art facilities at a total cost of Rs.19.65 crore for regular monitoring of content on TV Channels. The Centre will be equipped, designed and planned with modern facilities for developing a web based system so that monitoring of channels/signals could be done with a click of the mouse. The main features of this facility are:-

1. Live monitoring of 100 channels.
2. Review of the stored content as and when required.
3. Creation of the meta data to assist in report formation.

4. On line/Web based retrieval of the logged footage and content.

5. Archiving of the logged content for future reference.

The various equipment being provided under this facility include, RF downlink system; Digital Channel Router System and Logger System consisting of four channel loggers – 25 numbers and Central storage – 60TB.

The setting up of a well equipped technologically modern facility shall be a meaningful and effective tool to check the violations of the :

(i) Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act,1995 and rules framed thereunder and

(ii) license conditions for private FM radio etc.

The revised uplinking and downlinking guidelines for channels beamed at Indian viewers also require monitoring of violation and remedial measures. In essence, this project is a must for regulating broadcasting content.

BECIL which has been entrusted with the work for setting up of EMMC has started the work at New Delhi. A provision of Rs.2.90 crore has been made for this purpose during the year 2007-08.

### OTHER POLICY INITIATIVES

#### Extension of CAS:

Digital mode of delivery of content to television viewers has been given a thrust by Introduction of Conditional Access System (CAS) in parts of four metros using Delhi, Mumbai, Kolkata and Chennai. The Government is now engaged in the process of drawing lessons from the first phase of implementation and laying down a path for their expansion in other areas. The concerned State governments have been asked to get a customer satisfaction survey conducted to evaluate the success of CAS and furnish their recommendations to the Central Government so that further action may be decided and CAS scheme, if need is felt, may be revised to make it more smooth and consumer friendly.

It is also under consideration whether CAS should be extended on a mandatory basis or voluntary introduction



should be encouraged. TRAI had set-up a group on digitization and introduction of voluntary CAS which has submitted its report to the authority for consideration. The Group in its report has concluded that voluntary introduction of CAS will not be possible for various reasons. It has also suggested a three year roll out plan ending September 2011, for fifty five cities. TRAI has forwarded the report of the Group along with comments of stakeholders for Government to take a view. The report is under examination.

### **HITS (Headend in the Sky):**

To speed up the process of digitization of cable services located in non-CAS areas of the country, the Government is in the process of taking a view on the recommendations of TRAI on the issue of the proposed policy framework on the Headend In The Sky (HITS) mode of delivery of content to the cable operators. This system will enable the packaging of content in digital form at the level of HITS operator who will uplink it to a satellite to be received by the cable operators and thereafter distributed in digital mode through cable network. The key factor in conversion of small time cable operators to the digital mode of delivery is the investment required to be made in the setting up of the digital headend, CAS and SMS. Introduction of HITS services can help reduce these costs for the small time cable operators, thus speeding up the transition and will also be beneficial to consumers. By introduction of addressability it will help bring transparency in cable operations to the benefit of all stakeholders including the Government.

### **IPTV:**

On the introduction of Internet Protocol Television Services the recommendations of the Joint Group of the Ministry of Information and Broadcasting and Ministry of Communication and Information Technology have been received by the Government. The recommendations of TRAI have also been made available and the Government is in the process of taking a final view on the recommendations.

As per the recommendations both telecom service providers and cable operators can offer IPTV services under the respective licenses and registration issued to

them under their legislations. IPTV service providers will have to conform to the Programme and Advertisement Codes of the I&B Ministry. He will be allowed to carry only those broadcast channels which are registered with I&B Ministry in which case the responsibility of compliance with the content codes will be of the broadcaster. In case of non broadcast content the responsibility of ensuring compliance will be that of the telecom service provider providing such content. IPTV service provider through telecom networks will not be allowed to show any news channels which are not registered with I&B. I&B and IT Ministries will regulate the contents relating to their jurisdictions provided by IPTV service providers. Operational procedures like time to keep a copy of the contents shown on IPTV, monitoring requirements etc. will be worked out by DoT based on the feedback from respective ministries. Any violation of prevailing Acts/ Rules/ guidelines relating to content by telecom service providers in provisioning of IPTV service shall be reported to DoT by respective ministries. The decision of the respective ministries regarding violation of the law/ direction/ guidelines in respect to content shall be final. It is hoped that this formulation will pave the way for introduction of IPTV services.

### **Mobile TV:**

Mobile TV is another mode of distribution of TV channels. A joint Group of Ministry of I & B and DoT has considered the regulatory and licensing issues of mobile TV and held that if mobile TV services are to be provided in the broadcasting mode using transmission of terrestrial or satellite broadcast signals, they will come under the domain of MIB and will be governed by the applicable laws. If they are provided by using the infrastructure of telecom service provider, they will fall in the domain of MCIT. The report of the Joint Group is being examined. The Government has also made a reference to the TRAI for policy framework for opening up the sector for private participation. TRAI has placed its draft recommendations on the website and it is expected that TRAI recommendations will be available to Government by the end of January, 2008





DD Channels now on Mobile Phones

to enable the Government put a policy framework in place. It is also under consideration whether Prasar Bharati infrastructure can also be shared with Mobile TV service providers for the benefit of both.

#### Private terrestrial TV broadcast services:

The recommendations of TRAI on the Pvt. terrestrial network broadcast service are under examination of the Government. Opening up of the sector and sharing of the Prasar Bharati infrastructure can provide the following benefits to all stakeholders:

- (i) By going digital Prasar Bharati will be able to introduce more channels at minimal extra cost.
- (ii) At a time when spectrum is getting more scarce it will lead to optimal utilization of valuable spectrum already available with Prasar Bharati.
- (iii) It will enable introduction of value added services and additional services such as electronic programme Guides, internet, data transmission, mobile TV which will make TV viewership more interesting to consumers.
- (iv) Consumers would be able to view more channels in a Free to Air mode without buying a DTH receiver or paying subscription to the cable operator.
- (v) Terrestrial broadcasters would be able to produce their own programmes providing greater choice for consumers by coverage of local issues, music and

culture. This would also generate employment.

- (vi) It will provide an alternative means for reception of signals through simple antenna in areas where cable and satellite have not penetrated.
- (vii) It will provide a source of recurring revenue to Prasar Bharati through lease rent and to the Government in the form of license fee.
- (viii) Digitalisation Programme of Prasar Bharati for which sufficient funds are not available through the plan at present, will be supported by the above revenues.
- (ix) Prasar Bharati can also go into PPP mode with private sector for setting up additional infrastructure like digital transmitters etc. to further support the digitization programme.

#### Satellite Radio Policy:

The recommendations of TRAI are under examination of the Government for laying down a policy for satellite radio services. Some concerns expressed by the FM radio industry and a few other regulatory issues are under discussion. Decision is likely to be taken soon in the matter.

#### Budgetary Position

The year-wise allocation and expenditure during Tenth Plan in respect of Broadcasting Sector is given below :

(in Rs. crore )

Year	Sanctioned Budgetary (Prasar Bharati) Grant	Expenditure
2002-03	823.00	674.65
2003-04	841.00	495.25
2004-05	895.10	390.97
2005-06	1037.00	803.90
2006-07	844.92	701.71
<b>Total</b>	<b>4441.02</b>	<b>3066.48</b>

During the Eleventh Plan, the Planning Commission has allocated an amount of Rs.4765 crore for the Broadcasting Sector. The allocation during the year 2007-08 was Rs.390.47 crore and the expenditure as on 31.12.2007 is Rs.252.42 crore.



**Annexure I****List of 273 channels permitted for uplinking from India**

- |                         |                                    |
|-------------------------|------------------------------------|
| 1. Jaya TV              | 36. Akash-B                        |
| 2. Jaya Plus            | 37. ETV Telugu                     |
| 3. Jaya Max             | 38. ETV Bengali                    |
| 4. J Movie              | 39. ETV Marathi                    |
| 5. Kairali              | 40. ETV Kannada                    |
| 6. People               | 41. ETV Urdu                       |
| 7. We                   | 42. ETV Oriya                      |
| 8. Aaj Tak              | 43. ETV Gujarati                   |
| 9. Headlines Today      | 44. ETV Uttar Pradesh Uttaranchal  |
| 10. Delhi Aaj Tak       | 45. ETV Madhya Pradesh Chattisgarh |
| 11. Aajtak Tej          | 46. ETV Rajasthan (Hindi)          |
| 12. Business Today      | 47. ETV Bihar Jharkhand            |
| 13. Sun TV              | 48. ETV Punjab                     |
| 14. Sun News            | 49. ETV Tamil                      |
| 15. Surya TV            | 50. ETV Assam                      |
| 16. Chutti TV           | 51. ETV malayalam                  |
| 17. Sun music           | 52. ETV 2                          |
| 18. Adithya TV          | 53. Raj TV                         |
| 19. Kiran TV            | 54. Raj Digital Plus               |
| 20. Ush TV              | 55. Vissa                          |
| 21. Udaya News          | 56. Raj Musix                      |
| 22. Teja News           | 57. Kalaignar TV                   |
| 23. KTV                 | 58. Raj News                       |
| 24. Jain TV             | 59. Splash TV                      |
| 25. Asianet news        | 60. Punjab Today                   |
| 26. Asianet (Malayalam) | 61. Balle Balle                    |
| 27. Asianet Plus        | 62. STV Goa News                   |
| 28. Suvarna             | 63. STV UP News                    |
| 29. Sitara              | 64. STV Haryana News               |
| 30. Suvarna News        | 65. Zee Music                      |
| 31. Udaya TV            | 66. Zee TV                         |
| 32. Udaya TV-II         | 67. Zee Cinema                     |
| 33. Udaya Varthegalu    | 68. Zee Next                       |
| 34. Udaya Movies        | 69. Smile TV                       |
| 35. TMG Enter           |                                    |



- 
- |                              |                             |
|------------------------------|-----------------------------|
| 70. Premiere Cinema          | 107. Win TV                 |
| 71. Golden Cinema            | 108. Aaseervatham           |
| 72. Classic Cinema           | 109. Sahara TV              |
| 73. Action Cinema            | 110. Sahara Filmy           |
| 74. Khoj TV                  | 111. Sahara One             |
| 75. Jagran                   | 112. Sahara Samay Rashtriya |
| 76. Khalsa World             | 113. Sahara Samay UP        |
| 77. Delhi TV                 | 114. Sahara Samay MP        |
| 78. Zee RX                   | 115. Sahara Samay Bihar     |
| 79. Zee Sports               | 116. Sahara Samay Mumbai    |
| 80. Zee TV Uk                | 117. Aalami Sahara          |
| 81. Zee TV USA               | 118. Sahara Samay NCR       |
| 82. Zee TV-South Africa      | 119. Tara Newz              |
| 83. Zee International        | 120. Tara Marathi           |
| 84. Zee Cinema UK            | 121. Tara Muzik             |
| 85. Zee Music UK             | 122. Tara Punjabi           |
| 86. Alpha Punjabi UK         | 123. NDTV 24x7              |
| 87. Zee TV SE Asia           | 124. NDTV India             |
| 88. Jagran USA               | 125. NDTV Profit            |
| 89. Jagran UK                | 126. NDTV Metro Nation      |
| 90. Classic Cinema USA       | 127. Jeevan TV              |
| 91. Classic Cinema UK        | 128. Gemini TV              |
| 92. Action Cinema USA        | 129. Teja TV                |
| 93. Action Cinema UK         | 130. Gemini Cable Vission   |
| 94. Zee Cinema USA           | 131. Gemini Mews            |
| 95. Alpha Gujarati USA       | 132. Gemini Music           |
| 96. Alpha Gujarati UK        | 133. Indiavision News       |
| 97. Zee TV Russia            | 134. Yes-Indiavision        |
| 98. Zee Talkies              | 135. Nepal-1                |
| 99. Movie on Demand Hindi    | 136. Tamilan Television     |
| 100. Movie on Demand English | 137. Sadhna                 |
| 101. Etc Hindi               | 138. Sanskar                |
| 102. Etc Punjabi             | 139. Satsang                |
| 103. Maa TV                  | 140. MH1                    |
| 104. Maa Bhakthi             | 141. MH One Shraddha        |
| 105. Maa Music               | 142. MH One News            |
| 106. Maa News                | 143. CNBC-TV 18             |
-



- 
- |                                |                                  |
|--------------------------------|----------------------------------|
| 144. SM Music                  | 181. Zee Marathi News            |
| 145. Sur Sangeeth              | 182. Zee Gujarati News           |
| 146. Sur Sangeet-2             | 183. Zee Bangla News             |
| 147. India TV                  | 184. Zee Punjabi News            |
| 148. Aastha Television Channel | 185. Zee News                    |
| 149. Aastha International      | 186. Zee Telugu                  |
| 150. Ahimsaa                   | 187. Zee Kannada                 |
| 151. NE Television             | 188. Zee 24 Taas                 |
| 152. NE Hi Fi                  | 189. IBN-7                       |
| 153. NE Bangla                 | 190. Sudarshan                   |
| 154. TV 9                      | 191. Jhankar Movies              |
| 155. TV 9 Kannada              | 192. Lemon TV                    |
| 156. TV 9 Mumbai               | 193. Live India                  |
| 157. Sanskruthi                | 194. CNN-IBN                     |
| 158. Care TV                   | 195. Satya TV                    |
| 159. Channel Guide             | 196. Sangeet Bangla              |
| 160. Cinext                    | 197. Music India                 |
| 161. Star News                 | 198. Yo Music                    |
| 162. Star Anando               | 199. Kasthuri                    |
| 163. Star Majha                | 200. Power Vision                |
| 164. Tvc Online                | 201. Times Now                   |
| 165. Lamhas Classic            | 202. Play TV                     |
| 166. Awaaz                     | 203. KBC News                    |
| 167. South Asia World          | 204. Imayam TV                   |
| 168. Amrita                    | 205. Brindavan TV                |
| 169. Total TV                  | 206. Manorama News South         |
| 170. Enterr 10                 | 207. Manorama News North         |
| 171. Shakti TV                 | 208. Manorama News Central       |
| 172. S1 TV                     | 209. Manorama News International |
| 173. S1-Tadka                  | 210. Kolkata TV                  |
| 174. Zoom TV                   | 211. 24 Ghanta                   |
| 175. Ananda                    | 212. Makkal TV                   |
| 176. M-3                       | 213. TV-100                      |
| 177. Seven Star Care           | 214. Pragya TV                   |
| 178. Shalom Television         | 215. Neo Sports                  |
| 179. Hungama TV                | 216. Neo Sports+                 |
| 180. Zee Business              | 217. OTV                         |
-



218. CTVN-AKD-Plus
219. PBC TV
220. Channel No.1
221. TML Voice of India UP
222. Mega TV
223. Dhaliwal TV
224. Real Estate
225. Mi Marathi
226. TV 5
227. Jai Hind
228. Space
229. Standard World
230. Time TV
231. N TV
232. Bhakthi
233. Azad
234. Tml Voice of India
235. Manoranjan TV
236. Subha Vaartha
237. News Live
238. NDTV Good Times
239. Bindaas
240. Bindaas Movies
241. Sri Venkateswara
242. Life 24
243. E 24
244. I TV
245. News x
246. News 24
247. Biz 24
248. 9 x
249. 9x m
250. Channel 10
251. Channel Eight
252. Kalaignar TV
253. Tulsi
254. Mahuaa
255. Ndtv Imagine
256. Tml Voice of India Life Style
257. Tml voice of India Music

258. TML Voice of India NCR
259. TML Voice of India Bangla
260. TML Voice of India Gujarati
261. TML Voice of India Marathi
262. Ashirwad
263. Home Shop 18
264. Unity-Hariyali
265. TV 9-NCR
266. Bollywood TV
267. R TV
268. Virsa TV
269. TV9 gujarat
270. NDTV Middle East
271. Samay
272. Kalaignar Isai Aruvi
273. Sobhagya

#### Annexure II

##### **A. List of 7 permitted TV channels uplinked from abroad**

- |                     |                      |
|---------------------|----------------------|
| 1. Blessing TV      | 5. BBC Entertainment |
| 2. PTC Punjabi News | 6. Marine Biz TV     |
| 3. B-TV             | 7. TBN Channel       |
| 4. Cbeebies         |                      |

##### **B. List of 50 TV channels uplinked from abroad and deemed permitted to downlink in India since 11-05-2006**

1. CNN International
2. Cartoon Network
3. Boomerang
4. TCM Turner Classic
5. POGO
6. HBO
7. Disney Channel
8. Toon Disney
9. Discovery Channel
10. Animal Planet
11. Discovery Travel & Living
12. B4U Music
13. B4U Movies
14. Ten Sports



- |                                   |                                |
|-----------------------------------|--------------------------------|
| 15. SET Max                       | 33. Channel (V) International  |
| 16. AXN                           | 34. Star One                   |
| 17. SET Pix                       | 35. Vijay                      |
| 18. Sony Entertainment Television | 36. Star Utsav                 |
| 19. ANIMAX                        | 37. Star Plus                  |
| 20. SAB                           | 38. National Geographic        |
| 21. TV 5 Monde                    | 39. The History Channel        |
| 22. ABC Asia Pacific              | 40. MTV                        |
| 23. God TV                        | 41. Nick                       |
| 24. FTV                           | 42. VH1                        |
| 25. Voyages TV                    | 43. Zee Arabia                 |
| 26. The MGM                       | 44. Zee Studio                 |
| 27. Reality TV                    | 45. Zee Cafe                   |
| 28. BBC World                     | 46. Zee Trendz                 |
| 29. Star Gold                     | 47. Daystar Television Network |
| 30. Channel (V)                   | 48. ESPN                       |
| 31. Star Movies                   | 49. Star Sports                |
| 32. Star World                    | 50. Deutsche Welle TV          |

### Annexure III

#### Details of cities and number of private FM channels in operation as on 31.12.2007

Name of the Cities	No. of Channels in Operation	Name of the Cities	No. of Channels in Operation
Agartala	1	Karnal	2
Agra	2	Kohima	0
Ahmedabad	3	Kolhapur	2
Ahmednagar	0	Kolkata	7
Aizawl	0	Kota	0
Ajmer	3	Kozhikode	2
Akola	0	Lucknow	3
Aligarh	1	Madurai	3
Allahabad	1	Mangalore	2
Amritsar	2	Mumbai	6
Asansol	1	Muzzaffarpur	1
Aurangabad	1	Mysore	1



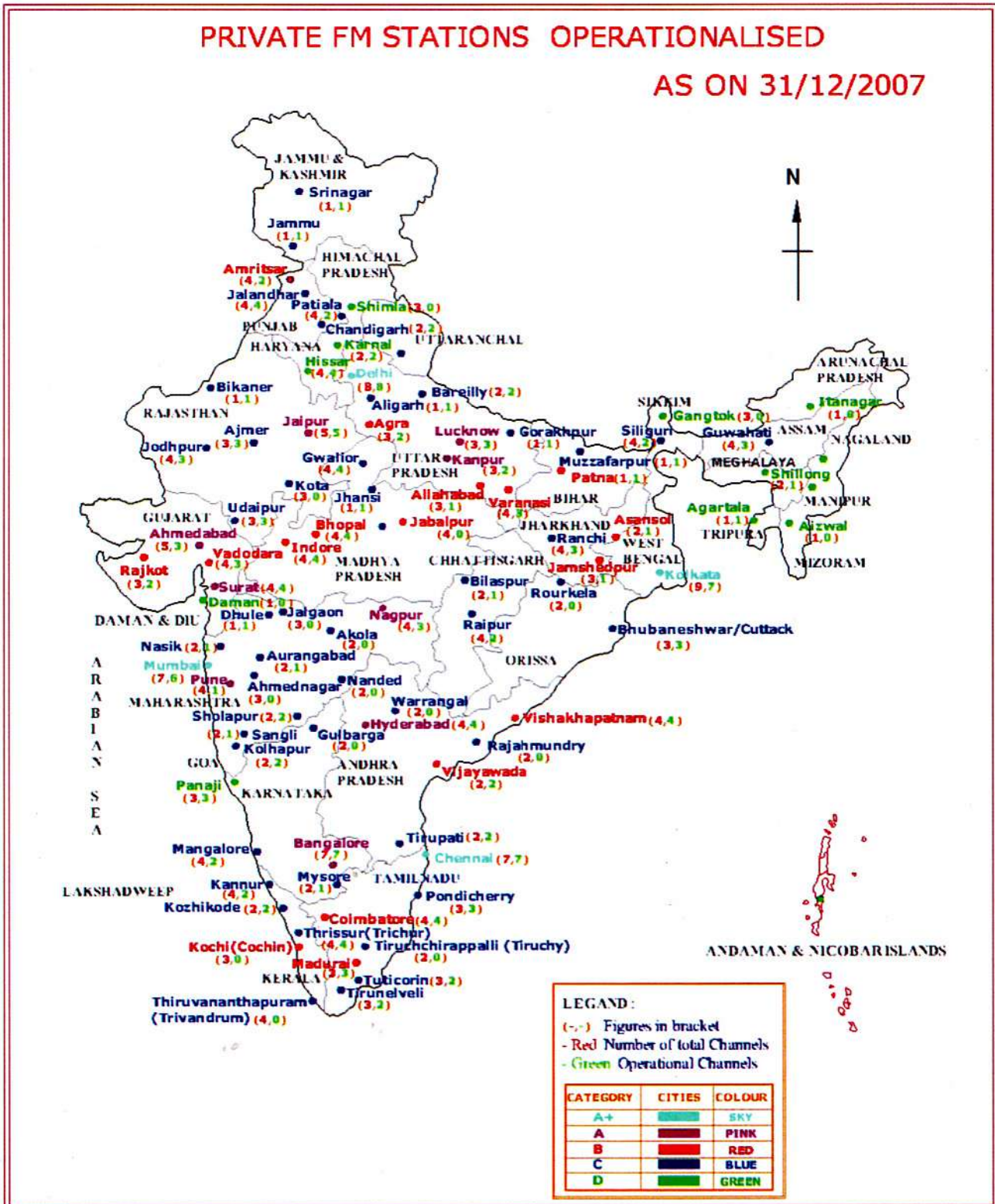
Name of the Cities	No. of Channels in Operation	Name of the Cities	No. of Channels in Operation
Bangalore	7	Nagpur	3
Bareilly	2	Nanded	0
Bhopal	4	Nasik	1
Bhubaneswar	3	Panaji	3
Bikaner	1	Patiala	2
Bilaspur	1	Patna	1
Chandigarh	2	Puducherry	3
Chennai	7	Port Blair	0
Cochin	0	Pune	1
Coimbatore	4	Raipur	0
Daman	0	Rajahmundry	0
Dehradun	0	Rajkot	2
Delhi	8	Ranchi	3
Dhule	1	Rourkela	0
Gangtok	0	Sagar	0
Gorakhpur	1	Sangli	1
Gulbarga	0	Shillong	1
Guwahati	3	Shimla	0
Gwalior	4	Sholapur	2
Hissar	4	Siliguri	2
Hyderabad	4	Srinagar	1
Imphal	0	Surat	4
Indore	4	Thiruvananthapuram	0
Itanagar	0	Thrissur	4
Jabalpur	0	Tiruchy	0
Jaipur	5	Thirunelveli	2
Jalandhar	4	Tirupathi	2
Jalgaon	0	Tuticorin	2
Jammu	1	Udaipur	3
Jamshedpur	1	Vadodara	3
Jhansi	1	Varanasi	3
Jodhpur	3	Vijayawada	2
Kannur	2	Vishakhapatnam	4
Kanpur	2	Warangal	0
<b>Total 178</b>			



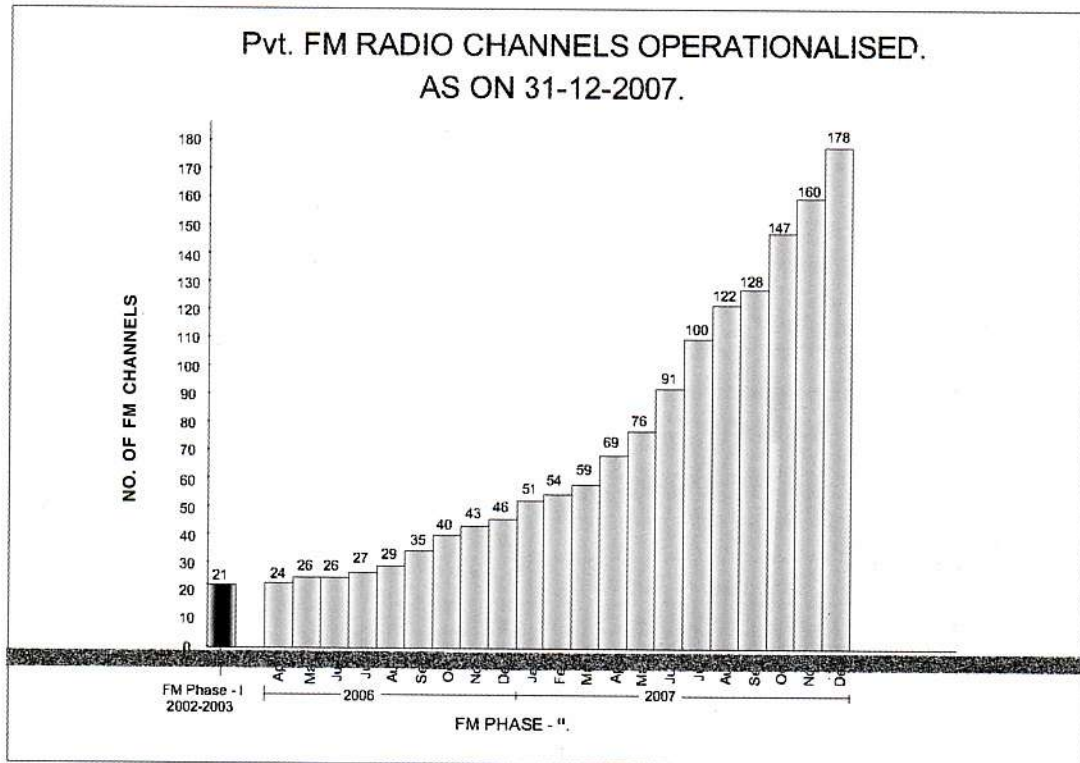
Appendix A

**PRIVATE FM STATIONS OPERATIONALISED**

**AS ON 31/12/2007**





**Appendix B****Annexure IV****List of Institutions issued Letters of Intent for setting up of Community Radio Stations**

1. Vardhman Mahaveer Open University, Kota, Rajasthan
2. Ravenshaw University, Cuttack, Orissa
3. Jadavpur University, Kolkata, West Bengal
4. University of Delhi, Delhi
5. Rajiv Gandhi National Institute of Youth Development, Sriperumbdur, Tamil Nadu
6. The Energy and Resources Institute, New Delhi.
7. Alternative for India Development, Chennai, Tamil Nadu.
8. Suvide Foundation's Krishi Vigyan Kendra, Washim, Maharashtra.
9. The Society for Development Alternatives, New Delhi
10. Deccan Development Society, Hyderabad, Andhra Pradesh.
11. Mannvikas Samajik Sanstha, Satara, Maharashtra.
12. Narendra Dev University of Agriculture and Technology, Faizabad, Uttar Pradesh.
13. Indian Society of Agribusiness Professionals, New Delhi.
14. The Mysore Resettlement and Development Agency, Bangalore, Karnataka.
15. GB Pant University of Agriculture and Technology, Pant Nagar, Uttarakhand.
16. Birsa Agricultural University, Ranchi, Jharkhand
17. Krishi Vigyan Kendra, Bidar, Karnataka
18. Allahabad Agricultural Institute of Deemed University, Allahabad, Uttar Pradesh.
19. Indira Gandhi Krishi Vishwavidyalaya, Raipur, Chattisgarh
20. Indira Gandhi Krishi Vishwavidyalaya, Coimbatore, Tamil Nadu
21. Krishi Vigyan Kendra, Faridkot, Punjab

**Annexure V****List of operationalised Community Radio Stations**

1. Anna University, Chennai
2. Sri Manakula Vinayagar Engineering College, Puducherry
3. India International Institute of Management, Jaipur
4. Kongu Engineering College, Erode
5. MOP Vaishnav College for Women, Chennai
6. Sunbeam English School, Varanasi
7. Vidya Pratisthan's Institute Of Info. Technology, Baramati, Pune
8. City Montessori School, Lucknow



9. CMS Degree College, Lucknow
10. Sardar Patel University, Vallabh Vidyanagar, Gujarat
11. AJK Mass Communication Research Centre, Jamia Millia Islamia, New Delhi
12. Banasthali Vidyapeeth, Banasthali, Rajasthan
13. P.G.College, Ghazipur
14. Indian Institute of Mass Communication, New Delhi
15. Erode Sengunthar Engineering College, Erode
16. Pune University, Pune
17. Jagan Institute of Management Studies, Rohini, New Delhi
18. DC School of Management & Technology, Kottayam, Kerala
19. Indian Institute of Business Management, Patna
20. Jagannath International Management School, Vasant Kunj, New Delhi
21. Mudra Institute of Communication, Ahmedabad
22. Sri Vishnu Engineering College for Women, Bhimavaram, Andhra Pradesh
23. University of Agricultural Sciences, Dharwad, Karnataka
24. Sri Bhagwan Mahaveer Jain College, Bangalore
25. Holy Cross College, Tiruchirappalli
26. Loyola College, Chennai
27. Sri Venkateswara Oriental College, Tirupathi
28. Peace Industrial College, Dindigul, Tamil Nadu
29. University of Delhi, Delhi

### Annexure VI

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

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

S No.	STATES	Prime Band (Notified regional channel)	Non-Prime Band
1	Andhra Pradesh	DD Saptagiri	DD Bharati
2	Arunachal Pradesh	DD-North-East	DD Bharati
3	Assam	DD-North-East	DD Bharati
4	Bihar	DD Bharati	
5	Chhattisgarh	DD Bharati	
6	Goa	DD Bharati	
7	Gujarat	DD Gujarati	DD Bharati
8	Haryana	DD Bharati	
9	Himachal Pradesh	DD Bharati	
10	Jammu and Kashmir	DD Kashir	DD Bharati
11	Jharkhand	DD Bharati	
12	Karnataka	DD Chandana	DD Bharati
13	Kerala	DD Malayalam	DD Bharati
14	Madhya Pradesh	DD Bharati	
15	Maharashtra	DD Sahyadri	DD Bharati
16	Manipur	DD-North-East	DD Bharati
17	Meghalaya	DD-North-East	DD Bharati
18	Mizoram	DD-North-East	DD Bharati



S No.	STATES	Prime Band (Notified regional channel)	Non-Prime Band
19	Nagaland	DD-North-East	DD Bharati
20	Orissa	DD Oriya	DD Bharati
21	Punjab	DD Punjabi	DD Bharati
22	Rajasthan	DD Bharati	
23	Sikkim	DD-North-East	DD Bharati
24	Tamil Nadu	DD Podigai	DD Bharati
25	Tripura	DD-North-East	DD Bharati
26	Uttar Pradesh	DD Bharati	
27	Uttarakhand	DD Bharati	
28	West Bengal	DD Bangla	DD Bharati
<b>UNION TERRITORIES</b>			
1	Andaman and Nicobar Islands	DD Bharati	
2	Chandigarh	DD Punjabi	DD Bharati
3	Dadra and Nagar Haveli	DD Gujarati	DD Bharati
4	Daman and Diu	DD Gujarati	DD Bharati
5	Lakshadweep	DD Malayalam	DD Bharati
6	NCT of Delhi	DD Bharati	
7	Puducherry	DD Podigai	DD Bharati

The Government vide order no.8/12/2006-BP&L Dated 10.9.2007 has amended clause 7.8 of the schedule to the DTH license agreement to provide for compulsory carriage of all the above channels except regional channels by DTH service providers also.

### Annexure VII

#### Existing List of Non-Cricketing Events for Mandatory Sharing with Prasar Bharati

##### A. International events

- Summer Olympics
- Winter Olympics
- Commonwealth Games
- Asian Games
- Afro-Asian Games

##### B. (i) Tennis:

- (a) Davis Cup – All matches featuring India and semi-final and final matches.
- (b) Grand Slam Tournaments – finals of all tournaments i.e., Men's singles, Women's singles, mixed doubles, Men's doubles, Women's doubles, if an Indian plays then all matches featuring him/her in quarter-final and above.
- (c) WTA Championships – Same as for Grand Slam tournaments.

##### (ii) Hockey:

- (a) World Cup – All matches featuring India and semi-finals and finals
- (b) Champions Trophy – All matches featuring India and finals
- (c) Beighton Cup – Semifinals and final
- (d) Indira Gandhi Gold Cup for Women – Semifinals and finals

##### (iii) Football:

- (a) World Cup – Semi-finals and finals
- (b) European Cup – Semi-finals and finals
- (c) Asia Cup – All matches featuring India and semi-finals & finals
- (d) Subroto Cup – Semi-finals and finals
- (e) Santosh Trophy – Semi-finals and finals
- (f) Federation Cup – Semi-finals and finals
- (g) Durand Cup – Semi-finals and finals
- (h) National Women Football championship – semi-finals and finals
- (i) Junior National Football championship – semi-finals and finals



**(iv) Chess:**

- (a) World Championship – Finals of the Championship and all games featuring an Indian player in quarter finals and above.
- (b) Chess Olympiad – Finals of the championship and all games featuring an Indian player in quarter finals and above.

**(v) World Championships in Billiards & Snooker:**

Finals of the championships and all games featuring an Indian player in quarter finals and above.

**PRASAR BHARATI****Broadcasting Corporation of India**

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



A dance performance in the studio of DDK Delhi on the 10th Anniversary of Prasar Bharati.

**Objectives**

The major objectives of the Prasar Bharati Corporation as laid out in the Prasar Bharati Act, 1990 are as follows

- To uphold the unity and integrity of the country and the values enshrined in the Constitution
- To promote national integration
- To safeguard citizens' rights to be informed on all matters of public interest by presenting a fair and balanced flow of information
- To pay special attention to education and spread of literacy, agriculture, rural development, environment,

health and family welfare and science and technology

- To create awareness about women's issues and take special steps to protect the interests of children, the aged and other vulnerable sections of the society
- To provide adequate coverage to diverse cultures, sports and games and youth affairs
- To promote social justice, safeguarding the rights of working classes, minorities and tribal communities
- To promote research and expand broadcasting facilities and development in broadcast technology

**The Prasar Bharati Board**

The Corporation is governed by the Prasar Bharati Board, which comprises a Chairman, an Executive Member (also known as Chief Executive Officer), a Member (Finance), a Member (Personnel), six part-time members, a representative of the Ministry of Information & Broadcasting and the Directors General of All India Radio and Doordarshan as ex-officio members. The Chairman is a part-time member with a six year tenure. The Executive Member, the Member (Finance) and the Member (Personnel) are whole-time members also with a six year tenure, subject to the age limit of 62 years. The present composition of the Prasar Bharati Board is as follows:- (as on 31.12.07)

1. Shri M.V. Kamath	Chairman
2. Shri B.S. Lalli	Executive Member
3. Shri A.K. Jain	Member (Finance)
4. Shri V. Shivakumar	Member (Personnel)
5. Shri Uday Kumar Varma	Representative of Min.of Additional Secretary I&B
6. Shri R.N.Bisaria	Part Time Member
7. Ms. Mamta Shankar	Part Time Member
8. Dr. Sunil Kapoor	Part Time Member
9. Shri George Verghese	Part Time Member

At present posts of two part-time Members, two ex-officio members (Director General, Doordarshan and Director General, AIR) and two elected members from employees of Prasar Bharati are vacant in the Prasar Bharati Board.

**Organizational Structure**

The Prasar Bharati Board functions at the apex ensuring formulation and implementation of the policies of the organization and fulfillment of the mandate in terms of the Prasar Bharati Act, 1990. It meets from time to time and deliberates on important policy issues and gives directions to the executive to implement policies.



The Executive Member functions as the Chief Executive Officer (CEO) of the Corporation subject to the control and supervision of the Board and exercises such powers and discharges such functions of the Board as it may delegate to him.

The Director General heads the Directorate General of All India Radio and the Directorate General of Doordarshan. They function in close association with the Member (Finance) and Member (Personnel) and the CEO in carrying out the policy directives of the Board and manage day-to-day affairs of AIR and Doordarshan. Both in AIR and Doordarshan, there are broadly four different wings responsible for distinct activities viz. Programme, Engineering, Administration & Finance and News.

During the period from 1<sup>st</sup> March to 31 December 2007, Prasar Bharati Board held three meetings and took several policy decisions to meet the mandate of Prasar Bharati. Some of these are listed below:-

1. AIR Channels of North-East on DTH platform;
2. Amendments in the guidelines for consideration, processing and approval of self-financed, commissioned programmes for telecast on Doordarshan channels;
3. Amendments in the guidelines for consideration, processing and approval of commissioned programmes for telecast on Doordarshan channels;
4. Incentive Scheme for the employees of Prasar Bharati;
5. Host Broadcaster for Commonwealth Games 2010;
6. Hosting of Robocon 2008 by Prasar Bharati and MIT – Pune;
7. Guidelines for consideration, processing and approval of commissioned programmes for telecast on North –East channels;
8. Volume Discount Scheme of Doordarshan Commercial Service and
9. Guidelines for consideration, processing and approval of commissioned programmes for telecast on the Kashir Channel of Doordarshan.

### **GROUP OF MINISTERS ON PRASAR BHARATI**

A Group of Ministers (GOM) has been constituted on 7<sup>th</sup> March 2006 to examine the following issues pertaining to the functioning of the Prasar Bharati:

- (i) Capital Structure and funding pattern for Prasar Bharati;

- (ii) Restoration of Section 22 of the Prasar Bharati Act;
  - (iii) Continuation of facilities of accommodation, health and education to the employees until they join Prasar Bharati;
  - (iv) Financial package and service conditions to be offered to the employees for joining Prasar Bharati;
  - (v) Filling up of Essential Category posts in AIR and Doordarshan;
  - (vi) Amendments, if any, to Prasar Bharati Act, 1990, in the light of working of the Act;
  - (vii) Transition to Commercial Audit; and
  - (viii) Other related issues, if any.
2. Five meetings of GOM have been held till December 20 and the issues are under active consideration.

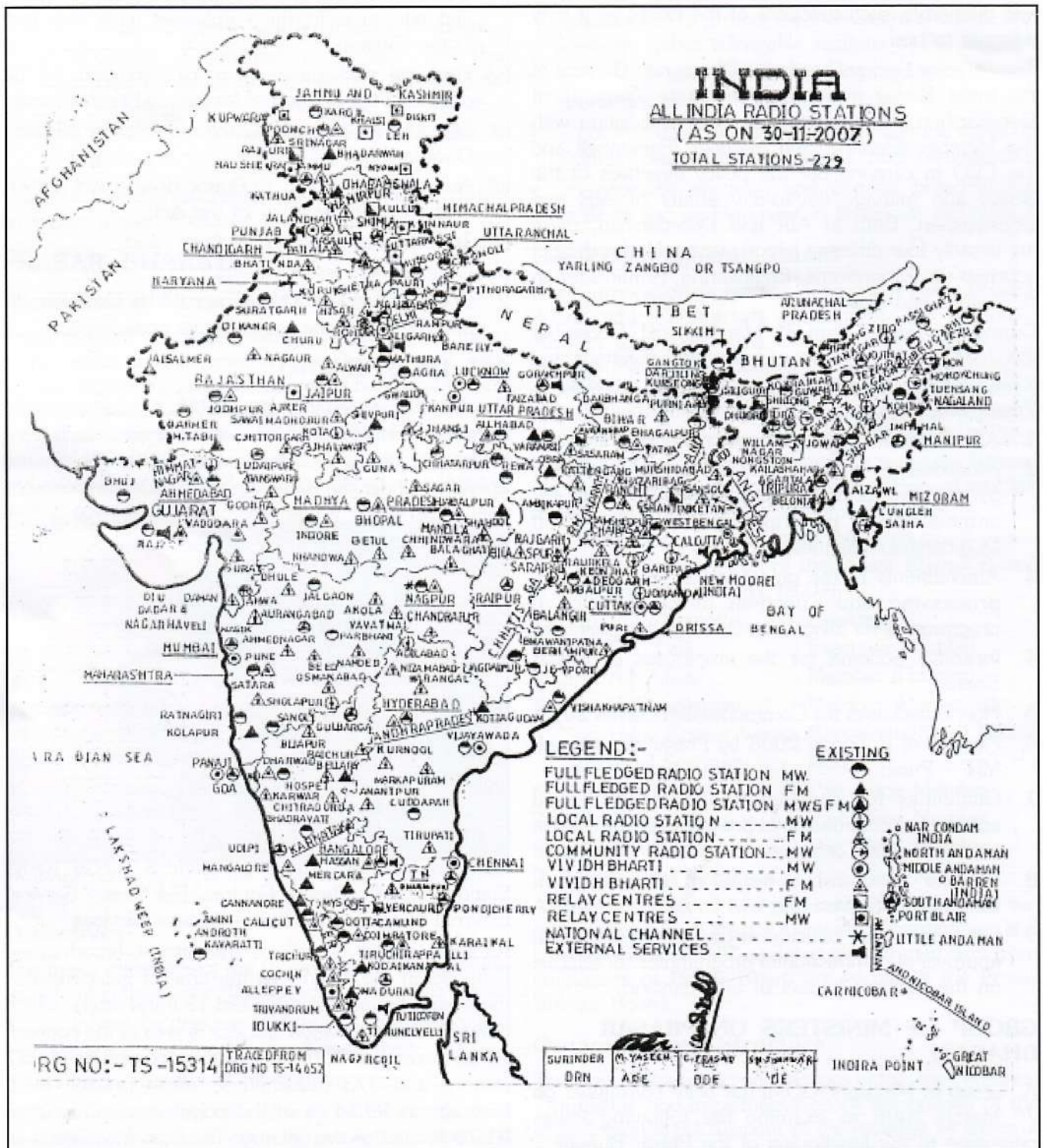
### **ALL INDIA RADIO**

Broadcasting started in India in 1927 with two privately-owned transmitters at Mumbai and Calcutta which were taken over by the Government in 1930. These were operating under the name “India Broadcasting Service until 1936 when it was given the present name “All India Radio (AIR)”. It also came to be known as “Akashwani” from 1957.

All India Radio informs, educates and entertains people through its programmes broadcast from various stations. It keeps the people all over the country informed about Government policies, plans, programmes and achievements through the medium of sound broadcasting by a variety of programmes on cultural, educational, scientific, health and hygiene, social and economic aspects. It also keeps the people in all parts of the country informed of the important events of topical interest. The AIR network comprises the National Channel, Regional Stations, Local Radio Stations, Vividh Bharati Centres, FM Stereo Service, External Services and North –Eastern Services.

All India Radio is one of the largest broadcasting networks in the world. At the time of independence there were six radio stations and 18 transmitters, which covered 11% population and 2.5 % area of the country. As on December, 2007, the network comprises of 231 stations and 373 transmitters, which provide radio coverage to 99.14 % of the population and reaches 91.79 % area of the country. The Statewise details of AIR stations and transmitters along with coverage details are given in the table.







**EXISTING AIR STATIONS WITH TRANSMITTERS AND COVERAGE DETAILS**

Sl. No.	Name of the State	No. of Stations	No. of Transmitters			Coverage details (State Wise)			
			MW	FM	SW	By (MW+FM)		By FM only	
						By Area %	By Population %	By Area %	By Population %
1.	Andhra Pradesh	13	7	13	1	99	99.5	23.67	26.90
2.	Arunachal Pradesh	5	5	1	1	57	76	4.86	10.97
3.	Assam	10	7	5	2	96.7	98.87	36.83	38.05
4.	Bihar	6	3	4	-	99*	99*	20.5	19.38
5.	Chhatisgarh	6	3	4	-	93.8	97.35	9.1	13.8
6.	Delhi	1	4	2	15	99*	99*	90	98.9
7.	Goa	1	2	1	2	99*	99*	90	90
8.	Gujarat	8	6	5	-	99*	99*	14.93	36.9
9.	Haryana	3	1	3	-	99*	99*	39.5	38.85
10.	Himachal Pradesh	6	2	5	1	52	88.91	48.91	88.03
11.	Jammu & Kashmir	15	13	7	3	48.05	99.5	10.5	63.1
12.	Jharkhand	5	2	5	1	99	99	35.09	36.02
13.	Karnataka	14	5	14	6	96.4	97.3	25.63	36.36
14.	Kerala	8	4	7	1	99.6	99.8	41.57	45.85
15.	Madhya Pradesh	16	6	13	1	99.3	99.4	23.74	28
16.	Maharashtra	20	12	16	2	98.67	98.99	24.3	44.15
17.	Manipur	1	1	1	1	94.96	98.46	42.13	65.62
18.	Meghalaya	5	4	2	1	97.5	98.45	46.32	48.12
19.	Mizoram	3	2	2	1	59.56	73.27	45.71	58.14
20.	Nagaland	4	3	2	1	81.5	87.67	41.75	43.38
21.	Orissa	13	9	7	1	98.27	99	13.74	17.76
22.	Punjab	3	3	3		99	99	55.44	59.97
23.	Rajasthan	17	9	12	1	94	99	25.36	31.55
24.	Sikkim	1	1		1	72	95.6	1.05	2.45
25.	Tamil Nadu	11	9	9	2	99*	99*	54.79	64.58
26.	Tripura	3	1	3	-	84.31	89	72.89	86.19
27.	Uttar Pradesh	14	11	10	6	99.9	99.9	16.2	22.04
28.	Uttarkhand	6	5	1		52.8	77.37	30.8	46.43
29.	West Bengal	7	6	8	2	99	99	29.49	41.9



Sl. No.	Name of the State	No. of Stations	No. of Transmitters			Coverage details (State Wise)			
			MW	FM	SW	By (MW+FM)		By FM only	
						By Area %	By Population %	By Area %	By Population %
30.	Chandigarh	1	-	1	-	99*	99*	99	99
31	Daman & Diu	1	-	1	-	99*	99*	64.28	61
32	Puducherry	2	1	2	-	99*	99*	92.07	93.52
33	L&M Islands	1	1	-	-	99*	99*	00	00
34	A&N Islands	1	1	1	1	99*	99*	99*	28.00
<b>Total</b>		<b>231</b>	<b>149</b>	<b>170</b>	<b>54</b>	<b>91.79</b>	<b>99.14</b>	<b>24.41</b>	<b>35.50</b>

\*Coverage in these states can normally be taken as 100% without taking into consideration the special requirement of certain situations.

### Organisational Set Up

The Directorate General, All India Radio functions under the Prasar Bharati (Broadcasting Corporation of India). The Director General has been declared as the 'Head of the Department'. He is responsible for the overall administration and supervision of the entire AIR network.

In the performance of his duties and functions, the Director General is assisted by several officers in various usings.

### Programme Wing

The Director General is assisted by Deputy Directors General in the Headquarters and Deputy Directors General in the regions for better supervision of the stations. The Headquarters of the Regional DDGs are situated at Kolkata (ER) Mumbai (WR-I), Lucknow (CR-I), Bhopal (CR-II), Guwahati (NER), Chennai (SR-I), Bangalore (SR-II) and Delhi (NR-I), Chandigarh (NR-II). A new DDG Office is to be opened at Ahmedabad (WR-II).

### Engineering Wing

In respect of technical matters of All India Radio, The Director General is assisted by the Engineer-in-Chief and Chief Engineers posted in the headquarters and the zonal Chief Engineers. In addition, there is a

Planning and Development Unit in the Headquarters to assist the Director General in respect of Development Plan Schemes of All India Radio. In respect of civil construction activities, the Director General is assisted by the Civil Construction Wing (CCW), which is headed by a Chief Engineer. CCW also caters to the needs of Doordarshan.

### Administrative Wing

A Dy. Director General (Administration) assists the Director General on all matters of administration while Dy. Director General (Programme) assists DG in administration of Programme personnel. A Director looks after the engineering administration of All India Radio, while another Director (Admin. & Finance) assists DG in matters of administration and finance.

### Security Wing

The Director General is assisted by a Deputy Director General (Security), Asstt. Director General (Security) and a Dy. Director (Security) on matters connected with the security and safety of AIR installations, transmitters, studios, offices etc. The Security needs of Doordarshan are also looked after by these officers.

### Audience Research Wing

There is a Director, Audience Research to assist the Director General in providing instant feedback and



research support on the programmes broadcast from the various stations located across the country.

### **Activities of Sub-ordinate Offices of AIR in Brief**

There are a number of subordinate offices of All India Radio performing distinct functions. Broad activities, in brief, are given below:

#### **News Services Division**

News Services Division works round the clock and broadcasts over 500 news bulletins both in the home and external services. The bulletins are in Indian and Foreign languages. It is headed by Director General, News Service. There are 44 regional News Units. The bulletins vary from region to region according to news interest.

#### **External Services Division**

The External Services Division of All India Radio broadcasts in 27 languages – 16 foreign and 11 Indian languages. These services are radiated for an aggregate duration of 72 hours daily and are projected to over 100 countries.

#### **Transcription & Programme Exchange Service**

This service looks after exchange of programmes among the stations, and building and maintenance of sound archives and commercial release of prestigious recordings of music maestros.

#### **Research Department**

The functions of the Research Department include research and development of equipment required by AIR and Doordarshan, investigation and studies relating to AIR and Doordarshan, development of prototype models of R&D equipment for limited use field trials in the network of AIR and Doordarshan.

#### **Central Store Office**

The Central Stores Office located at New Delhi performs functions relating to procurement, stocking and distribution of engineering stores required for the maintenance of technical equipment at All India Radio Stations.

#### **Staff Training Institute (Programme)**

The Staff Training Institute (Programme) started with Directorate since 1948 has presently two main branches functioning from Delhi and Bhubaneswar. They impart in-service training to programme personnel and administrative staff and induction course for the newly recruited staff and short duration refreshment courses. It conducts examinations for administrative staff.

In addition, at present five Regional Training Institutes at Hyderabad, Shillong, Lucknow, Ahmedabad and Thiruvananthapuram are working.

#### **Staff Training Institute (Technical)**

The Staff Training Institute (Technical), part of the Directorate since 1985, now functions at Kingsway Camp, Delhi. The Institute organizes Training Courses for the engineering staff of All India Radio and Doordarshan from the level of Technician to the Superintending Engineer. It also conducts Departmental Qualifying and Competitive Examinations. There is one Regional Staff Training Institute (Technical) at Bhubaneswar.

#### **CBS Centres & Vividh Bharati**

There are 40 Vividh Bharati-cum-Commercial Broadcasting Service (CBS) Centres including 3 exclusive VB centres. The work relating to CBS is performed in two wings i.e. Sales and Production. A separate independent office known as Central Sales Unit along with 15 main CBS Centres looks after marketing of broadcasting time. There are two more Vividh Bharati Centres at Varanasi and Kochi.

#### **Activities undertaken during the year:**

1. New stations with FM Transmitters have been commissioned at Dharmapuri (Tamil Nadu), Macherla (Andhra Pradesh) and Aurangabad (Bihar).
2. FM Transmitters have been commissioned at existing stations at Itanagar (Arunachal Pradesh), Aizawl (Mizoram), Kohima (Nagaland), Baripada (Orissa), Varanasi (UP) and Puducherry.
3. Existing FM Transmitters at Chennai i.e. 5 KW FM Tr. of FM Gold and 10 KW FM Tr. of FM Rainbow have been replaced by 20 KW FM Transmitters.



4. Existing 5 KW FM Tr. of FM Gold service at Kolkata has been replaced by a 20 KW FM Transmitter.
  5. New station with 1 KW MW Transmitter has been commissioned at Soro (Orissa).
  6. Existing 100 KW MW Transmitters at Delhi and Raipur (Chhattisgarh) has been replaced with new state-of-the art technology transmitters.
  7. As a part of J&K special package for boosting border coverage, new Stations with 1 KW MW Transmitters at Nyoma & Diskit in Leh region have been commissioned.
  8. Direct to Home (DTH) Service through the Ku Band of Prasar Bharati: 20 AIR Radio Channels in different regional languages from various State capitals are now available countrywide through the Ku band DTH platform of Prasar Bharati (DD Direct+), benefiting the listeners all over India.
  9. AIR News-on-Phone Service: The listeners can listen AIR's News highlights on telephone in Hindi and English by just dialing a specific telephone number at any time from anywhere in the world. AIR 'News on Phone Service' is presently operational at 12 places i.e. Delhi, Mumbai, Chennai, Patna, Hyderabad, Ahmedabad, Jaipur, Bangalore, Thiruvananthapuram, Imphal, Lucknow and Raipur. It is also under implementation at Guwahati, Kolkata and Shimla.
- Digitisation of uplink stations and programme production facilities has been undertaken to ensure good quality convergence-ready content, which will also support interactive radio services like News on Phone, Music on demand etc.
  - New Digital Captive Earth Stations (uplink) are under implementation at Leh, Varanasi, Rohtak, and Aurangabad. Installation at Leh is complete. Installation at Varanasi, Rohtak, and Aurangabad will also be completed during the current year.
  - Downlink facilities are being digitized in phases. 115 stations have been provided with the facility during the current year.
  - Existing 100 KW MW Transmitter at Najibabad is being replaced by a 200 KW state-of-the-art technology transmitter and is under testing and commissioning.

## 2. North-East Package

Phase-I was approved in January, 2002 at a cost of Rs. 24.8 crore. This proposal included 6 projects i.e. 10 KW FM Transmitters at Port Blair, Itanagar and Kohima and upgradation of existing uplinking facilities to digital system at Itanagar, Kohima and Guwahati. These projects have been completed except 10 KW FM Transmitter project at Kohima where an interim set up with 1 KW FM Transmitter. has been commissioned. Installation of permanent set up at Kohima is also in progress.

Phase -II of NE Package was approved at a total cost of Rs. 143.32 crore in May, 2006. The details of AIR projects approved under Phase-II is as follows:

(a) 1 KW FM stations – 19 Nos.

1. Arunachal Pradesh : Daporjio, Anini, Bomdila, Changlang, Khonsa
2. Assam : Karimganj, Lumding, Goalpara
3. Manipur : Ukhrul, Tamenglong
4. Meghalaya : Dawki

## New Initiatives

### 1. Digitisation

After having built an impressive engineering infrastructure, All India Radio is now laying thrust on modernization and technological up-gradation. It has undertaken a massive digitization programme covering both production and transmission. The analog equipment in many radio stations have been replaced by state-of-the-art digital equipment.

- Computer Hard Disc based recording, editing and playback system has already been provided at 76 AIR stations and is under implementation at 61 other stations. Provision of Hard Disc Based System at 48 major stations of All India Radio is also currently in progress. Requisition for 564 workstations had already been placed on DGS&D



5. Mizoram : Tuipang, Chemphai,, Kolasib  
 6. Nagaland : Wokha, Zunheboto, Phek  
 7. Tripura : Udaipur, Nutan Bazar

Acquisition of land for these places and purchase proposal of transmitters is under progress.

- (b) 5 KW FM Tr. at Silchar: Estimate for civil work was sanctioned on 3.12.2007. Tender action is being taken to award work. Order has been placed for transmitter and is expected to be received by May, 2008.
- (c) 10 KW FM Tr. at Gangtok : Estimate for civil work is under process. Procurement of transmitter is part of the procurement proposal of 42 transmitters. Technical evaluation of tenders is complete and firms have been approached for revalidation of offer.
- (d) DSNG /MSS terminals –  
 Technical evaluation of tenders for procurement of DSNG systems is complete and purchase proposal is under process. Purchase proposal for procurement of MSS Terminals is under process.
- (e) 100 Watt FM Relay Centres in remote locations (100 places) –  
 A tentative list of 100 places out of 129 places has been sent to zonal office. State Governments' help is needed for suitable location, power supply etc. for installing these transmitters. A proposal to install these transmitters at Community Information Centres (CIC) being operated by NIC in some of the locations in the North-East is also being explored. Orders have been placed for procurement of transmitters.
- (f) Chinsura-1000 KW MW Tr. (Replacement of 1000 KW) :  
 Estimate for civil works has been sanctioned. Tender action by Civil Construction Wing is under process for awarding the works. Purchase proposal for transmitter is under process.
- (g) Kavaratti- 10 KW MW Tr. (Replacement of 1 KW) :  
 Purchase proposal for Transmitter is under process. State government is to allot additional land there.

Implementation of Phase II is likely to be completed by 2009-10.

### 3. J&K Special Package:

- Phase-I of Special Plan for improvement and expansion of radio coverage in the State of Jammu & Kashmir was approved by the Govt. in 1999-2000 at a cost of about Rs. 73.32 crore. Installation of all the 12 projects included in the Special Plan has been completed.
  - 11 projects have already been commissioned and the remaining project at Padum in Kargil region will be commissioned in next summer as during winter these places are inaccessible by road.
  - Phase-II of J&K special Plan was approved by the Government in September 2007 at a cost of Rs. 5.70 crore for improvement of AIR services in J&K. Project approved includes purchase of UPS for FM Transmitters and additional diesel generators for the existing stations of AIR. The scheme is under implementation and is expected to be completed during 2008-09.
4. Computerization of AIR stations and offices is in progress to facilitate online exchange of information and improvement of efficiency.
  5. Permanent Studios with digital equipment and computerized hard disc based work stations for recording, dubbing, editing and playback facilities etc. are being provided at AIR Leh, Dehradun, Mysore, Jaipur, and Tawang.

### Activities of 'AIR Resources':

AIR has started *Air Resources* as one of its commercial arm to provide consultancy and turnkey solutions in the field of broadcasting. Its present activities include the following:

- It is providing turnkey solutions to IGNOU in setting up FM Transmitters for their Gyan-Vani stations at 40 places in the country. Infrastructure like land, building and tower has also been leased out to Gyan-Vani stations.
- 26 Gyan-vani stations are already operational. Operation & maintenance of all the Gyan-vani stations commissioned so far has also been undertaken.
- Infrastructure i.e. land, building and tower has also been given on rental / license fee basis to private



broadcasters at 4 cities for 10 FM channels as part of Phase-I scheme of the Ministry of I&B. Agreement for sharing of this infrastructure under Phase- II of the scheme proposed in 87 cities for 245 FM channels has been signed with all the private broadcasters. Agreement has also been signed with private broadcasters for setting up of Interim set ups in six cities i.e. Delhi, Kolkata, Bangalore, Chennai, Hyderabad and Jaipur. Infrastructure has also been rented out to Mobile Service Operators.

- *AIR Resources* has earned a revenue of about Rs. 35.50 crore during the year 2006-07.

### PROGRAMME ACTIVITIES

- Broadcast of live discussions and covering the inaugural session / closing ceremony of the 14<sup>th</sup> SAARC Summit on 3<sup>rd</sup> and 4<sup>th</sup> April 2007.
- Broadcast of programmes highlighting various aspects of the life and teaching of Dr. B. R. Ambedkar on his birth anniversary on 14.04.2007.
- Coverage of the Prime Minister's Shram Awards function on 27.04.2007.
- Several programmes were broadcast in commemoration of the completion of 150 years of the First War of Independence in 1857 including :
  - (i) Curtain Raiser on 06.05.2007 on the commemorative Yatra – 'Saajhi Shahadat: Saajhi Virasat' (Youth Volunteers March) from Meerut to Delhi and concluding function at Red Fort.
  - (ii) Running commentary of the main function at Red Fort, Delhi on 11.05.2007. Radio report on various functions to mark the occasion was also broadcast.
- Live broadcast of the Prime Minister Dr. Man Mohan Singh's speech at the opening and closing Sessions of the meeting of the National Development Council in New Delhi on 29.05.2007.
- Live broadcast of the Inaugural Session of the 8<sup>th</sup> World Hindi Conference at United Nations Headquarters in New York (USA) on 13.07.2007. AIR, Delhi also broadcast Radio Reports on the deliberations of the Conference and its Closing Ceremony.
- Live broadcast of the Farewell Function for the Hon'ble President Dr. A. P. J. Abdul Kalam on 23.07.2007 and farewell address to the Nation by Hon'ble President Dr. A. P. J. Abdul Kalam on 24.07.2007.
- Live broadcast of the Swearing-in Ceremony of the Hon'ble President Elect Smt. Pratibha Devisingh Patil on 25.07.2007.
- Live broadcast of the Swearing-in Ceremony of the Vice President Elect Shri Hamid Ansari on 11.08.2007.
- Several programmes were broadcast in celebration of Independence Day including live broadcast of Address to the Nation from the ramparts of Red Fort, Delhi by Hon'ble Prime Minister Dr. Man Mohan Singh.
- Broadcast of Radio report on the launch of a special exhibition, 'India's March to Freedom from 1857 to 1947: Kranti to Gandhi, Raj to Swaraj by Hon'ble President of India, Smt. Pratibha Devisingh Patil on 11.09.2007 in connection with the commemoration of 100 years of Satyagraha.
- Live broadcast of UPA Chairperson Smt. Sonia Gandhi's Address in the United Nations General Assembly in New York (USA) to mark the First International Day of Non-Violence on 02<sup>nd</sup> October, 2007. Coverage of functions to mark Mahatma Gandhi Jayanti on 02.10.2007.
- Live broadcast of the Inaugural and Closing Ceremonies of 38<sup>th</sup> International Film Festival of India-2007 in Panaji (Goa) on 23<sup>rd</sup> November, 2007 and 03<sup>rd</sup> December, 2007 respectively. Daily radio reports were also broadcast.
- Live broadcast of the Unveiling Ceremony of the Portraits of Bipin Chandra Pal, Joachim Alva and Violet Alva from the Central Hall of Parliament House on 05.12.2007.

### State Assembly Elections:

- Party Political Broadcasts were duly organised for the State Legislative Assembly Elections for Uttar Pradesh and Goa as per the guidelines of the Election Commission of India. Other coverages for



these elections were also duly provided. Similar actions are being taken for the State Legislative Assembly Elections for Himachal Pradesh and Gujarat.

- Regular publicity was and is being given to National Common Minimum Programme on each of the following thrust areas viz., 1. Employment Opportunities, 2. Agriculture Growth, 3. Education, & Programmes for welfare of adolescents & youth 4. Health, 5. Women and Children, 6. Food and Nutrition, 7. Panchayati Raj, 8. SCs and STs, 9. Social harmony and welfare of minorities including PM's special 15 point Programmes for welfare of Minorities 10. Industry, 11. Infrastructure Development, 12. Development of J&K, North East and Border States.
- **Sardar Patel Memorial Lecture** in English was organised in New Delhi on 11<sup>th</sup> October 2007. Prof. Bipan Chandra, Eminent Historian delivered a lecture on the subject "Pre Gandhian Roots of Gandhian Era Politics at New Delhi. Its recording was broadcast on national hook-up on 31st October, 2007 on the occasion of the birth anniversary of Sardar Vallabhbhai Patel.
- **Dr. Rajendra Prasad Memorial Lecture** in Hindi was organised at Chandigarh on 16th November, 2007. Shri Ashok Bajpai, eminent Poet delivered the lecture on the subject 'Hindi ka Sanskritik Ashay.' Its recording was broadcast on



Eminent Violinist Dr. N Rajam performing in an Akashvani Sangeet Sammelan organized at an AIR Station.

the national hook-up on 3rd December, 2007 on the occasion of the birth anniversary of Dr. Rajendra Prasad.

### Music Programmes

- Akashvani Sangeet Sammelan concerts were organized at 23 Stations of AIR across the country on 27<sup>th</sup> and 28<sup>th</sup> October 2007 featuring artists of both Hindustani and Carnatic music.

### News Services Division

The News Services Division (NSD) of All India Radio plays a significant role in disseminating information thus meeting the information needs of the people and promoting national integration. This is not only a powerful tool for bringing the issues affecting the society and the country to the fore but also for creating awareness amongst the people and bringing about social change.

### News and News Programmes

The output of NSD can be broadly divided into news bulletins and current affairs programmes. It puts out over 500 news bulletins daily in 82 languages/dialects (Indian and foreign) for a duration of over 52 hours from its headquarters in New Delhi and 44 Regional News Units (RNUs) across the country. The news bulletins are broadcast on the Primary, FM and DTH channels of All India Radio. The news broadcast includes broadcast in all the 22 official languages included in the Eighth Schedule of the Constitution of India, and in 18 foreign languages besides other languages/dialects. In the Home Service, 89 news bulletins are broadcast from Delhi. News bulletins on the hour are being broadcast on FM Gold. The RNUs put out over 355 bulletins daily in 67 languages/ dialects on Primary Channel, FM Channels and External Service. NSD and its RNUs broadcast 66 news bulletins in 26 languages (Indian and foreign) for a total duration of nine hours and 13 minutes in the External Service.

### News on Phone (NoP)

AIR News is also available on phone. Callers can get the latest news by simply making a phone call on the designated numbers and listen to national/international news or regional news. This service has been extended to three more cities-Imphal, Lucknow and Raipur in



2007. With this, the service is now operational in 12 cities across the country including Delhi, Chennai, Mumbai, Hyderabad, Patna, Jaipur, Ahmedabad, Bangaluru and Thiruvanthapuram. There are plans for expanding the service in Guwahati and Shimla in the coming months.

### News on Internet and Intra-NSD

News lovers can also get the latest news and listen to our bulletins from NSD's official website [www.newsonair.com](http://www.newsonair.com) and [www.newsonair.nic.in](http://www.newsonair.nic.in). The website was re-launched on NIC platform in November 2007 with additional features like 'Archiving and Search' along with 'Feedback' and host of other features which will meet the latest requirements of internet users in India and abroad.

### Expansion Measures

The News Services Division of AIR achieved another milestone by introducing a Bhutia language of 5 minutes duration from RNU Gangtok.

### News Coverage

The focus of the NSD's coverage this year was the common man. The Division did a vast coverage on the issues affecting the common man and how the various schemes of the Central government including the ones for the welfare of SC/ST, OBCs, minorities, farmers, unorganized workers, women and youth have fared. Flagship programmes of the government such as National Rural Employment Guarantee Scheme, Bharat Nirman and Sarva Siksha Abhiyan etc. were given special coverage.



Noted film Director Adoor Gopalakrishnan addressing the gathering on the occasion of the 50th anniversary of Malayalam News Broadcast from AIR Trivandrum on 22 August 2007

During the year 2007, NSD mounted special programmes on all major events including election of President of India, Vice President of India, 60-years of India's Independence, elections to the State Assemblies of Manipur, Uttar Pradesh, Uttarakhand, Goa, Punjab, Gujarat, and Himachal Pradesh, 150<sup>th</sup> anniversary of First Indian War of Independence (1857), centenary celebration of *Shaheed Bhagat Singh*. The resumption of border trade between India and China after 44 years from Nathula was covered.

### Parliament Coverage

During the Parliament Session, 'Sansad Sameeksha' in Hindi and 'Today in Parliament' in English, reviewing the proceedings of both Houses of Parliament are broadcast. Similarly, reviews of the proceedings of the State Legislatures, whenever they are in Session, are broadcast by the respective Regional News Units of NSD: AIR.

### External Services Division

External Services Division of All India Radio rank high among the External Radio Network in the World both in reach and range covering about 100 countries in 27 languages, 16 of them Foreign and 11 Indian, with an enormous Programme output of about 70 hrs.30 mts. everyday. All India Radio through its external broadcast keeps the overseas listeners in touch with the ethos of India and things that are Indian, reflecting the ideas and achievements of India as an open society.

The foreign languages are Arabic (3 hrs.15 mts.) Baluchi (1 hr.), Burmese (1 hr.Mts.), Chinese (1 hr.30 mts), Dari ( 1 hr 45 mts), French (45 Mts.), Indonesian (1 hr) Nepali (3 hrs) Persian(1 hr.45 mts.), Pushtu ( 2 hrs.) Russian (1 hrs) Sinhala( 2 hrs.30 mts., Swahili( 1 hr.) Thai (45 mts.) Tibetan (1 hr.15 mts.) and English (GOS) ( 8 hrs. 15 mts.)

The Indian languages are Hindi( 5 hrs.15 mts.) Tamil( 5 hrs.30 mts.), Telugu( 30 mts.) Bengali ( 6 hrs.30 mts.) Gujarati( 30 mts.),Punjabi( 2 hrs.) Sindhi (3 hrs.30 mts) Urdu( 12 hrs.15 mts.) Saraiki( 30 mts.) Malayalam( 1 hr.) Kannada (1hr.)

### Highlights of Important Events

Wide coverage was given to the visits of various Heads



of States, Governments and other Foreign Dignitaries to India which included the visits of Brazilian President Mr. Luiz Inacio Lula da Silva, Thailand's Prime Minister Mr. Surayud Chulanont, Vietnam's Prime Minister Mr. Nguyen Tan Dung, Japan's Prime Minister, Mr. Shinzo Abe, Mexican President, Mr. Felipe Calderon Hinojosa, Phillipines President Mr. Gloria Macapagal Arroyo, Sri Lankan President Mr. Mahinida Rajapakse and German Chancellor Dr. Angela Merkel.

Due coverage was given to Prime Minister Dr. Man Mohan Singh's foreign visit to Germany, Nigeria, South Africa and Russia.

### Digital Broadcasting

The External Services Division has started digital transmission from its new set up installed in the New Broadcasting House. All modern gadgets and equipments are being used to attract as many listeners as possible. Introduction of internet broadcasting by All India Radio has enabled its listeners in parts of the world like USA, Canada, West and South Africa to avail of AIR's Services on internet. 24 hrs Urdu Service of External Services Division is also available on air through DTH w.e.f 30.06.2006.

As a Voice of the Nation, External Services Division of All India Radio has been India's Authentic Windows to the World. With growing prestige of India in the world, an increasingly important role is envisaged for External Broadcasts for times to come.

### National Channel

All India Radio offers a 3 tier system of broadcasting, namely National, Regional and Local. National Channel forms the first stage of it. Started on 18<sup>th</sup> May 1988, the National Channel of All India Radio works as a night service from 6.50 p.m. to 6.10 a.m. the next morning. It covers 64% area and about 76% population of the country, through its 3MW Transmitters at Nagpur (191.6 M-1566 Khz), Delhi (246.9 M-1215 Khz) and Kolkata (264.5M-1134 Khz from 2300hrs) with shortwave support on 31 Meter Band (9425 Khz & 9470 Khz) which cover the entire country.

Having the whole of India as its zone, the programmes of the Channel have been designed to make it representative of the varied cultural mosaic and ethos of the Nation as a whole.



Prof. Harish Trivedi (left) in conversation with Sir Mark Tully for the National Programme of Talks broadcast by AIR Delhi

National Channel broadcasts a number of Programmes on various subjects like series of talks on the recipients of Bharat Ratna and Paramveer Chakra Awards, serialized docu-drama on 1857- the first war of India's Independence, serials on Indian ancient literature including Ved, Puran and Upanishads.

### Digitization

A special project has been launched to digitalize all archival recordings of Central Archives. In the first phase 15,900 hours of programmes have been transferred from Analogue tapes into digital medium. By this Akashwani has become one of the major digital libraries in the broadcasting network with modern tape numbering system in tune with the internationally accepted norms. CDs are made in two formats; one is wave format for preservation and other in audio format for day-to-day use.

The second phase of digitization has started from April, 2007. In this phase about 10,000 analogue tapes are to be digitized. This job is expected to be completed within one year. However, there is a regular inflow of fresh programmes in Central Archives from different AIR stations, which will be digitized in due course.

### Release from AIR Archive: 'Akashwani Sangeet'

AIR Archive has started releasing from its precious music collections under the banner 'Akashwani Sangeet'. So far the Archives has released more than 49 albums of music maestros of Hindustani/Classical Music from Central Archives. Some of the albums are



worth mentioning viz. Begum Akhtar, Bade Ghulam Ali Khan, Bhimsen Joshi, M.L.Vasantha Kumari, Dr.M.S.Subbulakshmi, Alathur Brothers, Ariyakkudi Ramanuja Iyenger, Pt.Krishnarao Shankar Pandit, Pt.Kumar Gandharv, Ustad Ameer Khan, T.Brinda T.Mukta, T.R.Mahalingam, Maharajapuram Santhanam, T.N.Rajaratnam Pillai, Pt.Nikhil Banerjee, Ustad Allaiddin Khan, T.Chowdaiah, Dagar Brothers (Sr.). Besides, albums of light music singers have also been released like Hemant Kumar, Pankaj Kumar Mullick, Debarat Biswas and Rajeshwari Datta, D.K.Roy apart from Rajasthani Folk songs by various artistes. Apart from it, South Archives has also released more than 25 albums of items of regional value.

### Farm and Home Broadcasts

The Farm & Home units of All India Radio broadcast composite programmes, which include equal segments of Rural Development Schemes and Hardcore Agriculture programmes. Whereas, on the one hand, they talk about the hardcore agriculture subject i.e. animal husbandry, fisheries and agriculture related activities, dry & wasteland agriculture, the other segment talks about employment schemes, loan and training facilities, sanitation, health-hygiene and nutrition etc.

All India Radio provides extensive programmes on land and water conservation, sustainable agriculture, biotechnology, integrated pest management in crops, crop insurance schemes, environment protection, disaster management, role of panchayats in rural development.

Besides this, these programmes are produced with the help of subject matter specialists. All India Radio maintains a very close liaison with the Ministries and Departments of Agriculture & Rural Development of Central & State governments. The programmes are mounted in local dialect from different stations. Local Radio stations also broadcast regular programmes on rural development on different formats such as dialogues, discussions, talks, interviews, features, serials, dramas, slogans, jingles, phone-in-programmes, musical features and farm school on AIR etc. are used to get the message broadcast.

AIR has stepped up its activity of Agriculture Broadcast with launch of exclusive project Mass Media Support to

Agriculture Extension with the title Kisan vani for AIR from 15th February, 2004 in collaboration with Ministry of Agriculture to inform local farmers the daily market rates, weather reports and day to day activities in their area at micro level. Presently 'Kisan Vani' is being broadcast from 96 FM Stations.



Artistes performing at the Public Service Broadcasting Day at AIR, Delhi on 12 November 2007

### Environment Programmes

Keeping in view the importance of the subject, all the AIR stations are broadcasting a daily programme on Environment for 5 to 7 minutes duration and a weekly programme of longer duration for more than a decade. In order to inform and educate the listeners living both in urban and rural areas for creating environmental consciousness among them on preservation of environment through development of forests, afforestation, social forestry, etc. these programmes are mounted in interesting and imaginative way. All AIR Stations in their local languages are broadcasting these programmes in different formats like talks, discussions, features, news items, spots, serials etc.

### Children's Programme

All Stations broadcast programmes for children on a regular basis. In the programmes addressed to women and general audiences, stress has been laid on programmes regarding health and care of mother and the child. Programmes dealing with immunization and primary health education form a regular part of our broadcasts. AIR broadcast programme on protection of rights of children, specially regarding prevention of child labour regularly.



## Publicity Campaigns

Regular publicity is being given to Flagship Programmes of the Government viz. Bharat Nirman, National Rural Employment Guarantee Act, National Rural Health Mission, Sarv-Shiksha Abhiyaan, Mid-Day Meal, Jawahar Lal Nehru National Urban Renewable Mission, Rajiv Gandhi Drinking water mission, Total sanitation campaign, Integrated Child Development Services, Right to Information Act and Prime Minister's New 15 programmes for the welfare of the minorities.

## Akashvani Annual Awards

Akashvani Annual Awards in different categories of Programme Broadcast by stations of AIR are awarded every year. The Award Presentation Ceremony for Akashvani Annual Award-2006 was held at Radio Kashmir, Jammu on 08.04.2007. Public Service Broadcasting and Gandhian Philosophy Awards are also given to commemorate the first visit of Mahatma Gandhi to the studio of AIR, Broadcasting House, New Delhi on 12<sup>th</sup> November, 1947.

## SPORTS

During the period April 2007 to December 2007 AIR provided appropriate and effective coverage to various National and International sporting events held in India and abroad viz., India vs England 3 Test Match and 7 ODIs Cricket Series played in England, India vs Australia ODI Cricket Series in India, T/20 Cricket Match between India and Australia, India vs Pakistan ODIs and Test Match Series in India.

AIR broadcast reports on Wimblendon Tennis Championship 2007 played in London and live coverage to the Sunfeast Tennis Championship-Kolkata for Semi Final and Finals respectively.

AIR also covered 2<sup>nd</sup> Commonweath Volleyball Championship for Men held in Kolkata, Indo - Pak Volleyball Men Test Match at Chennai and Volvo Master of Asia Golf Tournament at Bangkok.

Reports on 2<sup>nd</sup> Asian Carom Championship-Raipur on 9<sup>th</sup> September 2007 and Senior National Boxing Championship-Delhi on 31<sup>st</sup> August 2007 were broadcast.

Live coverages were given to the 15<sup>th</sup> Senior National Women's Football Championship-2007 at Rourkela,

ONGC Nehru Cup Football International Tournament in Delhi, Fedreation Cup Football Tournament at Ludhiana, 120<sup>th</sup> Durand Cup Football Tournament in Delhi.

AIR did broadcast Voice cast on Dortmund International Chess meet from Germany, Advanced Rapid Chess at Leon in Spain, International Chess Championship in Luxumberg, Genka Leasing World Chess Championship, Germany from, World Chess Championship - Mexico, World Blitz Chess Championship - 2007 held in Mexico wherein G.M. Vishwanathan Anand of India won the World Title, and also on Asian Grand Prix atheletics meet at Guwahati and Pune respectively were also broadcast.

## ADMINISTRATION

### Service Condition of Women Employees

AIR has a vast network consisting of 231 stations/offices spread all over the country. There are about 20,292 personnel working in three streams vis Programme, Engineering & Administration in AIR.

In All India Radio the percentage of the women in Group 'A' & 'B' is about 25.4%. Thus, in AIR women are playing a crucial role in every field of activities shoulder to shoulder with men and holding key positions.

Both in terms of efficiency and quality of work women are equally good and are at par with men. There has been no complaint from any quarter regarding the working efficiency of women. On the other hand there are specialized fields for women such as announcement, news, production, music and programme production etc. In group 'A' & 'B' about 25.4% of the employees are women. The representation of women in the higher posts in every stream such as Programme, Engineering and Administration is quite satisfactory.

In fact AIR could serve as a role model for other organizations with regard to employment of women.

## INTERNATIONAL RELATIONS UNIT

### Programme Achievements in the year during 2007

International Relations Unit of DG; AIR remained quite active in 2007 in carrying out and coordinating



international activities and commitments concerning All India Radio.

A number of AIR officials participated in the international events abroad during the period.

Besides, All India Radio participates actively in all the SAARC related activities in broadcasting. Every month a SAARC Audio Visual Exchange programme of a member country is broadcast over AIR. A special SAARC News bulletin is also broadcast on every Sunday.

All India Radio maintained good relations with other broadcasting organisations across the world. AIR, Lucknow participated in a joint radio production with Deutsche Welle Radio, Germany on 'Challenges of Equality' in respect of gender equality in India and another joint production with DW on the subject 'Living With Forces of Nature' concluded in November 2007 at AIR, Cuttack, in which one Deutsche Welle producer and one AIR producer participated. One producer from Radio Canada visited AIR on study tours to study the various aspects of radio broadcasting in AIR. The bursary was granted to them by the Commonwealth Broadcasting Organisation.

Under the Cultural Exchange Programme Agreements (CEP) signed between Govt. of India and different countries, the IR Unit coordinates exchange of radio programmes with broadcasting organizations of different countries. There are 41 countries at present with whom Government of India has live 'Cultural Exchange Programmes Agreements' concerning Radio broadcasting.

High-level delegations from Malaysia, Tanzania, Sri Lanka and Mauritius visited AIR during the period with the aim to explore avenues for better coordination and cooperation between the respective National Radio Organizations. Many organisations in other countries have also shown interest in AIR's broadcast contents to use the same in their networks.

NHK World, Radio Japan has been taking Hindi broadcast-experts for its Hindi service from All India Radio for over two decades. In 2007, Sh. Akhil Mittal, NRT (Hindi), News Services Division, All India Radio, New Delhi was selected by NHK for the next two-year secondment. AIR's IR Unit coordinated the process of selection of the candidate with NHK World, Japan.

As in the previous years, AIR participated in several International Awards competitions and brought laurels to the organisation. Entries were sent for the AIBD Awards, CBA Awards, ABU Prizes, and International Grand Prix radio competitions and IRIB Radio festival.

- AIR's entry titled "Bujhi Parile Hela (Be Aware, Take Care) produced by Sh. Padmalochan Das, Programme Executive, All India Radio, Sambalpur, won the First Prize in the 8<sup>th</sup> International IRIB Radio Festival in Mashhad, held in May 2007 hosted and organized by the Islamic Republic of Iran Broadcasting. The award included a cash prize of USD 2000, a Certificate and a Trophy besides free participation in the festival for the winner.
- The entry of AIR Pune, produced by Ms. Neelima Patwardhan got the first prize in AIBD Awards 2007 for the programme 'Female Infanticide' in the category "Best In-house Radio Public Service Spots". The award includes a cash prize of USD 1000 and a trophy.
- Commonwealth Broadcasting Association (CBA) has also shortlisted one of the AIR's entries sent for the CBA 2008 Award. The formal announcement of the winner will be done during the CBA's General Conference which is scheduled to be held in Nassau, Bahamas from Jan 21 to 26, 2008. The producer of the shortlisted programme has been invited by the CBA to attend the award presentation ceremony during the General conference. CEO, Prasar Bharati, who is the Vice President of CBA, is also likely to attend the General Conference.

## AUDIENCE RESEARCH UNIT

### The Largest Feedback And Research Support Network

The Audience Research units of All India Radio provide instant feedback and research support not only to the in-house programme planners & producers but also to the sponsor, advertisers & marketers.

With the changing mass communication scenario, particularly market oriented broadcasting; Audience Research Unit of AIR has also reoriented itself. Efforts are afoot to create ripple of changes & to carve a niche for itself among the sponsors, advertiser & marketers. This is evident from the studies assigned to the Audience Research Units in the recent past by the various agencies.



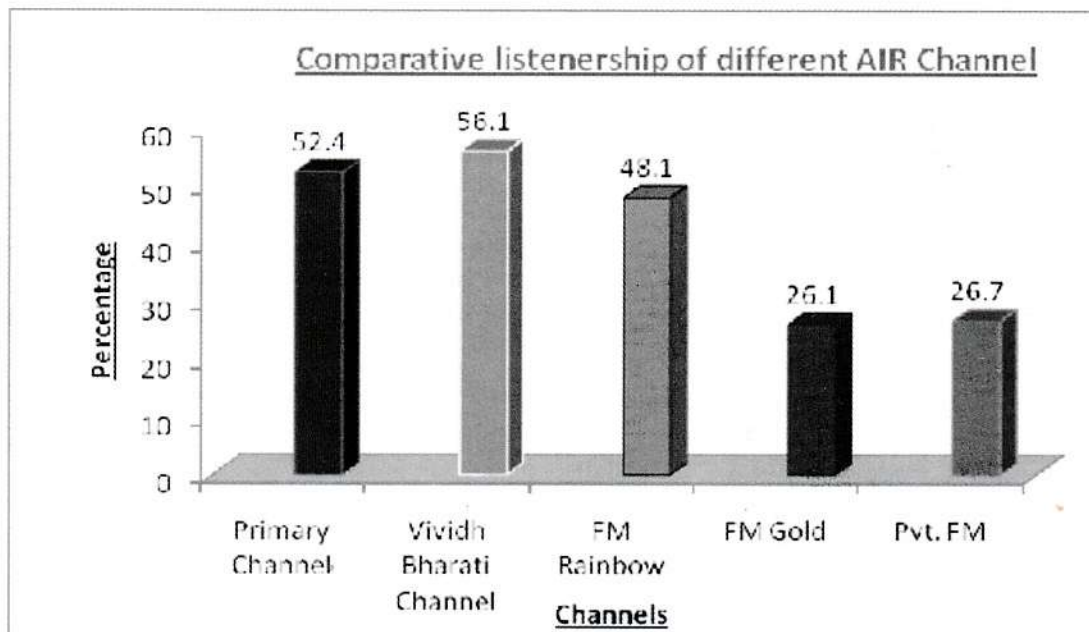
Besides the sponsored studies, the network of audience research continuously conducts radio listenership survey (RPL), in order to provide updated data to the programmers as well as the advertisers interested in mounting advertisement on AIR.

**Audience Research activities undertaken during the period from 1st April 2007 to 31st December-2007**

- (i) Radio Programme Listenership Survey (RAS) -2007 on Vividh Bharti Channel at 18 Vividh Bharti centers.
- (ii) Quick Feed-back study on reception quality of AIR Bhawanipatna (Orissa).
- (iii) Impact Study on News Headlines on FM Channel at 13 places across the country.
- (iv) Weekly Feedback survey on Kisan vani programme

sponsored by Ministry of Agriculture & Co operation, Government of India at 87 AIR FM stations.

- (v) Review Workshops on Kisan Vani programme and online feedback system conducted at five places across the country.
- (vi) Quick Feed Forward Study at Alleppy, Kottayam and Thrissur in Kerala.
- (vii) Study on reach and quality of AIR Poonch FM transmitter.
- (viii) Study on sponsored programme 'Hariyalu Gujarat' a wild life environment programme.
- (ix) Survey on sponsored programme "AIDS awareness" at five AIR stations of Bihar state.
- (x) A Compendium of All India Radio -2006 brought out during -2007.



**Studies planned for the period from 1st January 2008 to 31st March-2008**

- i). Radio Audience Survey 2007 on Primary Channel at 63 places across the country.
- ii). Radio Audience Survey 2007 on FM Channel at 18 places across the country.
- iii). Study on Reception quality of AIR transmitters in Arunachal Pradesh at five places.
- iv). Study on Impact of Flagship programmes broadcast

from AIR stations.

- v). Action initiated for bringing out the Compendium -2007.
- vi). To develop the synergy among the researchers, producers as well as District and State Level Monitoring Committees and to review the impact of the Kisanvani Programme, seven more workshops are proposed to be organized during this period.



### STAFF TRAINING INSTITUTE (TECHNICAL)

Staff Training Institute (Tech.) at Delhi caters to the training needs of engineering personnel. Regional training institutes have also been set up at Bhubaneswar, Shillong and Mumbai to augment the training facilities. The Institute at Delhi was established in 1948 and has since grown into a center of excellence for technical training in electronic media. A well-organised Library and a Computer Center with advanced multimedia equipment are available as part of the Institute.

The Institute conducts training courses for departmental candidates as well as for candidates for similar foreign organizations. Workshops at different field offices are also held. The Institute conducts recruitment examination for direct recruit engineering assistants and also holds departmental competitive examinations for promotions in the subordinate engineering cadres. The regional institutes conduct training courses like use of computerized hard disc based recording, editing and playback system.

### STAFF TRAINING INSTITUTE (PROGRAMME)

Staff Training Institute (Programme) was established in 1948 at Delhi as an attached office of DG, AIR, New Delhi. It was declared as a subordinate office with effect from 01.01.1990. Staff Training Institute (Programme) at Delhi and Bhubaneswar alongwith five other Regional Training Institutes (Programme) at Ahmedabad, Hyderabad, Lucknow, Shillong and Thiruvananthapuram imparts training to all the programme and Administrative cadres of AIR and Doordarshan.

Thrust areas for in-house training this year are Sports Programmes, Managing the Change, Marketing Management, Corporate Work Culture, Digital Broadcast, Modern presentation techniques, Voice Culture, Broadcast Management, Innovative Programmes, Programme packaging & promotion, Interactive and Participatory programmes, Development programmes and Radio jockeying & TV Anchoring.

By now STI(P) has established itself as a professional trainer for outside agencies. Our Institute provides Programme Production and Voice Culture training to IGNOU and Indian Airlines respectively. Besides

professional attachments are also open to recognised Institutes and Universities teaching Broadcast Journalism. Specific courses on programme format were designed for Maulana Azad National Urdu University, Hyderabad.

STI(P) Delhi and STI(P) Bhubaneswar along with five Regional Training Institutes at Ahmedabad, Hyderabad, Lucknow, Shillong and Thiruvananthapuram conducted 108 courses – 83 Programme courses and 25 Administrative courses and trained 2310 Personnel – 1555 Programmers of AIR and 755 Administrative officials of AIR & Doordarshan.

- In order to gear up and be prepared professionally to give coverage to the 2010 Commonwealth Games, STI(P), Delhi conducted the Workshop on Sports on Radio for Sports Programme Personnel of AIR & DD from all over India.
- Training programmes on a campaign mode are being conducted to familiarise AIR & DD programme managers and administrative personnel about the RTI Act.

On an average in a year training institutes conduct about 70 to 75 training courses, both for programme staff of AIR and administration staff of AIR & Doordarshan training about 1200-1300 personnel.

### Vani certificate Courses:

VANI (Voice Articulation and Nurturing Initiative) Certificate courses for newly selected comperes, announcers and presenters are being conducted on payment basis at various stations of AIR. During the year 2007-08, about 3500 newly selected comperes, announcers and presenters have been trained in 150 batches at various AIR Station and awarded VANI Certificates.

Vani Certificate Course has from this year extended to Refresher Course for existing Casual Announcers and News Readers / News Reader cum Translators and for Editors and Reporters also. The News Services Division from this year has also introduced training for Part Time Correspondent. STI(P)s and RTI(P)s are taking specific interest in training F. M. presenters through designed workshops on Radio Jockeying. The



handbook 'VANI' is proving to be helpful to the participants of Vani Certificate Course as a supplementary material and have been sold to participants for earning revenue for Prasar Bharati.

### Outside Courses:

- During the year 2007-08 STI(P), Delhi organized 5 workshops for Indian Airlines and trained 142 Air-hostesses and cabin crew in Voice Culture at RTI(P), Hyderabad and many more such workshops are in pipeline.
- Prasar Bharati has been giving practical training to the students of **Post Graduate Diploma in Radio Prasaran** (PGDRP) and **Post Graduate Diploma in Audio Programme Production** (PGDAPP) as per MoU signed with IGNOU. This year 186 students have been given practical training in 13 batches at 8 AIR Stations.
- In addition many AIR stations have taken students of Radio Journalism from Universities for practical training on payment of Rs. 500/- per week.

### Coordinated Courses:

During the period April, 07 to March, 2008 STI(P), Delhi conducted 08 courses, co-ordinated with Staff Training Institute (Technical), AIR & Doordarshan, Delhi on Hard Disc Based Recording System, Programme Production Techniques and Digital Program Library for the programme officers of AIR and trained 120 programme officers of AIR in these specialised fields.

STI (P) during the April 07 to Nov., 07 earned net Revenue of Rs 87,16,573/- (eighty seven lakhs sixteen thousands five hundred and seventy three only) from all sources.

### DOORDARSHAN

Doordarshan, a Public Service Broadcaster, is one of the largest Television Networks in the world. It started its service on 15<sup>th</sup> Sept.1959 at Delhi with the transmission of Educational and Development programmes on experimental basis. Second Television center was started at Bombay in 1972 and later Doordarshan's Television service was expanded to other

places. The rapid expansion started in 1984 when almost every day a transmitter was installed in the country and today Doordarshan has 30 channels including 5 National channels, 11 Regional Language Satellite Channels, 11 State Network Services, one International channel, one Rajya Sabha Channel and one Educational Channel 'Gyan Darshan'. Besides this, Doordarshan has recently introduced Direct to Home service (DTH) called DD-Direct Plus ensuring 100% coverage to the area and population of the country. This year it introduced Mobile Television in Delhi on experimental basis.

Director General is the head of Doordarshan who is assisted by Deputy Director Generals in the Programme Wing, Engineer-in-Chief in Engineering Wing, Additional Director General(A & F) in Administration and Finance Wing and Additional Director General(News) in News & Current Affairs Wing.

### Present Network and Services

Doordarshan presently telecasts programmes on 30 distinct channels, as under :

- i. DD1 - National Channel
- ii. DD News - News Channel
- iii. DD Bharati - Enrichment Channel
- iv. DD Sports - Sports Channel
- v. DD Rajya Sabha - Parliament Channel
- vi. DD Urdu - Urdu Language Channel
- vii. Regional Channels- 11

Malayalam (Keralam); Tamil (Podigai); Oriya; Telugu (Saptagiri); Bengali (Bangla); Kannada (Chandana); Marathi (Sahyadri); Gujarati; Kashmiri (Kashir); North East; Punjabi

### viii. State networks- 11

Rajasthan	Madhya Pradesh	Uttar Pradesh
Bihar	Himachal Pradesh	Jharkhand
Chhattisgarh	Haryana	Uttarakhand
Tripura	Mizoram	

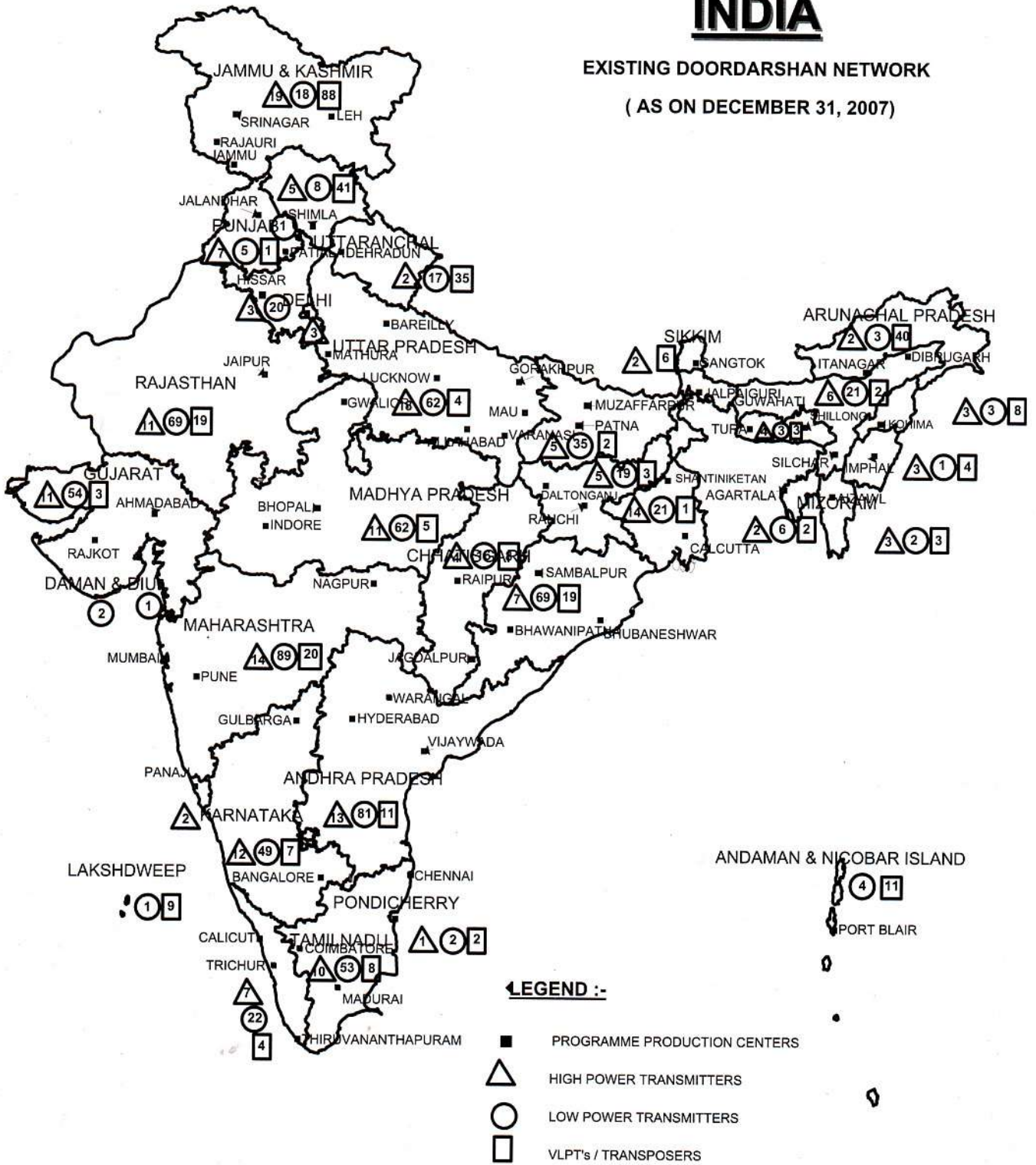
- ix. DD India - International Channel
- x. Gyan Darshan - Educational Channel



# INDIA

## EXISTING DOORDARSHAN NETWORK

( AS ON DECEMBER 31, 2007 )





For in-house programme production, there are 66 Studio centers equipped with state of the art equipment, functioning in various parts of the country. Satellite uplinking facility is available at all major Doordarshan Kendras.

For terrestrial transmission, 1397 transmitters of varying power, installed throughout the length and breadth of the country, are in operation. These transmitters provide coverage to about 91.8% population of the country and 80.7 per cent area of the country. Doordarshan is also providing free to air DTH service, signals of which can be received anywhere in the country (except A&N islands) with the help of small sized dish receive units. State-wise number of Studio centres & transmitters presently functioning in Doordarshan network is given

at Annexure-I. State wise coverage figures are at Annexure-II

## 2. Developmental Activities

Major achievements of Doordarshan during 2007-08 have been as under:

- (a) Programme Production Centers:** Two new Studio Centers at Calicut & Rajouri have been commissioned and with the commissioning of these Studio centers, the number of Studio centers in Doordarshan network has increased to 66. The above Studio centers have been operationalised by providing limited staff by way of redeployment as the requisite staff sanction for manning the Studios is not available. In addition, a small Studio has been operationalised inside the Secretariat building at Shillong, for recordings.



A Telebridge show in which DDK Delhi studios are linked with other studios of the country is in progress. The Minister of Rural Development Dr. Raghuvansh Prasad Singh is seen here in one such programme 'Mera Gaon-Mera Rozgar'



**(b) Terrestrial Transmitters :** The following High Power Transmitters (HPTs) have been commissioned during the year –

- (1) HPT Hissar** - Each transmitter of 20 (DD1 & DD News) KW power with 150 M tower for relay of DD1 & DD News programmes (in replacement of LPTs)
- (2) HPT Bikaner** - 10 KW transmitter with 150 M tower for relay of DD1 programmes (in replacement of LPT)
- (3) HPT Kokrajhar** - 1 KW transmitter (in interim set-up) replacement of LPT) for relay of DD1 programmes
- (4) HPT Balurghat** - 10 KW transmitter with (permanent set-up) 150 M tower (upgradation of interim setup)
- (5) HPT Kupwara** - Two transmitters each of (permanent set-up) 10 KW power with antenna on 100 M tower, for relay of Kashir channel & DD News programmes (upgradation of interim setup)
- (6) HPT Jalgaon** - 10 KW transmitter with (permanent set-up) 150 M tower (upgradation of interim setup)
- (7) HPTs Chennai** - Old DD News HPT (10 (replacement) KW) & Regional Channel HPT (1 KW), replaced by new transmitters.
- (8) HPT Dharamshala** - 20 KW transmitter with antenna on 100 M height tower (in replacement of existing LPT)

**(9) Automode LPTs -**

During the current year, Doordarshan have commissioned four automode LPTs (500 watt in 1+1

configuration) at Manindergarh (Chhattisgarh), Pathanamthita (Kerala), Hospet (Karnataka) and Akbarpur (Uttar Pradesh) and replaced the old ageing LPTs (100 watt). With the commissioning of above four automode LPTs, the number of automode LPTs installed in Doordarshan network has increased from 88 to 92. The installation of two more automode LPTs at Mehsana, & Banswara is in progress and expected to be completed before the end of 2007-08.

Schemes for replacement of 100 additional LPTs by automode LPTs have been approved. Equipment for 50 automode LPTs have been ordered and action for placement of order for 50 more automode LPTs is in progress. The installation of above 100 automode LPTs is expected to be completed in phases by end of 2008-09. At each automode LPT station, two numbers of 500 watt solid state transmitters providing full redundancy are installed. This will help in uninterrupted transmission and requires less manpower for operation.

**Projects under implementation**

Following projects are at advanced stage of implementation and are expected to be completed by the end of 2007-08.

- (1) Studio Gorakhpur** (permanent set up)
- (2) HPT Chhatarpur** – 20 KW transmitter with antenna on 150 M height tower (in replacement of existing LPT)
- (3) HPT Chennai** – 10 KW transmitter (in replacement of existing DD1 HPT)
- (4) HPT Vadodara** – Two 10 KW transmitters (permanent set up) with antenna on 150 M tower (upgradation of interim set up)
- (5) HPT Saharsa** – Interim set up with antenna on 45 M height tower.



### **DTH service “DD Direct Plus”**

Doordarshan had launched its free to air DTH service “DD Direct Plus” in December, 2004 with a bouquet of 33 TV channels. Capacity of DTH earth station has been augmented for telecast of 50 TV channels and is further being increased to 59 TV channels by improving spectrum efficiency. For demonstration purpose, Doordarshan had earlier provided 10000 DTH receive units in villages of selected states. During the current year 20000 DTH receive units are being provided to Government of HP for installation in Kinnaur, Lahaul Spiti & Chamba districts. Orders for the DTH sets have been placed & supply has commenced.

### **NEW INITIATIVES**

#### **Mobile TV**

TV transmission to hand held (mobile phones) using DVB-H standard has been started in New Delhi wef May, 2007. Programmes of eight Doordarshan channels viz. DD National, DD News, DD Bharati, DD Sports, DD Bangla, DD Punjabi, DD Podighai & DD Urdu are being transmitted and these can be received on DVB-H enabled mobile phones within a range of about 10-12 Kms from the transmitter, which is installed in Akashwani Bhawan at Parliament Street. Doordarshan plans to increase number of channels from the present 8 to 16. Scheme in this regard has already been approved and further action regarding procurement of requisite equipment is being taken. India is one of the few select countries, which have started mobile TV service.

#### **HDTV (High Definition Television)**

Doordarshan has taken up a pilot project of HDTV at Delhi. This pilot project envisages HDTV production facility in terms of establishment of multi camera EFP (Electronic Field Production) van besides compatible post production facility. This pilot project is targeted to be completed by 2008.

### **Auto switching facility at VLPTs in A & N Islands**

VLPTs in the union territory of A & N Islands were hitherto relaying programme fed from Delhi throughout the entire duration of their transmission. Auto switching facility developed in house by R&D unit has been provided at 10 VLPTs viz. Hutbay, Baratang, Mayabunder, Rangat, Diglipur, Kalighat, Swarajgram, Nancowry, Katchal & Havelock & this has enabled these VLPTs to relay regional service programmes fed from the capital station i.e. DDK, Port Blair during the allocated time slot for the purpose.

#### **e-procurement**

Under the National e-Governance Plan (NeGP) Doordarshan has envisaged to incorporate e-Procurement in its procurement process. To begin with, e-Procurement is proposed for stand alone items of equipment. In this connection, an MoU is proposed to be signed with DGS&D which will be providing their hardware & software of e-Procurement (ePS).

### **SPECIAL PACKAGE FOR NE STATES & ISLAND TERRITORIES (PHASE II)**

Implementation of various schemes approved as part of the Special Package in May 2006 is in progress and the schemes are at different stages of implementation. Sites for almost all the projects have been taken over and orders for major equipments placed. Following projects as part of the above package are expected to be completed in phases by the end of 2008-09.

#### **NE states**

- i. Upgradation of the Earth Station at Guwahati (for 2 NE channels)
- ii. Provision of DTH receive units & TV sets (25,000 no.) in uncovered areas
  - Orders have been placed & supply is in progress
  - DTH sets & TV sets are being handed over to Nodal Officers of the State Governments, on supply.



- iii. Augmentation of OB and post production facility at DDKs
- iv. DSNG units – 4 no.

#### **A&N islands**

- i. HPTs (DD1 & DD News) at Port Blair
- ii. New VLPTs – 16 no. (DD1-10, DD News-6)
- iii. Upgradation of existing VLPTs - 6 no.
- iv. Augmentation of Port Blair Studio & provision of DSNG at the Studio Center
- v. DTH service in C band
- vi. Provision of 1000 DTH receiving units & TV sets

#### **Lakshadweep islands**

- i. New VLPTs (DD News) – 6 no.
- ii. Upgradation of existing VLPTs – 9 no.

The above sanctioned schemes are at different stages of implementation and are expected to be completed, in phases, by 2008-09. Permanent HPT set up at Kokrajhar (Assam) is expected to be completed during the later half of 2009.

Approved cost of the aforesaid Special Package is Rs.256.85 crores (hardware - 134.43, software - 122.55).

#### **SPECIAL PACKAGE (PHASE II) FOR IMPROVEMENT OF DD & AIR SERVICES IN J&K**

Special Package (Phase II) for improvement of DD & AIR services in J&K has been approved with an outlay of Rs.299.87 Crores (DD - 294.17 crore; AIR-5.7 crore). Major component of Doordarshan is for the Software schemes (Rs. 267.7 Crores). The amount approved under Capital for hardware schemes is Rs.19.875 Crores, is as under,

##### **a) Distribution of 10,000 DTH sets with TV**

**in J&K** : Action for procurement of DTH sets & TV sets is in progress. State Government has been requested to appoint Nodal Officers for receiving the above sets.

**b) UPS (40 nos.) for TV transmitters in J&K** : Action for procurement of UPS has been initiated.

**c) Upgradation of Earth Station, Jammu** : Earth Station at Jammu is expected to be upgraded by the end of 2008-09.

#### **DIGITALIZATION**

During tenth plan period, Doordarshan fully digitalized all its major Studio Centres (17 nos.). In addition, smaller Studio Centres (30 nos.) have been partially digitalized. Satellite transmission of all 30 channels is in digital mode. Schemes for full digitalization of all smaller Studio Centres and Archives are included in draft 11<sup>th</sup> Plan of Doordarshan. Digitalisation of terrestrial transmission is also envisaged to be taken up in 11<sup>th</sup> Plan.

#### **ELEVENTH PLAN PROPOSALS**

Doordarshan's draft Eleventh Plan proposals include the schemes for digitalization of terrestrial transmitters; full digitalization of all Studios & archives in order to provide world class telecast to viewers; consolidation of the existing facilities; modernization of network by way of replacement of old ageing equipment by new equipment and introduction of new technologies besides augmentation of DTH service.

#### **TV COVERAGE OF 'MILITARY WORLD GAMES'**

First ever Military World Games in Asia were held at Hyderabad & Mumbai in October, 2007. Prasar Bharati was appointed the exclusive broadcaster for the above Games. More than 100 countries from across the globe participated in the Games, which had a mix of normal sports events besides sports events of Military background. Eleven sports events viz. Athletics, Aquatics,



Boxing, Judo, Wrestling, Football, Volleyball, Handball, Shooting, Military Pentathlon and Parachuting were held at Hyderabad and two sports events viz. Sailing and Triathlon were held at Mumbai. Opening and closing ceremonies were held at both the places. The main function at Hyderabad on 14<sup>th</sup> October, 2007 was inaugurated by the Hon'ble President of India.

### TV COVERAGE OF COMMONWEALTH GAMES

Doordarshan has been designated as the host broadcaster for both Commonwealth Youth Games 2008, Pune and Commonwealth Games 2010, Delhi by the Organizing Committee. It is an opportunity for Doordarshan to show the world its conduct & coverage capabilities of such mega event and to provide the production quality of the highest standards. It is proposed to project image of the Host Nation in the eyes of International fraternity. As per 'Host Broadcasters Guideline' document, it has been decided to provide the coverage of Commonwealth Games 2010 in HDTV (High Definition Television Technology) with the help of International sports broadcasting professionals from across the world.

### TRAINING

Doordarshan has been laying emphasis on training of its staff especially in view of fast developments taking place in broadcast technology. During 2007-08 (April 2007- November 2007), 926 engineering officers have been provided training at the various training institutes and by equipment manufacturers. Break up details are as under:

ST I (T) Delhi	-	572
DTI (Lucknow)	-	29
RSTI (T) Bhubaneswar	-	127
RST I (T) Shillong	-	10
RSTI (T) Malad	-	35

Equipment Manufacturers - 138

IIT Kanpur (Short term) - 15

### TECHNICAL PAPER

Doordarshan has been regularly contributing technical papers to Asia Pacific Broadcasting Union (ABU)'s General Assembly, an annual event of ABU. During ABU General Assembly 2006 held at Beijing (China), total 12 papers on various technical subjects were submitted by Doordarshan. Out of these, one paper – "MPEG 4 – Adaptation in Broadcasting" was selected by ABU for publication in their technical journal "ABU Technical Review", and it was subsequently published in Jan-Feb 2007 issue. During the current year, Doordarshan have submitted a total of 9 technical papers to ABU General Assembly, 2007

### DD-NATIONAL

Doordarshan's DD-I Channel is the largest terrestrial network in the world. Presently the population terrestrially covered in the country is 91.8 %, and Area covered is 80.7%.

Being a public service broadcaster, it has made a significant contribution to accelerate Socio-Economic changes, promote national integration, stimulate scientific temperament, disseminate knowledge, educational



The programme 'Evening Live Show' of DDK, Delhi is telecast from Monday to Friday at 5.00 p.m.



programmes through Gyan-Darshan, Public awareness, Means of population control, Messages on family welfare, preservation of environment and ecological balance, measures for women welfare, children and under-privileged etc. It also promotes sports, artistic and cultural heritage of the country.

It is the only channel which has the widest reach with rich variety. Apart from Public Broadcast this is also an entertainment channel, which telecasts many popular tele-serials related to different subjects of social relevance.

For the first time, Doordarshan embarked upon a New Project called E-Court Project. This Launch was organized in various parts of the country w.e.f. 9<sup>th</sup> July, 2007. Prior to it as a run-up to main launch, Doordarshan mounted a programme covering the interviews of Chief Justice of the respective High Courts, Judges and Advocates. Doordarshan recorded and telecast interviews, panel discussions vox-pop of the Judges, judicial officers, Advocates of district level & high Court informing public at large the merit of implementation of the 1<sup>st</sup> phase of E-Court Project.

The Government of India commemorated the year 2007, as launch 150<sup>th</sup> Anniversary of India's 'First War of Independence' all over the country. The main function began at Meerut with 30000 marchers coming to Delhi. The functions were held at Red Fort covered by Doordarshan. A special function was also held at Central Hall of Parliament, New Delhi, celebrations of 60<sup>th</sup> Year of India's Independence and 100 years of launch of Satyagraha were covered extensively on Doordarshan.

United Nations General Assembly, adopted 2<sup>nd</sup> October, Gandhiji's birthday as International Day of Non-Violence. The Hon'ble UPA Chairperson Smt. Sonia Gandhi, addressed a special session of United Nations General Assembly at New York. Doordarshan produced a one hour film on Gandhiji from archival footage which was screened at UN.

In connection with Gurudev Rabindranath Tagore's epic, "GEETANJALI" was presented through programmes and its launch at GMC Balyogi Auditorium covered.

Many National and International events were also covered live in the year 2007, some of which are:

- Coverage of Elections of President of India, Vice President of India. By-Elections and State Legislative Elections.
- Live coverage of important events related to President of India, Prime Minister, Army Day' Parade, Defense Services, NCC Rally, Beating retreat etc.
- Coverage and presentation of forth-coming Parliamentary and State Legislative Elections.
- Various Sports events.
- Observance of Anniversaries, Festivals and National Events such as Republic Day Parade, Independence Day.
- Live Coverage of Parliament Sessions, (Question Hours) of Lok Sabha, Rajya Sabha activities.
- Coverage of central Budget, Railway Budget and reactions of the people.
- The service of National Channel is available in both terrestrial mode and DTH platform from 5.30 AM to 00.00 past mid-night and thereafter in satellite mode till next morning up to 5.30 AM.
- Doordarshan Partnership with Government Ministries, Departments & PSUs.
- Production of Classics from all over the country. Production by Eminent Directors/In-House.
- Optimum utilization of In-House talent, equipments, technical facilities and sources.
- Special drive for Kashmir related programme on DD-1.
- Special drive for North-East related programmes on DD-1.
- Narrow Casting/Agriculture Programme on DD-1.

### **Feature Films on Doordarshan**

Feature Films are high revenue generating entertainment property of Prasar Bharati. The gross revenue entered from the telecast of five Hindi feature films on Doordarshan's National Network is more than two crore per week. To make the telecast more attractive and better in terms of packaging and



marketing, Doordarshan has branded the feature films slot as "Friday Houseful" to show latest blockbusters, "Saturday Jubilee" to show super hit popular films, "Retrospective" to show films of eminent film makers/artists on Sunday, "Bioscope" to show old popular films in serialized manner from Monday to Wednesday.

Adhering to its commitment as a Public Broadcaster for promoting quality cinema, Doordarshan telecasts two national award winning regional films every month. The Swarna Kamal (Golden Lotus) and Rajat Kamal (Silver Lotus) award winning films are telecast on 2nd and 4th Sunday at 11.30 p.m..

New Film Guidelines 2007 have been introduced under which the Films will be procured centrally by Film Section for telecast on all the channels of Doordarshan under royalty category.

### Regional Language Satellite Channel and State Network

The Regional Language Satellite Services and Regional Stage Network Broadcast a wide spectrum of Programmes covering news and current affairs, developmental programmes, serials, documentaries and programmes on arts, culture, family welfare, sports, children, workers etc. to communicate with the people in their own languages/dialects. The programmes are produced in the Regional Kendras of the States and telecast on the following 11 Regional Language Satellite Channels from the Regional Kendras of respective States:

DD Malayalam	DD Saptagiri (Telugu)
DD Bangla	DD Chandana (Kannada)
DD Oriya	DD Sahyadri (Marathi)
DD Gujarati	DD Kashir (Kashmiri)
DD Punjabi	DD North-East
DD Podhigai (Tamil)	

The programmes of these Channels are also telecast in the Regional Window of DD-1 National between 3.00 pm and 8.00 pm.

The programmes telecast on Regional State Network cater to the people living in Hindi belt comprising UP,

Bihar, Jharkhand, Chhattisgarh, MP, Rajasthan, Haryana, Himachal Pradesh, Uttarakhand, Tripura and Mizoram. The programmes of this service are produced and broadcast from the capital Kendras of the respective States between 3.00 pm and 8.00 pm, which are relayed by all the ground transmitters of the State.

### DD News

News and Current Affairs programming forms an important component of the channel mix for a Public Service Broadcaster. For the last four years since its launch on November 3, 2003, Doordarshan News Channel has been fulfilling this role with a commitment to present news and current affairs with precision and speed away from sensationalism. The 24 hours news channel has been disseminating News, information and the programmes and policies of the Government, highlighting the objectives of governance and development.



Ever popular 'Krishi Darshan' programme is being recorded in a DDK Studio

The Channel has striven to provide viewers a balanced and objective coverage of day-to-day news and developments. The Bilingual channel in Hindi and English in its programming mix has been covering a wide canvas of issues dealing with Politics, Business, Sports, International news events, Parliament proceedings, Health issues and Science and Technology, etc.

Having the unique distinction of being the only terrestrial cum satellite news channel, DD News is the only channel



that reaches the non-cable, non-satellite homes which account for the major portion of the population. It is also the news channel with the largest reach in the country and has been consistently the market leader in all homes category.

The 24 Hour news wheel on an average week day, generates 16 hours of live bulletins in Hindi and English. In terms of number of bulletins, the channel carries 32 live bulletins, of which 17 originate in Hindi and 13 are in English. For the DD National channel two bulletins of fifteen minutes duration in Hindi and English are generated in the morning and evening by the Delhi News Room.

The Twenty four regional news units in the state capitals play an important role in feeding the news channel with the daily developments and contribute significantly to the overall coverage of news events across the nation. The DD News channel extensively uses visual coverage, live inputs from reporters and news capsules from these centers. Metro Scan, State Scan and Samachar Rajyon Se are the regional windows which showcases the developments from the states on the Doordarshan News channel.

Altogether the 24 RNU's telecast 87 bulletins per day in nineteen different languages. The duration of Kokborok bulletin from Agartala was increased from 5 minutes to 7 minutes 30 seconds and a 5 minutes daily bulletin in mizo was also started from Aizawl. DD News channel exclusively handles address to the Nation by Hon'ble President and Prime Minister. Special bulletins are made in Hindi and English on the proceedings of the Parliament, when the house is in session. The channel covered the foreign tours of the President and the Prime Minister and also the visits of the foreign dignitaries like President Vladimir Putin of Russia, and German Chancellor Angela Merkel, besides the SAARC summit.

Doordarshan News has also a news website [ddnews.gov.in](http://ddnews.gov.in) wherein the browsers can access to the latest news updates. The website also offers live Doordarshan News bulletins on the net and has registered good response from within and outside the country.

In this ever-changing vibrant medium, it has always

been the endeavor of Doordarshan News channel to constantly keep pace with the change and provide the best to the viewers. Hence it is proposed to bring in more of International news and present the Indian viewpoint through this channel.

### **DD-Sports**

A dedicated Indian Sports channel of Doordarshan was launched on 18<sup>th</sup> March 1999. The transmission of the channel was increased from 10 hours to 12 hours a day from April 25, 1999, and considering the popularity of the channel the transmission hours were extended to round the clock from June 2000. In just limited period of 7 years it is creditable that this channel has brought commendable programmes/coverage of sports events like:

1. Afro Asian Games
2. Athens Olympic Games
3. Melbourne Commonwealth Games
4. Doha Asian Games

For the coverage of above international mega sports events Prasar Bharati had deputed a very large contingent of production staff and given extensive coverage to Commonwealth Games Melbourne and Doha Asian Games.

Doordarshan made elaborate arrangements for the coverage of 33rd National Games held at Guwahati in February, 2007 & Military World Games 2007 held at Hyderabad.

In addition to this, during the period Doordarshan have given live coverage to the various sports events of National and International level.

Keeping in view the Public Service mandate of Prasar Bharati to promote sports, PB from time to time amended the 'Cash Outflow' principle in respect of the following:-

1. Armed & Para Military Forces
2. Games of Disabled
3. Educational and Cultural Institutions
4. Sports in rural area-National or Regional Level



5. Promotion of Women sports events.
6. Events held in remote area like J&K, North East States, Himachal Pradesh, Andaman & Nicobar and Lakshadweep Islands.

During the financial year 2007-08, a budget of Rs.37 crores have been earmarked for running DD Sports channel, which included payments of TV rights fees to various sports federations/sports agencies to acquire the requisite software.

### **DD Bharati**

DD Bharati Channel was launched on 26<sup>th</sup> January 2002. Now the channel has completed five years in January 2007. This channel has been telecasting programmes on Health, children, Art & Culture, Music, Dance, Travelogue and preserving the country's great heritage & values.

DD-Bharati has been telecasting Live events of Music & Dance and other functions from all across the country.

### **DD Urdu**

DD Urdu came into existence on the 15<sup>th</sup> of August, 2006 following a Government commitment made in the Parliament regarding launch of Urdu Channel.

The Channel is on air round-the-clock since 14.11.2007. The transmission features a mix of repeat and non-repeat, acquired and in-house software, which encapsulates heritage, culture, literature, information, education and societal issues specific to the target audience.

The channel at the moment shows just 8 hrs. of fresh programmes. With in-house programming and outsourcing in the pipeline, the variety is bound to broaden.

### **DD-India**

Doordarshan opened its windows to the world by launching its international channel on 14<sup>th</sup> March, 1995. The Channel, initially known as DD-World was renamed DD-India in 2002. The programme offers international

viewers an update on the Indian social, cultural, political and economic scene. DD-India was launched with a mission "to build bridges of communication with Indians living abroad and to showcase the real India, its culture, values, traditions, modernity, diversity, unity, agony and ecstasy to the entire world through programmes of high quality, that informs, educate and entertains people in the highest traditions of public service broadcasting."

DD-India carries news bulletins, features on topical events, entertainment programmes, feature films, music and dance, children's programmes, events and tourism. In addition to Hindi and English, programmes in Urdu, Punjabi, Telugu, Tamil, Kannada, Malayalam, Gujarati and Marathi form an essential ingredient of this international channel's.

DD-India is a round-the-clock channel which is uplinked from New Delhi and can be watched in 146 countries across the world through PAS - 9 and PAS -10 satellites.

The contents of DD-India is drawn from other channels of Doordarshan e.g., Hindi entertainment serials are taken from DD-I, classical music and dance programmes from DD-Bharati, News bulletins from DD-News and regional language news and programmes from Regional Language Satellite Channels. Since the primary target audience of DD-India is competitive with other available channels abroad and to make the channel attractive for the Indian Diaspora, the channel needs to be refurbished to serve their interests and needs.

To improve the quality of transmission on DD-India channel, DVC Pro 50 format have been added for play out.

The following are the countries all over the world where DD-India can be watched.

### **Asia (South-East Asia)**

Afghanistan, Bangladesh, Bhutan, Brunei, China (Partly), Cambodia, Hong Kong, Indonesia, Korea (South & North), Maldives, Malaysia, Micronesia, Mongolia, Myanmar, Japan, Laos, Nepal, Palau, Papua New Guinea, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam.



## CIS

Albania, Armenia, Azerbaijan, Belarus, Croatia, Georgia, Estonia, Kazakhstan, Kirgistan, Latvia, Macedonia, Moldova, Czech Republic, Romania, Russian Federation, Slovakia, Slovenia, Tajikistan, Turkmenistan, Ukraine, Yugoslavia.

## West Asia

Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Palestine, Saudi Arabia, Syria, Turkey, UAE, Yemen.

## Africa

Angola, Algeria, Benin, Burkina Faso, Burundi, Botswana, Cameroon, Central African Republic, Chad, Congo, Cote d'Ivoire, Djibouti, Egypt, Eritrea, Ethiopia, Gabon, Ghana, Guinea, Equatorial Guinea, Guinea Bissau, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Morocco, Mauritius, Mauritania, Mozambique, Namibia, Nigeria, Niger, Rwandese Republic, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Swaziland, Sudan, Tanzania, Togo, Zaire, Zambia, Zimbabwe.

## Europe

Austria, Belgium, Cyprus, Denmark, France, Finland, Greece, Germany, Hungary, Ireland, Italy, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Norway, Netherlands, Poland, Portugal, Sweden, Switzerland, United Kingdom.

## Others

Australia, United States of America, Canada, Mexico.

## DD Direct Plus

Doordarshan entered the new era of satellite broadcasting, when the Prime Minister, Dr. Manmohan Singh launched the DD Direct Plus DTH service on 16th December, 2004. DD Direct Plus is India's first and the only free DTH service initially offering 36 TV channels and 20 Radio channels. Also, known as Ku-band transmission, DD Direct Plus, is the cost effective alternative compared to terrestrial expansion through HPTs and LPTs, for attaining near 100% TV coverage in the country. Towards this end, Doordarshan has also distributed dish antenna and set-top boxes free to community organizations in far flung and remote areas of North Eastern States, Jammu & Kashmir, Rajasthan, Madhya Pradesh etc. The market response to DD Direct Plus has been encouraging and within a short span of time DD Direct Plus gained two-thirds market share of DTH in India. Direct to home satellite broadcasting or DTH is the distribution of television signals from high powered geostationary satellites to dish antennas and satellite receivers in homes across the country. The service, which can be received through a small dish antenna of 45 to 60 cms diameter ensures crystal clear audio-visual reception. Also, DTH does not require any cable connection, as the user is directly connected with the service provider. Presently DD Direct plus has 40 TV channels and 20 radio channels and there is plan to increase the number of TV channels to 100 in its bouquet.

## List of Channels on DD Direct Plus

DD channels	Private Channels	Radio Channels
DD1 National	Star Utsava	AIR Hindi
DD News	Kairali TV	AIR Bengali
DD Sports	MH-1(Hindi Music)	AIR Telugu
DD Bharati	9 IMX M	AIR Marathi
DD India	Jai Hind TV	AIR Tamil
DD Lok Sabha	Enter 10 channel	AIR Punjabi
DD Rajya Sabha	PTC News (Punjabi)	AIR Gujarati



DD channels	Private Channels	Radio Channels
DD Malayalam	Time TV (Hindi)	AIR Kannada
DD Bengali	Total TV (Hindi)	AIR North East Service
DD Oriya	WIN TV (Tamil)	Vividh Bharati
DD Gujarati	IGNOU-I (Gyan Darshan)	FM Gold (Delhi)
DD Punjabi	Music India (Hindi)	FM Rainbow (Delhi)
DD North East	Aastha TV (Hindi-Spiritual)	FM Rainbow(Chennai)
DD Podhigai (Tamil)	IGNOU-II	FM Rainbow(Mumbai)
DD Saptagiri (Telugu)	Kalaingar TV(Tamil)	FM Rainbow(Bangaluru)
DD Chandana (Kannada)	MEGA TV (Tamil)	AIR Urdu
DD Sahyadri (Marathi)	Makkal (Tamil)	AIR Oriya
DD Kashir (Kashmiri)	ETC (HINDI-MUSIC)	AIR Malayalam
DD Urdu	Zee Jagran (Hindi spiritual)	AIR Assamese
DD Gyan Darshan	Smile TV	FM Gold (Mumbai)

### Special package for North-East Region

The North-East Region is the Home Land of a number of small ethnic groups, with different languages, dialects, religious beliefs, customs and traditions.

Doordarshan plays a crucial role for introduction, development and preservation of the cultural heritage of the people of this region. Within a very short span of some years, Doordarshan Network in the North-East Region has expanded quite a lot. There are 11(eleven) Programme Production Centers namely PPC (NE), Doordarshan Guwahati, DDK Dibrugarh, DDK Silchar, DDK Shillong, DDK Tura, DDK Itanagar, DDK Kohima, DDK Imphal, DDK Aizwal and DDK Agartala in the North-East and about 133 transmitters (HPT, LPT, VLPT). The Programme Production Center (PPC)NE was commissioned at Guwahati on 1st November 1990 as the North-East Regional Satellite Service for seven states in the North-East. Today, we have round the clock transmission of North-East Regional Satellite Service. This service is unlinked through Earth-Station of PPC (NE), Doordarshan Guwahati. The North-East Regional Service covers approximately 92 to 93% by population. Sikkim state has also become a part of this North-East service now. The North-East channels is relayed by 8(eight) States in

North-East. All the Kendra are contributing programmes to PPC (NE), Doordarshan Guwahati for 24 hour North-East Satellite service.

The Kendras in North-East telecast a number of Special Audience Programmes and general programmes including Live Phone-in Programme, which have become very popular with viewers. Four Kendras in North-East telecast Regional News and the same are DDK Guwahati, DDK Aizawl and DDK Kohima. North East News in English is telecast from 7.15 PM for a duration of 15 minutes and relayed by all Kendras in North East. DDK, Agartala telecasts news in Bengali and Kokborok.

Doordarshan promotes the following works undertaken for the Development of North Eastern Region.

1. The face of the socio economic development.
2. Efforts of Central/State Government for the balanced development of North-Eastern Region.
3. Speeding up industrialization of North Eastern Region.
4. Anti militancy programmes and insurgency in North East.
5. Work undertaken to expand infrastructure.



6. Programmes on special economic package for North Eastern Region.
7. Programmes on integrity of North Eastern Region states with other states of India.
8. Programmes to project the aspirations, needs and sensitivities of the people of North Eastern Region.
9. Programmes to raise the income level of rural families of North Eastern Region by harnessing the vast potential of the region in the field of agriculture, horticulture, medicinal and aromatic herbs, bamboo, water resources, power resources and minerals.
10. Programmes to reduce the isolation and to increase much needed physical and psychological integration of North Eastern Region.
11. Programmes to develop tourism, horticulture, food processing and other sectors where the region has a natural advantage.

PPC(NE), Doordarshan Guwahati and also other Kendras in the North-East Region under special package for North East from time to time telecast Programmes under Commissioned Category. These Programmes on different subjects are allotted to Private Producers of North-East Region. In the year 2007-08 commissioning of programmes has been undertaken in almost all the Kendras of North Eastern Region.

### **DD-Commercial**

DD-Commercial Service is responsible for booking advertisements of goods and services on Doordarshan. Booking of advertisement are normally accepted through accredited and registered agencies and also directly on advance payment without agency commission. During the year 2007-08 up to November 2007 it earned Rs. 428.62 crore.

### **Development Communication Division**

Continuing with its endeavor to achieve two parallel but critical goals of Prasar Bharati, Development Communication Division established in Doordarshan in March 2001, caters to the communication needs of Government Ministries, Departments and PSUs as a single window facility for marketing of Doordarshan airtime and production capabilities. The division provides consultancy and customized media planning, produces

programmes at countrywide stations in regional languages and provides feedback and research survey to the clients.

During 2007 (up to 30th Nov' 07) DCD launched major campaigns on National Rural Health Mission, Sarva Shiksha Abhiyan, Food & Nutrition, Water Resources, Consumer Affairs, Environment and Forest, National Pharmaceutical Pricing, Income Tax & National Disaster Management, Railways, Overseas Indian Affairs, Labour & Employment, Development of North East Region, National Food & Security Mission, Incredible India campaign and on various Public Health issues. Country wide coverage of Red Ribbon Express, beginning with a live relay of its launch has been undertaken by Dev. Com. Division. This forms a part of Doordarshan's continuing endeavor to provide leadership in HIV/AIDS communication, also as a part of Global Media AIDS initiative.

Doordarshan, at Dev. Com. Division, has a long standing partnership with MOH&FW for their Flagship campaign, the country's longest running health series Kalyani. Upon encouraging response from the field about the impact of this campaign the Ministry has extended the project in 6th year with Doordarshan's in-house production and telecast at 21 Kendras. An MOU to that effect was signed between CEO Prasar Bharati and Secretary MOH&FW in October'07.

Another collaboration underway is with UNICEF for a Prime Time Soap on various Public Health issues "Kyunki Jeena Isi Ka Naam Hai".

During the current financial year 2007-08 (till 30th Nov'07) DCD has generated Rs. 1,51,27,96,527/- revenue with an increase of 10.25% over the revenue generated during corresponding period in the financial year 2006-07. Last year this division contributed 26% of Doordarshan's total revenue.

### **Narrowcasting**

With a view to provide area-specific information on agriculture, a pilot project was started by Doordarshan in 2002 and was implemented through 11 transmitters across the country on 18 States. Following the successful implementation of this concept of 'Narrowcasting', demand was created for further spreading of this concept in other parts of the country and, accordingly, a proposal was sent to the planning



Commission, through the Ministry of Agriculture, Govt. of India. The Centrally sponsored project "Mass Media Support to Agriculture Extension" was approved and introduced in January 2004 on being inaugurated by then Prime Minister of India. The Project is now being implemented in a three-tier mode.

### Central Commissioning Unit

CCU is acquiring and procuring software on a variety of subjects for telecast on Doordarshan Channels. CCU has continued the project for production of literary programmes of archival value titled Indian Classics. During the year 360 half an hour episodes in eleven languages have been commissioned under this scheme. Eminent producers like, Gulzar, Sai Paranjpe, M.S. Sathyu, Tanuja Chandra, Aziz Mirza, Parikshit Sahnii and Buddadev Dasgupta etc. have been assigned programmes.

The Indian Classics Programmes under the title "Katha Sarita" is being telecast at 21.30 hours every Monday on DD-I. Indian Classics Festivals have been organized in Delhi, Bhopal, Thiruvananthapuram, Hyderabad and Srinagar. The programmes have attracted good viewership and are meeting the software requirement of DD, DD Bharati, DD India, DD Urdu and Regional Channels.

### Self Finance Commissioning (SFC)

Self Finance Commissioning (SFC) Scheme is new venture of Doordarshan under which outside producer shall produce the programme at his own risk and cost and on the selection of the programme by DD, the later would market and telecast it and pay the producer for his services (i.e. production) after a specified period of time. This scheme is introduced to replace the sponsored programmes.

This scheme was started in the month of June 2005, when on going sponsored programmes-'Ye Hawayein', 'Karan-The Detective', Dil Hai Phir Bhi Hindustani', 'Aap Beeti', 'Main Banoogi Miss India' and Hari Mirchi Lal Mirchi' joined as SFC programmes and since then the outcome of the scheme is very encouraging.

To attract a high quality programme, DD has a provision of incentive to the producers in case of above the bench mark TRP, and deduction also, in case of below the bench TRP. This formula has worked very well and DD is getting quality programmes and high revenue, both.

### Marketing Division

In an effort to step up in-house marketing, Prasar Bharati has set up marketing divisions in major cities. The first Marketing Division was established in Mumbai. At present marketing divisions are also functional at New Delhi, Kolkata, Chennai, Hyderabad, Bangaluru, Thiruvananthapuram, Guwahati & Kochi. The marketing divisions located in Mumbai, Delhi, Kolkata and Chennai are designated as Zonal hubs. A single window facility for all the channels of All India Radio & Doordarshan, these Divisions cater to all the needs of advertising.

In order to enhance revenue and to create more in-house property, Doordarshan has launched a new concept called the SFC scheme i.e. self financing commissioned programmes. The entire scheme has been designed on professional lines in keeping with the market trend and benchmarking the software on the TRP deliveries. Due to the variety of software mounted under this scheme, Doordarshan has been able to tie up with the advertisers for most of its game shows and programmes right from the launch of the programmes 'Wheel Smart Shrimati', 'Close up Music Masti Dhoom', 'Taaza Khelo Gao Jeeto', 'Colgate Muskurahatein', 'Babool Superhit Muqabala' are examples in which we have been able to bring in brand support on a common platform. Having a monitoring mechanism and complete control over these programmes, this scheme is proving to be a profitable proposition for marketing divisions.

There is future vision to establish more marketing cells to market channel's specific programmes. This will supplement the marketing effort of Marketing Divisions. In this process of revenue generation, efforts are also being evolved to exploit DTH DD Direct Plus Platform. Also there is a plan to mount need based research to understand the changing needs and requirements of clients and audience.

### DD ARCHIVES

Doordarshan Archives reinvented itself in 2003 with a new approach and prepared itself to meet the challenges of Audio Visual Digital World.

The traditional job of cataloguing, preserving and dissemination was galvanized to keep pace with the new technological demands.



Doordarshan Central Archives is presently involved in the following activities

1. To take stock of legacy format tapes and to digitize them in DVC pro
2. Acquiring Content lying in Kendras in legacy formats for digitization.
3. Improving Storage Conditions.
4. Retrieval and Metadata.
5. Classification and categorization of programmes.
6. Cleaning of tapes.
7. Restoration of content.

### High Points of Doordarshan Archives

DVD Project: Since 9th January 2003 when the first set of VCDs was launched, DD-Archives has produced 80 DVDs, the most prestigious being 'Bharat Ek Khoj' which is waiting to be released.

Language Dubbing: Central Archives has under taken language dubbing of series and serials stored in the Archives for telecasting in the regional services and also to provide language option in our Broadband project. Recently we have dubbed 'Aisa Hi Hota Hai' a Science serial for students in 11 languages. The classics which have been produced in various language are being dubbed in Hindi. This has enriched our software bank.

The language versions also will be used as interactive sound tracks in DVD. 'Godan' of Premchand directed by Gulzar, is being released with 8 languages tracks in DVD format for sale.

### Service Provided by Archives

- Archives is selling footage to Broadcasting organizations and individuals as per the rate card approved by DG Doordarshan.
- Archives is also providing programmes to Urdu Channel, DD India and DD Bharati on regular basis.
- Archives is digitizing programmes from various legacy tapes for telecast as per the request from Regional as well as National Channels. Archives

also provides dubbing facility for repurposing and repackaging.

- Doordarshan Archives borrows facilities from DDK-Delhi and creates fresh software, which have priceless cultural content and long shelf life. These programmes are offered to DD-Bharati and DD-India for telecast. The artists are selected on the basis of their long-standing contribution in their chosen field of performance. It is also involved in documenting rare art forms.

In addition, recording of veteran artists and packaging the programmes are done under the title 'Great Masters'.

### International Relations

IR section deals in Cultural Exchange Programme (CEP) activities with 30 countries. Correspondences are being dealt directly with Ministry of Information and Broadcasting & Ministry of External Affairs and liaison with corresponding countries and embassies.

Arranges Meeting on the visit of Delegates from foreign countries in connection with CEP & co-production and arranges their visits to Kendra studios. We have received delegations led by Ministers and Director-Generals of Broadcasting and television organization from China, Japan, Tanzania, Ethiopia, and Sri Lanka.

The above delegations have interacted with our CEO and DG on matters of programme exchange, training of personnel, workshops and other related issues.

DD has participated in various competitions for programmes in various countries and won awards at ABU Malaysia, and Tehran( Iran).

### Hindi Section

A separate Hindi section is functioning in the Directorate for the implementation of the Official Language policy of the Union. This Section is headed by an Assistant Director(OL) who is assisted by four translators.

### Media Initiatives

Doordarshan has an active Public Relations Division which undertakes Media and Publicity Activities on a regular basis. All forms of communication- Advertising, Direct Mailers, Press Releases etc. are used in publicizing the programmes and activities of Doordarshan. Special





Inauguration of DVB-H (Mobile H) Pilot Project from DDK Delhi Studios

Advertising Initiatives were launched to publicize Geetanjali - a Tribute to Tagore, DTH, Pilot Project DVB-H Mobile TV, Release of DVDs on Swarajnama and Gandhiji, TVR and Reach of Doordarshan on Indo-Pak Cricket Series etc. Illuminative Bill Boards were installed in the boundary wall of Doordarshan to publicize Doordarshan Programmes. PR Divisions, similar to one at the Headquarters have been set up in the Regional Doordarshan Kendras to undertake media and publicity initiatives.

### DD Awards

To encourage Doordarshan's in-house talent, Doordarshan Annual Awards are given since 2001 to the best programmes of the year, telecast during each calendar year. The scheme includes total 34 categories with 26 programme categories, 5 Engineering categories, two individual awards and one best Kendras Award with cash money of Rs. 25,000/- per Award. The ratio of distributing the Award money is 60% + 40% (i.e. 60% for producer and 40% for crew members)

In 2006, the category of Best Sponsored Programme was changed into Best Self Finance Scheme Programme. This year Doordarshan held its 6th Doordarshan Annual Awards ceremony at DDK-Jalandhar. The Awards were distributed in 44 categories; Ten DG's Special Awards were also given for excellent work in different fields of Doordarshan. In the year 2006 the telecast of Award ceremony earned Rs. 1.12 crore against the expenditure of Rs.25 lakh.

This year 2007 DD Award Section included one more Award (Best Dance/Dance Drama/Dance Ballet and total awards were given in 49 categories. This year the final presentation of Doordarshan Annual Award will

be staged in Mumbai on 1st February 2008 and a good revenue out of this programme is expected.

### Audience Research:

The Audience Research Unit of Doordarshan with its 19 Field Units located with Doordarshan Kendras all over the Country, is involved in Research Studies on various aspects of Broadcasting since 1976. The Field Units are located at Ranchi, Jaipur, Delhi, Ahmedabad, Nagpur, Chennai, Bangalore, Lucknow, Hyderabad, Bhubneshwar, Bhopal, Kolkata, Guwahati, Mumbai, Gorakhpur, Rajkot, Jalandhar, Thiruvananthapuram, and Srinagar. The Unit is manned by professional Researchers headed by Director Audience Research at the Directorate.

During the year 2007-08 the Audience Research Unit continued to conduct:

- DART Rating through panel diaries.
- Regular Feedback on Agriculture Programme under the Mass Media Support to Agriculture Extension funded by Ministry of Agriculture.
- Analysis and Reporting of TAM TVR on weekly basis.

Besides this, the Unit's other contributions are:

- Prepared Draft Material for the Annual Report of Prasar Bharati and Ministry of I&B for the year 2006-07 and 2007-08 respectively .
- Annual Report of Doordarshan 2006-07 under preparation.
- Conducted viewership survey on DD-Direct Plus at 18 places across the Country.
- Conducted Survey on the impact of Doordarshan's programmes on the tribes of Maharashtra.
- Conducted TV Viewership Survey in Jammu & Kashmir Region to assess the impact of CPG programmes.

Data of Viewership survey on DD-Direct Plus is under compilation to give countrywide projection of viewership. Planning is being made to revamp the DART Study by increasing and restructuring its sample and use latest software and internet for quick reporting of programme rating.



## Annexure-I

## Doordarshan Network (as on 01.12.2007)

Sl. No.	State /UT	Studios	National Channel (DD 1) Trs.					News Channel (DD News) Trs.				DD 1 Trs. relaying Regional channel (RLS)			
			HPTs	LPTs	VLPTs	Trp	TOTAL	HPTs	LPTs	VLPTs	TOTAL	HPTs	LPTs	VLPTs	TOTAL
1	Andhra Pradesh	3	9	75	0	1	85	4	6	0	10	0	0	10	10
2	Arunachal Pradesh	1	1	3	39	1	44	1	0	0	1	0	0	0	0
3	Assam	4	4	20	1	1	26	2	1	0	3	0	0	0	0
4	Bihar	2	3	33	2	0	38	2	2	0	4	0	0	0	0
5	Chhattisgarh	2	3	16	8	0	27	1	0	0	1	0	0	0	0
6	Goa	1	1	0	0	0	1	1	0	0	1	0	0	0	0
7	Gujarat	2	7	51	0	0	58	4	3	0	7	0	0	3	3
8	Haryana	1	2	13	0	0	15	1	7	0	8	0	0	0	0
9	Himachal Pradesh	1	2	8	39	2	51	2	1	0	3	0	0	0	0
10	Jammu & Kashmir	4	10	7	69	1	87	5	3	0	8	4	8	18	30
11	Jharkhand	2	3	17	2	0	22	2	2	1	5	0	0	0	0
12	Karnataka	2	8	47	0	0	55	4	2	0	6	0	0	7	7
13	Kerala	3	4	20	0	0	24	3	2	0	5	0	0	4	4
14	Madhya Pradesh	3	7	62	5	0	74	4	0	0	4	0	0	0	0
15	Maharashtra	3	8	79	0	0	87	5	10	0	15	0	0	20	20
16	Manipur	1	2	1	4	0	7	1	0	0	1	0	0	0	0
17	Meghalaya	2	2	3	2	1	8	2	0	0	2	0	0	0	0
18	Mizoram	1	2	1	2	1	6	1	1	0	2	0	0	0	0
19	Nagaland	1	2	2	6	2	12	1	1	0	2	0	0	0	0
20	Orissa	3	5	62	0	1	68	2	7	2	11	0	0	16	16
21	Punjab	2	4	5	0	1	10	3	0	0	3	0	0	0	0
22	Rajasthan	1	7	65	17	2	91	4	4	0	8	0	0	0	0
23	Sikkim	1	1	0	6	0	7	1	0	0	1	0	0	0	0
24	Tamil Nadu	3	6	44	0	1	51	2	9	0	11	1	0	7	8
25	Tripura	1	1	5	1	1	8	1	1	0	2	0	0	0	0
26	Uttar Pradesh	7	11	52	3	0	66	7	10	1	18	0	0	0	0
27	Uttarakhand	1	1	15	33	2	51	1	2	0	3	0	0	0	0
28	West Bengal	3	8	19	0	0	27	4	2	0	6	1	0	1	2
29	A.&N. Islands	1	0	2	11	0	13	0	2	0	2	0	0	0	0
30	Chandigarh	1	0	1	0	0	1	0	0	0	0	0	0	0	0
31	Dadra & Nagar Haveli	0	0	1	0	0	1	0	0	0	0	0	0	0	0
32	Daman & Diu	0	0	2	0	0	2	0	0	0	0	0	0	0	0
33	Delhi	2	1	0	0	0	1	1	0	0	1	0	0	0	0
34	Lakshadweep Islands	0	0	1	1	0	2	0	0	1	1	0	0	7	7
35	Puducheri	1	1	1	1	0	3	0	1	0	1	0	0	1	1
	Total	66	126	733	252	18	1129	72	79	5	156	6	8	94	108

**Note 1.**-In addition to the above transmitters, 4 digital transmitters at metros are in operation.

Total No. of transmitters 1397



## Annexure-II

## Doordarshan Coverage in States / UTs (as on 01.12.2007)

S.NO.	STATE/UT	DD1 channel		DD News channel	
		% Area	% Population	% Area	% Population
1	Andhra Pradesh	82.7	89.7	12.4	28.7
2	Arunachal Pradesh	18.4	56.5	5.8	21.6
3	Assam	81.1	85.4	40.1	47.6
4	Bihar	93.4	93.4	24	38.5
5	Chhattisgarh	69.2	79.5	11.4	22.5
6	Goa	99.9	99.9	62.2	69.5
7	Gujarat	93.3	96.9	15.9	42.1
8	Haryana	99.9	99.9	82.5	89.1
9	Himachal Pradesh	43.2	67.4	12	18.5
10	Jharkhand	96.7	97.4	15.7	23.4
11	Jammu & Kashmir	62.3	95	22.4	74.4
12	Karnataka	76.2	82.4	23.7	35.2
13	Kerala	99.1	99.2	56.5	90.3
14	Madhya Pradesh	78.1	79.2	19.9	37
15	Maharashtra	82.9	91.9	25.6	52.4
16	Manipur	40.6	69.8	25.2	58.7
17	Meghalaya	95.1	97.8	37.5	49.7
18	Mizoram	71.3	75.2	24.5	63.7
19	Nagaland	71.5	72.4	29.6	46.5
20	Orissa	88.7	93.3	12.4	25.3
21	Punjab	99.9	99.9	73.5	73.4
22	Rajasthan	77.4	80.8	18.6	41.7
23	Sikkim	80.4	95.7	58.6	70.6
24	Tamil Nadu	95.8	95.8	40.2	47.3
25	Tripura	93.5	93.5	72.2	78.4
26	Uttar Pradesh	90.5	96.4	47.6	60.3
27	Uttarakhand	57.4	81.4	12.2	32.4
28	West Bengal	97.7	97.9	55.2	64.6
29	A. & N. Islands	27.4	97.7	1.8	30.4
30	Chandigarh	99.9	99.9	99.9	99.9
31	Dadra & Nagar Haveli	65.2	65	-	-
32	Daman & Diu	99.9	99.9	-	-
33	Delhi	99.9	99.9	99.9	99.9
34	Lakshadweep Islands	99.5	99.5	13.2	16.7
35	Puducheri	99.9	99.9	51.1	71.5
	National Average	80.7	91.8	25.5	49.1

## NOTE:

- 1 Coverage figures are inclusive of fringe areas (elevated antennae & boosters are required for obtaining reception in fringe areas.)
- 2 Terrain conditions not taken into consideration.
- 3 99.9% coverage has been indicated in respect of those States/UTs entire area/population of which lies in the coverage zone of existing/proposed transmitters. There is possibility of certain uncovered pockets in these States/UTs due to shadow areas.



## BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED (BECIL)

### Introduction

With the opening of broadcasting sector after the gulf war, Indian companies also felt the need to broadcast via satellite. These companies needed an expert agency to advise them in the field of broadcasting. Such expertise was, then, only available with AIR and Doordarshan. The Ministry of Information and Broadcasting decided to incorporate one such agency for this purpose and thus BECIL was formed

BECIL is a profit making PSE, established on 24th March 1995. It is now a well established consultancy agency, system integrator and turnkey solution provider in all the spheres of Broadcast Engineering. It also undertakes operation and maintenance of various types of broadcast systems. Its client list includes

Government, Semi Government, Overseas and Private organizations.

### 2. Mission

To play a pivotal role in growth of Radio and Television Broadcasting through Terrestrial, Cable and Satellite Transmission in India and abroad and achieve excellence.

### 3. Objective

1. To enhance the present share in the market by providing specialized and customized solutions to a wider range of clients.
2. Providing technical Consultancy to Ministry of Information & Broadcasting for their objectives.
3. To explore new avenues in other allied areas.



The CMD of BECIL Sh. Harkesh Gupta presenting a dividend cheque to the Union Minister for Information & Broadcasting and Parliamentary Affairs Shri Priya Ranjan Dasmunsi in New Delhi on 7 November 2007. The Secretary, Ministry of Information and Broadcasting Smt. Asha Swarup is also seen.



4. Explore the opportunities in overseas market on a continual basis.
5. Conduct market Research & Product Development.
6. Establishment of satellite uplink & downlink systems for TV channels & also for Distance Education.
7. Establishing and Maintenance of Operation of Broadcasting centres.
8. Constantly endeavor to enhance customer satisfaction through services.

#### 4. Areas & Modes Of Operations

- Areas of Operation
  - Broadcasting
  - Information Technology
  - Technical inputs to Ministry of Information & Broadcasting
- Modes of Operations
  - Consultancy
  - Turnkey Solutions
  - Integration
  - Deposit Work
  - Sales
  - Development of Sub-Systems
  - Placement of Broadcast Professionals
  - Operation & Maintenance

#### 5. Areas Of Specialization

- FM Broadcasting
- Establishment of TV Channels
- Installation of Teleports
- Design of Digital Newsroom Systems
- Direct to Home (DTH) system
- Cable Head-End systems
- Distance Education Systems through Satellite
- Community Radio Stations
- Acoustics, Stage lighting, sound reinforcement system

#### 6. BECIL - Management & Organisation

The Board of Directors comprises of full-time Chairman & Managing Director, whole time Director Operations & Marketing and four to seven part time Directors nominated by the Government of India. At present,

there are two Government nominee directors in the Board. Below Board level includes two posts of Joint General Managers, One Manager Marketing, One Dy. Manager (Finance) & One Junior Manager (Finance). The Technical Work is further assigned to Consultants and Project Managers hired on contract basis.

Chairman & Managing Director : Shri Harkesh Gupta

Full Time Director : Vacant

Government : Smt. Zohra Chatterji, Jt.

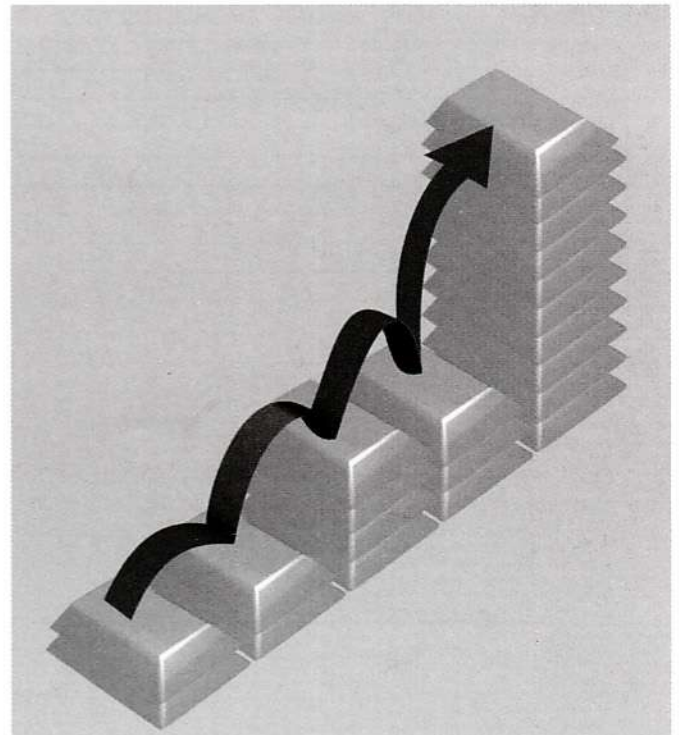
Nominee Directors Secretary, Min. I&B

: Smt. Kavita Pandey, Director (Finance), Min I&B

#### 7. Financial Highlights

##### Share Capital

The BECIL was incorporated with authorized Capital of Rs. 250 Lakhs. The paid up equity has increased from Rs 25 Lakhs for the year 1995-96 to 136.5 Lakhs. At present Central Government of India is holding 100% Equity Share Capital.



During the year 2006-07 Profit Before Tax of the company has increased by 347.86% from Rs. 227.95 to Rs. 792.95 Lakhs and the turnover including deposit work has increased by 313.03% to Rs. 9,867.84 Lakhs.

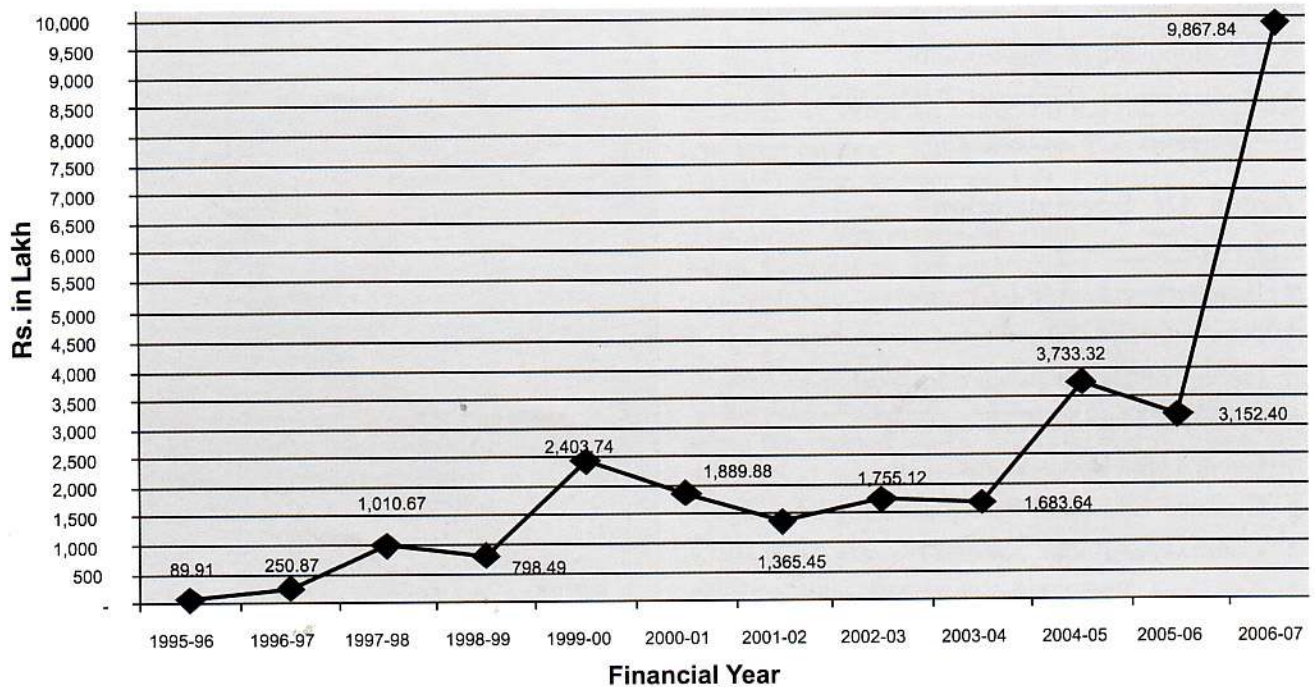


## Summarized Financial Performance

(Rs. in Lakhs)

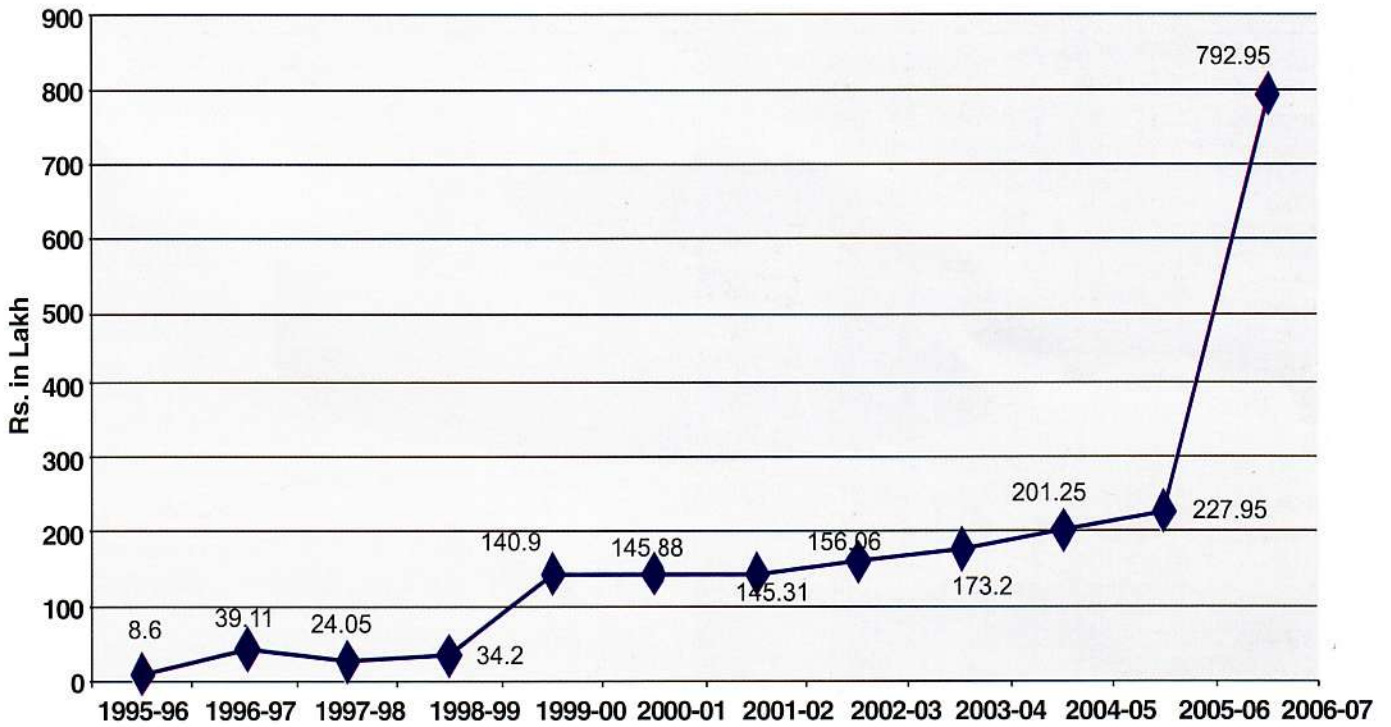
Detail	1998-99	1999-2000	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07
Paid up Equity	36.50	36.50	36.50	136.50	136.50	136.50	136.50	136.50	136.50
Turnover (incl Deposit Work)	798.49	2,403.74	1,889.88	1,365.45	1,755.12	1,683.64	3,773.32	3,152.40	9,867.84
Gross Profit	34.20	140.90	145.88	145.31	156.06	173.20	201.25	227.95	792.95
Net Profit	24.60	85.96	87.96	88.76	97.96	108.62	130.14	139.13	361.73
Dividend	7.30	18.25	18.25	27.30	27.30	27.30	27.30	27.30	104.23
Reserves & Surplus	44.31	99.16	167.01	227.90	287.10	364.81	464.03	572.03	811.81
Capital Employed	80.81	135.66	303.51	364.40	423.60	501.31	600.53	708.52	948.31
Networth	77.46	135.13	303.08	364.08	423.39	500.41	599.97	698.21	939.41

## Business Turnover

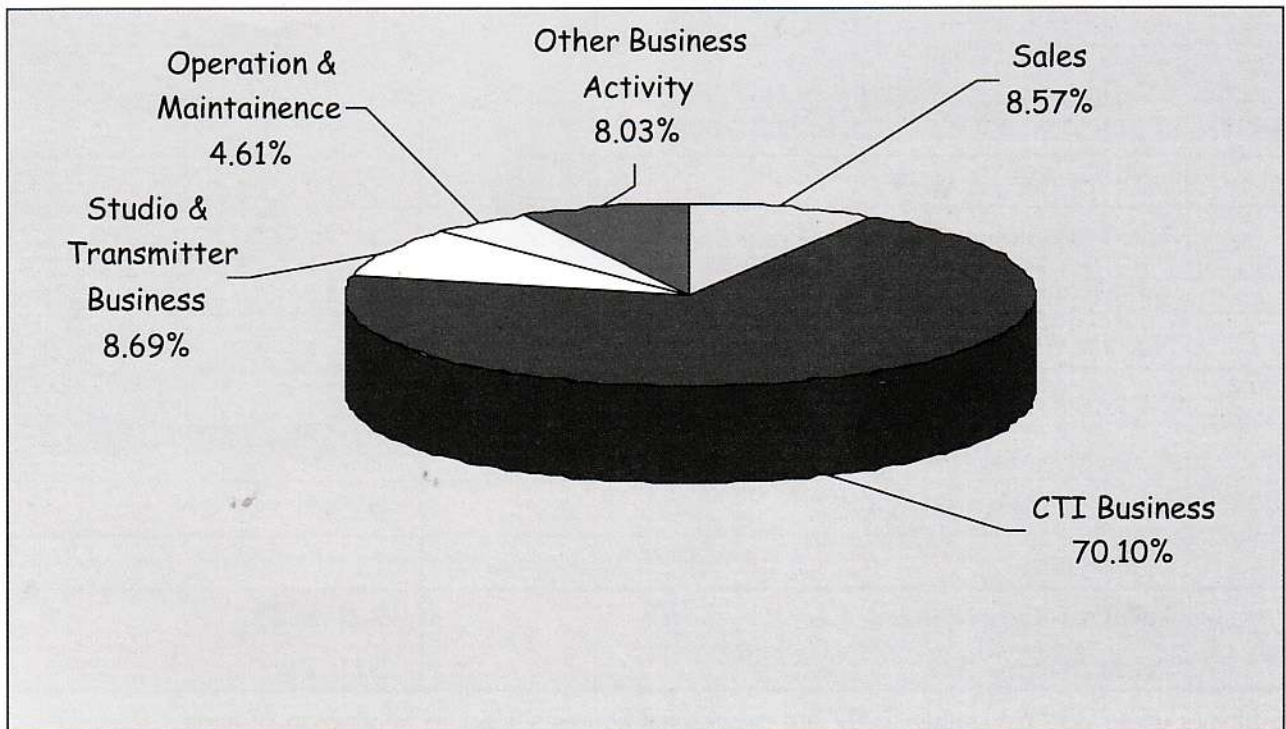




**Profit Before Tax**

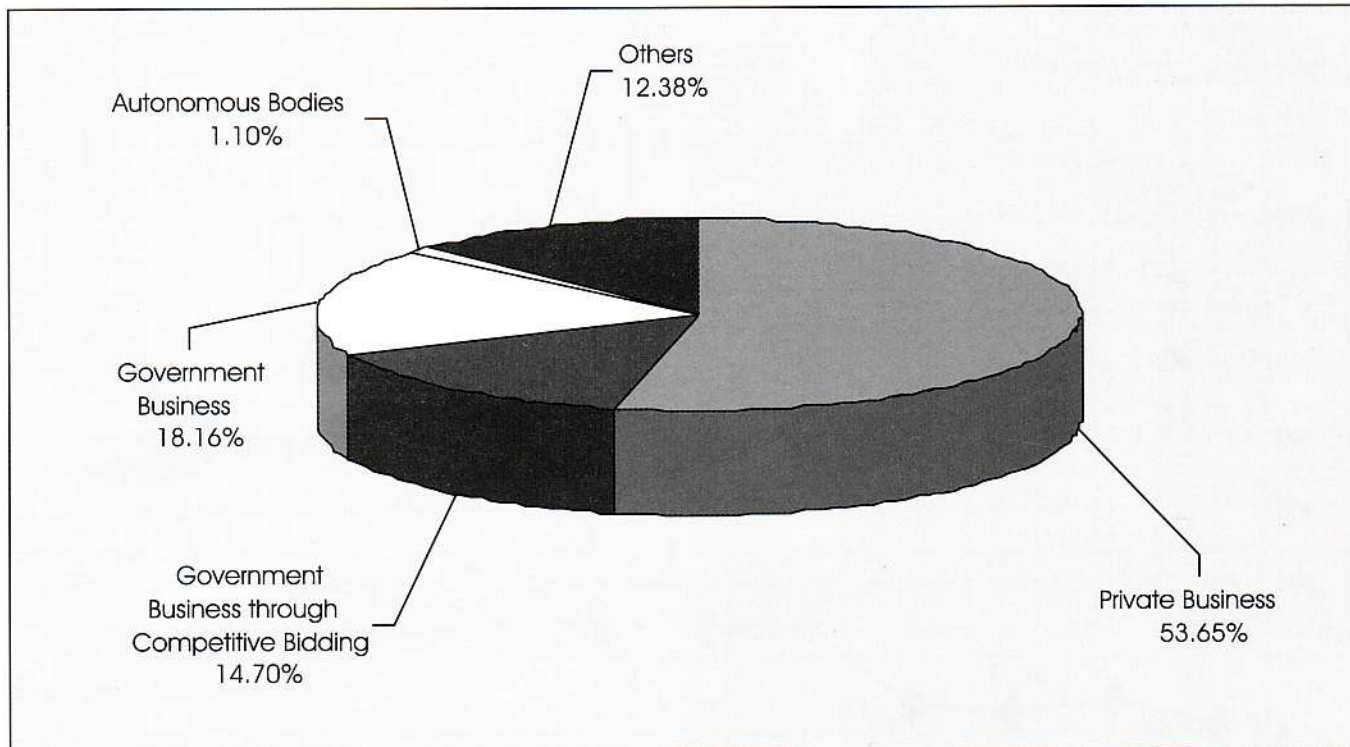


**Margin of Profit from Various Activities**





## Sector wise Details of Business

The Business Turnover upto 30<sup>th</sup> November 2007

(Rs in Lakhs)

S.No.	Income	Upto 30 <sup>th</sup> November 2007
1	Sales	Rs 1,048.90
2	Consultancy Income	Rs 602.38
3	Other Income	Rs 512.35
4	Value of Deposit Work	Rs 6,000.00
	<b>Total Business Turnover Including Deposit Work</b>	<b>Rs 8,163.63</b>
	Expenditure	
5	Material Cost (Including Material Cost for Deposit Work)	6909.45
6	Job Work	48.57
7	Administrative Expenses	665.08
8	Selling & Publicity Expenses	10.20
9	Depreciation	15.13
	<b>Total of Expenditure</b>	<b>7,648.43</b>
	<b>Profit Before Tax</b>	<b>515.20</b>

The figures up to 30<sup>th</sup> November 2007 are provisional figures subject to finalization of audit.



### Business Activity

The activity of the company has increased many folds as compared to previous years. In FM Radio sector, the company has been entrusted business worth Rs 183 Crores for bringing up to CTI in 87 Cities involving 245 Channels. Re-auction process for 93 vacant channels and 4 new channels in Dehradun has also been initiated by Ministry of Information & Broadcasting and this additional work would also be entrusted to BECIL. Upto November 2007 a total of 150 Private FM Radio Channels have been operationalised.

Besides CTI projects, company have its share in the Studio system for FM Channels.

The company has established digital Studios for various Private FM Broadcasters.

### High Definition TV Set up for Lok Sabha

BECIL has established High Definition Studio for Lok Sabha Secretariat and carried out Replacement of Robotic Cameras Set up in the Lok Sabha Chamber for Live telecast of the House Proceeding. The new set ups is in HD format.



A High Definition TV Set up for Lok Sabha

BECIL has Supplied and erected 3 No. of FM Towers for All India Radio. During the year BECIL has erected new FM towers at Delhi, Chennai & Hyderabad for Ministry of Information & Broadcasting.



Multimedia Studio at Rashtrapati Bhawan



A Private FM Studio

BECIL has also established Multimedia Studio for Rastrapati Bhawan.

BECIL is executing three Projects in Afghanistan for the Ministry of External Affairs for augmentation of Radio, TV & Print Media under Government of India Aid Programme. The work in two projects has been completed and it is in final stages in the third project.

During the year under consideration BECIL has supplied various equipments to Para Military Forces. The company is executing the project of Installation & Maintenance of Networking of Monitoring Center for NTRO.

BECIL is providing Broadcast Professionals in different categories to Doordarshan. Besides providing Broadcast



Professionals to broadcasting organizations the company is also engaged in operation and maintenance of various Broadcasting Systems.

### The future Business Activities

The main thrust of the company is timely execution of remaining FM Stations projects. The work is in full swing for the remaining FM Stations. Besides CTI project the supply of equipments will continue to be major business activity in the future. The company will continue supply of Broadcast Professionals to Doordarshan and Operation & Maintenance of Studios. In addition to the above BECIL is executing following Projects:

- TV Studio Setups at Delhi College of Engineering.
- 3 Camera TV Studio Set up at Sangeet Natak Academy.
- 3 Cameras Studio Set up and Sound and Video Projection, voice over booth and motoring to Indira Gandhi National Center for Arts.
- Supply and installation of wireless Public Address System for BHEL System.
- 6 Camera Studio set up for Indian Institute of Mass Communication.
- ♦ Establishment of State of Art Technology Auditorium for Jawaharlal Nehru University.

Company is participating in various tenders floated by Prasar Bharati and supply of equipments to Para Military Forces will be major activity business activity for the future.

## VIGILANCE ACTIVITY

### A. Details of Vigilance Setup

Broadcast Engineering Consultants India Limited is a small public sector undertaking established in 1995 only. It is not a manufacturing unit. As already explained its field of work is limited to execution of consultancy, turnkey, deposit work and service projects in the field of Broadcast Engineering and Information Technology. The regular staff of the company comprises of just 13 employees and most of the employees are employed

on contract basis. There is no exclusive special vigilance setup in BECIL. Director (Operations & Marketing), BECIL oversees the Vigilance duties.

### B. Preventive Vigilance Activities during the year.

Preventive vigilance is taken care of in the following way

- i) Regular/periodic Audit through BECIL's in house Internal Audit Team.
- ii) Statutory Audit through CAG appointed Auditors
- iii) Supplementary Audit through CAG team

### C. Surveillance and detection activities during the period

- i) Details of the areas selected for keeping surveillance None in particular
- ii) Number of persons identified for being kept under surveillance Nil

### D. Punitive action (Number to be indicated against D (i) to D (viii) where the appointing authority is other than President)

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



---

**Implementation of RTI Act and Other Information**

- Shri M.M. Sharma Deputy Manager (Fin.) is PIO for BECIL. The RTI Act 2005 is being implemented as desired under the act.
- Citizen charter for BECIL is hosted on its website and is being adhered as working principal.
- Public Grievances Redressal Mechanism is in position at BECIL, under Director (O&M). As the new incumbent is likely to join soon, till then work is being supervised by CMD.
- There is no backlog of reserved vacancies of SC/ST/OBC/Persons with disabilities in BECIL.

- The organization is new; as such there is no stagnation in promotions in BECIL.

**General**

BECIL's Budget is its own internal projection of receipts and expenditure related to Consultancy and Turnkey jobs secured through competitive tender system in the open market. The company generates its own resources and does not get any Budgetary Support from the Government.

The company has not been entrusted with any Central/Centrally sponsored Schemes relating to women, North-East (including Sikkim), employment generation, rural component, Tribal Sub-plan, Special Component Plan, Voluntary Sector, Information & Publicity, Minority Welfare etc.

---



## ACTIVITIES UNDER FILMS SECTOR

Film Wing in the Main Secretariat handles issues relating to policy matters of the Film Industry, apart from implementation of the Main Secretariat Scheme "Participation in Foreign Festivals/ Markets".

**Exemptions/Permissions:** As part of the policy measures of the Government in this sector, exemption/permissions are given at this Ministry's level in the following areas:-

(i) As a facilitative measure for promotion of film festival culture in the country, this Ministry permits exemption from certification (under the Cinematograph Act 1952) in respect of films

exhibited at film festivals. During the period January to December, 2007, 34 such exemptions from certification were given. Details indicate that these film festivals are of international, national and regional level.

(ii) Films arriving for festivals are also provided exemption from custom duties subject to their fulfilling certain criteria. In the period from January to December, 2007, 14 such exemptions were given.

(iii) This Ministry also issues permissions for foreign film shootings in India, subject to payment of fee



The Union Minister for Information and Broadcasting and Parliamentary Affairs, Shri Priya Ranjan Dasmunsi and the Foreign Minister of Brazil Mr. Celso Amorim signing an agreement on Audio-Visual Co-Production between the two countries in the presence of the Prime Minister Dr. Manmohan and the Brazilian President Mr. Luiz Inacio Lula da Silva in New Delhi on 4 June 2007.



and compliance regarding all documents. These permissions are issued in 21 days for non sensitive shooting. From January to December, 2007, 26 applications were received and 22 proposals were approved.

3. **Audio-visual Co-production Agreements:** On the international cooperation front, the Indo- Brazil Audio- visual co-production agreement was signed on 4.6.2007. Currently the Ministry is in negotiation with various other countries such as Spain, Hungary, China, France, Singapore and South Africa. These are in addition to the existing protocol with France and co-production agreements with U.K., Germany and Brazil.
4. **Main Secretariat Plan Scheme:** "Participation in Foreign Festivals/Market". The objective of the Scheme is to engage in a hand-holding exercise for the film industry until the industry embarks upon its own export promotion or takes the decision that some of the markets cannot be profitably exploited. The purpose of participating in film markets is to increase the visibility of the Indian film industry as also that of film related information technology as well as to use the opportunities to engage in actual trading. During the current year we have been able to participate in Cannes Film Festival and Market, MIPCOM, 2007 and Rome Film Festival. In MIPCOM, India's participation has been acclaimed and widely recognized. Film Bazaar was also organized on the sidelines of IFFI, 2007.

## FILMS DIVISION

### Introduction

The story of the Films Division is synchronous with the eventful years of the country since Independence. The Division has been motivating the broadest spectrum of the Indian public with a view to enlisting their active participation in nation building activities. The aims and objectives of the Division, focused on national perspectives, are to educate and motivate people in the 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 national information, communication and integration.

The Division produces documentaries, short films, animation films and news magazines from its headquarters at Mumbai, films on Defence and family welfare from its Delhi unit and short fiction films for rural audience from the regional production centers at Kolkata and Bangalore. The Division caters to nearly 8500 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, film societies and voluntary organisations. The documentaries and newsreels of State Governments are also featured in the Division's release on the theatrical circuit. The Division also sells prints, stock shots, video cassettes and distribution rights of documentaries in India and abroad. Apart from production of films, Films Division also gives on hire, its Studio, Recording Theatre, Editing Rooms and other Cine Equipments to private film makers.

The organisation of the Division is broadly divided into four Wings, viz., (1) Production, (2) Distribution, (3) International Documentary, Short and Animation Film Festival and (4) Administration.

### Production Wing

The Production Wing is responsible for production of films such as (1) Documentary Films (2) Short Feature Films specially designed for rural audience (3) Animation Films and (4) Video Films. In addition to the headquarters at Mumbai, three production Centres of the Division are located at Bangalore, Kolkata and New Delhi.

The documentaries range in theme and topic from agriculture to art and architecture, industry to the international scenes, food to festivals, health care to housing, science and technology to sports, trade and commerce to transport, tribal welfare to community development, etc.

Normally, the Division reserves about 40 percent of its production schedule for allotment to independent film makers from all over the country with a view to encouraging individual talent and thus promoting the documentary movement in the country. In addition to



its normal production programme, the Division provides assistance to all the Ministries and Departments of Government including public sector organisations in producing documentary films.

**Newsreel Wing** of Films Division encompasses a network spread over main cities and towns including State and Union Territory capital engaged in covering of major Events, VVIP visits, natural calamities, etc. to the different parts of the country and abroad. These coverage are used for making the fortnightly news magazines and also in compilation of archival material.

**Cartoon Film Unit** of Films Division has also become high-tech with computer animation replacing cell or classical animation. Equipped with the state-of-the art technology both in hardware and software, the Unit now can churn out productions in U.S. animation, 2-D and 3-D animation with advanced software including Opus, Concerto, High-End and Maya.

**The Commentary Section** looks after the dubbing of films and news magazines into 14 Indian Languages and foreign languages from the basic version ( English/Hindi).

The Delhi based 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 and other Ministries/ Deptts. With a view to adapting to the changing scenario, the unit has now been equipped with video film making facilities.

The Regional Centres of the Division at Kolkata and Bangalore also produce social and educational documentaries to spread the messages of social and national issues such as family welfare, communal harmony, dowry, bonded labour, untouchability, etc.

### **Distribution Wing**

The Distribution Wing (DHO) is headed by the Officer-in-charge of Distribution and consists of 10 Distribution Branch Offices located in Kolkata, Lucknow, Nagpur, Mumbai, Hyderabad, Vijayawada, Bangalore, Chennai, Madurai and Thiruvananthapuram. These branches are headed by either Sr. Branch Managers or Branch Managers (who function as Head of Office as well as DDO of the respective Branches) and are responsible for the supply of approved films to all cinema theatres,

execution of agreement, issue of Films Division Certificate as well as collection of 1% rent from the exhibitors.

Films Division has released 263 prints of 35 Approved films (total: 9205) along with 8 films of NFDC (total: 2024 prints) every week to 8410 cinema houses throughout the country and has earned Rs.353.04 lakhs as rent revenue up to November, 2007.

The Distribution Wing has redefined itself and has made Film Festivals a regular activity at State and district levels, independently as well as in collaboration with NGOs, film societies, educational institutions, etc. to reach out to the masses and to promote and encourage documentary movement. The Distribution Branch Offices have conducted 35 film festivals till November, 2007 reaching out to even the remotest places in India.

The Publicity section of the Distribution Wing arranges the participation of FD films in National and International film festivals. During the year 2007-08 (upto 11/07), Films Division entered 40 films in 3 different National Film Festivals. Similarly, 61 FD films have been entered in 7 International Film Festivals. The Publicity section has also arranged 13 special screenings of 83 films including four films that have been screened during the IFFI, 07 in the 'India @ 60' segment. Apart from these, during the year 2007-08, the Distribution Wing got seven documentary films of Films Division telecast on DD, Kolkata.

The Wing also distributes prints of selected films of Films Division to Indian Missions abroad through the External Publicity Division of Ministry of External Affairs. It also commercially exploits the films on royalty basis as well as through sale of Stock Shots, Film Strips, Video Clippings, etc. During the year 2007-08, the Wing has earned Rs.4,37,455 by sale of VCDs and Rs 10,03,551 by sale of Stock Shots. (upto 11/07)

### **Film Library Section**

The Film Library of Films Division is a treasure of valuable archival material of India's contemporary history and its rich heritage and artistic traditions. It is in great demand by the Film makers throughout the world. It contributes vital footage for the production of films by rendering services besides generating revenue through the stock footage sale. The total collection of the Film Library is about 1.9 lakhs items of 8200 titles



which include original picture negatives, dupe/inter negatives, sound negatives, master /inter positives, saturated prints, pre dub sound negatives, 16mm prints, library prints, etc. The films are categorized based on the archival value as Most Precious, Precious and Normal films. 1102 films of Most Precious category have been restored digitally in high definition format, and 4213 titles have been transferred on Standard Definition Format. This library has user-friendly computerized information system. The details of Film Library are also available on the web site.

### **INTERNATIONAL DOCUMENTARY, SHORT AND ANIMATION FILM FESTIVAL**

Ministry of Information & Broadcasting, has entrusted

the task of organising the biennial Mumbai International Film Festival for Documentary, Short & Animation Films to Films Division.

The aim of MIFF is dissemination of images contributing to wider knowledge and to knit together the fraternity among the nations of the world. This event provides a unique opportunity and platform to filmmakers, film producers, distributors, exhibitors and film critics to meet and interact. MIFF began its historic journey way back in 1990 and since then it has grown in size and stature as one of the premier international events of the documentary film movement. Nearly, 35-40 countries with more than 500 entries participate in every edition of the festival.

Films Division is organized the 10<sup>th</sup> Mumbai



The Union Minister for Information and Broadcasting and Parliamentary Affairs, Shri Priya Ranjan Dasmunsi inaugurating the Cine Expo 'Behind the Frames' at IFFI, Panjim, Goa.



International Film Festival for Documentary, Short and Animation Films from 3 – 9 February, 2008 at National Centre for the Performing Arts (NCPA), Mumbai in co-operation with the Govt. of Maharashtra.

The Entry form, Rules & Regulation for M.I.F.F. 2008 were finalized and distributed to the filmmakers in India & Abroad including Indian Missions Abroad and Foreign Missions in New Delhi and Consulates in Mumbai in the month of July, 2007. The Entry form, Rules & Regulation for M.I.F.F. 2008 were placed on website : [www.miffindia.in](http://www.miffindia.in) for information of the filmmakers and submitting their entries online for MIFF

543 entries in Indian Competition Section and 228 entries in International Competition Section were received from 37 countries. The Selection Committees (Indian & International) have viewed the films during October, 2007 and have submitted their reports. 54 films have been selected for Competition Section and 13 films have been selected for "Special Screening" (Non- Competition Section) in Indian Category. 44 films have been selected for Competition Section and 9 films have been selected for "Special Screening" (Non-Competition Section) in International Category. Results of the selected films have been informed to the concerned directors by post / email and same are available on official website also.

The festival is being organised under Plan Scheme "International Documentary, Short & Animation Films"

### Representation of SC & ST in the Service

Group of Post	Total Employees	SC Employees	% of SC Employees	ST Employees	% of ST Employees	Women Employees
Group A	21	6	28.57	-	-	1
Group B	118	24	20.33	7	5.93%	7
Group C	421	98	23.27	24	5.70%	102
Group D	207	89	42.99	18	8.69%	24
Group D (Safaiwalas)	9	9	100.00%	Nil	Nil	5

and budget of Rs.163.00 lakhs (RE) has been provided for holding the festival during the year 2007-08.

### Administration Wing

The Administration Wing consists of Finance, Personnel, Stores, Accounts, Factory Management and General Administration. This Wing is under the control of Sr. Administrative Officer who is assisted by the following officers:-

1. Assistant Administrative Officers in the matters relating to Personnel Management, Purchase, General Administration, Vigilance and Security.
2. Accounts Officer in consultation with Internal Financial Adviser in the matters of Finance and Accounts.

### The details of the Staff Strength/Staff in position in respect of Films Division as on 30-11-07 is as under

Sr.No.	Category	Staff Strength	Staff in position
1	Group A	44	21
2.	Group B	144	118
4.	Group C	496	421
5.	Group D	250	207
	<b>Total :-</b>	<b>934</b>	<b>768</b>



## HIGHLIGHTS OF THE YEAR 2007-08

- Produced 24 Documentaries ,Short and Animation Films(20 films departmentally and 4 films through Independent Producers) and 3 News magazines for the period 01-04-07 to 10-12-2007.
- Films Division has produced Special Video Film "Dreaming Cinema" to Celebrate 60 years of post Independence Indian Cinema. The DVD of the film was released by Shri P.R. Dasmunsi, Hon'ble Minister of Information & Broadcasting.
- Participated in 7 International Film Festivals, 3 National Film Festivals and 35 State level film festivals during the period 1-04-07 to 31-12-07.
- Won National Award 2007 for the Film "Hans Akela"
- Films Division's four films were selected for screening in the Indian Panorama Section in International Film Festival of India 2007 held at Goa, they are:
  1. Pandit Ramnarayan
  2. Rajashri Bhagyacandra of Manipur
  3. Mubarak Begum
  4. Naushad Ali
- Films Division has organised Cine Expo, "BEHIND THE FRAMES" – A first of its kind in Asia-in the 38<sup>th</sup> International Film Festival in Panji-Goa from 24<sup>th</sup> Nov. to 2<sup>nd</sup> Dec. 2007. The Expo was inaugurated by Shri P.R.Dasmunsi, Hon'ble Minister of Information & Broadcasting.
- **Organization of Film Festivals :-**
  1. Goa International Film Festival, Panji, Goa(28<sup>th</sup> April to 2<sup>nd</sup> May,2007)
  2. 1<sup>st</sup> Documentary, Short and Animation International Film Festival, J&K at Jammu on 13<sup>th</sup> & 14<sup>th</sup> June and Srinagar on 27<sup>th</sup> & 28<sup>th</sup> June,2007)

3. Swatantrata Filmotsav, Delhi (11<sup>th</sup> to 14<sup>th</sup> August,2007)

- The Films Division has received the administrative approval of the 11<sup>th</sup> Five Year Plan Scheme of Digitalisation of Films Division Films commencing from 2007-08 costing Rs.16,14,30,000/-. Films Division has so far digitalised 5480 films. Films Division has completed Digitalization of 838 films during the period 01-04-2007 to 30-11-2007 as detailed below:

1 Digitalized & transfer on DG Beta	751
2. Restored and transfer on High Definition Tapes	87

## NEW INITIATIVES

### Production of Films

During this year Films Division has produced following documentary films to commemorate with 150<sup>th</sup> Anniversary of India's Struggle for independence:-

1. Freedom and Progress
2. Freedom Fighters and Satyagraha Movement
3. Gandhiji in South Africa
4. A Trip Down Memory
5. Gandhiji's letter to Hitler

### Publication of DOCUMENTARY TODAY

Films Division has started publishing a quarterly Magazine titled **DOCUMENTARY TODAY** exclusively to promote short film genre. This magazine provides an opportunity to the documentary film fraternity to interact, express their views and also to showcase their works along-with offering thought provoking articles. The first issue, which was bilingual, was released on 12<sup>th</sup> August,2007 during the opening ceremony of SWATANTRATA FILMOSTAV by Shri P.R.Dasmunsi, Hon'ble Minister of Information & Broadcasting at Siri Fort Auditorium, New Delhi. The second issue was brought out during the 38<sup>th</sup> International Film Festival of India, 2007. The magazine, the first of its kind in India, has been appreciated by short film makers, critics and documentary lovers.



## FILM FESTIVALS ORGANIZED BY THE FILMS DIVISION

### Bangalore

1. Festival of Films Division films arranged at Regional Museum, Natural History, Mysore, on 20th July, 2007 in which 14 documentary films were shown.
2. Film Festival held at MES College Auditorium, 15th Cross, Malleswaram, on 6.8.2007.
3. Film Festival held at MES College Auditorium, 15th Cross, Malleswaram, and 7.8.2007.
4. Film Festival held at MES Prof. B. R. Subha Rao, P U College Auditorium, on 8.8.2007.
5. Film Festival held at MES Prof. M. P. L., Shastry, P U College Auditorium, Rajajinagar, on 9.8.2007.
6. Film Festival organized by Bangalore Branch Office in connection with the Festival of Gandhiji on 1st October, 2007
7. Film Festival organized by Bangalore Branch Office on Madhubani Paintings on 2nd October, 2007.
8. Bangalore Branch conducted Film Festival on the occasion of Vignan Utsav - 2007 held on 22nd & 23rd November, 2007 organized by M/s. Vagdevi Vilas Institutions, Munnekolau.
9. Regional Museum of Natural History conducted Film Festival on Wildlife during 5-6 November, 2007 in Suttur, Mysore in collaboration with Films Division, Bangalore Branch.

### Chennai

1. Film Festival of Documentary Films regarding 150th year of 1857 Revolution of Indian Freedom Struggle Movement held at Nagapattinam District on 25/05/2007 to 27/05/2007.
2. Film Festival organized in connection with the 150th years of 1857 Indian freedom struggle movement at Vellore, on 21.9.,2007 to 23.9.2007.

### Kolkata

1. Screening of Films Division's films held at Nandan Cinema, on 8th August, 2007 on the occasion of 67th death anniversary of Rabindranath Tagore in Collaboration with West Bengal Film Centre.
2. On the occasion of Onam Kolkata Branch organized a screening of Documentary & feturette films on Kerala in collaboration with Nandan on 7.9.2007.
3. On the occasion of 22nd anniversary, screening of the Film Inner Eye was held at Nandan West Bengal Film Centre on 2.9.2007.

### Lucknow

1. A film Festival conducted by Lucknow Branch Office from 8-13 April, 2007 in various Cinema Halls at Lucknow.
2. Show of Documentary films arranged in orphanage/and for children from weaker section is at "Shrimad Dayanand Bal Sadan, Motinagar, on 18th July 2007.

### Madurai

1. A Special Screening of the film "Chinna Pillaiyamma" and a Film Festival conducted at Samooga Pani Mandiram (Social Work Association) building, on 19.6.2007.
2. Film Festival on Music and Dance held at Isayalaya Music School, Villapuram, in the month of August 2007.

### Mumbai

1. A Film Festival was conducted on 15.04.2007 at Siwari.
2. A Film Festival was held from 2-6 April, 2007 at Dhule, Maharashtra.
3. Arranged a stall at first Public Information campaign of 2007-08 which was organized at Buldhana from



21-25 July, 2007. The campaign was inaugurated by Hon'ble Member of Parliament of Buldhana, Shri Anandrao Adsul on 22nd July, 2007.

4. Special Film Show arranged at 'Madhuban Chitrapatgrah' of the film Pandit Ravishankar at Dombivali, in the month of August, 2007.

### **Nagpur**

1. Film Festival conducted at Veer Savarkar Hall, on 27th May, 2007.
2. Film Festival held at Indore and Lakhni, on the occasion of 150th Anniversary of the First War of Independence on 11th August, 2007.

### **Thiruvananthapuram**

1. Film Festival was held on Indian Freedom Movement Series in connection with Satyagraha Shathabdi at Payyanur, Kannur on 29th & 30th April, 2007.
2. On the 60th Independence Day celebrations at Mahatma Gandhi University, Kerala Films Division has arranged screening of Films Division films at University Campus, Kottayam, Thiruvananthapuram Branch on 15th August, 2007.

### **SALE OF FILMS**

To cover International Market for the sale of films produced by the Films Division, the National Film Development Corporation is being appointed as Market Agent for the Films Division for selling all types of rights of films abroad to individual buyers, institutions and TV Channels, etc.

### **Performance**

From 1<sup>st</sup> April, 2007 to December, 2007 up to 10 December Films Division produced 24 documentary/short fiction/ video films. Out of these 20 films were produced departmentally and 4 films through Independent Producers. During this period Films Division also purchased 3 documentary films from Independent Producers.

Apart from this Films Division also produced and released 3 News Magazines on VVIP's visit abroad. The details of films and newsmagazines produced in basic version in Hindi are given below :

<b>Sr. No.</b>	<b>Title of the film</b>
1.	PRADAKSHINA
2.	NAUSHAD ALI
3.	MUBARAK BEGAUM
4.	SAHARA
5.	HINDI AJTAK
6.	EK NAYA SANKALP
7.	NEERAJ(s.v.)
8.	SUCHANA KA ADHIKAR
9.	GANDHIJI'S LETTER TO HITLER
10.	USTAD BISMILLA KHAN
11.	SHAT SHAT PRANAM
12.	P.M. VISIT to GERMANY G-8 SUMMIT-2007 (NEWS MAGAZINE)

### **Special Screening/Shows**

1. Films Division's 6 documentary films screened at Nehru Yuva Kendra Sangathan, New Delhi to mark 150th Anniversary of the First War of Independence, 1857.
2. An International Dance Festival '07 organized by Films Division in collaboration with International Cultural relations, Mumbai on 30th April, 2007.
3. Films Division's 14 films were screened at Payyannur, Kerala to mark 100 years of Satyagraha.
4. A film titled "Art of Living" directed by Shri Shivraj Suvarna was screened at RR III, Films Division, for the staff of the Films Division on 11th May, 2007 followed by an Introduction Programme / Demonstration on "Art of Living" by Prominent Teachers.



5. 20 Films screened in Film Festival organized by M/s. Vyas Creation, Thane (W) on freedom Struggle in collaboration with Films Division.
6. 14 DVDs of the film "Chiken Gunya" were sent for screening in all districts of Kerala with the help of State Health Department. It was arranged by the Mission Director, Arogaya Keralam, Health Directorate, Thiruvananthapuram in coordination with Films Division, Thiruvananthapuram.
7. One Feature Film "Aleman" on the theme of Water was sent to Bangalore Branch Office for screening at Bangalore Film Society.
8. Tate Modern had arranged a major exhibition in the Turbine Hall, London this summer entitled "Global Cities". In this a series of film screenings, was held division's film. 'Trip' by Pramod Pati was selected for screening in the Staff Auditorium at Tate Modern, London in July 2007.
9. A film titled "Naye Patte" - was sent for screening at Consulate General of Russian Federation in Kolkata in July 2007.
10. Two films titled "They call me Chamar" & "Dr. Babasaheb Ambedkar" were screened at Prakriti Foundation, Chennai at Indian Documentary Film Festival called One Billion Eyes Indian Documentary Film Festival". The festival was held from 15th to 19th August, 2007.
11. 16 films screened during 17-18 November, 2007 at St. Mary's College, Thrissur - Kerala in the "Teen Reels - 07" Film Festival for Children and Youth.
12. Two Films : "Prime Minister Indira Gandhi" and "Indian News Review-1336" (coverage on Pokharan Explosion) were screened on 19 November, 2007 at Priyadarshani Indira Gandhi Memorial Foundation, Kolkata on the occasion of the birth day of Priyadarshani Indira Gandhi.
13. Four films on Freedom struggle : "Call for Swaraj and Swadeshi"; "The came Gandhi"; "India Wins Freedom" and "Gandhi, an Emeging Reality" were sent for screening at IIFI-07, Goa.

### Press Shows

Sr. No.	Date of the Press Show	Name of the films
1	4 JULY 2007	1. Art of Living 2. Mubarak Begum 3. K.R. Narayanan
2	12 OCTOBER 2007	1. Right To Information Act, 2005

### General Shows

Sr. No.	Name of the Institutions	Name of the films screened	Visit Date	Screening date
Consultants	The Bombay International School Association.	1. Mata Ganga 2. Melody of the Monsoon 3. Nature's Symphony 4. Himalayan Expedition 5. Nature and Man	27 June 2007	2 July 2007
	The Bombay International School Association.	1. Beauty in Blossom 2. Green is the Hue of Life 3. My Tree 4. Green Glory 5. Service of Trees 6. A Tree for Every Child 7. Tree is a friend	12 July 2007	17 July 2007



Staff Show of the following films was arranged on 15 June 2007 at RR III, Films Division Complex.

1. Mission Olympic
2. K.R. Naryanan

Staff Show was arranged on 20 August 2007 on the occasion of observance of Sadbhavana Diwas on 20 August 2007 at RR III.

1. Communal Harmony
2. National Integration

Staff Show of the three films was arranged on 1 October 2007 on the occasion of Gandhi Jayanti and International Elderly Day..

Five DVDs were sent on 26 November 2007 to Films Division, New Delhi for screening in Tribal Dominated Areas.

### **MAJOR ACHIEVEMENTS**

Films Division provided sustained publicity and communication support through its documentaries, News Magazines, and video programmes on important national campaigns like Women Empowerment, Communal Harmony, National Integration, Eradication of Untouchability, Family Welfare Programme, etc.

**During the year 2007-08 Films Division produced following films on various subjects**

#### **Noteworthy documentaries**

- 1) Pradakshina – The film shows temples and festivals in Kerala.
- 2) Annamalai University
- 3) Art of Living
- 4) Healers – The Film is on traditional herbal healers of North East
- 5) Hindi Aaj Tak
- 6) Indian Football-A Credible Legacy
- 7) Suchana Ka Adhikar Adhiniyam-06
- 8) A Trip Down Memory- The film is a flash back of the major event that transformed Mohandas, the young Barrister to Mahatma.
- 9) Gandhiji's Letter to Hitler

**Biographical films on the life and works of the following personalities :**

- 1) K. R. Narayanan
- 2) Naushad Ali
- 3) Mubarak Begam
- 4) Rajarshi Bhagyachandra of Manipur
- 5) Ustad Bismillah Khan

**Documentary films to commemorate 150<sup>th</sup> Anniversary of India's Struggles for Independence :**

1. Freedom and Progress
2. Freedom Fighters and Satyagraha Movement
3. Gandhiji in South Africa
4. A Trip Down Memory
5. Gandhiji's letter to Hitler

**Following Video films were also produced:**

1. Indian Football-A Credible Legacy
2. Hindi Aaj Tak
3. Ek Naya Sankalp
4. Mahatma Gandhi in South Africa
5. Shat Shat Pranam
6. Dreaming Movies

Films Division's film on achievement of Indian film industry since Independence titled "Dreaming Movies" screened during the inaugural function of IFFI at Goa, was released by Hon'ble Minister of Information and Broadcasting. Films produced by Films Division on Freedom Movement in India were screened in a special section at IFFI-2007, Goa.

**Following biographical films are under production:**

- 1) Dr.Gopal Swaroop Pathak
- 2) Satguru Ramsinghji Kukas Movement
- 3) Husna Lal Bhagat Ram
- 4) Pandit Shiv Kumar Sharma
- 5) Mahanayak : A superstars Journey
- 6) Mahashweta Devi



- 7) Mohammed Rafi
- 8) Dr. V. Shantaram : A portrait
- 9) Mrinal Sen
- 10) Maharani Lakshmi Bai of Jhansi
- 11) Maqbool Sherwani- A legendancy figure of 1947 who sacrificed his life to save Kashmir from Pakistani raiders.
- 12) Late Sachin Dev Burmen

**Films Division continues to produce films on the following important subjects /themes during the year 2007-2008:**

1. Communal Harmony
2. National Integration
3. Prohibition
4. Family Welfare Programme
5. Environment
6. Agriculture
7. Science and Technology
8. Current History
9. Rural Development
10. Social Welfare
11. Industry
12. Women and Child Welfare
13. Women Empowerment
14. Defence
15. Biographies

**Webcasting/Digitalisation of Films Division Films:**

Over a period of 60 years Films Division has accumulated a collection of more than 8100 films including archival footage, News reel, News Magazine, Documentary, Animation and Short films. Due to the passage of time the material related to films is fragile and ephemeral due to its chemical nature, presents an urgent need for restoration and preservation. Accordingly measures are envisaged under a Plan

scheme called "Webcasting and Digitalisation of Films Division films" to preserve the films and restore duly digitalized format through Telecine Machine.

They will be stored on High Definition Tapes and on DG Beta. Films have been classified into three broad groups, viz., Most precious, Precious and Normal films. The most precious and precious films are being transferred on High Definition tapes and normal films are being transferred on DG Beta. After Telecine transfer and restoration, films are being authored on DVDs/VCDs for regular use. The Films Division has received the administrative approval of the 11<sup>th</sup> Five Year Plan Scheme of Digitalisation of Films Division films to commence from 2007-08 at a total cost of Rs.16,14,30,000/-. Films Division has so far digitalised 5480 films and 2500 films are yet to be completed.

**Performance of the Plan Schemes of Films Division**

The Plan Outlay for Films Division for the year 2007-2008 is Rs. 615.00 lakhs (RE) for following Plan Schemes :

**Mumbai International Film Festival for Documentary, Short and Animation Films**

Approved Outlay : Rs. 163.00 lakhs

Expenditure incurred up to  
November, 2007 : Rs. 014.97 lakhs

As the festival is to be held from 03-09 February, 2008, the major chunk of the allocated funds will be utilized/expended in the last quarter of the Financial Year.

**Webcasting & Digitalisation of Films Division Films**

Approved Outlay : Rs. 350.00 lakhs

Expenditure incurred up to  
November, 2007 : Rs. 329.30 lakhs

During the current financial year, up to October, 2007, 1058 titles of Films Division's Archive have been verified and 507 films digitized. There is no physical or financial shortfall under the Plan Scheme. The work of digitalisation/digital restoration of Films Division's Archive is in progress.



### Setting up of Museum of Moving Images

Approved Outlay : Rs. 101.00 lakhs

Expenditure incurred up to  
November, 2007 : Rs. 052.02 lakhs

With following objectives, Films Division has envisaged to establish a **Museum of Moving Images** at the Films Division Complex, Mumbai :

- To encapsulate the socio-cultural history of India as revealed through the evolution of cinema;
- To develop a research centre focusing on the effect of cinema on society;
- To exhibit the work of noted directors, producers, Institutions etc. for the benefit of visitors/film enthusiasts;
- To arrange seminars, workshops for the upcoming film makers

- To generate interest in the future generation in the field of documentary film Movement;

The Ministry is directly controlling the Physical and Financial progress under the Plan Scheme. The Agreement has been signed between National Building Construction Corporation (NBCC) & Films Division for preparation of the Architectural Concept & Detailed Project Report at the cost of Rs.1.65 Cores. The Architectural Concept & Design Plan has already been approved by the Ministry. The NBCC has submitted the Draft DPR in which the total cost of the Project has been assessed at Rs.37.30 crores.

### Production of documentary films for North East Region and J&K

Keeping in view the need of the hour to bring the film makers of the North East & J&K to the mainstream, it is proposed to produce documentary films for them through Outside Producers in which social issues and problems along with their solutions will be reflected.



The Governor of Andhra Pradesh Shri N.D. Tiwari with the award winning participants on the closing day of the 15th International Children's Film Festival at Hyderabad on 20 November 2007.



Approved Outlay : Rs. 001.00 lakhs  
 Expenditure incurred up to  
 November, 2007 : Rs. 000.00 lakhs

## CHILDREN'S FILM SOCIETY, INDIA

### I. Introduction / Overview

Children's Film Society, India (CFSI) was established in May 1955 under the aegis of the Ministry of Information & Broadcasting, Government of India, on the recommendations of Film Inquiry Committee (1949) at the instance of the then Prime Minister, Pandit Jawaharlal Nehru. The Organization is registered under the Societies Registration Act XXI of 1860 with the main objective of providing children and young people with 'value-based' entertainment through the medium of films.

The Chairperson, is an eminent personality from the field of cinema. The Chairperson is also the head of the Executive Council and the General Body, members of which are nominated by the Government of India. The Chief Executive Officer, who has under him all heads of Department, handles the day-to-day functions: Administration, Production, Marketing and Accounts

### II. Participation

CFSI films participated in the following National and International Film Festivals:

S. No.	Name of Festival	Films entered
1	Film Festival, Zlin (CZECKSLOVAKIA)	Manpasand the Perfect Match
2	Platform Int. Animation Festival North Hollywood (USA)	Manpasand the Perfect Match
3	State Administration of Radio, Film & TV, Beijing, China	Heda Hoda
4	Carrousel Int. du Film de Remouski, Canada	Manpasand the Perfect Match
5	Int. Film Festival, Stuttgart, Germany	Lukka Chuppi (Hide-N-Seek)
6	Bratislava Film Festival Slovak Republic	Manpasand the Perfect Match
7	Dorval Film Festival, Quebec Canada	Manpasand the Perfect Match
8.	Colombo Film Festival, Colombo	Manpasand the Perfect Match Nokpokliba Mahek Mirza Heda Hoda
9.	Sica Film Festival, Korea	The story of Nokpokliba
10.	Film Festival, Hamburg, Germany	Manpasand the Perfect Match
11.	Thailand Int. Film Festival	Tsunami 81
12.	Milano Festival, Italy	Tsunami 81

Department. The Headquarters of CFSI is situated at Mumbai with branch offices at New Delhi and Chennai.

### II. Activities During The Year 2007-08

#### (A) Production :

The Production Activities during April 2007- Dec. 2007 is as below:-

#### Films under Production

1. Surabhi (Hindi-Feature) - Dir: Vishal Chaturvedi
2. Pataler Rajputro (English-Animation) - Dir: Gautam Benegal
3. Katputli (Hindi-Animation) - Dir: Charmi Chhedda

#### New Film Assigned

1. Aaji Aajoba (Marathi-Feature) - Dir: Milind Dastane

#### Films Dubbed

1. Ye Hai Chhakkad Bakkad Bombe Bo - Hindi to Tamil & Telugu.
2. Chutkan Ki Mahabharat - Hindi to Tamil, Telugu & Kannada.
3. Laadli - Hindi to Tamil, Telugu & Kannada.



S. No.	Name of Festival	Films entered
13.	Priz Int. Film Festival Slovak Republic	Manpasand the Perfect Match The story of Nokpokliba Heda Hoda Mahek Mirza
14	Indian Panorama	10 CFSI films participated
15.	15 <sup>th</sup> Int. Children's Film Festival, Hyderabad	14 CFSI films participated
16	Chicago Int. Film Festival, USA	Lukka Chuppi (Hide-N-Seek) Mahek Mirza Tsunami 81
17	Mumbai International Film	4 CFSI short films participated Festival, Mumbai
18.	London Children's Film Festival	Lukka Chuppi (Hide-N-Seek) Mahek Mirza
19	Olympia Film Festival Greece	Manpasand the Perfect Match
20.	Ist Bangladesh Int. Film Festival	13 CFSI films participating.

### (III) Marketing Activities From April To Dec 2007

The Marketing Unit of the CFSI is catering to Children all over India through its film exhibition. From

this year CFSI films are exhibited FREE in urban as well as rural parts of the country and the mode of exhibition can be broadly divided into following categories.

Sr.No.	Activity	No. of Shows	Audience.
01.	District & State Level Film Festivals covering the children studying in Municipal/Zilla Parishad Schools.	1965	11,63,679
02.	State level film festivals benefiting the children studying in Municipal /Zilla Parishad schools.	1144	5,72,000
03.	Individual Shows. Non Theatrical Shows LCD/16mm shows for rural and tribal children	135  1468	1,29,049  5,71,812
	<b>Total</b>	<b>4,712</b>	<b>24,36,540</b>

The Marketing Unit could reach a record number of 24,36,540 children by arranging 4,712 shows during the period 1.4.2007 – 31.12.2007.

The breakup of the shows as categorized above is enumerated in the succeeding paragraphs.

**1. District Level Film Festivals:** This is conducted in collaboration with the District Administrations and

District Education Departments. About 6 to 7 districts were identified in different states and films were screened. Accordingly, 1965 shows were conducted covering 11,63,679 children.

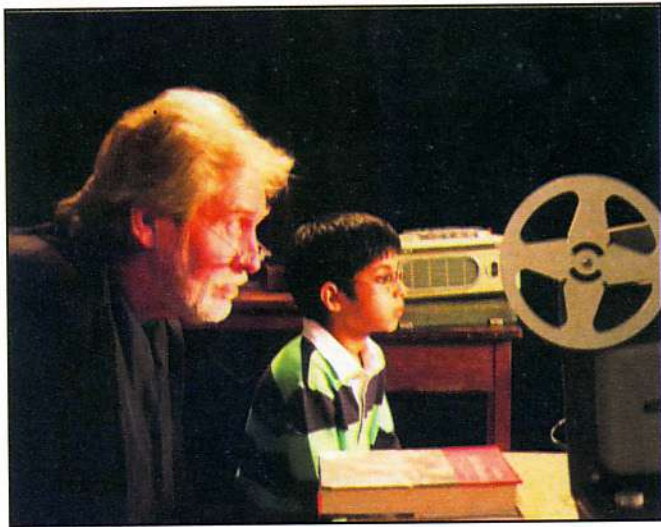
**2. State Level Film Festivals:** The CFSI in collaboration with State Government of Madhya Pradesh 60-70 films screened all over the theatres in



the State. 1,144 shows were organised covering 5,72,000 children across 47 districts.

**3. Individual Film Shows:** Many schools and individuals procure films for non-commercial screenings in theatres or in schools on payment of nominal rentals. In all 135 shows were conducted benefiting 1,29,049 children.

**4. Non-theatrical shows (LCD) :** The CFSI has started a unique scheme of conducting shows to cater to the rural and underprivileged children, deprived of any major source of entertainment, for the Municipal and Tribal areas in association with Non-Governmental organisations. Under this Scheme, children living in orphanages are also provided the benefit of viewing children's films. 1468 shows were conducted in various States and 5,71,812 children reaped the benefit.



A scene from the Hindi Feature Film 'Foto', directed by Shri Virendra Saini, which was one of the entries in the 1st Bangladesh Film Festival, 2007.

**5. Sale of VHS Cassettes and VCDs:** 5VHS cassettes and CDs of CFSI's films were sold for personal and community screenings only. 5 VHS and 681 VCDs were also sold.

**6. The Golden Elephant 15<sup>th</sup> International Children's Film Festival 2007** The Golden Elephant International Children's Film Festival, a biennial event, was organized in collaboration with the Govt. of Andhra Pradesh from 14 to 20 November,

2007 at Hyderabad. This Festival has been accorded "A" category status by the CIFEJ (International Centre for Films for Children & Young People).

Out of 300 films from about 40 countries, 117 were screened in the International Competitive, Asian Panorama and Children's World (Non-Competitive) Sections simultaneously introducing digital section under the non-competitive category. Special events like animation and web designing workshops were also organised. CFSI's films were converted into audio described mode for the benefit of blind children. Governor of A.P. gave away the Golden Elephant Award to the Chinese film "Invisible Wings" directed by Feng Zhenzhi.

**7. Children's Day - 14<sup>th</sup> November :** On P.C. Jawaharlal Nehru's birth anniversary, 62 shows were organised covering 30,210 children.

### Activities Planned during January to March, 2008

It is proposed to organise District Level Children's Film Festivals and Non-Theatrical shows in various States.

### BUDGET

- A. **PLAN:** Under the approved Annual Plan for 2007-08, CFSI has been allocated Rs.2.71 crore as Grant-in-aid. This plan scheme comprises exhibition of Children's films in Municipal Schools, Digitalisation & Webcasting schemes, Film Production and Children's Film Complex at Hyderabad.
- B. **NON-PLAN:** A fixed grant of Rs.42 lakhs (BE) have been allocated for NON-PLAN activities during 2007-08, which has been raised to Rs. 84 Lakhs in RE 2007-08.

### Activities covering other programmes :

#### a. Modernisation & Computerisation :

The entire Head office of the CFSI at Mumbai and its Branch offices at New Delhi, Chennai have been fully computerized. Production being the basic activity, modernisation and augmentation of production facilities are being carried out from time to time in keeping with the latest trends of modernization of production equipment. CFSI website [www.cfsindia.org](http://www.cfsindia.org) is fully operational and regularly updated.



**b. Observance of events :**

The following events commemorating the birth centenaries / death anniversaries of National leaders were observed in this office.

1. Quami Ekta Week from 19<sup>th</sup> to 25<sup>th</sup> November 2007
2. Sadbhavana Divas from 20<sup>th</sup> August to 5<sup>th</sup> September 2007
3. Vigilance Awareness week was observed beginning from 12.11.2007 to 18.11.2007
4. Communal Harmony Campaign from 19.11.2007 to 25.11.2007
5. Armed Forces Flag Day on 7.12.2007.

**d. Activities in the North-East Region :** CFSI promotes films in regional languages including North East states through production and exhibition.

## FILM AND TELEVISION INSTITUTE OF INDIA, PUNE

### Introduction

The Film Institute of India was set-up by the Government of India in 1960 under the Ministry of Information and Broadcasting. Following the addition of Television Wing in 1974, the Institute was re-designated as Film and Television Institute of India. The Institute became a Society in October, 1974 under the Registration of Societies' Act, 1860. The Society consists of eminent personalities connected with Film, Television, Communication, Culture, Alumni of the Institute and Ex-Officio Government Members. The Institute is governed by a Governing Council, headed by a Chairman, the current Chairman being the eminent writer Dr. U.R. Ananthamurthy. The academic policies and plans of the Institute are formulated by the Academic Council. The matters involving finance are controlled by the Standing Finance Committee.

The Institute consists of two Wings : The Film and the TV Wing, and offers courses in both Film and Television. The Three Year Diploma Courses lead to a Post Graduate Diploma in Film Direction,

Cinematography, Audiography and Film Editing. The Institute also offers a Two Year Post Graduate Diploma Course in Acting and Two Year Post Graduate Course in Art Direction and Production Design, One Year Post Graduate Certificate Course in Feature Film Screenplay Writing, One and a Half Year Certificate Course in Animation and Computer Graphics. The Television Course consists of One Year Post Graduate 'Certificate Course in Television' with specializations in TV Direction, Electronic Cinematography, Video Editing, Audiography & TV Engineering.



Smt. Asha Swarup, Secretary, Ministry of Information and Broadcasting at the Studio of FTII

The Film and Television Institute of India provides the latest education and technological experience in the art and technique of film making and television production. In-service training is provided to officers of all grades of the Doordarshan and others. It is equipped with the latest digital and broadcast grade production set-ups viz., Non Linear, Beta Cam and A/B Roll editing set-ups, Digital Cameras, viz., Sony BVP-500 P; Soft Chroma Keyer, Digital Special Effect Generator, Silicon Graphics 02 workstations with Alias software, modern movie cameras, re-recording equipment, etc. which provide an excellent exposure to the faculty and students of Film & Television.

### Admission for 2007

A total of 1350 applications were received for the year 2007. Out of these 1345 candidates were called for entrance Examination held on 20th May, 2007 at 14 centres 1) Allahabd 2) Ahmedabad 3) Amritsar 4)



Bhopal 5) Bhubaneswar 6) Kolkata 7) Chennai 8) Guwahati 9) Hyderabad 10) Mumbai 11) New Delhi 12) Patna 13) Pune 14) Thiruvananthapuram

398 Candidates were short listed for orientation programme interview/workshop.

Apart from Indian students, four foreign students applied from Afro-Asian Countries for scholarship holding seats through ICCR, New Delhi.

These four applicants were called for written test conducted at respective Embassies/High Commissions. Finally one candidate was selected for admission.

Similarly, 15 foreign students applied from countries other than Afro-Asian Countries under NRI/Foreign seats. Out of 15 candidates 3 candidates were selected for admission.

Finally 124 candidates (including foreign candidates) were selected for admission to various courses for the year 2007.

Course-wise selection of the candidates and commencement of the courses is as follows:-

**(A) Three year post graduate diploma in film and television:**

In all 36 candidates were selected for admission to First Year of Three Year Post Graduate Diploma in Film and Television. Course wise break-up of students selected for First Year of Three Year Post Graduate Diploma in Film and Television is as follows:-

- |                                       |      |
|---------------------------------------|------|
| 1) Direction (Film & Television)      | : 11 |
| 2) Cinematography (Film & Television) | : 09 |
| 3) Editing (Film & Television)        | : 09 |
| 4) Audiography (Film & Television)    | : 07 |

The course commenced from 17<sup>th</sup> December, 2007.

**(B) Two years post graduate diploma course in acting**

20 candidates were selected for admission to First Year of Two Year Post Graduate Diploma Course in Acting. The course commenced from 17<sup>th</sup> December, 2007.

**(C) One year post graduate certificate course in television**

29 candidates were selected for admission to One Year Post Graduate Certificate Course in Television. Course wise break-up of students selected for admission to One Year Certificate Course in Television is as follows :-

- |                                   |    |
|-----------------------------------|----|
| 1) Direction                      | 09 |
| 2) Electronic Cinematography      | 08 |
| 3) Video Editing                  | 08 |
| 4) Audiography and TV Engineering | 04 |

The Course commenced from 17<sup>th</sup> December, 2007

**(D) One year post graduate certificate course in feature film screen play writing**

12 candidates were selected for admission to One Year Post Graduate Certificate Course in Feature Film Screen Play Writing.

The Course commenced from 10<sup>th</sup> August, 2007

**(E) Two year post graduate diploma in art direction and production design**

12 Candidates were selected for admission to Two Year Post Graduate Diploma in Art Direction. The course commenced from 17<sup>th</sup> December, 2007.

**(F) One and half year certificate course in animation and computer graphics**

12 candidates were selected for admission to one and half year certificate course in Animation and Computer Graphics. The course commenced from 6<sup>th</sup> August, 2007.

The students on roll as on 14<sup>th</sup> January, 2008 are as follows:-

**Three year post graduate diploma course in film and television**



Year	Year of Admission	Coursewise No. of student				Total Number of students	SC/ST		Foreign	
		Dir	Cin	Edi	Aud		SC	ST	Course	Country
I Year	2007	11	10	10	08	39	5	0	Dir-2	Kuwait-1 U.S.A.-1
II Year	2006	12	12	10	8	42	6	2	Dir-3 Cin-3 Edi-1	France, 2 Nepal-1 Nepal-1 Nepal-1 Italy-1 Canada-1
III Year	2005	11	10	11	10	42	6	2	Dir -2 Cin- 1 Edi-2	Germany-1 France-1 Canada-1 Australia-1 Nepal-1
		34	32	31	26	123	17	4		

#### Two year post graduate diploma course in acting

Year	Course	Total number of students	SC	ST	Foreign
2007 (Ist Year)	Acting	20	4	-	-
2006 (IInd Year)	Acting	20	3	-	-

#### Two year post graduate diploma course in art direction

Year	Course	Total No. of Student	SC/ST		Foreign
2007 (Ist Year)	Art Direction	11	-	-	1- S. Korea
2006 (IInd Year)	Art Direction	12	2	-	-

#### One and half year certificate course in animation and computer graphics

Year	Course	Total No. of Student	SC/ST		Foreign
2007	Animation and Computer Graphics	12	2	--	--
2006	Animation and Computer Graphics	12	2	--	1-Yemen



**One year post graduate certificate course in television**

Year of Admission	Course wise No. of students				Total Number of Students	SC/ST		Foreign
	Dir	Cin	Edi	Aud		SC	ST	
2007	09	09	09	03	30	6	1	1- Iran

**One year post graduate certificate course in feature film screen play writing**

Year	Course	Total No. of Student	SC/ST	Foreign
2007	Screen Play writing	12	1-ST	2

**Course wise total number of students on roll as on 14.01.2008**

Three Year Diploma	Acting	Art Direction	Animation and Computer Graphics	Certificate Course in Television	Certificate Course in SPW	Total
123	40	23	24	30	12	250

The admission notice for the next academic year 2007-08 will be published on 17th February, 2008.

The Institute is a member of the International Liaison Centre of Cinema and TV Schools (CILECT) to which all leading Film and TV Schools the world over are affiliated. A member of the faculty and a student generally participate in the meetings of the CILECT. This enables the Institute to keep abreast of the latest international trends in film-making and TV Production and in Film and Television teaching.

**Important policy issues being taken up in the current financial year****(i) Global Film School**

To start a Global Film School with an aim to establish a truly international campus with students and faculty drawn from all over the world. The matter is under consideration of the Ministry.

**(ii) Review of Plan Schemes (Financial/Physical targets upto 31.12.2007)**

S.B.G. : Rs.621.00 lakhs

Actual Expenditure : Rs.19.00 lakhs

**(iii) Expenditure upto 31.12.2007 : Rs.804.34 lakhs****Film Appreciation Course**

32<sup>nd</sup> Film Appreciation Course was held from 21.05.2007 to 16.06.2007 with joint auspices of Film and Television Institute of India and National Film Archive of India. 69 participants including journalists, film-makers, artists, activists, teachers and media-persons attended the course.

**Highlights of the year**

- i) The Diploma film 'Kramasha' (Director: Amit Dutta) has been awarded the "GOLD MIKELDI FOR FICTION" by the International Jury of the 49<sup>th</sup> edition of the Bilbao International Festival of Documentary and Short Films, Spain held between November 26<sup>th</sup> to December 1<sup>st</sup>, 2007. The Award consists of 3000 • to be equally shared between FTII and the Filmmaker.
- ii) Four Student Films made by the Film and Television Institute of India (FTII) have bagged National Awards in 2007. *Voices Across The Ocean*, a documentary by final year Film Direction student Ganesh Gaikwad has won the award for Best Direction with a Swarna Kamal and Cash Prize of Rs. 20,000/-. The award for the Best Cinematography (Rajat Kamal and a



cash prize of Rs. 10,000/-) has gone to Paramvir Singh, Cameraman of the film *Parsiwada, Tarapore Present Day*. Vibhu Puri has won the Special Mention (Director) for his film *Pocket Watch* with a commendation 'a director's film with competent execution of a good concept with great art direction, cinematography and performances'. Anmol Bhawe has bagged award for Best Audiography (Rajat Kamal) and a cash prize of Rs. 10,000/- for the film '*Closer*'.

- iii) Second Lensight Film Festival was held on 24<sup>th</sup> Dec. 07 at Ravindra Natya Mandir, Mumbai. In all, 23 diploma films made by the FTII students from 2005 to 2007 were screened during the Festival. Noted film maker and FTII alumnus, Shri Rajkumar Hirani released the DVD set of the above films in a function with glamour and bliss.

### New initiatives

- i) The Centre for Communication and Development Studies, Pune in collaboration with FTII, organized a 2-day program of documentary films screenings and interactive discussion with the noted filmmaker Shri Amar Kanwar from Oct. 28<sup>th</sup> to 29<sup>th</sup> 07 at the Main Theatre.
- ii) Five Diploma Films viz. 'Parsi Wada', Tarapore – A Present Day', 'Gadha Janam Safal', 'Kshitij', 'Chabiwali Pocket Watch' and 'A Route Called 13' were screened during the 3<sup>rd</sup> Pulotsav, a festival of arts held from 16<sup>th</sup> to 31<sup>st</sup> January, 2007. The student directors Vikram Srivastava and Binitesh Baruri were presented to the audience by Ashay Film Club, the organizers of the Festival.

### Participation in film festivals

Films made by Diploma students are regularly entered in various National/International Film Festivals in order to give exposure to students' work in India and abroad. During the year, the Institute has so far participated in the following festivals/events :

- i) 9<sup>th</sup> Women's Film Festival, Seoul, Korea, held between 5<sup>th</sup> and 12<sup>th</sup> April, 2007

- ii) Indian Film Festival of Los Angeles, held between 17<sup>th</sup> and 22<sup>nd</sup> April, 2007
- iii) Indo-American Arts Council Inc, New York, held between 21<sup>st</sup> and 30<sup>th</sup> April, 2007
- iv) Sehsuechte International Film Festival, Babelsberg, Germany, held between 24<sup>th</sup> and 29<sup>th</sup> April, 2007.
- v) Student Academy Award (Oscar) by the Academy of Motion Picture Arts & Sciences, California, held between 25<sup>th</sup> and 27<sup>th</sup> April, 2007.
- vi) 12<sup>th</sup> Jamshedpur Film Festival, Jamshedpur, held between 29<sup>th</sup> April and 8<sup>th</sup> May, 2007.
- vii) 53<sup>rd</sup> International Short Film Festival, Oberhausen, Germany, held between 3<sup>rd</sup> and 8<sup>th</sup> May, 2007.
- viii) Cape Town Bollywood Film Festival, held between 25<sup>th</sup> and 27<sup>th</sup> May 2007.
- ix) The Norwegian Short Film Festival, Oslo, Norway, held in the month of June 2007.
- x) Osian's Cinefan - 4<sup>th</sup> edition of Talent Campus India, New Delhi, held between 22<sup>nd</sup> and 27<sup>th</sup> July, 2007.
- xi) Osian's Cinefan – Festival of Asian and Arab Cinema, New Delhi, held between 20<sup>th</sup> and 29<sup>th</sup> July, 2007.
- xii) Kodak Film School Competition, held on 10<sup>th</sup> August 2007,
- xiii) 60<sup>th</sup> Locarno International Film Festival, Locarno, Switzerland, held between 1<sup>st</sup> and 11<sup>th</sup> August 2007.
- xiv) 3<sup>rd</sup> Monterey International Film Festival, Washington, USA, held between 11<sup>th</sup> and 18<sup>th</sup> August 2007.
- xv) 4<sup>th</sup> International Student Film Festival Fresh Film Festival, Karlovy Vary, Czech Republic, held between 22<sup>nd</sup> and 24<sup>th</sup> August 2007.
- xvi) Seoul International Film Festival, South Korea, held between 6<sup>th</sup> and 16<sup>th</sup> September 2007.
- xvii) Kerry International Film Festival, Ireland, held between 6<sup>th</sup> and 9<sup>th</sup> September 2007.



- xviii) Silhouette Court Metrage, Paris, France, held between 2<sup>nd</sup> and 9<sup>th</sup> September, 2007.
- xix) Malta 1<sup>st</sup> International Film Festival (MIFF) 2007, Valletta, Paris, France, held between 15<sup>th</sup> and 23<sup>rd</sup> September 2007.
- xx) South Asian International Film Festival, New York, held between 3<sup>rd</sup> and 9<sup>th</sup> October 2007.
- xxi) 12<sup>th</sup> Pusan International Film Festival, South Korea, held between 4<sup>th</sup> and 12<sup>th</sup> October, 2007.
- xxii) 52<sup>nd</sup> Corona Cork Film Festival, Ireland, held between 14<sup>th</sup> and 21<sup>st</sup> October, 2007.
- xxiii) 7<sup>th</sup> Kara Film Festival, Karachi, Pakistan, held between 15<sup>th</sup> and 25<sup>th</sup> October 2007.
- xxiv) BFI 51<sup>st</sup> London Film Festival, London, England, held between 17<sup>th</sup> October and 1<sup>st</sup> November 2007.
- xxv) 6<sup>th</sup> International Student Film & Video Festival of Beijing Film Academy, Beijing, China, held between 4<sup>th</sup> and 10<sup>th</sup> November, 2007.
- xxvi) 7<sup>th</sup> Indo-American Arts Council Inc Film Festival (IAAC), New York, held between 7<sup>th</sup> and 11<sup>th</sup> November 2007.
- xxvii) 21<sup>st</sup> Leeds International Film Festival, England, held between 7<sup>th</sup> and 18<sup>th</sup> November 2007.
- xxviii) 27<sup>th</sup> Munich International Festival of Film Schools, Konig Ludwig Trophy, Germany, held between 17<sup>th</sup> and 24<sup>th</sup> November, 2007.
- xxix) Porsche David Award 2007 - International Students' Advertising Film Competition, Ludwigsburg, Germany, held on 15<sup>th</sup> November, 2007.
- xxx) Rencontres Internationales, Paris, held on 15<sup>th</sup> November 2007.
- xxxii) The 49<sup>th</sup> Bilbao International Festival of Documentary and Short Films, Bilbao, Spain, held between 26<sup>th</sup> November and 1<sup>st</sup> December 2007.
- xxxiii) Rencontres Internationales Henri Langlois, Poitiers International Film Schools Festival, Poitiers, France, held between 7<sup>th</sup> and 14<sup>th</sup> December, 2007.
- xxxiiii) 12<sup>th</sup> International Film Festival of Kerala, Thiruvanthapuram, Kerala, held between 7<sup>th</sup> and 14<sup>th</sup> December 2007.
- xxxv) Ilda'a Media Student Awards 2007, held between 25<sup>th</sup> and 29<sup>th</sup> December, 2007.
- xxxvi) Indian Panorama Section of 38<sup>th</sup> International Film Festival of India, Goa, held between 23<sup>rd</sup> November and 3<sup>rd</sup> December 2007.
- xxxvii) River to River Florence Indian Film Festival, Florence, Italy, held between 7<sup>th</sup> and 13<sup>th</sup> December, 2007.

**The Institute will also participate in the following Film Festivals during the year :-**

- i) 6<sup>th</sup> Pune International Film Festival, Pune, to be held between 10<sup>th</sup> and 17<sup>th</sup> January, 2008.
- ii) Whistling Woods International Student Film Competition (PIFF), to be held between 10<sup>th</sup> and 17<sup>th</sup> January, 2008.
- iii) Indian First Film Festival of Los Angles, to be held between 22<sup>nd</sup> and 27<sup>th</sup> April, 2008.
- iv) 10<sup>th</sup> International Women's Film Festival in Seoul (IWFFIS), Korea, to be held between 10<sup>th</sup> and 18<sup>th</sup> April, 2008.
- v) 10<sup>th</sup> Mami International Film Festival, Mumbai, to be held between 6<sup>th</sup> and 13<sup>th</sup> March 2008.
- vi) 8<sup>th</sup> Annual Mahindra Indo-American Arts Council (MIAAC), New York, to be held between 5<sup>th</sup> and 9<sup>th</sup> November 2008.
- vii) 4<sup>th</sup> Annual Seattle True Independent Film Festival (STIFF), Seattle, Washington, to be held between 6<sup>th</sup> and 15<sup>th</sup> June, 2008.
- viii) 15<sup>th</sup> Annual New York Underground Film Festival, New York, to be held between 2<sup>nd</sup> and 8<sup>th</sup> April, 2008.
- ix) 54<sup>th</sup> International Short Film Festival, Oberhausen, Germany, to be held between 3<sup>rd</sup> and 8<sup>th</sup> May, 2008.

**Workshops/Seminars**

To strengthen the academic input for the students, Workshops/Seminars are regularly organized by eminent film-makers from India and abroad. During the period under report, following are the Workshops/Seminars conducted by eminent film personalities :-



Sr.No.	Name of Guest Lecturer	Subject
1.	Shri Mani Kaul	Cinematography
2.	Shri Anjum Rajabali	i) Scene Design ii) Geners (SPW) iii) Narrations Industrial methods iv) Character/SPW v) Conflict SPW vi) Structure-SPW vii) Treatment viii) The Hero's journey ix)Writing the step outline
3.	Dr. Ashok Ranade	Music
4.	Prof. Sarita Bajaj	i) Interior Design ii) Interior Design & decoration iii) Designing for various spaces
5.	Shri Nikhilesh Padgaonkar	i) History of furniture ii) Interior Design iii) History of furniture & Interior Design iv) Elements of design & History of furniture v) History of Interior Design and basic design vi) History & elements of Interior Design & production design vii) History & elements of Interior Design viii) Interior Design project
6.	Shri Chinmay Kulkarni	i) Evolution of objects & Furniture Design ii) Art Direction
7.	Shri Debkanta Chakraborti	Editing
8.	Shri Amitabh Singh	Lighting
9.	Shri Samar Nakhate	Cinema Space, Time and Design, construction of space, purpose – Social, Cultural, Economical
10.	Shri Jitu Mandal	Editing
11.	Smt. Alka Rode	Use of Software for designing & practicals
12.	Shri Shyam Bhutkar	Presentation, Discussion and Assessment



Sr.No.	Name of Guest Lecturer	Subject
13.	Shri Sridhar Raghavan	The Triller Genre-SPW
14.	Shri Sriram Raghavan	Creative & Professional Process – SPW
15.	Shri Vinil Mathew	Introduction to Ad film process for Art Direction
16.	Shri Kannan Iyer	Screenplay discussion
17.	Shri Prakash Jha	Screenplay Writing
18.	Shri Kiran Moghe	Screenplay Writing
19.	Shri Amitabh Chakroborty	Editing
20.	Shri Prasanna Jain	Camera
21.	Shri Anup Dev	5.1 mixing for Audiography students
22.	Shri Sharad Kapuskar	Material, expert for miniature project
23.	Shri Suresh Pai	Cinematography
24.	Shri A.G. Mali	i) Carpentry Theory ii) Carpentry practicals
25.	Shri Snajay Dadarkar	i) Introduction to various materials for Art Direction
26.	Shri Ashok Kale	Moulding Practical
27.	Shri Nitin Hadap	i) History of Art Architecture & costume ii) Culture history of India iii) Indian Art & Architecture
28.	Shri Salim Aril	Costume Design
29.	Shri Meghan Manjarekar	Basic of Colour
30.	Shri Ashwini Malik	i)Screenplay Writing ii)Treatment
31.	Shri Ashoke Vishwanathan	Film making & FA Sound Designing
32.	Shri Raghav Dar	Direction, Film Editing & Sound Design
33.	Shri Raza Murad	Film Acting
34.	Shri Ajit Pande	Computer Practical
35.	Shri Bishwadeep Chatterjee	Music recording & mixing Audiography
36.	Shri Vinay Shukla	Dramaturgy of Mother India



Sr.No.	Name of Guest Lecturer	Subject
37.	Smt. Arshia Sattar	Mythological Tales
38.	Shri Amit Roy	Studio Lighting
39.	Shri Barun Mukherjee	New Color Emulsions
40.	Shri Vijaykumar Dash	New technology equipments and virtual reality
41.	Shri Y.K. Mathur	Editing Theory
42.	Shri Gopal Krishna	Pinciples of Colours & Applications
43.	Shri Nandan Kudiyadi	Documentary
44.	Shri Anand Kumar Sharma	Final Cut Pro
45.	Shri Huzefa Lokhandwala	Advertisement Editing
46.	Shri Bharat Nerkar	Studio Based Non-Fiction Programme
47.	Shri Jethu Mandal	Documentary Editing
48.	Shri Prashant Naik	Post Production Techniques
49.	Shri Vikas Desai	Mis-en-scene Music Video/Song Picturization
50.	Shri Arvind Pandey	Working with Actors
51.	Mrs. Bina Paul	Video Editing
52.	Shri Anand Mahendroo	TV Drama & Sitcom
53.	Shri Suresh Pai	Editing Dramatic Sequence
54.	Mrs. Suman Kalra	Writing TV Fiction and Fiction Production
55.	Shri Dharam Gulati	Lighting
56.	Shri Hiroo Keswani	Lighting
57.	Shri Shivendra Singh Dungarpur	Ad-Films
58.	Shri D. Ramakrishnan	Ad-Scripting
59.	Shri Saikat Ray Sharma	AVID
60.	Ms. Shweta Venkitachalan	Music Video Editing
61.	Shri Shan Mohammed	Effects and Editing of Complex Dramatic Sequence
62.	Shri B.P. Singh	Lighting



### Other short courses

The following short courses were conducted by the Institute :-

1. Short course in "Writing for Television" conducted from 28.05.2007 to 16.06.2007.
2. Short Course in Videography DV-Cam conducted from 18.06.2007 to 30.06.2007.
3. 9<sup>th</sup> Orientation Course in Multimedia Applications for TV Production conducted during 09.07.2007 to 04.08.2007.
4. Short Course in Basic Videography for Jammu & Kashmir Police Photographers conducted from 22.10.2007 to 03.11.2007.

The Institute will also conduct following courses during the year :-

1. Workshop on Documentary/News/Current Affairs for students of Masters Course in Mass Communication & Journalism (MCJ) of Guru Nanak Dev University, Amritsar, Regional Center, Jalandhar will be conducted from 07.01.2008 to 11.01.2008.
2. Workshop on Documentary/News/Current Affairs for students of Masters Course in Mass Communication & Journalism (MCJ) of Punjab University, Patiala will be conducted from 14.01.2008 to 19.01.2008.
3. Short Course in Basic Videography for Jammu & Kashmir Police Photographers (2<sup>nd</sup> Batch) will be held in the 2<sup>nd</sup> week of February, 2008.

### Finance

The actual expenditure of the Institute for the financial year 2006-2007 is as follows :-

(Rs. in lakh)

	Revised Estimates	Final Grant	Actual Expenditure
NON PLAN	672.36 (Net)	672.36 (Net)	878.61 *
PLAN	235.11	235.11	227.93 **
TOTAL	907.47	907.47	1106.54

\* The excess expenditure incurred from the Revenue Receipts.

\*\* Balance amount of Rs.7.18 lakhs remained unutilized under HRD Schemes(scholarship & exchange programme with foreign universities for students etc.)

4. Short Course in Basic Videography for Jammu & Kashmir Police Photographers (3<sup>rd</sup> Batch) will be held in the 2<sup>nd</sup> week of March, 2008.
5. Course in TV Production & Technical Operations for Doordarshan Staff will be held in February/ March, 2008.

### Book library

The Book Library has over 26,705 books including rare books on various aspects of Film and TV.

### Film library

The Film Library of the Institute has a collection of over 3000 films including Indian and foreign features and short films, study extracts and FTII Films. The Film Library also houses audio visual material like Disc Records, Video Cassettes and DVDs/VCDs.

### Video tape library

VHS and U-matic and Betacam Cassettes of Indian and foreign features and short films, documentary and student films, TV programmes, Video documentaries made by Students and TV Trainees are housed in the Video Library.

These tapes are helping the students as resource material in making an in-depth study of content development and production techniques, supplementing the film viewing sessions on editing tables.



The Sanctioned Budget Grant for the Financial Year 2007-2008 and actual expenditure upto 31.12.2007 both under Plan and Non Plan are given below :

(Rs. in lakhs)

	Sanctioned Budget Grant	Actual Expenditure
NON PLAN	705.15 (Net)	785.34 *
PLAN	621.00	19.00
TOTAL	1326.15	804.34

\* The excess expenditure has been met out from Revenue Receipts.

### Plan and Non Plan performance

#### (1) ANNUAL PLAN 2007-2008 :

The Grant in-Aid of Rs.620/- lakhs has been approved in the Annual Plan for the year 2007-2008. The same has been proposed in the Revised Annual Plan for the year 2007-2008. A new plan scheme namely 'Global Film School' has been approved by the Ministry "in-principle" for the XI Plan. A token provision of

Rs.One lakh has been sanctioned and included in Annual Plan 2007-2008.

#### (2) NON PLAN :

As far as the Non-Plan performance is concerned the expenditure has been incurred on account of Salary, Rent/Rates and Taxes etc. for the smooth running of the Institute.

### Review of the Plan Schemes upto December 2007

Name of the Scheme	Physcial targets	Achievements
Machinery & Equipment	Procurement of camera lenses, PC Work station, NLE Editing Machine High Definition equipment for TV wing Digital Format Recording Equipment	Tenders/quotation have been finalized for procurement of target equipments
Civil Construction	Construction of Resource Center Upgradation of main theatre of the Institute	Civil Construction Wing of All India Radio Pune have been directed to submit the DPRs for the works to be executed, the same are awaited
Computerisation and Modernisation	Upgradation of hardware and software of academic and administrative Departments	The purchase proc edure has been completed and orders have been placed
Community Radio	To broadcast Radio programmes regularly	The quality Radio programmes are being transmitted
Setting up of Captive TV Channel	Shooting of various progammes for the local and targeted audience	Activities are being carried out as per schedule.
HRD Aspects including scholarship and exchange programmes	To depute students/faculties to film schools to study environment and technology used in foreign cinema	Number of students and faculties have been deputed to different countries as per the MoUs executed



**UNDP:**

In order to ensure that messages of State HDRs reach the widest possible audience, the series of documentary films on key messages of different States are produced by FTII under UNDP project since the year 2006-2007. During the financial year 2007-08 six films have been produced which pertained to four States for which expenditure of Rs.56.40 lakhs has been incurred upto November, 2007.

**Observance of important events**

The Institute observed Hindi Fortnight between 14<sup>th</sup> September, 2007 and 29<sup>th</sup> September, 2007. The Institute also observed Anti-Terrorism Day, Sadbhawana Diwas and Quami Ekta Diwas. All the employees, students and trainees took a pledge on these days.

**SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA****Introduction**

Satyajit Ray Film and Television Institute, Kolkata was established by the Government of India as an autonomous educational institution under the Ministry of Information & Broadcasting, and was registered under West Bengal Societies Registration Act, 1961. Located at Kolkata and named after the legendary film maestro Satyajit Ray, SRFTI is the second national level training institute established by the Government of India. The institute offers three-year post-graduate diploma course in Direction & Screenplay Writing, Motion Picture Photography, Editing and Sound Recording. Apart from the basic diploma course, the institute also has the provision to conduct short and medium term courses on areas related to film and television. Research and explorative studies in the sociology, culture and technology of film and television is another area of focus in SRFTI.

**SRFTI & its objectives:**

The institute is equipped with up-to-date technology and is aimed at producing film and television professionals, capable of independent creative and innovative work in the field and thus contributing to the growth and development of cinema in the country.

**SRFTI's objectives are:**

- I. To impart practical and theoretical training in all aspects of film and television production, including

introduction to related fields.

- II. Grant Certificates, Diplomas, Honours Diplomas and such other certificates as may be instituted from time to time to the trainees on successful completion of prescribed courses of study;
- III. Coordinate the activities of education and skill development in the field of film and television programme conception and production.

**Management & organisational framework**

SRFTI is a fully funded autonomous institution under the Ministry of Information and Broadcasting, run by a Society constituted by the Government of India. The Society, headed by a President, runs the Institute through a Governing Council (GC). The Society, Governing Council and Standing Finance Committee have officials of the Ministry of I&B as ex-officio members representing the Government. There is an Academic Council (AC), which is empowered to take policy decisions on academic and production-related affairs of the Institute.

Shri Buddhadeb Dasgupta, the renowned filmmaker, is the present President of the Society by virtue of which he is also the Chairman of the Governing Council, Academic Council and other Committees.

The Director is the Head of the Institute and functions as the Member-Secretary of the Governing Council, Academic Council etc. He is assisted by the Dean in academic affairs and by the Registrar in administrative matters.

**Infrastructure & equipment facilities:****Film Studio & Television Studio**

The Institute can be rightfully proud of its two studio floors. The Film Studio is one of the best in the eastern zone. The floor size (80'x50') is ideal even for big budget spectacular sets. It has got a fully air-conditioned make-up room, underground pit for specialized camera angles, 3 tier platforms for lighting, big store room for stacking art material and a carpentry and painting section.

The state-of-the-art fully air-conditioned Television Studio floor of 50'x50' dimension has a 3-camera set-up with control room, dimmer panel, motorized telescopic lighting grid, and cyclorama facilities. This studio is used for on-line TV programmes and multi-camera student projects. Both the studios have separate rooms for safe keeping of camera and light equipment.



## Auditorium & Screening facilities

The institute has multi faceted facilities for preview and screening of films both in celluloid and video formats. Currently the Main Theatre has been equipped with Dolby digital sound reproduction system.

The Main Theatre (370 seats), one Preview Theatre (72 seats) has multipurpose facilities of 35 mm and video projection arrangement.

## The Library

The fast growing library of the Institute is located in a two-storied building with a large reading hall, a well – equipped video viewing room with several viewing booths and a music room with several booths for listening and studying music. At present the library has an impressive collection of books, periodicals, VHS cassettes, LDs/DVDs/VCDs.

## Film Library

The Institute Film Library has a collection of 1451 films (feature : 501 and documentary : 950). The films are used mostly for academic purposes.

## Guest House

The Institute has Guest House with two VIP suits and 16 Double bed room accommodations with facilities of dinning hall, kitchen, a beautiful lounge, reception, storeroom and a courtyard.

## Admission Process to PG Diploma Course:

Admission is through a competitive entrance examination held on an all India basis held annually. The entrance examination consists of a written test followed by an interactive orientation session and viva-voce for short-listed candidates. New admissions are done in July/august and the admission process starts in January/February every year. Advertisement appears in the employment News and select major newspapers all over India. While the written test is held at multiple centers all over the country the interactive orientation session and viva-voce is held at the Institute premises in Kolkata. The written examination consists of a common paper on General Knowledge and Mental Aptitude and another paper on Specific Area Aptitude in the discipline of choice.

## Departments

### Direction & Screenplay Writing department

The Film Direction block mainly houses the offices of the Direction and Purchase Department. It has two A.C. Class Rooms, PC rooms that are equipped with digital viewing facilities and one Basic DVD Editing Room. The main classroom is equipped with Home Theatre facility, projection facility. Reputed professionals are invited regularly to conduct workshops on various aspects of directorial skills and strategies. The same block also accommodate in the Film Library.

### Audiography

The Sound Recording Block consists of three studios and a several **Digital Audio Workstations (DAWs)** for sound recording, sound editing, and track laying at the post-production stage. Currently these studios have been equipped with **Dolby Digital recoding** system. The elegance of analogue recording, which is the traditional method of audio post production, is blended with the most advanced digital recording technologies for flexibility or freedom of an artist. The allied technologies like acoustics and electronics are also part of the syllabus to make a complete sound recordist in the true sense.

### Editing

The Editing block consists of one film and one video section. The film section has 10 Steenbeck editing suits in separate chambers and a large hall with 10 editing tables equipped with accessories— synchronizers, splicers, pic-syncs and a moviola. The video section is equipped with Analog Video editing suits and Avid Media Composers, facilitating editing work in SVHS and Beta formats. The Digital Non-Linear Editing (DNLE) section consists of Avid Media Composers and Final Cut Pro with cine tool for film editing, Avid DV Xpress, FCPs and Adobe Premiere set up dedicated to non-linear editing. The department also includes five linear video editing suites and a graphics section with three dedicated workstations; the department has a special class room, Agit-prop, for regular screening, discussions and analysis with viewing and digital edit demonstration facilities. Currently the department has been equipped with Digital Graphics Work-Station—SMOKE, the only of its kind in Eastern India.

### Cinematography

Located next to the film studio and the television studio,



the Motion picture Photography Department is equipped with a wide range of cameras viz. Two ARRI 2C 35 mm cameras, one SR III and one SR II cameras (both 15 mm), one ARRI 435- a new generation, advances non-bleep 35 mm camera with video assist system, two DYC 637 video cameras (one with additional SVHS attachment), two beta cam recorders, one High-band recorder, four Digital cameras, HMI lights and Basic camera accessories, including light meters and other equipment. Currently the department has been equipped with two-state-of-the-art 35mmBlimped cameras— Evolution with accessories.

Department has a Still Photography section with 16 cameras and B&W as well as colour film processing, developing and printing facilities. A recent induction of Arri Sun-series HMI lights has lent a sophisticated touch to the Department's collection of lights. The department has active interface with front-rank labs for regular student visits.

### Guest faculty

Apart from the regular classes, the students get the opportunity to interact with the eminent personalities of Film Industry when they come to the Institute as

Guest Lecturers to conduct seminars, workshops and for taking special classes. During the period the names of some of the renowned personalities who conducted Workshop, Seminars included Amos Getai, Yoigos Tsunberopoulos, Buddhadeb Dasgupta, Basu Chatterjee, Goutam Ghose, Kundan Shah, Shama Zaidi, Arjun Gourasaria, Ranjit Bahadur, Suresh Pai, Argha Kamal Mitra, Avinash Chand Ramani, Anup Mukherjee, Pradip Kumar Routhray and Ashok Mehta.

### Important Policy Issues being taken up in the current financial year

In addition to the existing plan schemes, the Institute has proposed creation of two futuristic academic departments: *Production Management in Films & Television* and *Animation and Electronic Imaging*.

Under the scheme for *Modernization and Infrastructure Development* the Institute proposes to construct a new film studio, restore the T.V. studio, construct a new block for audiography, and convert existing blocks to multiple multipurpose sound studios, construct Institute's Archives and procure hi-tech equipment.

### Review of Plan Schemes (Financial / Physical targets up to 31.12.2007)

#### Review of Plan Schemes (Financial Targets up to 31.12.2007)

*Rupees in Crore*

Sl.No.	Name of the Plan Scheme	Financial Targets (Budgetary Allocation for the year 2007-08)	Achievements (Actual Expenditure during the period 01.04.2007-31.12.2007))
1	HRD Aspects, Scholarship / Student Exchange Programme	0.10	0.0166
2	Training & Skill Development	0.50	0.1647
3	Computerization & Modernization	3.00	0.3239
4	Department of Production Management in Films & Television (New Scheme)	0.01	0.0000
5	Department of Animation and Electronic Imaging (New Scheme)	0.01	0.0000
6	Scholarship, student/faculty exchange programme	0.15	0.0005
	<b>Total</b>	<b>3.77</b>	<b>0.5057</b>



**Review of Plan Schemes (Physical Targets up to 31.12.2007)**

Sl.No.	Name of the Plan Scheme	Physical Targets	Achievements
1	HRD Aspects, Scholarship / Student Exchange Programme	Conducting of student exchange programmes Grant of scholarships	Exchange Programmes Organized for students
2	Training & Skill Development	1. Organising training programmes for acquaintance with modern technological developments in the field of films & television 2. Production of socially relevant films (short films and documentaries) 3. Publication of newsletter	Training programmes organized through workshops conducted by guest lecturers, Newsletter titled "Take One" published.
3	Computerization & Modernization	1. Construction of new film studio, restoration of TV studio, construction of new block for Audiography, Permanent/Semi-permanent sets in outdoors, conversion of existing blocks to multiple multipurpose sound studios, construction of Institute's Archive etc. 2. Procurement of additional sets of lenses, camera, Dolby digital projector, high definition editing setups, basic equipment and special software	Some Hi-tech equipment procured and installed.
4	Department of Production Management in Films & Television (New Scheme)	1. Construction of new film 2. Procurement Computers/software for production	Preliminary infrastructural planning undertaken
5	Department of Animation and Electronic Imaging (New Scheme)	1. Construction of new block to accommodate imaging and maintenance section, construction of New Hostel to accommodate the Students 2. Procurement of Machinery & Equipment	Preliminary infrastructural planning undertaken
6	Scholarship, student/faculty exchange programme	1. Organizing participation in National & International Film Festivals 2. Arranging exchange programme for students and faculties	Students and Faculty participated in National and International Film Festivals



**Physical Expenditure up to 31.12.2007****NON PLAN***Rs. in Crore*

Sl.No.	Head of Expenditure	Budgetary Allocation for the year 2007-08	Actual Expenditure during the period 01.04.2007-31.12.2007
1.	Establishment Expenses	2.03	1.34
2.	Academic Expenses	1.82	0.36
3.	Administrative Expenses	1.45	1.56
4.	Fixed Asset	0.10	0.25
<b>Total</b>		<b>5.40</b>	<b>3.51</b>

**PLAN***Rs in Crore*

Sl.No.	Head of Expenditure / Plan Scheme	Budgetary Allocation for the year 2007-08	Actual Expenditure during the period 01.04.2007-31.12.2007
1.	HRD Aspects, Scholarship / Student Exchange Programme	0.10	0.0166
2.	Training & Skill Development	0.50	0.1647
3.	Computerisation & Modernisation	3.00	0.3239
4.	Department of Production Management in Films & Television (New Scheme)	0.01	0.0000
5.	Department of Animation and Electronic Imaging (New Scheme)	0.01	0.0000
6.	Scholarship, student/faculty exchange programme	0.15	0.0005
<b>Total</b>		<b>3.77</b>	<b>0.5057</b>

**Co-curricular events during the period****CLAPSTICK**

An International festival of students films organized by SRFTI is not only beneficial for the SRFTI students but also for the entire film loving community. Subrata Mitra memorial lecture that includes previous speakers like K.K.Mahajan and Walter Murch is one of the key event of this programme.

**DOCEDGE**

Docedge is an International Pitching workshop where Documentary filmmakers pitch their films in front of a panel of international film commissioners. Students get a chance to win promotional commitments with their active participation.



### Satyajit Ray Memorial Lecture

Satyajit Ray Memorial Lecture is held on 2<sup>nd</sup> May every year. Lecture of 6<sup>th</sup> year was delivered by Shri Goutam Ghose followed by screening of his recent film 'Yatra'. Other speakers so far includes Kumar Shahni, Mrinal Sen, Adoor Gopalakrishnan, Buddhadeb Dasgupta and Shaji Karun.

### Kolkata Film Festival, 2007

SRFTI was selected as one of the venues for the Kolkata Film Festival, 2007.

### SRFTI Film Magazine

SRFTI brings out newsletter 'Take one'

### Student Exchange Programme

During the financial year 2007-2008, students of Editing department of SRFTI will be visiting Zelick, Italy as is part of their academics based on student exchange programme held every year.

### Awards and Honours won by SRFTI diploma holders

SN	Name of the Films	Awards/Honours Won	Director/Cinematographer
1	Meena Jha (Hindi)	Best First Film of the Director National Film Award 2001	Director :Anjalika Sharma
2	Bhor (Bengali)	Best Short Fiction Film National Film Award 2001	Director :Ritubarna Chudgar
3	Meena Jha (Hindi)	Special Mention for 48th National Film Awards	Cinematographer :Amal Neerad C. R.
4	Khoj (Bengali)	Selected for featuring in the Cinefondati on section of the Cannes Film Festival, 2002 (France)	Director :Tridib Poddar
5	The Egotic World(Malayam)	Selected for featuring in the Oberhausen Film Festival, 2002(Germany),Montreal Film Festival (Canada)	Director :Vipin Vijay
6	The Egotic World(Malay am)	Adjudged as the Best Student Film in Kodak Students Festival, 2001 (India)	Cinematography :Milind Nagamule
7	Khoj (Bengali)	Best Director in Bengal Film Journalist Association (BFJA) Award, 2002	Director :Tridib Poddar
8	Abhimaan Band Party (Bengali)	Best Short Film in Bengal Film Journalist Association (BFJA) Award, 2002	Director :Siladitya Sanyal
9	Sundar Jeebon	Best Short Fiction / National Award 2003	Director :Sandip
10	Khoj (Bengali)	IDPA Award (Best first film) / MIFF, 2004	Director :Tridib P oddar
11	Tetris (Bengali/English)	Selected for featuring in the Cinefoundation section of the Cannes Film Festival, 2006 (France)	Director :Anirban Dutta
12	Kulai Chaula(Oriya)	selected in competition section Kerala Film Festival 2006	Director :Sanjib Behera
13	Bagher Bachcha	selected for Asian Film Festival of 1 <sup>st</sup> Films,Sigapore; Vsoul Film Festival, FranceCinerail, Paris;	Director :Bishnu Dev Halder
14	An Actor Prepares(Bengali/Hindi)	selected in Cinema du Reel, Paris	Director :Kanu Behl
15	Kahon (Bengali)	Nominated for showing in Scene, First Student Film Festival, Wilmington, North Carolina	Director: Sudeshna Bose
16	Bagher Bachcha	Invited for screening in the retrospective of Indian documentaries at Zagrebdox International Film Festival, Croatia	Director: Bishnu Dev Halder
17	Bagher Bachcha	Selected in competition section at International Film Festival of Mexico city & Monterrey International Film Festival, Mexico	Director: Bishnu Dev Halder
18	Chinese Whispers (Bengali)	Selected for featuring in the Cinefoundation section of the Cannes Film Festival, 2007. The Diploma Film is the most successful Production of SRFTI for this year. Already got the nomination to be screened at twelve prestigious Film Festivals throughout the year.	Director: Raka Dutta



## NATIONAL FILM ARCHIVE OF INDIA

### Overview

The importance of preserving film as art and historical document has been recognized all over the world. The task of preserving cinema in all its varied expressions and forms is best entrusted to a national organization having adequate resources, a permanent set-up and the confidence of the film industry. Thus, the National Film Archive of India was established as an independent media unit under the Ministry of Information and Broadcasting in February, 1964 with the following aims and objectives:

To trace, acquire and preserve for posterity the heritage of national cinema and build up a representative collection of World Cinema

To classify and document data related to film, undertake and encourage research on cinema and publish and distribute them

To act as a centre for dissemination of film culture in the country and to ensure the cultural presence of Indian cinema abroad.

**During the 44 years of its existence NFAI has been making rapid strides towards achieving its goals.**

During the period 1<sup>st</sup> April, 2007 to 31<sup>st</sup> December, 2007 NFAI has added to its collection 58 fresh titles, 85 duplicate prints, 250 titles as free deposits, 322 video cassettes, 228 books, 56 scripts, 1208 stills, 5,600 press clippings, 284 song booklets, 1,150 publicity posters, 68 film folders, 130 DVDs and 799 Images were converted on CD.

Following are some of the important titles/prints added to the Archive collection during the period under report :

<b>Naya Andaz</b>	K. Amarnath / Hindi / 1957
<b>Rang Panchami</b>	Anant Mane / Marathi / 1961
<b>Mulzim</b>	N.A. Ansari / Hindi / 1963
<b>Naunihaal</b>	Raj Marbros / Hindi / 1967
<b>Gana Gaulan</b>	Anant Mane / Marathi / 1969
<b>Nurse</b>	Thikkurishi S. Nair / Malayalam / 1969
<b>Bhagwan Parshuram</b>	Babubhai Mistry / Hindi / 1970
<b>Narad Lila</b>	Dhirubhai Desai / Hindi / 1972
<b>Panathottam</b>	K. Sankar / Tamil / 1973
<b>Varuvan Vadivelan</b>	S. Shankar / Tamil / 1978
<b>Niram Maratha Pookkal</b>	Bharathiraja / Tamil / 1979
<b>Shayad</b>	Madan Bavaria / Hindi / 1979
<b>Savithri</b>	Bharatan / Tamil / 1980
<b>Chitrasmrithi</b>	V.R. Gopinath / English Commentary / 1983
<b>Lekin</b>	Gulzar / Hindi / 1990
<b>Minsara Kanavu</b>	Rajiv Menon / Tamil / 1996
<b>Shesh Drushti</b>	A.K. Bir / Oriya / 1997
<b>Samar</b>	Shyam Benegal / Hindi / 1998
<b>Aa Ab Laut Chalen</b>	Rishi Kapoor / Hindi / 1999
<b>Kartoos</b>	Mahesh Bhatt / Hindi / 1999
<b>Alavandan</b>	Suresh Krishna / Tamil / 2001
<b>Oruku Nooruper</b>	B. Lenin / Tamil / 2001
<b>Company</b>	Ramgopal Varma / Hindi / 2002
<b>Leela</b>	Somnath Sen / English / 2002



<b>Ishq Vishk</b>	Ken Ghosh / Hindi / 2003
<b>Mian Madhuri Dixit</b>	
<b>Banana Chahati Hoon</b>	Ramgopal Varma / Hindi / 2003
<b>Oruththi</b>	Amshan Kumar / Tamil / 2003
<b>Girlfrient</b>	Karan Razdan / Hindi / 2004
<b>Hulchul</b>	Priyadarshan / Hindi / 2004
<b>Page 3</b>	Madhur Bhandarkar / Hindi / 2004
<b>Shabd</b>	Leena Yadav / Hindi / 2004
<b>15 Park Avenue</b>	Aparna Sen / English / 2005
<b>Antarmahal</b>	Rituparno Ghosh / Bengali / 2005
<b>Apaharan</b>	Prakash Jha / Hindi / 2005
<b>Baadhaa</b>	Sumitra Bhave & Sunil Sukhatankar / Marathi / 2005
<b>Black</b>	Sanjay Leela Bhansali / Hindi / 2005
<b>Dhavamai Dhavamirunthu</b>	Cheran / Tamil / 2005
<b>Garam Masala</b>	Priyadarshan / Hindi / 2005
<b>Kaal</b>	Soham / Hindi / 2005
<b>Kaal Purush</b>	Buddhadeb Dasgupta / Bengali / 2005
<b>Kanne Madanguka</b>	Albert / Malayalam / 2005
<b>Maine Gandhi Ko Nahin Mara</b>	Jahnu Barua / Hindi / 2005
<b>Parineeta</b>	Pradeep Sarkar / Hindi / 2005
<b>Sonam</b>	Ashan Muzid / Arunachalee Dialect / 2005
<b>Song Soy</b>	Shebal Mitra / Bengali / 2005
<b>Waqt</b>	Vipul Shah / Hindi / 2005
<b>Banaras...a Mystic Love Story</b>	Pankaj Parasher / Hindi / 2006
<b>Joymati</b>	Marlyn Borah / Assamese / 2006
<b>Taxi No. 9211</b>	Milan Sutharia / Hindi / 2006
<b>The Rising : Ballad of Mangal Pandey</b>	Ketan Mehta / Hindi-English / 2006
<b>Woh Subah Kidhar Nikal Gayi</b>	Tripurari Sharan / Hindi / 2006
<b>Bheja Fry</b>	Sagar Baltyary / Hindi / 2007

A copy of the Russian version of '**Pardesi**' (1957) the first ever Indo-Russian co-production directed by K.A. Abbas & V.M. Pronin, was received by NFAI as gift from Russian Cultural Centre. The film is a significant addition to the Archive collection.

Negatives of landmark TV serial '**Discovery of India**' directed by Shyam Benegal for Doordarshan was transferred from the laboratory to the Archive for better preservation.

During the period under report 1000 reels of Picture and Sound Negatives were received from National Film Development Corporation, Mumbai, Chennai and

Bangalore for preservation in the Archive.

There have also been several significant free acquisitions of negatives of significant films in Hindi, Marathi, Malayalam and Tamil during the year.

A detailed statement of acquisition is given at Annexure-A.

### **Dissemination of Film Culture**

NFAI's activities to disseminate film culture in India are manifold. Its Distribution Library has about 45 active members throughout the country. The Archive also organizes joint screening programmes on weekly,





NFAI has the original citation of the Indian Film 'Sant Tukaram' (Marathi/1936) which was an Entry in the International Competition of Venice Film Festival in 1937 and was adjudged as one of the three best films of the year.

fortnightly and monthly basis in seven important centres. Another important programme is the film teaching scheme comprising of long and short term Appreciation courses conducted in collaboration with FTII and other educational and cultural institutions.

A four-week course in Film Appreciation held in Pune this year had 63 participants from different disciplines and professions including one from Sri Lanka.

- 5<sup>th</sup> Pune International Film Festival was held from 16 – 22 March, 2007 and NFAI gave programme support to the event by lending the auditorium and Archival films on usual terms and conditions.
- A Film Heritage Preservation Workshop was organized jointly by Thomson Foundation, NFAI and FTII at Pune. *Kaliya Mardan* a silent film was screened with live music. Six other films were also screened during the seminar.

- 5<sup>th</sup> Asian film festival organized in Pune at the initiative of Aashay Film Club was also given programme support by NFAI.
- Short film festival "Borderless Humans & Environment in a Global World" was organized in NFAI, in association with Max Mueller Bhavan.

NFAI organized an Exhibition of Wallposters and Stills at 38<sup>th</sup> International Film Festival of India held at Panaji, Goa from 24<sup>th</sup> November to 3<sup>rd</sup> December 2007. The expo was appropriately titled "A Voyage to Discover the Spirit of Freedom – An Expo of select Indian Film Posters".

The Archive also organized a series of festivals showcasing films from France, Germany, UK, Iran, Poland and other European countries in collaboration with Alliance Francaise, Max Mueller Bhavan, British Council and Cultural Centre of Russia, Mumbai.

Important among the other programmes for which NFAI supplied special packages during the year under report were:-

- NFAI gave programme support by supplying fifteen films for 'Pulotsav' organized by Aashay Film Club, Pune in January, 2007.
- Supplied twenty films for Patna Film Festival organized by Information and Public Relations Department, Govt. of Bihar held from 9 – 15 February, 2007.
- 'Rollplay-2007' was presented by Indira School of Communication in association with NFAI, Pune from 26 – 27 February, 2007
- Two films were supplied for the 9<sup>th</sup> International Film Festival Mumbai-2007 held from 9 – 15 March, 2007.
- A package of 19 films was supplied from the Archive for the 1<sup>st</sup> Hyderabad International Film Festival held from 23 – 29 March, 2007.
- A Festival of Russian films was organized by NFAI in association with Cultural Centre of Russia, Mumbai and Aashay Film Club, Pune from 23 – 27 April, 2007 to celebrate the 60<sup>th</sup> Anniversary of the Establishment of the Diplomatic relation between Russia and India.
- Supplied twelve films to FILCA for their festival held from 4 – 10 May, 2007 at Thiruvananthapuram.



- 5<sup>th</sup> European Film Festival was jointly organized by NFAI, Alliance Francaise de Pune, British Library and Max Mueller Bhavan, held from 5 – 11 May, 2007.
- NFAI gave programme support by lending twelve films for Prabhat Film Festival held from 7 – 12 May, 2007
- NFAI gave programme support by lending twenty-one films to Kerala State Film Development Corporation's Film Appreciation Course held from 10.5.2007 to 10.6.2007.
- A print of 'Sant Tukaram' a film classic was sent to India International Centre, New Delhi for a special screening.
- Supplied eight films to Katha Film Studies Centre, Mumbai for their festival "In the sky of Cinema III- Revisiting New Wave" held from 25 – 29 June, 2007.
- Supplied a package of 34 films to Drusya Film Foundation, Hyderabad for Chitra Yatra Film Festival held from 14.6.2007 to 17.7.2007.
- Supplied one film to Osian's Cinefan-8 festival held at New Delhi from 20 – 29 July, 2007
- Satyajit Ray Film & Television Institute of India, Kolkata was given necessary support to organize K.K. Mahajan retrospective from 29 – 31 July, 2007.
- South African Film Festival was jointly organized by NFAI, FTII, FFSI and Embassy of South Africa from 3 – 8 August, 2007.
- NFAI paid Homage to Ingmar Bergman by showcasing six films held from 4 – 7 August, 2007 at Pune.
- Supplied ten films to Films Division, for 150<sup>th</sup> Anniversary of First War of Independence held at Siri Fort Auditorium, New Delhi from 10 – 14 August, 2007.
- 2<sup>nd</sup> short film appreciation course in Marathi was organized by FFSI, Ashay film club and NFAI, Pune from 10-15 August, 2007. Nearly 150 candidates participated in the course.
- A package of 18 films were supplied for the 4<sup>th</sup> International Film Festival of Thrissur held from 10 – 16 August, 2007.
- Three films were sent to LV Prasad Film & TV Academy, Chennai for their academic screening.



Visiting students from USA at a session about Indian Cinema

- Supplied five films to Kerala State Chalchitra Academy, Thiruvananthapuram for 4<sup>th</sup> National Film Festival of Kerala held from 30.9.2007 to 3.10.2007.
- A DVD copy of the film 'Shiraz' was sent to Ability Foundation, Chennai for their Ability Fest-2007 held from 5 – 8 October, 2007.
- Two films from the Archive were supplied for the festival of World Cinema Classics held at New Delhi organized by India International Centre.
- NFAI gave programme support by lending five films for the 'Girish Kasarvalli' film festival organized by Kannada Sangh and Aashay Film Club, Pune from 15 – 19 October, 2007.
- A festival of Contemporary Russian films was organized by NFAI, Cultural Centre of Russia, Mumbai and Aashay Film Club, Pune from 27 – 30 October, 2007.
- Ten films were supplied to Prabhat Chitra Mandal, Mumbai for 3<sup>rd</sup> Eye Film Festival held from 1 – 8 November, 2007.
- Supplied 6 films to Nandan, Govt. of West Bengal for the 12<sup>th</sup> Kolkata International Film Festival held from 10-17 November, 2007.
- Fourteen films were supplied to 'Soorya Film Festival' held at Thiruvananthapuram from 11 – 19 November, 2007.
- Thirteen films were supplied to Directorate of Film Festival for 38<sup>th</sup> International Film Festival of India held at Panaji, Goa from 23.11.2007 to 3.12.2007. NFAI also organized an Exhibition of Publicity Posters of Cinema and Stills at Goa during the 38<sup>th</sup> International Film Festival of India.





Noted film maker Goutam Ghose giving away the certificate to a participant of Film Appreciation Course, 2007 at NFAI

- Fassbinder film festival was organized to mark the 25<sup>th</sup> death anniversary of noted German film maker Rainer Werner Fassbinder by NFAI and Max Mueller Bhavan, Pune from 30.11.2007 to 4.12.2007.
- Fourteen films were supplied to 12<sup>th</sup> International Film Festival of Kerala, (December 7-12) at Thiruvananthapuram.
- Films from Israel and Iran were showcased in Pune in collaboration with Ashay Film Club, Iranian Cultural Centre, Mumbai and the Embassy of Israel.
- A number of films were also supplied for joint screenings held by FFSI at Mumbai, Kolkata, Chennai, Bangalore, Hyderabad and Cochin.
- 52 films were screened for NFAI's Film Circle programme during the period under report.
- Students of various mass media and journalism institutions visited NFAI as part of the educational tour.

#### **Films sent for International Film Festivals and other Special events:**

- "MR.INDIA" and "DEEWAR" were sent to Indian Film Festival of Los Angeles, IFFLA-2007 during March, 2007.
- "AMRAPALI" and "LIGHT OF ASIA" were sent to High Commission of India, Colombo through Ministry of External Affairs, New Delhi for Budhist Film Festival held in Colombo, Sri Lanka from 18 - 25 June, 2007
- "DO BIGHA ZAMIN" was sent to Embassy of India for the River-to-River Florence Indian Film Festival, Italy held in November, 2007.

#### **Theatre Facilities**

NFAI has two theatres with a capacity of 330 and 30 seats respectively. Apart from NFAI's own programmes and FTII's academic screenings, the facilities were also availed of by other institutions for their screening programmes, lectures, seminars etc.

Max Mueller Bhavan, Alliance Francaise and British Council in Pune also organized screening programmes for the benefit of their members and NFAI Film Circle members on a regular basis. During the period under report the main auditorium and preview theatre were rented out for 487 programmes.

#### **Conservation, Preservation and Restoration work**

The moving image heritage of India can be safeguarded only if sustained and deliberate efforts are made to preserve it. The Archive is not sparing any effort in achieving this end.

During the period under report the Archive transferred 1163 mtrs. of nitrate films to safety base.

#### **Facilities to Producers/Copyright Owners:**

In terms of the Deposit Agreement entered into with copyright owners, NFAI is committed to render services to producers/copyright owners in respect of supply of films for repairing original negatives, preparation of duplicate copies and video copying for telecast purposes. NFAI can take pride in the fact that in recent years many films have been restored and salvaged thanks to its initiatives. A number of celluloid classics being telecast on the national and satellite networks were copied from its collection.

A statistical expression of all these activities is enclosed at Annexure - C.

#### **Plan And Non-plan Programmes**

##### **Plan Outlay**

NFAI has a budget provision of Rs. 101/- lakhs during 2007-08 for one Plan Scheme. During the period April to December, 2007 NFAI acquired 228 books, 68 film folders, 56 film scripts, 1,208 stills, 284 song booklets, 5,600 press clippings, 1150 publicity posters and 799 Images were converted on CD. It also acquired 246 films, 322 video cassettes and 130 DVDs during the same period. 6 Indian films were subtitled in English.

Construction of Phase-II building for NFAI is almost complete. Trial run of the air-conditioning and



dehumidification system was also successfully undertaken.

A statement showing Plan performance during 2007-08 is enclosed at Annexure-B.

Budget provision for North East region and Jammu & Kashmir

Considering the nature of activities of NFAI it was not

considered feasible/possible to provide any budget provision for North-East region and Jammu & Kashmir.

Brief indication of the programme of work for the period 1.1.2008 to 31.3.2008

- About 50 films, 50 video cassettes and DVDs would be acquired during the period.

**Statement showing the Budget for Plan and Non-Plan are given below:**

2007-2008

Budget Estimates 2007 – 2008

	<b>(Rs.in lakhs)</b>		
	Plan	Non-Plan	Total
<b>Major Head “2220”-Information &amp; Publicity</b>			
<b>Revenue Section</b>	<b>101.00</b>	<b>149.40</b>	<b>250.40</b>
<b>Total</b>	<b>101.00</b>	<b>149.40</b>	<b>250.40</b>

Revised Estimates 2007 – 2008

<b>Major Head “2220”-Information &amp; Publicity</b>			
<b>Revenue Section</b>	<b>101.00</b>	<b>169.10</b>	<b>270.10</b>
<b>Total</b>	<b>101.00</b>	<b>169.10</b>	<b>270.10</b>

Budget Estimates 2008 – 2009

<b>Major Head “2220”-Information &amp; Publicity</b>			
<b>Revenue Section</b>	<b>725.00</b>	<b>183.65</b>	<b>908.65</b>

**Administration**

**Organizational set up**

With headquarters at Pune, the NFAI has three Regional Offices at Bangalore, Kolkata and Thiruvananthapuram. These regional offices are primarily engaged in the task of diffusing film culture in the respective areas through film societies, educational institutions and cultural organizations. The functioning of the regional offices is overseen by the Director with the help of Deputy Director-cum-Curator who heads the technical and administrative wings at the headquarters. Currently the Deputy Director-cum-Curator is holding the charge

of the Director. The present staff strength of NFAI inclusive of the three Regional Offices is 51 - 26 in the administrative wing and 25 in the technical wing.

**Budget provisions with regard to Tribal Sub-Plan/Special Component Plan for SCs and STs.**

Considering the nature of activities of NFAI it was not considered feasible/possible to provide any budget provisions with regard to Tribal Sub-Plan/Special Component Plan for SCs and STs.

**O&M Inspection**

The O&M Inspection of Administration and Accounts



Section of NFAI, Pune was carried out by a team comprising Under Secretary, Section Officer, Research Assistant and headed by the Director (B&A) of the Ministry of I & B, New Delhi from 17 – 19 January, 2007.

### **FIAF**

NFAI has been a member of the International Federation of Film Archives since May, 1969. FIAF membership enables NFAI in getting expert advice, know-how and material on preservation techniques, documentation, bibliographies, etc. It also facilitates exchange of rare films with other Archives under archival exchange programmes.

### **Departmentalised Accounts**

NFAI follows the departmental accounting system introduced in 1976. Under this arrangement of NFAI's Pay and Accounts are controlled by PAO, FD, Mumbai. Director, NFAI as the Head of Department has been designated as DDO and has delegated these powers to the Administrative Officer, NFAI.

### **Pending Audit Objections**

Internal Audit Organization, PAO, Films Division, Ministry of I & B, Mumbai conducted the audit of NFAI from 24 – 28 September, 2007. Audit Report is awaited.

### **Implementation of Action Plan**

Construction of Phase-II building for NFAI is completed except for some finishing touches. Trial run of the air-conditioning and dehumidification system was also successfully undertaken.

### **Modernization, Computerization and e-governance**

NFAI is a cultural and research organization and is engaged in the primary task of acquiring and preserving the heritage of Indian Cinema. It also acts as a Centre for dissemination of film culture in the country. General public, serious students of cinema and researchers from different parts of the country and from across the globe enjoy better access to the collection and services of the Archive through its website. Application formats for Film Circle and Distribution Library membership are available on the website. Public queries are mostly disposed of through e-mail (nfai@vsnl.net). NFAI has Internet, fax and scanning facility.

### **Vigilance Activities**

The information on vigilance activities during the year under report is as under:-

1. Details of vigilance set up of the organization at Headquarter and in field offices:

This office does not have the post of Chief Vigilance Officer and as such the Director as Head of Department has been designated as Chief Vigilance Officer.

2. Preventive vigilance activities during the period:
  - i) Number of regular inspections conducted during the period : 12
  - ii) Number of surprise inspections carried out during the period: 8
3. Surveillance and detection activities during the period:
  - i) Details of the areas selected for keeping surveillance: Security and copying of films.
  - ii) Number of persons identified for being kept under surveillance: **Nil**
4. Punitive measures (number to be indicated against 4 (i) to (x) where the appointing authority is other than President):
  - i) Number of complaints/references received during the period: **Nil**
  - ii) Number of cases in which preliminary inquiry was conducted: **Nil**
  - iii) Number of cases where preliminary inquiry report were received: **Nil**
  - iv) Number of cases in which charge sheets for major penalty were issued: **Nil**
  - v) Number of cases in which charge sheets for minor penalty were issued: **Nil**
  - vi) Number of persons on whom major penalty was imposed: **Nil**
  - vii) Number of persons on whom minor penalty was imposed: **Nil**
  - viii) Number of persons placed under suspension: **Nil**



ix) Number of persons against whom administrative action such as issuance of warning etc was taken : **Nil**

x) Number of persons prematurely retired under relevant provisions of rules: **Nil**

**Annexure - A**

**STATEMENT SHOWING ARCHIVAL ACQUISITION AS ON 31<sup>ST</sup> DECEMBER, 2007**

Items	As on 31.12.2006	Jan-Dec 2007	As on 31.12.2007
Films	16,561	393	16,954
Video Cassettes	2,293	492	2,785
Books	25,882	347	26,229
Scripts	33,748	156	33,904
Pre-recorded audio cassettes	1,098	--	1,098
Stills	1,26,835	1750	1,28,585
Wall Posters	14,014	1364	15,378
Song Booklets	10,748	344	11,092
Audio Tapes(oral history)	172	--	172
Press Clippings	1,98,984	5760	2,04,744
Pamphlets/folders	8,053	127	8,180
Slides	8,512	--	8,512
Microfiche	42	--	42
Microfilms	1,957	--	1,957
Disc records	3,124	--	3,124
Audio Compact Discs	155	--	155
DVD	613	138	751
Images converted on CD	868	1031	1,899



## Annexure - B

## PLAN PERFORMANCE 2007 - 2008S

(Rs. in lakh)

Programme/Schemes	Approved Plan Outlay 2007-08	Anticipated Expenditure during 2007-08	Expenditure upto November, 2007
Continuing Scheme <b>Acquisition and exhibition of Archival Films.</b>	101.00	101.00	50.85
Total	101.00	101.00	50.85

## Annexure - C

## STATISTICS REGARDING IMPORTANT ACTIVITIES OF NFAI

		No. of Reels	
		16mm	35mm
1. Detailed checking of films	—	629	
2. Routine checking of films	—	516	24,942
<b>Dissemination of film culture</b>			
1. Distribution Library Members	—	45	
2. No. of films supplied to Distribution Library Members	—	251	
3. Films supplied for special occasions	—	291	
4. Joint Screenings	—	101	
5. Films supplied for Film Appreciation Courses	—	194	
6. Films supplied to Producers/copyright owners for video copying	—	48	
7. Viewing facilities extended to research workers	—	25	
8. Films supplied to FTII for academic screenings	—	109	
9. No. of films shown	—	128	
10. No. of readers who availed of book library services	—	1961	
11. No. of research workers who availed of the services of Documentation Section	—		2441

## DIRECTORATE OF FILM FESTIVALS

The Directorate of Film Festivals was set up under the Ministry of Information & Broadcasting in 1973 with the prime objective of promotion of film craft and cultural exchange. These objectives are served by the following activities:

1. The International Film Festival of India.

2. Selection of Indian Panorama.
3. The National Film Awards and the Dada Saheb Phalke Award.
4. Cultural Exchange Programmes and organizing screening of Indian films through the missions abroad.



5. Participation in International Film Festivals abroad.
6. Special film expositions on behalf of the Govt. in India.
7. Print collection and documentation.

These activities provide a unique platform for exchange of ideas, culture and experiences between India and other countries in the field of cinema. It also provides a powerful platform for Indian cinema and opens commercial opportunities for Indian films. Within the country, the latest trends in global cinema are made accessible to the public, film industry and students.

### **The International Film Festival of India - IFFI-2007**

The International Film Festival of India is one of the prime film events in the country which brings together a wide variety of cinema from all over the world on one platform. The 38<sup>th</sup> edition of International Film Festival of India-2007 was organized in Goa from 23<sup>rd</sup> November to 3<sup>rd</sup> December 2007 in collaboration with the Government of Goa.

#### **Programme**

The festival this year presented a total of 117 foreign films under various section of the festival from 46 countries.

- a) Cinema of the World Section : 64 films
- b) Competition Section : 14 films
- c) Other Foreign Film Sections : 39 films

The festival also screened a wide range of Indian cinema both contemporary and classical through 59 films. In all the festival screened 176 films in 390 shows across a chain of 10 festival theatres.

The festival had the following Sections:

#### **1. Competitive Section Of The Festival**

The focal point of the festival was the 'Competition Section' for feature films from Asian, African and Latin American countries. A total of 14 feature films from 13 countries competed for top honors under this section. An International Film Jury headed by **Ms Maria Marta Meszaros**, eminent award winning director from Hungary adjudicated the competition. Other members of the jury were **Mr. Shaji N Karun**

a prominent film director from India, **Ms. Meltom Cumbul**, award winning actress from Turkey, **Mr. Pablo Cesar**, young upcoming award winning director from Argentina and **Mr. Robert Sarkies**, film director from New Zealand.

The Golden Peacock and a cash prize of Rs.10,00,000/- for the Best film was awarded to the Taiwanese Film Director, **Lin Chih Ju** for his film "**The Wall**"

The Silver Peacock and a cash prize of Rs.5,00,000/- for most Promising Director was awarded to the Thai film director, **Pongpat Wachirabunjong** for his film "**Me, Myself**".

The Special Jury Award Silver Peacock and a cash prize of Rs.2,50,000/- was shared by two film personalities Golam Rabbany Biplab for "**The Wings of Dreams**" and Julia Urbini the child actor in the film "**More than anything in the World**" ( Mexico).

#### **2. Cinema of The World**

This section presented a wide range of cinemas being produced across the world. The section sought to present varied cinematic styles, themes and approached through art of cinema from 46 countries. Most of the films screened had won awards in various prestigious international film festivals. The section received was well received.

#### **3. Foreign Retrospectives, Country Focus, Tribute, Technical Retrospectives and Master Classes:**

The foreign retrospectives in IFFI-2007 included a major retrospective of the great master, the German film maker **Volker Schlöndorff**, Homage to the Swedish director **Ingmar Bergman**, a country focus on Hungary, a retrospective on Migration from France, award winning films from PIA International Film Festival an international film festival from Japan, a special section on restored films under "Goa Film Treasures" by Thomson Foundation for Film & TV Heritage in Paris, Flanders Image (films from Belgium), Film India World Wide-films curated by Uma da Cunha which have been made globally but have an Indian connection and Master Classes.

The section **Goa Film Treasures** on restored films was organized in collaboration with Thomson Foundation for Film and TV Heritage for the first time .



In all, these packages provided an extremely rich and varied selection of films which attracted a positive response from both film professionals and the media.

#### 4 Indian Sections

A total of 59 films were screened as part of the Indian Sections.

The section had the following sub sections:

1. Indian Panorama
2. Retrospectives – Tapan Sinha, Vijay Anand
3. Special Section – Navya Movement
4. Homage – Vanamala Devi, O.P. Nayyar, K.K. Mahajan
5. Premieres – ‘The Last Lear’
6. Tributes – ‘And Miles to go’ – Aribam Syam Sharma

#### INDIAN PANORAMA

The section screens the best of contemporary Indian cinema. The Indian Panorama selections were made by two juries. Shri K.S. Sethumadhavan headed the Jury for feature film and Shri Arun Khopkar headed the Jury for non-feature film. The Juries conducted their screenings in October 2007 and selected 21 features and 15 non-features. The Indian Panorama package was screened at the 38<sup>th</sup> edition of the International Film Festival of India in Goa. The directors along with actors, producers of the Indian Panorama films attended their screenings and addressed press conferences related to their films at the Media Centre of the festival.

The section opened with Ore Kadal (Malayalam) – Feature Film by Shyamaprasad and Bagher Bacha (Bengali) – Non-feature film by Bishnu Dev Halder on 24<sup>th</sup> November 2007. A total of 21 features and 15 non-features were screened.

#### RETROSPECTIVES

The following Retrospectives of film directors - Tapan Sinha and Vijay Anand were organized. The retrospective of Tapan Sinha was titled “Lest We Forget” while the retrospective of Vijay Anand was titled “An Eternal Romantic”. The legendary actor Dev Anand inaugurated the Retrospective of Vijay Anand’s films. One film homage to film personalities. – O.P. Nayyar (renowned Music Director), Vanamala Devi (renowned Hindi - Marathi Actress) and K.K. Mahajan (renowned cinematographer), were organized.

#### “And Miles To Go .....”

The renowned Manipuri film maker, Aribam Syam Sharma who single handedly brought Manipuri cinema into national and international focus by winning several prestigious awards, was paid rich tributes at the festival. His landmark film ‘ISHANOU’ was screened at the festival. The director attended the ceremony along with the leading actor of the film, Tomba.

#### ‘In Retrospect’ – Navya Movement

A literary movement in Karnataka called the Navya Movement was instrumental in changing the course of Kannada cinema. To recognize this connection between an important literary movement and a cinematic trend, this section a titled “In Retrospect” was organized. Three landmark Kannada films were screened to mark this movement. The films were Chomana Dudi, Ghatashradha and Samskara. The renowned film maker Girish Kasarvalli inaugurated the section.

#### Premieres

The festival organized the premiere of ‘The Last Lear’ a film directed by Rituparno Ghosh. The screening was attended by the director, producer and star cast of the film.

**4.1** At the Cannes Film Festival and Marche (market), the year 2007 was special for India. It was the 60<sup>th</sup> Anniversary of the Festival and the 60<sup>th</sup> year of Indian Independence. The India Pavilion was organized by the CII on behalf of the Government and showcased panels which depicted the highlights of Indian films and the Film Industry. The Pavilion also had a small film screening space was utilized by Indian delegates for screening their films to prospective buyers. It was inaugurated by the Indian Ambassador to France, Mr. Ranjan Mathai.

To celebrate the occasion, seven Indian films—Saira, Missed Call, Lage Raho Munnabhai, Veyil, Dosar, Guru and Dharm—were selected by the Festival to be showcased in the Cinema of the World section (Details in the DFF section). The Indian delegation was led by Secretary, Ministry of Information and Broadcasting Mrs. Asha Swarup. The opening party was hosted by India on 18<sup>th</sup> May and the films were screened on the 19<sup>th</sup> and 20<sup>th</sup> of May. The entire delegation, including the directors and producers of the films, was given a red carpet honour on the evening of 21<sup>st</sup> May at the *Grand Theatre Lumiere*. In recent years, 2007 witnessed the largest participation by the Indian film industry at the Cannes Film Festival and Market.



## OTHER ACTIVITIES DURING THE FESTIVAL

The National Film Archives of India organized a poster exhibition during the festival on 'A Voyage To Discover The Spirit of Freedom' which was well received.

### 5. Inaugural Function

The Inaugural Function of the 38<sup>th</sup> International Film Festival of India (IFFI-2007), was held on the 23<sup>rd</sup> November 2007 at 5.30 pm at Kala Academy, Panaji. Shri Shahrukh Khan, Actor was the Chief Guest. The Hon'ble Union Minister for Information & Broadcasting and Parliamentary Affairs, Shri. Priyaranjan Dasmunsi addressed the audience. Shri Digamber Kamath, Chief Minister of Goa also addressed

the gathering. Noted award winning actress from South Ms. Priyamani assisted the chief guest and other dignitaries in lighting the ceremonial lamp. Shri Priyaranjan Dasmunsi formally declared the festival open. Shri G.S. Mayavala, President, Film Federation of India presented the vote of thanks.

The opening film was **4 Months, 3 Weeks and 2 Days**, **Mr. Cristian Mungiu**, and the lead actress of the film **Ms. Anamaria Marinca** were presented to the audience before the film.

Many eminent film personalities, dignitaries and officials attended the Inaugural Ceremony. Entry to the Inaugural ceremony was only through invitation and entry to the repeat show of Inaugural Film was open for all delegates in INNOX I, II, III & IV on 24<sup>th</sup> November.



Noted Actor Shahrukh Khan lighting the ceremonial lamp at the inauguration of the 38th International Film Festival at Panjim, Goa as Minister for Information and Broadcasting and Parliamentary Affairs, Shri Priya Ranjan Dasmunsi and senior officials look on



## 6. Closing Function

The Closing Ceremony of the 38th International Film Festival of India was held on 3<sup>rd</sup> December, 2007 at Kala Academy. The Chairperson Ms. Marta Mazaros addressed the audience and announced the awards. The closing ceremony was conducted by the noted actor Mr. Kabir Bedi.

The function was attended by the Hon'ble Governor of Goa, the Hon'ble Chief Minister of Goa and other dignitaries. The vote of thanks was given by Ms. Neelam Kapur, Director, Directorate of Film Festivals. The function came to a close with the screening of the film **FADOS** directed by **Carlos Saura**, a production from Portugal/Spain. One of the producers of the film Mr Luis Manual was introduced to the audience before the start of the film.

## 53<sup>RD</sup> NATIONAL FILM AWARDS

As part of the 53<sup>rd</sup> edition of the National Film Awards the awards were presented to film personalities by the President of India. The function was held on 14<sup>th</sup> September 2008 at Vigyan Bhawan, New Delhi.

### Feature Film Section

'Kaalpurush' (Bengali) directed by Buddhdeb Dasgupta was the Best Feature Film while Rahul Dholakia was adjudged the Best Director for his film 'Parzania' (English). The award for the Best First Film of Director was won by Pradeep Sarkar for "Parineeta (Hindi)". "Rang De Basanti (Hindi)" directed by Rakeysh Omprakash Mehra won the award for Best Popular Film Providing Wholesome Entertainment. The Malayalam film "Daivanamathil" directed by Jayaraj won the Nargis Dutt Award for Best Feature Film on National Integration. The award for Best Film on Family Welfare was presented to "Dhavamai Dhavamirante (Tamil)" directed by Cheran. Nagesh Kukunoor directed "Iqbal (Hindi)" won the Rajat Kamal for Best Film on Other Social Issues. The Kannada film "Thutturi" directed by P. Seshadri won the award for Best Film on Environment Conservation/Preservation. Vishal Bhardwaj directed "Blue Umbrella (Hindi)" was adjudged the Best Children's Film, and presented a Swarn Kamal.

The award for Best Actor was presented to Amitabh Bachchan for his performance in the Hindi language film "Black" while the one for the Best Actress went to Sarika for her powerful performance in the English

language film "Parzania". Naseeruddin Shah and Oorvashi were adjudged Best Supporting Actor and Best Supporting Actress respectively for the films "Iqbal" and "Achhuvinte Amma". Master Sai Kumar, Child Artist from Hyderabad won the award for Best Child Artist for his performance in the Telugu film "Bommalata - A Bellyful of Dreams". Naresh Iyer was adjudged the Best Male Singer for the Film "Rang De Basanti" for the song "Roo Ba Roo" while Shreya Ghoshal won the award for Best Female Playback Singer for the film "Paheli" for the song "Apne Aansoo Peene Ke Liye". The Special Jury Award was presented to Actor Anupam Kher for the film "Maine Gandhi Ko Nahin Mara"

### Non-feature Film Section

The film "Riding Solo to the Top of the World (Hindi)" directed by Gaurav A. Jani was adjudged the Best Non-Feature Film and awarded coveted Swarn Kamal. The award for the Best First Non-Feature Film of a Director was presented to

Ashim Ahluwalia for his English language film "John & Jane". The Special Jury award in the non-feature film category was awarded to the film "Final Solutions" directed by Rakesh Sharma. Ganesh Shankar Gaikwad won the Swarn Kamal for the Best Direction for his non feature film "Voices Across the Ocean".

### Best Writing on Cinema Awards

Sharad Dutt won the Swarn Kamal for Best Book on cinema for his book "Kundan" while Baradwaj Rangan was adjudged the Best Film Critic for the year 2005.

### Dada Saheb Phalke Award

The prestigious Dada Saheb Phalke Award was presented to veteran film maker, Shri Shyam Benegal for his commendable contribution to Indian Cinema.

In all 104 awards were presented across 13 Indian languages and dialects.

### Participation in Foreign Film Festivals

Indian films participated in different International Film Festivals in India i.e. Festival of films from Assam with Special Focus on Bodo Cinema at Nandan-Kolkatta, 12<sup>th</sup> Jamshedpur International Film Festival, Habitat Film Festival, Chitra Yatra Film Festival-Hyderabad, Osian's



Cinefan 9<sup>th</sup> Festival of Asian & Arab Cinema-New Delhi, Indian Panorama Film Festival 2007 in Thiruvananthapuram, 4<sup>th</sup> National Film Festival of Kerala at Quilon, Trivandrum Film Festival.

Indian films also participated in 18 countries till December 2007. The countries were: USA, Singapore, Turkey, France, Italy, Egypt, China, UK, Philippines, Zimbabwe, Belgium, South Korea, Greece, Indonesia, Israel, Canada, Brazil, Netherlands,

### CULTURAL EXCHANGE PROGRAMME

The following film festivals were arranged under CEP during the year 2007:-

#### In India

1. 'ANANYA' Film Festival dedicated to Women's

Empowerment was conducted in Sirifort Auditorium-III for a period of 5 days. 9 films were screened.

2. Spanish Film festival was held in India Habitat Centre from 5<sup>th</sup> to 8<sup>th</sup> March, 2007, Delhi and Inox Add. Lab., Mumbai from 8<sup>th</sup> to 15 March, 2007. 11 films were screened.
3. Russia Film Festival was held in India Habitat Centre & Russian Centre of Science & Culture, Delhi from 2<sup>nd</sup> to 9<sup>th</sup> April, 2007. 6 films were screened.
4. NFDC Films for MPs were screened in Balayogi Auditorium, Parliament Library Building, Delhi on 30<sup>th</sup> April, 2007 onwards. 8 films were screened.
5. Egyptian Film Festival was held in Sirifort-II from 24<sup>th</sup> to 26<sup>th</sup> October, 2007. Five films were screened.



The President Smt. Pratibha Patil giving away the Dada Saheb Phalke Award to noted film director, Shri Shyam Benegal, at the 53<sup>rd</sup> National Film Awards Ceremony in New Delhi.



**Abroad**

1. Festival of Award Winning Films was held in Abu Dhabi from 25<sup>th</sup> to 30 March. 9 films were screened.
2. Indian Film Festival was held in Bratislava (Slovakia) from 2<sup>nd</sup> to 6<sup>th</sup> May, 2007.
3. Indian Film Festival was held in Belgium from 31<sup>st</sup> August, 2007. Two films were screened.
4. Indian Film Week was held in Japan from 13<sup>th</sup> to 18<sup>th</sup> October, 2007. Nine films were screened.
5. Indian Film Week was held in Tunisia from 12<sup>th</sup> to 18<sup>th</sup> December, 2007. Seven films were screened.

**ORGANISATION CHART OF DIRECTORATE OF FILM FESTIVALS****(As on 31.12.2006)****Director- ADG (M&C)****Joint Director (Vacant)****Deputy Director (Admn) Vacant**

Senior Deputy Director	Deputy Director (Program I)	Deputy Director (Program II)	Deputy Director (Program III)	Deputy director (Admn)	Deputy Director (Accounts)
PFF and Print Unit	IFFI Cell	NFA cell IP Cell Documentation Printing and Publicity	CEP and Spl.festivals	Establishment and Gen. Admn	Accounts section & Sirifort Booking

Out of the total sanctioned strength of 47 posts, one post of Joint Director, one post of Deputy Director, one post of Facility Assistant, one posts of Steno 'D', three posts of UDC, one post of LDC, one post of Security Guard, one post of Staff Car Driver and one post of Mazdoor are lying vacant. Total number of posts manned by SC/ST candidates is 12.

**Work Study**

Recommendations submitted by IWSU are pending implementation for want of a final decision on E.R.C. recommendations.

**Computerisation**

- I) This Directorate has its own website <http://www.dff.nic.in> as well as one exclusive website for the International Film Festival of India [www.iffi.nic.in](http://www.iffi.nic.in)
- II) All officers and staff are working on computers and maximum correspondence is through e mail.
- III) Fresh AMC for computers at DFF was assigned in the month of Aug—2006.

IV) The following items are purchased :

- (a) Four Computers
- (b) One Scanner.

**Accounts**

The Directorate is also providing Siri Fort Auditorium to the private parties on hire basis for organizing their programmes. The rent charges and admissible service tax is being credited in to Govt. account through challan into account of Pay & Accounts Officer(MS), Ministry of Information and Broadcasting, New Delhi. The total revenue deposited in the consolidated funds of India from April 1, 2007 to December 31 was Rs. 2,06,57,000/-

The Directorate also provides funds to CCW, the Civil Construction Wing of Prasar Bharati which is responsible for the maintenance and operation of the Sirifort Auditorium.



**Activities of Directorate of Film Festivals**

S.No.	Activities	2005-2006		2006-2007		2007-2008 Target	Anticipated Achievement
1.	Indian Panorama	1		1		1	1
2.	Film Festivals under Cultural Exchange Programme and other expositions abroad 1. In India 2. Abroad	6	5	6	3	6	5
		6	3	6	4	6	5
3.	Participation of Foreign Film Festivals including Transportation of Films	45	35	45	35 upto December 2006	45	39
4.	National Film Awards	1	1	---		1	1
5.	International Film Festival of India	1	1	1	1	1	1
6.	Preparation of subtitled prints of Indian Panorama a. Feature Films b. Non-feature Films	21	21	21	20	21	21
		21	16	21	20	21	15

**CENTRAL BOARD OF FILM CERTIFICATION****Introduction**

- Our Constitution guarantees freedom of speech and expression as a fundamental right but subjects it to reasonable restrictions. These restrictions are placed in the interest of the "sovereignty and integrity of India, security of the State, friendly relations with foreign States, public order, decency and morality and in relation to contempt of court, defamation or incitement to any offence." Keeping in view these provisions of the Constitution, the basic principles for the guidance of the Board in certifying films for public exhibition in India are laid down in the Cinematograph Act 1952. Further, directions (guidelines) have been issued by the Central Government under section 5B (2) of the Act setting out the principles in further detail for determining the suitability of films for public exhibition.
- The Board of Film Censors, which has been re-named as the Board of Film Certification from 1-6-1983, has been set up by the Central Government under Section 3 of the Cinematograph Act 1952 for the purpose of sanctioning films for public exhibition. The present Board consists of a Chairperson and twenty-five non-official members, all of whom are appointed by the Central Government.
- The Board functions with its headquarters at Mumbai with nine regional offices at Mumbai, Chennai, Kolkata, Bangalore, Hyderabad, Thiruvananthapuram, Delhi, Cuttack and Guwahati. The regional offices are headed by Regional Officers/ Addl. Regional Officer and are assisted by Advisory Panels in the examination of films. The members of the Board and the Advisory Panels represent a cross-section of the society and include people from all walks of lives - educationists, social workers, housewives, film personalities, doctors, journalists etc.



4. Films considered suitable for unrestricted public exhibition are granted "U" certificates. Films which are suitable for unrestricted public exhibition but contain some material which require parental guidance for children below 12 years, are granted "UA" certificates, with a caution to parents to that effect. Films which are found unsuitable for exhibition to non-adults are granted "A" certificates. Those considered unsuitable for the general public, but suitable for exhibition to specialised audiences such as doctors etc. are granted "S" certificates. Films considered unsuitable for public exhibition are not granted certificates.
5. Under the provision of the Cinematograph Act, 1952, the Central Board of Film Certification is a statutory body regulating the public exhibition of films. However, for administrative purpose, the Board is treated as a subordinate office under the Ministry of Information and Broadcasting.
6. The revenue of the Board is by the way of collection of certification fee as per the scales provided in the Cinematograph (Certification) Rules, 1983. The Board also levies projection charges in respect of screening of the films done in the Regional Office. The total income accrued during the period January to December, 2007 comes to Rs. 45071174/- The revenue collected is credited to the Consolidated Funds of India.
7. The Board receives grants from the Ministry under Non-Plan and expenditure incurred against these sub-heads from 1.4.2007 to 31.12.2007 are furnished below:

### Finances of the Board

### Budget Allocation and Expenditure

	(Rs. in lakh)	
	Non-Plan (BE 2007-08)	Expenditure incurred upto December, 2007
<b>Salaries</b>	160.00	122.77
<b>Medical</b>	4.50	1.03
<b>OTA</b>	0.15	0.11
<b>TE</b>	25.00	15.76
<b>OE</b>	52.00	37.76
<b>BANKING T.TAX</b>	0.10	Nil
<b>PPSS</b>	55.10	53.44
<b>Grant-in-aid</b>	0.15	Nil
<b>TOTAL</b>	297.00	230.87

8. During the 11<sup>th</sup> Plan the Board has the following Plan Schemes:
- a) Establishment of Computerised Management System and Upgradation of Infrastructure in CBFC.
- (i) Establishment of Computerised Management System and Upgradation of Infrastructure in Cbfc., S.B.G. for 2007-08 Rs. 51.00 lakhs  
Expenditure incurred upto 12/2007 Rs. 6.12 lakhs
- b) Opening of Regional Offices of CBFC at New Delhi, Cuttack and Guwahati.
- c) Monitoring and Moderation of Certification Process.
- The Scheme envisages Computerisation of the entire work of CBFC with the help of NIC and providing technical equipment for regional offices and upgradation of infrastructure in CBFC. The certification process is to be computerized and nine regional offices are to be



linked through LAN. The Scheme is now operating in Mumbai office. It is also proposed to connect all regional offices to Mumbai and Mumbai Regional Office to Ministry of Information and Broadcasting through NICNET. This will result in speedy transmission of data and communication by E-Mail. As against the total outlay Rs. 350.00 lakhs for the 11<sup>th</sup> Plan, it is proposed to earmark Rs. 51.00 lakhs for the first year of the Plan Scheme.

### (II) Opening of Regional Offices of CBFC at New Delhi, Cuttack and Guwahati.

S.B.G.for 2007-08 Rs. 50.00 lakhs

Expenditure incurred upto 12/2007 Rs. NIL

The objective of the Scheme is certifying films including advertisements both in celluloid and video formats produced by the producers belonging to the Delhi

Region, Northern India, North East and the state of Orissa. An amount of Rs.50 lakhs has been allotted under BE 2007-2008. The scheme could not be started because matching savings could not be located for creation of new posts for these regional offices of CBFC. Hence, no expenditure could be incurred under this scheme.

### (III) Monitoring and Modernisation of Certification Process

The Scheme envisages conducting of Workshops, Seminars of Board and Panel Members of Film Certification. The approved target of the 11<sup>th</sup> Plan Scheme is Rs. 500.00 lakhs. An amount of Rs. 100.00 lakhs has been sanctioned under BE 2007-08.

S.B.G. for 2007-08 Rs. 100.00 lakhs

Expenditure incurred upto 12/2007 Rs. 33.32 lakhs

### Central Board of Film Certification

(Rs. In lakh)

		ACTUALS 06-07		SBG 2007-08	
		NON-PLAN	PLAN	NON-PLAN	PLAN
1.	SALARIES	137.39	--	160.00	15.00
2.	MEDICAL	2.48	--	4.50	1.50
3.	OTA	0.15	--	0.15	1.50
4.	TE	22.79	--	25.00	10.00
5.	OE	49.78	110.98	52.00	44.00
6.	BANKING T.TAX			0.10	
7.	PPSS	57.60	--	55.10	18.00
8.	GR.IN AID	--	--	0.15	--
9.	INFORMATION TECHNOLOGY				60.00
10	ACQUISITION OF MACHINERY & EQUIPMENT FOR CBFC				51.00
	TOTAL	270.19	110.98	297.00	201.00







18. Various issues involved in the examination of the films were discussed at the workshops and cut portions from some selected films were screened to illustrate the various guidelines for certification of films. The need for observing a code of conduct and discipline was also emphasized.

### **Censorship Violations**

20. The incidence of censorship violations at the stage of exhibition of films continued to be reported during 2007 also. Most of the cases of violations that came to the knowledge of CBFC and the Central Government related to interpolations. The censorship violations indulged in by sections of the film industry are broadly of five types viz.

- a) Insertion of the portions deleted by CBFC in films during public exhibition.
- b) Insertion of portion not shown to the Board in a certified film,
- c) Insertion of excerpts (bits) from a "blue film" in a certified film.
- d) Exhibition of uncensored films, with forged certificates, and
- e) Exhibition of films without censor certificates.

21. Under the Cinematograph Act, neither the Board nor the Central Government have power to enforce the Board's decisions at the time of public exhibition of films. The authority rests with the State Governments and Union Territory Administrations. The Board has, from time to time, impressed upon the enforcement authorities the need for an effective action in this regard.

22. During the year 2007, 14 cases of interpolations in films were detected at various places and the

verification reports were sent to the concerned Judicial Magistrates for necessary action.

### **Cine Workers Welfare Fund Act**

23. The Central Board of film certification continued to collect Cine Workers Welfare Cess on Indian Feature Films on behalf of Government of India, Ministry of Labour. These rates are at Rs. 20,000/- for Hindi and English films, Rs. 10,000/- for all other regional language films.

24. The Cess is also being collected on Imported films dubbed into Indian languages.

### **Fees**

25. The certification fees was enhanced vide Ministry's Notification No. 801/7/2005- F(C) dated 2<sup>nd</sup> July, 2007

### **Stagnation in Various Cadres**

29. No employee of CBFC has reached at the maximum stage of the pay scale. Therefore, there is no stagnation in any cadre.

### **Miscellaneous**

30. Certain categories of films have been exempted from the provisions relating to certification of films vide Ministry's Order No.807/3/2007 dated 24<sup>th</sup> September, 2007

30. The official language along with the rules made there under and orders issued by the department of Official Language regarding the progressive use of Hindi were implemented.

31. The Government policies relating to SC/ST reservation/recruitment were followed.



## Annexure - I

**INDIAN FEATURE FILMS CERTIFIED FROM 1-1-2007 TO 31-12-2007  
(REGION-WISE-LANGUAGE-WISE (CELLULOID FILMS))**

SR. NO.	LANGUAGE	MUM	KOL	CHE	BAN	THI	HYD	ND	CUT	GUW	TOTAL
1)	Hindi	182	-	18	5	1	45	2	-	-	253
2)	Tamil	4	-	131	2	2	10	-	-	-	149
3)	Telugu	17	-	53	8	13	150	-	-	-	241
4)	Malayalam	-	-	1	2	67	15	-	-	-	85
5)	Kannada	-	-	-	111	-	-	-	-	-	111
6)	Bengali	3	39	-	-	-	-	-	2	-	44
7)	Gujarati	33	-	-	-	-	-	-	-	-	33
8)	Marathi	92	-	-	-	-	-	-	-	-	92
9)	English	12	-	1	-	1	2	-	-	-	16
10)	Oriya	-	6	-	-	-	-	-	11	-	17
11)	Assamese	-	-	-	-	-	-	-	-	-	-
12)	Chattisgarhi	-	-	-	-	-	-	-	1	-	1
13)	Rajasthani	2	-	-	-	-	-	-	-	-	2
14)	Bhojpuri	70	1	-	-	-	-	-	-	-	71
15)	Punjabi	5	-	-	-	-	-	-	-	-	5
16)	Harayanvi	2	-	-	-	-	-	-	-	-	2
17)	Angika	1	-	-	-	-	-	-	-	-	1
18)	Konkani	-	-	-	-	-	-	-	-	-	-
19)	Kortha	1	1	-	-	-	-	-	-	-	2
20)	Manipuri	-	1	-	-	-	-	-	-	-	1
21)	Santhali	-	3	-	-	-	-	-	-	-	3
22)	Hinglish	-	-	-	-	-	-	-	-	-	-
23)	Maithili	1	-	-	-	-	-	-	-	-	1
24)	Persian English	-	-	-	-	-	-	-	-	-	-
25)	Nepali	1	-	-	-	-	-	-	-	-	1
26)	Tulu	-	-	-	1	-	-	-	-	-	1
	<b>TOTAL</b>	<b>426</b>	<b>51</b>	<b>204</b>	<b>129</b>	<b>84</b>	<b>222</b>	<b>2</b>	<b>14</b>	<b>-</b>	<b>1132</b>



**THEMATIC CLASSIFICATION OF INDIAN FEATURE FILMS CERTIFIED  
FROM 1-1-2007 TO 31-12-2007  
(CELLULOID)**

SR. NO.	CLASSIFICATION	MUM	KOL	CHE	BAN	THI	HYD	ND	CUT	GUV	TOTAL
1)	Social	328	48	147	86	59	176	2	14	-	860
2)	Crime	7	-	9	31	12	5	-	-	-	64
3)	Horror	-	-	3	4	4	2	-	-	-	13
4)	Devotional	5	1	1	3	-	5	-	-	-	15
5)	Action	6	-	34	-	-	4	-	-	-	44
6)	Children's film	9	-	-	-	1	2	-	-	-	12
7)	Fantasy	4	-	1	-	-	4	-	-	-	9
8)	Mythological	6	-	-	1	-	3	-	-	-	10
9)	Comedy	23	-	-	-	-	10	-	-	-	33
10)	Action/Thriller	-	-	2	2	8	-	-	-	-	12
11)	Patriotic	-	-	-	1	-	-	-	-	-	1
12)	Thriller	31	2	-	-	-	-	-	-	-	33
13)	Historical	2	-	1	-	-	-	-	-	-	3
14)	Science Fiction	-	-	1	-	-	-	-	-	-	1
15)	Others	-	-	1	-	-	8	-	-	-	9
16)	Adventure	1	-	-	-	-	-	-	-	-	1
17)	Suspense	2	-	-	-	-	2	-	-	-	4
18)	Documentary	1	-	-	-	-	-	-	-	-	1
19)	Sex Education	-	-	-	-	-	1	-	-	-	1
20)	Animation	1	-	1	-	-	-	-	-	-	2
21)	Biographical	-	-	3	1	-	-	-	-	-	4
	<b>Total</b>	<b>426</b>	<b>51</b>	<b>204</b>	<b>129</b>	<b>84</b>	<b>222</b>	<b>2</b>	<b>14</b>	<b>-</b>	<b>1132</b>

**MUM**-Mumbai, **KOL**-KolKata, **CHE**-Chennai, **BAN**-Bangalore, **THI**-Thiruvananthapuram, **HYD**-Hyderabad, **DEL**-Delhi, **CUT**-Cuttack, **GUV**-Guwahati











**STATEMENT INDICATING THE FILMS CERTIFIED BY THE  
BOARD DURING THE YEAR 2007.**

**CELLULOID**

	'U'	'UA'	'A'	'S'	TOTAL
INDIAN FEATURE FILMS	630	309	207	-	1146
FOREIGN FEATURE FILMS	69	101	185	-	355
INDIAN SHORT FILMS	1711	128	33	-	1872
FOREIGN SHORT FILMS	170	111	32	-	313
INDIAN LONG FILMS OTHER THAN FEATURE	1	-	-	-	1
FOREIGN LONG FILMS OTHER THAN FEATURE	6	-	-	-	6
<b>TOTAL</b>	<b>2587</b>	<b>649</b>	<b>457</b>	<b>-</b>	<b>3693</b>

**VIDEO**

	U	UA	A	S	TOTAL
INDIAN FEATURE FILMS	1158	144	27	-	1329
FOREIGN FEATURE FILMS	1601	986	275	-	2862
INDIAN SHORT FILMS	10438	876	181	2	11497
FOREIGN SHORT FILMS	485	83	13	-	581
INDIAN LONG FILMS OTHER THAN FEATURE	287	38	7	-	332
FOREIGN LONG FILMS OTHER THAN FEATURE	-	-	-	-	-
<b>TOTAL</b>	<b>13969</b>	<b>2127</b>	<b>503</b>	<b>2</b>	<b>16601</b>
<b>GRAND TOTAL</b>	<b>16556</b>	<b>2776</b>	<b>960</b>	<b>2</b>	<b>20294</b>



## NATIONAL FILM DEVELOPMENT CORPORATION LTD.

The mandate of the National Film Development Corporation (NFDC) is to promote Indian cinema and to encourage the emergence of new talent in this field. In the last few years, this mandate weakened considerably due to heavy losses incurred by the Corporation for several years and consequent erosion of working capital. NFDC now proposes to renew its commitment to promoting the Cinemas of India and reinforcing a culture of creative excellence through the following activities in the forthcoming years:

- i. Encouraging new talent by undertaking 100% production of the first feature film of a Director
- ii. Co-production of commercially viable good quality films in partnership with Indian and foreign filmmakers
- iii. Script development
- iv. Promotion of the Cinemas of India within the country and abroad.

However, along with the above, NFDC is also required to address liabilities arising from previous business activities and it is believed that by 2010, the period of upward recovery of NFDC should begin, assuming that there is infusion of additional capital in the Corporation to the extent already sought from the Government of India. To achieve the objective of NFDC becoming a profitable entity without deviating from its mandate of promoting the Cinemas of India, production activities have been bifurcated into two streams with effect from FY 2006-07. To encourage new talent and to promote the multi-lingual diversity of Indian cinema, NFDC will finance the first feature film of a director to be made in any Indian language, subject to budgetary caps. Simultaneously, the Corporation will also endeavor to co-produce small budget, good quality commercially viable films with partners within India and abroad, on a public-private partnership basis, with a view to generating revenue.

NFDC also aims to promote the growth of Indian Cinema through its other activities such as script development, promotion of films made by independent filmmakers and the Films Division documentaries in markets abroad, and creation of platforms for greater interaction between Indian filmmakers and members of the film fraternity abroad.

## HIGHLIGHTS OF THE YEAR

- The Film Production byelaws were amended by enhancing the maximum budgets admissible for production, in keeping with current costs of production, and by restricting the scheme to the first feature film of a Director, in keeping with the objective of promoting new talent in Indian cinema. NFDC is in the process of producing two feature films under this scheme, namely, Bioscope (Malayalam) and Tenara (Bengali).
- In addition, the Corporation introduced a co-production initiative in FY 2006-07 whereby producers were invited to submit projects for co-production with NFDC. The primary objective of this initiative is to co-produce feature films on a public-private partnership basis, whereby the strengths of NFDC and of private producers could be combined to enhance the viability of a project. This is particularly imperative in market conditions where distribution of small budget films is impeded by rapidly rising marketing and publicity costs. During the calendar year 2008, NFDC aims to release at least three films co-produced on a public-private partnership basis, namely, Lucky Red Seeds (Malayalam), Via Darjeeling (Hindi) and The White Elephant (Hindi). NFDC has also short listed two more projects under this scheme which are currently under development.
- With a view to promoting the Cinemas of India, NFDC organized the *Film Bazaar* alongside the International Film Festival of India from 24<sup>th</sup>-26<sup>th</sup> November, 2007. The event aimed at facilitating collaborations in the realms of production and distribution amongst members of the film fraternity from India and abroad. With this in view, NFDC presented 14 pre-selected projects at various stages of production for exploring partnerships. The Indian Panorama films (feature & non-feature) were also presented in Film Bazaar to promote the same to distributors from India and abroad. About 70 international and more than 200 Indian delegates participated in the market. In the Film Conclave constituting part of the event, seminars and discussions were organized on subjects ranging from the need for Script Development to Marketing of small budget films.



- In keeping with its objective of script development, NFDC also organized *Screenwriters' Bloc*, a script development workshop, where eight pre-selected scripts were analyzed in detail by acclaimed directors and writers from India and abroad with a view to making the scripts production worthy. The workshop was held in Goa from 18<sup>th</sup>-23<sup>rd</sup> November 2007 as part of Film Bazaar. The six mentors for the workshop were Danis Tanovic (writer-director of Oscar winning *No Man's Land*, Bosnia), Shaji Karun (acclaimed filmmaker, India), Olivia Hetreed (writer of *Girl with a Pearl Earring*, UK), Anjum Rajabali (writer & script doctor, India), Bernd Lichtenberg (*Goodbye Lenin*, Germany), and Ashwini Malik (script writer & teacher, India).
- Given that international co-productions are becoming an increasingly viable option for filmmakers, NFDC became a partnering organization with Cinemart, Rotterdam, the oldest co-production market globally, in 2007. Promotion and facilitation of international co-productions for Indian filmmakers will be a key objective with NFDC in the coming years. Accordingly, five filmmakers will be participating in Cinemart, January 2008 under the aegis of NFDC. While in Cinemart, the filmmakers will also participate in the Rotterdam Lab which aims at acquainting filmmakers with global practices in the realms of production and distribution.
- NFDC films and the films taken up for marketing are being entered in festivals both abroad and within India round the year. A festival of NFDC and other films titled "*Beyond Bollywood*" was held in Milan in May-June 2007. NFDC films were also showcased in various festivals during the year, including at a Festival of NFDC films for Members of Parliament, organized at the Balayogi Auditorium, Parliament Complex, New Delhi in May 2007.
- No new films have been produced by NFDC since 2004, other than the Tamil feature film *Sasanam*. This has considerably impeded the Corporation's export activities. Notwithstanding the same, NFDC is likely to register a higher export turnover this year than in the preceding years by promoting its catalogue of existing films.
- Promotion of India as a filming destination has been identified as a key objective of NFDC. To achieve the same, NFDC has actively promoted the procedures for shooting films in India both via e-marketing and through print publicity. The Corporation collaborated with the Ministry of Tourism by issuing print publicity under the joint banner of NFDC and the Incredible India campaign. A link was also placed on [www.incredibleindia.com](http://www.incredibleindia.com) to give information regarding procedures for shooting in India. It will be the endeavor of NFDC in the coming years to act as a single window clearance agent for foreign producers.
- While all of the above stated activities are being undertaken with a view to fulfilling the mandate of the Corporation, none of the above generates sufficient revenues to sustain the day-to-day running of the organization. NFDC depends on two primary sources of revenue to meet its operational costs, namely, supply of films to Doordarshan on a commission basis, and production of short films and audio-visual spots for governments ministries, departments etc. Collectively, these two segments of activity account for about 85% of the company's turnover. During the year, NFDC has recorded an increase in turnover of commissioned productions by Rs. 3 crores as against the turnover in preceding years. As regards supply of films to Doordarshan, NFDC has registered a turnover of Rs. 19.35 cr. as against Rs. 15.65 cr. in the previous financial year. Given the fact that film production and distribution activity had virtually come to a stand still in the company in the past four years, it is imperative that these revenue streams are maintained to ensure the operational running of the corporation. While NFDC aims at de-risking its income statement by diversifying its business activities and developing alternative streams of assured income while adhering to its mandate, the same involves a gestation period and are not likely to fructify in the immediate future.
- High administrative expenses have been an area of concern for the Corporation, given the recession in business activities and changing market dynamics. The branch offices in Guwahati, Secunderabad, and Bangalore were closed down during the year 2007 as no business was being generated therein.
- Over the years, NFDC has rendered significant technical support to the film industry through its sub-titling plant, cameras, and editing facilities. These



initiatives were taken at a time when there was a vacuum or lack of adequate facilities in the Indian film industry in these areas and acquisition of such equipment by private players in the industry was difficult given the huge investment and import procedures involved. However, in the present scenario, there is no dearth of technical know-how and latest state of the art equipment in the Indian film industry. Given this, and the facts that equipment acquisition involves huge investments and technologies are changing at an extremely rapid pace, the Corporation does not intend to enhance

its role in this sector. Acquisition of only such equipment is being made where both business returns are assured and the cost of investment is recoverable. All efforts are being made to commercially exploit existing equipment to the optimum, but easy availability of improved technology in the industry is an impediment to this segment of NFDC's business.

- In order to promote the Cinemas of India within the country, an attempt is being made to give a fresh impetus to the National Film Circle by reviving it in various cities through partnership with local entities.

### Highlights of the Performance of the Corporation in the last five years

(Rs. in lakh)

	2003-04	2004-05	2005-06	2006-07	2007-08 (financial projections)
<b>Authorized capital</b>	1400.00	1400.00	1400.00	1400.00	1400.00
<b>Paid Up Capital</b>	1399.99	1399.99	1399.99	1399.99	1399.99
<b>Turnover</b>	3690.65	2209.28	3786.71	2402.95	3351.14
<b>Expenditure including provision for depreciation, interest, amortization and debts</b>	4616.14	2596.02	3538.56	2908.55	3430.46
<b>Profit/ Loss before tax</b>	(925.49)*	(386.74)*	248.15	(505.60)	(79.32)*

\* Figures in bracket are losses and figures without bracket are profits.

#### b) Important Policy Issues being taken up in the Current F.Y.

The Corporation had framed Revised Byelaws and Regulations for the production of the film under various

schemes, viz. Own Production / 100% Finance and Co-production, etc. This information is also available on the official website of NFDC ([www.nfdcindia.com](http://www.nfdcindia.com)).



## c) Review of Plan Schemes (Financial/Physical Targets up to 31.12.2007).

## Statement showing Financial / Physical targets for 2007-2008

Sr. No.	Name of the Scheme	Whether new or existing scheme	Proposed XIth Plan outlay (Rs.in Crores)	Year wise phasing 2007-08 (Rs.in Crores)	Annual Physical Targets 2007-08
1.	Film production in various regional languages	Existing	30.00	3.00	2 Films
2.	International/ Domestic co-productions	New	25.00	5.00	2 Films
3.	Promotion of Indian Films in Global Markets	Existing	2.50	0.50	NIL
4.	Script development	New	2.50	0.50	8 Scripts

## d) Physical Expenditure up to 31.12.2007.

Sr. No.	Name of the Scheme	Year wise phasing 2007-08 (Rs.in Crores)	Annual Physical Targets 2007-08	Actuals Upto 31.12.07 Financial (Rs.in Crores)	Actuals Upto 31.12.07 Physical
1.	Film production in various regional languages	3.00	2	0.49	2 Films 1) Bioscope 2) Sanskar
2.	International/Domestic co-productions	5.00	2 Films	1.48	4 Films 1) Lucky Red seeds 2) Via Darjeeling 3) Mahatma Phule 4) Tatyia
3.	Promotion of Indian Films in Global Markets	0.50	NIL	0.15	2 Film Festivals 1) Cannes 2) Milan 2 Film Market (MIPCOM)
4.	Script development	0.50	8 Scripts	0.27	8 Scripts



## ACTIVITIES UNDER INTERNATIONAL COOPERATION

### INDIA AND UNESCO

India is among the founder members of UNESCO, one of the specialized agencies of the United Nations. UNESCO's main goal is to promote international co-operation in the field of education, science and technology, social sciences, culture and mass communication. In order to promote the communication capabilities of developing countries, the 21st Session of the General Conference of UNESCO, in 1981, approved setting up of an Internal Programme for the Development of Communication (IPDC). India played a significant role in its conception and has been a member of the Inter-Governmental Council (IGC) and also of the IPDC.

The 34th Session of General Conference of UNESCO was held from 16th Oct to 3rd Nov 2007 at UNESCO Headquarters, Paris, France. The Ministry was represented by the Secretary (I&B) Chairperson of the Sub-Commission on Communication of Indian National Commission for Co-operation with UNESCO as part of the Indian delegation led by the Hon'ble Minister of Human Resource Development during 26-29 October, 2007 for the Commission on Communication & Information at Paris.

The 51st Meeting of the Bureau of Inter Governmental Council of the International Programme for the Development of Communication (IPDC) was held at UNESCO Headquarters, at Paris, France during 27-29 March, 2007. The Ministry was represented by Joint Secretary (Broadcasting).

India's annual cash contribution to UNESCO's IPDC has been released for the year 2008.

### NAM NEWS NETWORK (NNN)

The Non-Aligned News Agencies Pool (NANAP),

formally constituted in 1976, for the purpose of correcting imbalances in the global flow of information, was an arrangement for exchange of news and information among the national news agencies of non-aligned countries.

The sixth Conference of Ministers of Information of Non Aligned Countries (COMINAC) held from 19-22, November 2005 at Kuala Lumpur, Malaysia, decided to replace NANAP with NAM News Network (NNN) with effect from June 2006, as it was felt that NANAP had lost its momentum due to declining support from member countries and that it should be revitalized through a new workable mechanism, if necessary in a new form, to move forward. The Conference also endorsed Malaysia's proposal for NANAP's replacement by the Internet-based NNN. NNN was formally launched in Kuala Lumpur on 27 June, 2006. NAM News Network (NNN) is the Internet based news and photo exchange arrangement of the news agencies belonging to member countries of the non-aligned movement. News and photo contributions of NAM news agencies including that of Press Trust of India are uploaded onto the NNN website: [www.namnewsnetwork.org](http://www.namnewsnetwork.org) for online access by all. Malaysian news agency BERNAMA which at present is handling the operation of the website from Kuala Lumpur.

NNN has replaced the Non Aligned News Agencies Pool (NANAP) that had acted as the news exchange mechanism among non-aligned countries for 30 years. With internet, a cheap and reliable mode of communication, NNN is already being looked at as a mechanism for ensuring sustained free flow of information in the 117 member non-aligned world.

### INDIA AND SAARC

India is an active member of South Asian Association for Regional Cooperation (SAARC). The Information



Ministers of SAARC member countries meet annually. The next meeting of the Information Ministers of SAARC countries is proposed to be held in India in the first quarter of the year 2008.

The workshop on the Development of Training Module of Member States of SAARC was held at Kathmandu (Nepal) during 4-6 July, 2007. The Ministry was

represented by Officer on Special Duty (Information Policy).

The Third Meeting of the Governing Board of SAARC information Centre (SIC) was held during 27-29 November, 2007 at Kathmandu, Nepal. The Ministry was represented by the Additional Director General (Media & Coordination), PIB.

---



## REPRESENTATION OF SCHEDULED CASTES, SCHEDULED TRIBES, OBCs AND PHYSICALLY DISABLED PERSONS IN SERVICE

1. This Ministry has been making all possible efforts to ensure adequate representation to Scheduled Castes, Scheduled Tribes and Other Backward Classes in the posts and services under its administrative control keeping in view the orders/instructions/guidelines issued by the Government in this regard. The Ministry is taking every step to bridge the gap between the earmarked percentage of reservation and the actual representation of SCs/STs/OBCs in various posts and services in the Ministry including all its attached and subordinate offices. Efforts are also made to ensure adequate representation of officers belonging to Scheduled Castes, Scheduled Tribes and Other Backward Classes in various training programs. Post based rosters are maintained by all the attached/subordinate offices/PSUs/autonomous bodies in or under the administrative control of the Ministry.
2. The guidelines and instructions regarding reservation for SCs/STs/OBCs in Services and for other benefits, issued from time to time by the nodal Ministries/Departments, are always circulated to all the media units for strict compliance.
3. As per the instructions of DOP&T in August 2004, this Ministry and its attached/subordinate offices and Public Sector Undertakings and Autonomous Bodies, had launched a Special Recruitment Drive to fill up backlog reserved vacancies for SC and ST categories in Direct Recruitment and Promotion Quota in respect of various ministries as a part of National Common Minimum Programme of the government. The status of backlog reserved vacancies in respect of SC and ST categories as furnished to DoP&T on 01/12/06 after completion of Special Recruitment Drive in respect of Ministry of Information and Broadcastings is as follows:

Details of vacancies	Numbers
Backlog Vacancies identified	834
Vacancies filled up	427
Pending with SSC/UPSC	263
Candidates not available in the feeder Grade or suitable candidates were not found during interviews	106
Stay of CAT, Cuttack	10
Pending with O/o Chief Commissioner of Handicapped persons of clearance	08
Being filled by the Media Units	20

4. The percentage of representation of SCs, STs and OBCs vis-à-vis the total number of employees in the Ministry including all its attached & subordinate offices as on 1.1.2007 was as under:-

Category	Group A	Group B	Group C	Group D	Total
SC	10.5%	16.8%	18.9%	30%	20.5%
ST	5.25%	5.51%	7.85%	11.67%	8.08%
OBC	4.34%	4.68%	8.30%	7.49%	7.13%



5. Special cells have been functioning in this Ministry and all its attached and subordinate offices, autonomous organizations and PSUs under the supervision of a Liaison Officer of the rank of Director/Deputy Secretary, for coordination and monitoring of work relating to implementation of reservation policy and other benefits due and admissible to SCs/STs/OBCs under rules.
  6. **Backlog of Vacancies for Persons with Disability:** The backlog of vacancies is calculated on the instructions of DOP&T, when a special drive is launched to fill up such vacancies. At present no such instructions from the DOP&T have been received. However, the attached and subordinate offices have been asked to compile the same.
-



## USE OF OFFICIAL LANGUAGE

Hindi is the Official Language of the Union of India. It is a well-considered policy of the Government to accelerate the use of Hindi in official work. This Ministry has been stressing on the use of Hindi as per the Official Language Policy of the Government of India. The Official Language Implementation Committee (OLIC) in the main secretariat of the Ministry monitors the progressive use of Hindi in the secretariat as well as its attached and subordinate offices. The meetings of Official Language Implementation Committee are held regularly. In these meetings, the status of implementation of the Official Language Policy in the Ministry and its organizations is reviewed and ways and means are discussed to augment the use of Hindi in the official work and achieve targets under the annual programme as fixed by the Department of Official Language.

2. For promoting the use of Hindi in official work, "Hindi Fortnight" was organized in the entire Ministry during 14-28 September, 2007. During this period, Essay Writing, Poetry, Noting/Drafting, Speech, Translation, Debate, Quiz and Antyakshari Competitions were organized in which 188 officials participated, 121 officials (Both from Hindi and Non-Hindi speaking areas) were awarded a certificate and cash prize by the Secretary, M/o I&B. An appeal was issued by the Hon'ble Minister for increasing the use of Hindi in official work. Moreover, the appeals issued by the Union Home Minister and the Cabinet Secretary on this occasion were also circulated.
3. One Director (OL), one Assistant Director (OL) and four translators are posted in the main secretariat

to provide the necessary assistance in translation, implementing and monitoring the Official Language Policy of the Government of India.

4. In order to ensure issuance of all papers/documents under Section 3(3) of the Official Language Act in bilingual form and letters received in Hindi and signed in Hindi are invariably replied to in Hindi only, check points were strengthened. In addition, quarterly progress reports received from different sections and media units were reviewed and remedial actions were taken/suggestions were made in order to ensure better compliance of the official language policy.
5. The Hindi Salahkar Samiti in the Ministry was re-constituted on 19.01.07. It reviews the progress made regarding use of Hindi and suggests ways and means for increasing the use of Hindi in official work of the Ministry and its attached/subordinate offices under its administrative control.
6. An incentive scheme for original noting and drafting is also operative, as per the directions of Deptt. of Official Language, Ministry of Home Affairs. Ten officials of the Ministry (main secretariat) were awarded cash prizes for the year 2006-2007 under the scheme. Sarva Shreshtha Patrika Puraskar Scheme is also operative for publishing magazines/journals in the Ministry and all its offices. During the period under review, the best eleven magazines/periodicals/journals Published by the different media units were awarded with shields by the Secretary, M/o I&B.
7. The Second Sub-Committee of Parliament on Official Language inspected 26 offices under this Ministry during the year (up to 31st December,



2007). A joint secretary level officer represented the Ministry in these inspection meetings. The suggestions made by the Committee were noted and remedial actions initiated for better implementation of the official language policy, 16 offices under the Ministry were inspected for monitoring the progress of Hindi language in various offices of this Ministry and remedial actions were suggested.

8. In order to promote the use of the Official Language by the officials of the Ministry and its Media Units, Rajbhasha Sammelans were organized by Directorate General of Doordarshan, Directorate General of All India Radio and office of the Chief Controller of Accounts in different parts of the country.
-



## WOMEN WELFARE ACTIVITIES

In accordance with the guidelines suggested by the National Commission for Women, a Women Cell was created in the Ministry in 1992, to review the programmes and monitor implementations of developmental schemes for women. The Cell was reconstituted on 23.5.1997 as per the instructions of the National Commission for Women. Consequent upon the judgements delivered on 13th August, 1997 by the Hon'ble Supreme Court in PIL filed by Vishakha & Others Vs State of Rajasthan, certain guidelines were pronounced to prevent sexual harassment in work place. In compliance of the guidelines, the Women Cell of this Ministry was reconstituted on 16th May, 2002. Later on, through the Bill "The Protection against Sexual Harassment of Women -1995" it was directed that the Internal Complaints Committee shall consist of not less than three members and there shall be at least one external expert on the Committee. Accordingly, the Women Cell of this Ministry was

reconstituted on 13th January, 2006 including an external expert from YWCA, as non-official member.

Recently, the Women Cell has again been reconstituted vide Circular No. B-11020/3/97-Admn.III dt. 17th August, 2007 with Joint Secretary (P&A) as its Chairperson alongwith other three senior women officers as its members and also one external expert from YWCA of India, as non-official member. This Cell will also function as the Complaints Committee in terms of the judgement delivered by the Hon'ble Supreme Court in matters relating to sexual harassment in work places which has since been included in the CCS (Conduct) Rules 1964 as Rule 3C. From the date of creation of the Women Cell, no complaint has been received from the women employees of the Main Secretariat.

Similar Cells are also functioning in the attached/subordinate offices, autonomous bodies of the Ministry.

---



## VIGILANCE RELATED MATTERS

### Details of Vigilance Set up of Ministry and its Activities

The vigilance setup of the Ministry is functioning under the overall supervision of the Secretary, who is assisted by the Chief Vigilance Officer (C.V.O.) (at the level of Joint Secretary), Director / Deputy Secretary (Vigilance), Under Secretary (Vigilance) and other subordinate staff. A separate/part-time Chief Vigilance Officer has been appointed for Prasar Bharati with the approval of Central Vigilance Commission, who supervises the vigilance activities of both All India Radio and Doordarshan. In other Attached/Subordinate Offices, Public Sector Undertakings and Registered Societies of the Ministry, separate vigilance set ups exist. The Chief Vigilance Officer of the Ministry coordinates vigilance activities of the attached and subordinate offices, public sector undertakings etc.

2. Concerted efforts were made to streamline the procedures in order to minimize scope for corruption. Persons of doubtful integrity were identified and a close vigil was maintained over such officials.

Efforts were also made to rotate the staff posted in sensitive positions. Regular and surprise inspections were carried out by senior officers to ensure proper observance of rules and procedures. During April 2007 to December, 2007, 98 regular and 95 surprise checks were carried out and 94 persons were identified for being kept under surveillance. In addition a total of 45 areas have been selected for being kept under surveillance in the different media units of this Ministry. During the period, the yearly exercise of preparation/review of 'Agreed' and

'Doubtful Integrity' list of officers of Gazetted status of the Ministry and its Media Units has been taken up in consultation with the Media Units and the CBI.

To continue the anti-corruption drive, launched by the Government on the 50th Anniversary of the Independence of our country, CVO has been nominated as the Liaison Officer to deal with the complaints forwarded by the Prime Minister's Office. The complaints received from PMO are constantly monitored and periodical reports are sent to the PMO. A week long Vigilance Awareness Week was observed by the Ministry of I&B and its Media Units.

3. During the period from April, 2007 to December, 2007, 239 fresh complaints were received in the Ministry and its media units etc. from different sources. These were examined and preliminary enquiries were ordered in 101 cases. Preliminary inquiry reports in respect of 39 cases were received during this period. Regular departmental action for major penalty was initiated in 51 cases and for minor penalty in 21 cases. Major penalties have been imposed in 12 cases and minor penalty in 14 cases. During the period under report, 12 officials were placed under suspension and in 28 cases administrative action has been taken.
  4. Monthly reports on pending disciplinary cases and fortnightly reports on pending sanction for prosecution are regularly obtained from all the Media Units and forwarded to Department of Personnel & Training. Detailed information on pending vigilance cases were regularly sent to CVC.
-



## CITIZENS' CHARTER AND GRIEVANCE REDRESSAL MECHANISM

### Citizen's Charter

Citizen's Charter was prepared and hosted on the official web site of this Ministry (<http://www.mib.nic.in>) in the year 2005 and is being updated as and when required. The following Media Units and Autonomous bodies under Ministry of I&B also have their own Citizens' Charters which are also available on their respective websites:

- (i) Press Information Bureau (PIB) ([www.pib.nic.in](http://www.pib.nic.in))
- (ii) Directorate of Advertising & Visual Publicity (DAVP) ([www.davp.nic.in](http://www.davp.nic.in))
- (iii) Registrar of Newspapers for India (RNI) (<http://mi.nic.in/>)
- (iv) Publications Division (DPD) ([www.nic.in/indiapublications](http://www.nic.in/indiapublications))
- (v) Press Council of India (PCI) (<http://presscouncil.nic.in/>)
- (vi) Research Reference and Training Division (RR&TD) ([www.rrtd.nic.in/](http://www.rrtd.nic.in/))
- (vii) Photo Division ([www.photodivision.gov.in](http://www.photodivision.gov.in))
- (viii) Song and Drama Division (S&DD) (<http://mib.nic.in/sdd>)
- (ix) Indian Institute of Mass Communication (IIMC) (<http://iimc.nic.in>)
- (x) Directorate of Field Publicity (DFP) ([www.mib.nic.in/dfp](http://www.mib.nic.in/dfp))
- (xi) Central Board of Film Certification (CBFC) ([www.cbfc.tn.nic.in](http://www.cbfc.tn.nic.in))
- (xii) Film and Television Institute of India (FTII) ([www.ftiindia.org](http://www.ftiindia.org))
- (xiii) Films Division ([www.filmsdivision.org](http://www.filmsdivision.org))

(xiv) National Films Archives of India (NFAI) ([www.nfaipune.gov.in](http://www.nfaipune.gov.in))

(xv) Children's Film Society, India (CFSI) (<http://www.childrensfilm.org>)

(xvi) DG: All India Radio (AIR) (<http://allindiaradio.org>)

(xvii) DG: Doordarshan (DD) (<http://www.ddindia.com>)

### Grievance Redressal Mechanism

Grievance petitions emanating from President's Secretariat, Prime Minister's Office, Department of Administrative Reforms and Public Grievances, Department of Public Grievances, Cabinet Secretariat, Department of Pension and Pensioner's Welfare and the individuals concerned received in the Ministry. An officer of the rank of Joint Secretary has been designated as the Head of the Internal Grievance Redressal Machinery of the Ministry of Information and Broadcasting. At present, Joint Secretary (Policy, Public Grievance and Admn) has been functioning as the Head of the Internal Grievance Redressal Machinery. The petitions received are registered and processed in the computerized Public Grievance Redress and Monitoring System (PGRAMS). All the petitions received have been acknowledged according to norms fixed. The acknowledgement letter contains registration number of the grievance. The grievances petitions are sent to the concerned media units/offices/divisions for final disposal, with the direction to send a final reply to the petitioner, as per rules. These petitions are monitored to keep track of their disposal by reminders and review meetings etc. In all the media units, an officer of the rank of Joint Secretary/Director/Deputy Secy has been designated as Public Grievances Officer of the concerned Media Units. In important cases, the heads of concerned media units/offices are also called for discussion for quick disposal. The position regarding final disposal of petitions is also intimated to Department



of Administrative and Public Grievances, Department of Public Grievances, Cabinet Secretariat, Department of Pension and Pensioner's Welfare and the individuals concerned.

2. The guidelines received from time to time regarding redressal of public grievances/activating machinery for redressal of public grievances, from Department of Administrative Reforms and Public Grievances, Department of Public Grievances, Cabinet

Secretariat, Department of Pension and Pensioner's Welfare etc. circulated to all media units/ autonomous bodies etc functioning under this Ministry. It is also mentioned that Under Secretary (Administration) of this Ministry has been designated as nodal officer from Ministry of Information and Broadcasting for Citizen's Charters, facilitation counter and PGRAMS. Disposal of grievances in the Ministry is monitored by Secretary (I&B) also.

### Time Frame of Redressal of the Grievances

S.No.	Subject	Time
01.	Issue of acknowledgement/ interim reply to the petitioner	2 weeks
02.	Forwarding of the grievances/ petition to the concerned authority	2 weeks
03.	Final disposal of transferred/referred cases by the concerned Ministry/ Department/State and time limit for informing the position of the outcome.	3 months
04.	Cases referred to Complaint Committee on "Sexual Harassment of Women at workplace"	3 months

3. A similar mechanism is also in place in all the attached/subordinate offices, autonomous bodies

and public sector undertakings working under the administrative control of this Ministry.



## RIGHT TO INFORMATION ACT, 2005 RELATED MATTERS

**1. Introduction:** Right To Information Act provides freedom to every citizen to secure access to information under the control of public authorities, consistent with public interest, in order to promote openness, transparency and accountability in administration and in relation to matters connected therewith or incidental thereto. Right to information means the right to information accessible under this Act, which is held by or under the control of any public authority and includes the right to –

1. Inspection of work, documents, records;
2. Taking notes, extracts or certified copies of documents or records
3. Taking certified samples of material;
4. Obtaining information in the form of diskettes, floppies, tapes, video cassettes or in any other electronic mode or through printouts where such information is stored in a computer or in any other device;

**2. Implementation of RTI Act in the Main Secretariat:** The following steps have been taken to ensure implementation of RTI Act, 2005:

- (i) An **INFORMATION AND FACILITATION COUNTER**, of the Ministry of Information and Broadcasting has been set up at Gate No.1, Shastri Bhawan to ensure smooth implementation of the Act. Timings of the Counter are from 9.30 AM to 5.30 PM on all working days

The Information and Facilitation Counter provides the following services to the clients/customers of the organization:

- (a) Information regarding services provided and programmes, schemes etc. supported by the orga-

nization and the relevant rules and procedures, through brochures, folders etc;

- (b) Facilitating the customer/client to obtain the services of the Organisation optimally, timely, efficiently and in a transparent manner and providing forms etc. of public usage;
- (c) Information regarding the standards of quality of service, time norms, etc. evolved by the organization with reference to the services/schemes/functioning of the organization;
- (d) Information regarding hierarchical set up of Public Grievance Redress Machinery of the organization; and
- (e) Receiving, acknowledging and forwarding the grievances/application/request/form etc. (related to the services provided by the Organization) to the concerned authority in the organization and providing information on their status/disposal.
  - (ii) An Information Manual under RTI Act, 2005 has been prepared by Ministry of Information & Broadcasting which is available for sale/perusal at the Information and Facilitation Counter.
  - (iii) Ministry of I & B has designated 26 CPIOs and 13 Appellate Authorities who deal with requests from persons seeking information under this Act.
  - (iv) Constant monitoring and review is done to ensure that the provisions contained under the Act are fully implemented.

**3. Mechanism to deal with RTI applications:** Applications received under RTI Act at IFC are forwarded to the concerned CPIOs on the same date for further action as required. IFC has developed a mechanism to follow up the application by issuing reminders



to CPIOs about the pending cases on blue and pink papers after 15 and 25 days respectively so that there may not be any lapse in providing information to the applicant within the prescribed period of 30 days.

**4. Implementation of RTI Act in the Attached/Subordinate offices of the Ministry:** All the attached/subordinate/PSUs and autonomous bodies

under the Ministry have been instructed to designate CPIOs and Appellate Authorities in their headquarters and field units in respect of subjects dealt in by them. Accordingly, CPIOs and Appellate authorities have been appointed by all the attached/subordinate/PSUs and autonomous bodies of the Ministry and they are working according to the instructions issued from DoPT in this regard, from time to time.

---



## **ACCOUNTING AND INTERNAL AUDIT**

### **ACCOUNTING SETUP**

The Secretary of Ministry of Information and Broadcasting, besides being the administrative head of the Ministry, is also designated as the Chief Accounting Authority. The Secretary performs this function with the assistance of Additional Secretary & Financial Advisor and Chief Controller of Accounts.

The Chief Controller of Accounts is the administrative head of the Accounting Organization, and exercises this function with the assistance of a Controller of Accounts, one Deputy Controllers of Accounts and 14 Pay & Accounts Officers. The Pay & Accounts Offices are located at Delhi, Mumbai, Kolkata, Chennai, Lucknow, Nagpur and Guwahati.

#### **The responsibilities of Accounting Setup are:-**

1. Expenditure Control over Appropriation
2. Timely accounting of receipts and expenditure.
3. Compilation and consolidation of Accounts of the Ministry of Information and Broadcasting for onward submission to the Controller General of Accounts, Ministry of Finance.
4. Formulation of Receipt budget.
5. Ensuring prompt payments.
6. Speedy settlement of Pension, Provident Fund and other claims.
7. Internal Audit of the Ministry and Media Units.
8. Making available accounting information to concerned authorities.
9. Internal Finance Advisory functions for the Directorate of Film Festival, Press Information Bureau and Directorate of Field Publicity., Publications Division, Research, Reference and Training Division.

### **COMPUTERISATION**

Keeping in view the emerging requirements of advanced technology and immediate information needs, the office of the Chief Controller of Accounts aims at providing a complete and comprehensive computer based financial information system.

Computerization of Expenditure Accounting has also been implemented in the pay & Accounts Offices of the Ministry of Information & broadcasting through the mainstream accounting packages IMPROVE and CONTACT, which have been developed by the NIC in consultation with the Controller General of Accounts. IMPROVE is the expenditure accounting software designed for the Pay & Accounts Offices. CONTACT was designed for use in Principal Accounts Office for compilation of Monthly Accounts received from Pay & Accounts Offices. IMPROVE has been replaced with an upgraded package called COMPACT. COMPACT is a multi-user software covering all the functions of Pay & Accounts Offices.

Presently in 6 PAOs, voucher level computerization is done using the Software COMPACT . The PAOs are rendering their Monthly Accounts to the Pr. Accounts Office through floppies. All the stages like pre-check, cheque writing, cheque review, scrolls , TEs and consolidation is being done using this package.

The record relating to New Pension Scheme is also been maintained through CPFMS Software prepared by the NIC. All the PAOs are sending details of subscription and general information through the Software which is being compiled in Principal Accounts Office and sent to the Central Pension Accounting Office.

#### **Website**

Summary of Receipts and Expenditure of monthly account is being displayed in the website of Ministry of Information & Broadcasting every month with corresponding figures of previous year.



### IRLA (INDIVIDUAL RUNNING LEDGER ACCOUNTING SYSTEM)

After departmentalization of Accounts of all the Ministries in 1976 Pay & Accounts Office (IRLA) came into existence along with other departmentalized PAOs of other Ministries. Idea of IRLA system (Individual Running Ledger Account) is to keep all service and payment details in a centralized system so that officers of media units of Ministry of Information and Broadcasting and Prasar Bharti, who have all India transfer liability can draw their Salary without any hassle. Pay & Accounts Office (IRLA) is maintaining service and salary records of almost 50 media units of Ministry of Information and Broadcasting and Prasar Bharti located in 625 cities all over India. This office maintains service records and disburse Salary payments of approximate 2400 serving officers. The office also maintains Service Records of almost 11000 retired officers of Ministry of Information and Broadcasting and Prasar Bharti. This office is headed by one officer of the rank of Deputy Controller of Accounts from Indian Civil Accounts Service. There are 5 Accounts Officers and 10 Assistant / Junior Accounts Officers. This office is one of the first offices in Govt. of India to implement various aspects of e-governance and also perhaps first Pay and Accounts Office, which has introduced Electronic Clearing Service of RBI for Salary payments to the officers. From May, 2003, all pension cases have been finalized on the date of retirement itself, except those cases where cases have not been forwarded by the concerned Directorate/Headquarter. Employees can

log on to official website [w.w.w.prasarlekha.org](http://w.w.w.prasarlekha.org) to get their service details, family details, salary details, family details salary details, personal details, address details, details of Retd. Employee, PF withdrawal, Employee GPF statement, leave status and details of advance.

### INTERNAL AUDIT

The work of audit in the Ministry of Information and Broadcasting is carried out in accordance with the instructions and procedures as laid down in the Internal Audit Manual. Audit Reports are instrumental in checking in fructuous expenditure and guiding the administration for improvement of financial health.

There are 628 units (Prasar Bharti 533 and Non-Prasar Bharti – 95 ) under various media units of the Ministry spread throughout the length and breadth of the country, which fall within the purview of Internal Audit. For the sake of convenience and economy, four Zonal Internal Audit parties have been established, namely, North Zone, South Zone, West Zone and East Zone located at New Delhi, Chennai, Mumbai and Kolkata respectively and the work of Internal Audit is distributed amongst these four zones for coverage of Audit falling under their peripheral areas. An Accounts Officer heads each zonal Internal Audit office. The audit reports of different units are issued by the concerned zonal parties directly and copies are sent to HQs for review and follow up. The Internal Audit reports are reviewed at the HQs and important Paras are taken up by the CCA/CA with the divisional heads for early settlement.

During the year 2006-07, general audit of 60 units and special audit of 4 units were conducted by Internal Audit. The Internal Audit Reports have helped in checking some major irregularities involving substantial sum of money such as:-

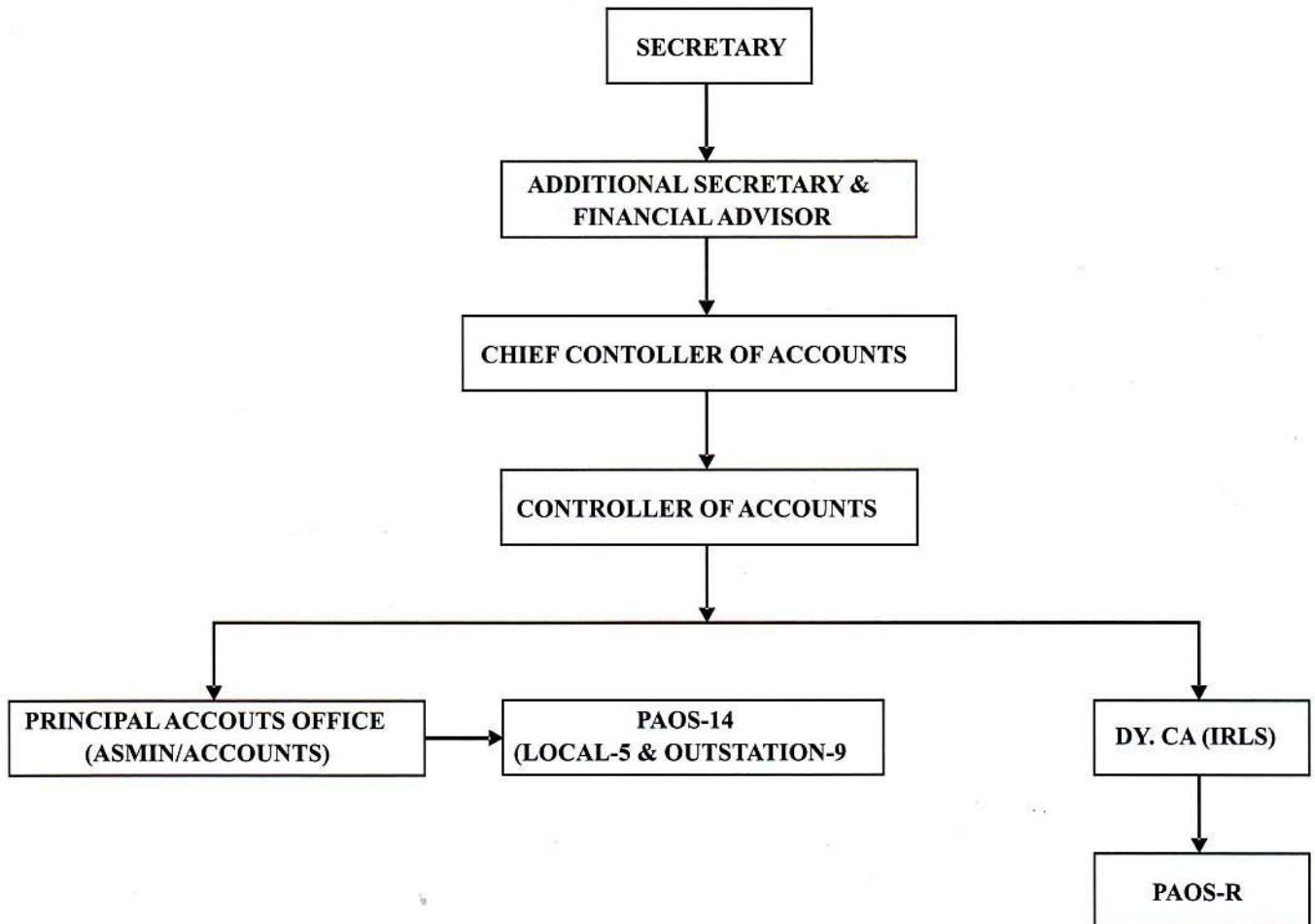
(a) Non-recovery of Govt. dues	Rs.	3146.25 lakh
(b) Over payment	Rs.	1.21 lakh
(c) Loss/ Infructuous expenditure	Rs.	6.90 lakh
(d) Irregular expenditure	Rs.	26.82 lakh
(e) Non-adjustment of advances	Rs.	165.20 lakh
(f) Irregular purchase	Rs.	17.00 lakh
(g) Blockade of Govt. money	Rs.	617.98 lakh
(h) Non accounting of stores/Govt. Money	Rs.	38.72 lakh
(i) Miscellaneous	Rs.	118.93 lakh
<b>Total</b>	<b>Rs.</b>	<b>4139.01 lakh</b>

Internal Audit involved on the spot inspection of the units and Internal Audit reports were discussed with Head of the Departments/Head of offices by the Head of Inspection Party. Common general irregularities were highlighted for adopting corrective measure in future. Internal audit reports work in the positive direction so, that financial accountability, economy in expenditure linked to physical target and goal achievement may mark sound financial management for the Govt. of India.



# ACCOUNTS ORGANISATION

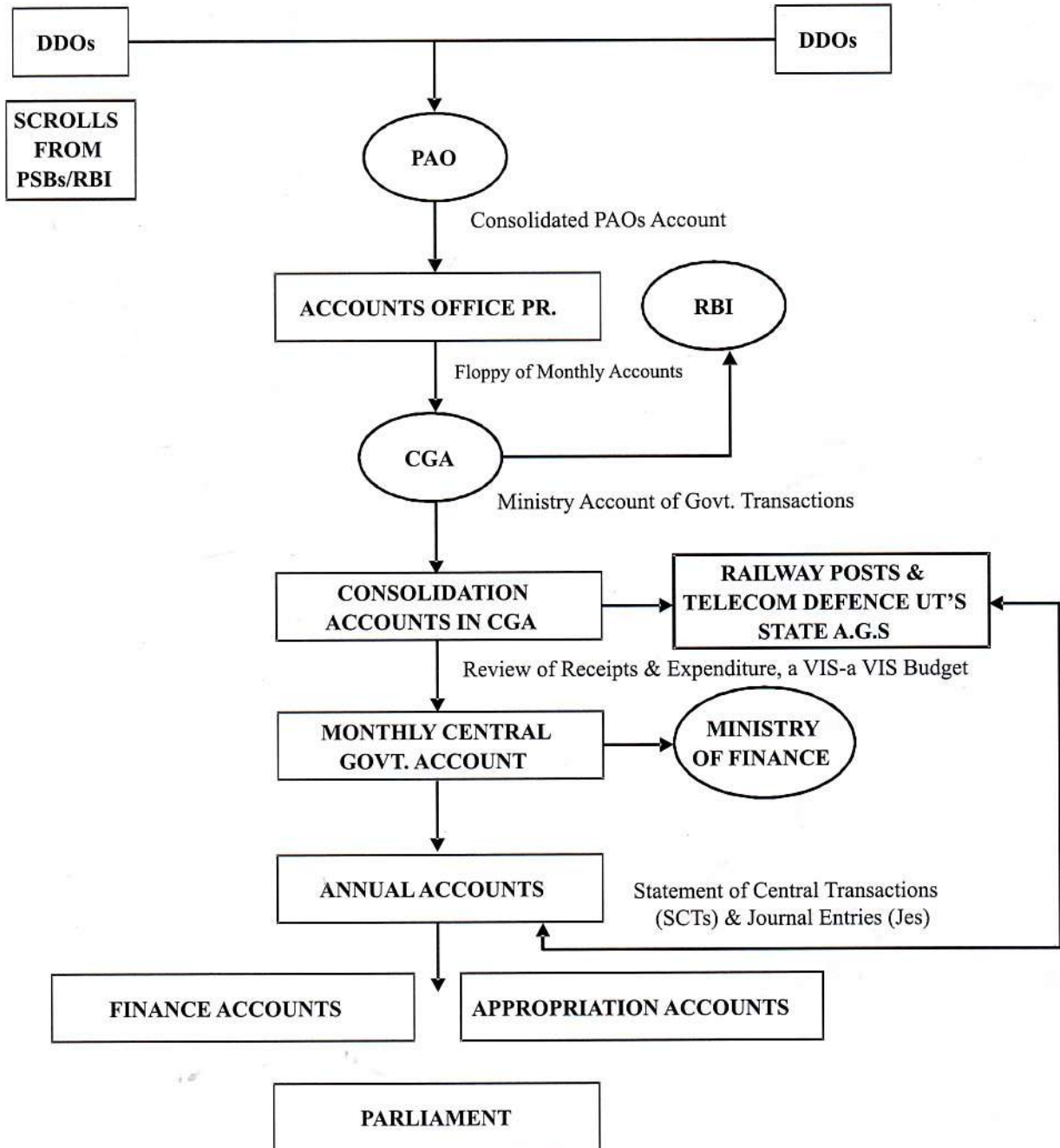
## MINISTRY OF INFORMATION & BROADCASTING





# ACCOUNTING OPERATIONS – AN OVERVIEW

## MINISTRY OF INFORMATION & BROADCASTING





## CAG PARAS

### Citizen's Charter

Loss of Revenue	<p>Acquisition by the Prasar Bharati of cricket telecasting rights without appropriate marketing plan followed by arbitrarily charging the advertisement rates lower than the projected rates, resulted in loss of expected revenue of Rs. 51.59 crore; PB sustained cash loss of Rs. 9.98 crore in the transaction.</p> <p style="text-align: right;"><i>(Para No. 7.1 of Report No. 3 of 2007)</i> <b>Autonomous Bodies</b></p>
Loss of Revenue	<p>Doordarshan did not enter into a formal agreement with National Film Development Corporation (NFDC) for supply of films on sponsorship basis, Minimum Guarantee terms for the period 1 April 2003 to 31 March 2004 despite the latter's request. This enabled NFDC to subsequently back out of its commitment and refuse to supply the films on Minimum Guarantee terms from September 2003 onwards. Consequently, Prasar Bharati had to acquire the films on royalty basis from NFDC resulting in loss of revenue of Rs. 6.68 Crore during September 2003 to March 2004.</p> <p style="text-align: right;"><i>(Para No. 7.2 of Report No. 3 of 2007)</i> <b>Autonomous Bodies</b></p>
Excess Expenditure	<p>Doordarshan failed to place order for supply, installation, testing and commissioning of four 150 metre steel TV Towers at Dharampuri, Radhanpur, Sagar and Tirunelveli before the expiry of the validity period of the bids which resulted in excess expenditure of Rs. 3.29 Crore.</p> <p style="text-align: right;"><i>(Para No. 7.3 of Report No. 3 of 2007)</i> <b>Autonomous Bodies</b></p>
Avoidable loss of Interest	<p>Retention of large cash balance in current account by the Central Production Centre resulted in a loss of interest of Rs. 51.98 lakh during 2003-04 and 2004-05.</p> <p style="text-align: right;"><i>(Para No. 7.4 of Report No. 3 of 2007)</i> <b>Autonomous Bodies</b></p>
Excess payment of royalty	<p>Arbitrary and irregular decision of the Prasar Bharati to increase the royalty rates of five films in deviation from the approved rate card resulted in excess payment of Rs. 45 lakh.</p> <p style="text-align: right;"><i>(Para No. 7.5 of Report No. 3 of 2007)</i> <b>Autonomous Bodies</b></p>



Suspected embezzlement due to non observance of codal provisions	<p>Failure of Central Production Centre to enforce codal provisions regarding checks to be exercised for accounting of cheques issued by Drawing &amp; Disbursing resulted in suspected embezzlement of Rs. 20.60 Lakh. Officer  <i>(Para No. 7.6 of Report No. 3 of 2007)</i>  <b>Autonomous Bodies</b></p>
Review of Grant No. 60	<p><b>Unspent Provision</b>  The unspent provision during 2005-06 was Rs. 158.94 Crore. During the previous year it was Rs. 188.30 Crore.</p> <p><b>Surrender of unspent provision</b>  Contrary to Rule 56 of GFRs, unspent funds ranging from Rs. 148.08 Crore to Rs. Rs. 188.26 Crore were surrendered towards the end of the financial years during 2003-06.</p> <p><b>Unrealistic Budgeting</b>  During 2003-06, there were persistent under-utilisation of provisions under some sub-heads which indicated unrealistic budgeting and deficient financial management. There were 34 cases during 2003-06 where provisions remained unutilized ranging between Rs. 1.05 Crore to Rs. 83.57 Crore.  <i>(Report No. 1 of 2007)</i></p>
Satyajit Ray Film & Television Institute, Kolkata	<p>Satyajit Ray Film &amp; Television Institute, Kolkata was established in 1995 by the Govt. of India as an autonomous educational institution under the M/o I&amp;B. A performance audit of the Institute conducted for 2001-02 to 2005-06 brought out that the activities of the Institute had so far remained limited to running a single post-graduate diploma course in Cinema with intake of 40 students. Plans for short-term courses were never implemented.</p> <p>Ad-hoc approach towards management of academic activities of the Institute reflected in non framing of annual academic calendar, examination schedule etc. led to delays in completion of the course. So far not a single batch has completed the course in time; the delay sometimes extended to five years. Because of such delays, the Institute could enroll only six batches so far and have to skip enrolment of new batches during five years. Maintenance of record relating to admission, projects done by the students or classroom sessions taken by the faculty etc. was unsystematic.</p> <p>While basic controls relating to framing of budgetary estimates were non-functional, the Institute did not make concrete efforts to augment internal revenue generation. Human resource management by the Institute was characterised by violations of the Institute's recruitment rules, non-framing of duties and responsibilities of different category of staff etc.</p> <p>Its asset management was also unsystematic. No physical verification of the assets was conducted during last five years. There was no Internal Audit Department. Instances of student unrest &amp; unruliness were common.</p> <p>Overall the institute gives the impression of an organization lacking a systematic approach in management of its affairs as an educational institution.  <i>(Report No. 3 of 2007)</i>  <b>(Performance Audit)}</b></p>



## Demand No. 59 - Ministry of Information &amp; Broadcasting

(Rs. in thousands)

Name of Media Units/Activity	B.E. 2007-2008			R.E. 2007-2008			B.E. 2008-2009		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
<b>Revenue Section</b>									
<b>Major Head '2251' - Secretariat Social Services</b>									
1. Main Sectt. (including PAO)	33600	187570	221170	25900	204900	230800	115700	213500	329200
<b>Major Head '2205' - Art &amp; Culture Certification of Cinematographic films for public exhibition</b>									
2. Central Board of Film Certification	15000	29700	44700	6100	34970	41070	14200	31200	45400
3. Film Certification Appellate Tribunal	0	1200	1200	0	1200	1200	0	1200	1200
<b>Total Major Head '2205'</b>	15000	30900	45900	6100	36170	42270	14200	32400	46600
<b>Major Head - '2220' - Information, Films &amp; Publicity</b>									
4. Films Division	46200	235260	281460	51300	265100	316400	110000	249700	359700
5. Directorate of Film Festivals	38200	49320	87520	32200	65565	97765	40000	65765	105765
6. National Film Archive of India	10100	14940	25040	10100	16405	26505	30000	16400	46400
7. Grants-in-aid to Satyajit Ray F.&T.I., Kolkata	77700	50735	128435	37700	60030	97730	80000	50735	130735
8. Grants-in-aid to Children's Film Society of India (CFSI)	27100	4200	31300	27100	8400	35500	40000	8400	48400
9. Grants-in-aid to Film & Television Institute of India, Pune	62100	70515	132615	62100	82500	144600	80000	77500	157500
10. Grants-in-aid to Film Societies	0	0	0	0	0	0	0	0	0
11. Electronic Media Monitoring Centre	29000	30000	59000	0	30000	30000	0	30000	30000
12. Research, Reference & Training Division	200	10395	10595	1960	12800	14760	10000	12800	22800
13. Grants-in-aid to IIMC	1000	39500	40500	100	45000	45100	10000	39500	49500
14. Directorate of Advertising & Visual Publicity	234100	613925	848025	158119	343330	501449	217600	526000	743600
15. Press Information Bureau	1210	227015	228225	86000	223700	309700	109089	223600	332689
16. Grants-in-aid to Press Council of India	0	23700	23700	0	25500	25500	0	26300	26300
17. Subsidy in lieu of Interest on loan to PTI	0	0	0	0	0	0	0	0	0
18. Payment for Pro. & Spl. Services	0	100	100	0	200	200	0	200	200
19. Transfer to Journalists Welfare Fund	0	0	0	0	0	0	0	0	0



Name of Media Units/Activity	B.E.2007-2008			R.E. 2007-2008			B.E. 2008-2009		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non Plan	Total
20. Directorate of Field Publicity	100	259910	260010	1000	261700	262700	4900	262500	267400
21. Song and Drama Division	35600	145415	181015	35600	151200	186800	35600	155400	191000
22. Publications Division	400	134720	135120	<b>8120</b>	143200	151320	<b>4300</b>	<b>140500</b>	144800
23. Employment News	100	281700	281800	700	236700	237400	600	281900	282500
24. Registrar of Newspapers for India	200	24770	24970	588	22400	22988	2000	23400	25400
25. Photo Division	200	23310	23510	5500	23200	28700	5500	24300	29800
26. Contribution to International programme for the Development of Communication	0	1400	1400	0	1400	1400	0	1400	1400
27. Contribution to Asia Pacific Institute for Broadcasting Development	0	2000	2000	0	2000	2000	0	2000	2000
<b>Total: Major Head '2220'</b>	563510	2242830	2806340	518187	2020330	2538517	779589	2218300	2997889
<b>Total: Major Head 2251, 2205 and 2220</b>	612110	2461300	3073410	550187	2261400	2811587	909489	2464200	3373689
<b>Broadcasting (Major Head - 2221)</b>									
<b>Sound Broadcasting (Sub Major Head)</b>									
<b>Direction and Administration (Minor Head)</b>									
Salaries	100	100	200	100	100	200	100	100	200
<b>Television (Sub Major Head)</b>									
Salaries	100	100	200	100	100	200	100	100	200
<b>General (Sub Major Head)</b>									
<b>Prasar Bharati (Minor Head)</b>									
Grants-in-aid	1031300	9607600	10638900	1031300	9839100	10870400	1787371	9636300	11423671
<b>Total - Broadcasting</b>	1031500	9607800	10639300	1031500	9839300	10870800	1787571	9636500	11424071
North Eastern Area other expenditure scheme for the benefit of North Eastern Region & Sikkim									
Lump Sum Provision (Major Head - 2552)	205190	0	205190	190190	0	190190	179640	0	179640
<b>Total - Revenue Section</b>	<b>1848800</b>	<b>12069100</b>	13917900	<b>1771877</b>	<b>12100700</b>	<b>13872577</b>	<b>2876700</b>	<b>12100700</b>	14977400







Name of Media Units/Activity	B.E.2007-2008			R.E. 2007-2008			B.E. 2008-2009		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non Plan	Total
21. Setting up of National Press Centre and Mini Media Centre for PIB	100000	0	100000	8200	0	8200	43700	0	43700
22. Construction of Building for Press Council of India	0	0	0	0	0	0	0	0	0
23. Building & Housing project of IIMC	0	0	0	0	0	0	0	0	0
24. Building & Towers for Private FM Radio Stations	10000	0	10000	10000	0	10000	1000	0	1000
25. Setting up of Institute of Mass Media (FD)	100	0	100	0	0	0	0	0	0
26. Electronic Media Monitoring Centre - Major Works	0	0	0	1000	0	1000	4000	0	4000
<b>Investment</b>									
27. National Film Development Corporation	0	0	0	0	0	0	80000	0	80000
<b>Total - Capital Section Major Head '4220'</b>	<b>220800</b>	<b>0</b>	<b>220800</b>	<b>119723</b>	<b>0</b>	<b>119723</b>	<b>349300</b>	<b>0</b>	<b>349300</b>
<b>Loans for Information &amp; Publicity (Major Head - 6220)</b>									
Films (Sub Major Head)									
Loans to Public Sector and undertakings									
<b>(Minor Head)</b>									
National Film Development Corporation	31000	0	31000	1000	0	1000	0	0	0
Loans and Advances									
<b>Loans for Broadcasting (Major Head - 6221)</b>									
<b>Loans to public Sector and Other Undertakings</b>									
Prasar Bharati	2174400	0	2174400	1667400	0	1667400	3264000	0	3264000
Loans and Advances									
Capital outlay on North Eastern Areas other expenditure Project/Scheme for benefit of North Eastern Region and Sikkim (Major Head - 4552)									
Lump Sum provision	475000	0	475000	440000	0	440000	510000	0	510000
<b>Total - Capital Section</b>	<b>2901200</b>	<b>0</b>	<b>2901200</b>	<b>2228123</b>	<b>0</b>	<b>2228123</b>	<b>4123300</b>	<b>0</b>	<b>4123300</b>
<b>Total - Demand No. 59</b>	<b>4750000</b>	<b>12069100</b>	<b>16819100</b>	<b>4000000</b>	<b>12100700</b>	<b>16100700</b>	<b>7000000</b>	<b>12100700</b>	<b>19100700</b>

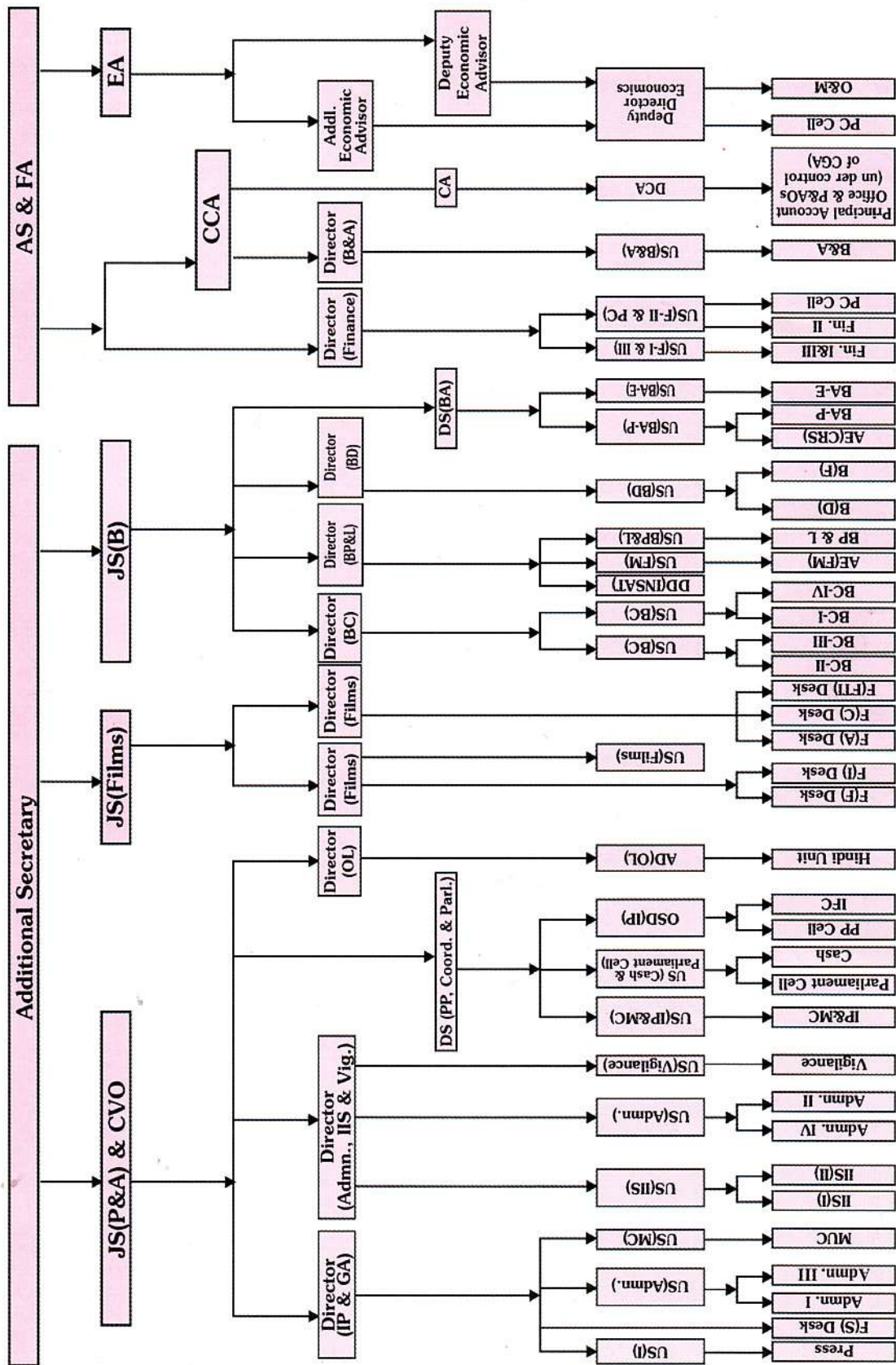


# ORGANISATION CHART OF

## MINISTRY OF INFORMATION AND BROADCASTING

As On 20.12.2007

# S E C R E T A R Y





### DESIGNATIONS IN THE MINISTRY

Additional Secretary AS & FA	Additional Secretary Additional Secretary & Financial Adviser	US (F-I & III)	Under Secretary (Finance-I & Finance-III)
JS (P&A) & CVO	Joint Secretary (Policy, Media & Administration) & Chief Vigilance Officer	US (F-II & PC)	Under Secretary (Finance-II & Plan Coordination)
JS (Films)	Joint Secretary (Films)	US (O&M and B&A)	Under Secretary (Organization & Method and Budget & Accounts)
JS (B)	Joint Secretary (Broadcasting)	DCA	Deputy Controller of Accounts
Economic Adviser	Economic Adviser	Deputy Director	Deputy Director
CCA	Chief Controller of Accounts	AD (OL)	Assistant Director (Official Language)
Director (IP & GA)	Director (Information Policy & General Administration)	Admn-I	Administration-I
Director (OL)	Director (Official Language)	Admn-II	Administration-II
Director (Admn, Vigilance and IIS)	Director (Administration, Vigilance and Indian Information Service)	Admn-III	Administration-III
Director (Films)	Director (Films)	Admn-IV	Administration-IV
Director (BC)	Director (Broadcasting Content)	Cash	Cash
Director (F&PC)	Director (Finance & Plan Coordination)	Parliament Cell	Parliament Cell
Director (BP&L)	Director (Broadcasting Policy & Legislation)	MUC	Media Unit Cell
Director (BD)	Director (Broadcasting Development)	F(S) Desk	Film Societies Desk
DS (B&A)	Deputy Secretary (Budget and Accounts)	Hindi Unit	Hindi Unit
DS (PP, Coord & Parl)	Deputy Secretary (Policy Planning, Coordination & Parliament)	Vigilance	Vigilance
DS (BA)	Deputy Secretary (Broadcasting Administration)	IP&MC	Information Policy & Media Coordination
CA	Controller of Accounts	PP Cell	Policy Planning Cell
US (I)	Under Secretary (Information)	Press	Press
US (MUC)	Under Secretary (Media Coordination)	IIS (I)	Indian Information Service-I
US (Admn)	Under Secretary (Administration)	IIS (II)	Indian Information Service-II
US (IIS)	Under Secretary (Indian Information Service)	F (F) Desk	Film Festivals Desk
US (Cash & Parliament Cell)	Under Secretary (Cash & Parliament Cell)	F (TI) Desk	Film & Television Institute Desk
US (Vigilance)	Under Secretary (Vigilance)	F (A) Desk	Film Administration Desk
US (IP&MC)	Under Secretary (Information Policy & Media Coordination)	F (C) Desk	Film Certification Desk
OSD (IP)	Officer on Special Duty (Information Policy)	F(I) Desk	Film Industry Desk
US (BC)	Under Secretary (Broadcasting Content)	BC-I	Broadcasting Content-I
US (BP&L)	Under Secretary (Broadcasting Policy & Legislation)	BC-II	Broadcasting Content-II
DD (INSAT)	Deputy Director (Indian Satellite)	BC-III	Broadcasting Content-III
US (BD)	Under Secretary (Broadcasting Development)	BC-IV	Broadcasting Content-IV
US (FM)	Under Secretary (Frequency Module)	B (D)	Broadcasting Development
US (BA-P)	Under Secretary (Broadcasting Administration Programme)	B (F)	Broadcasting (Finance)
US (BA-E)	Under Secretary (Broadcasting Administration Engineering)	BP&L	Broadcasting Policy & Legislation
		BA-P	Broadcasting Administration-Programme
		AE (FM)	Assistant Engineer (Frequency Modulation)
		AE (CRS)	Assistant Engineer (Community Radio Stations)
		BA-E	Broadcasting Administration-Engineering
		Fin-I & III	Finance I&III
		Fin-II	Finance II
		PC Cell	Plan Coordination Cell
		B&A	Budget & Accounts
		O&M Unit	Organization & Method Unit
		P&AO	Pay & Accounts Officer
		CGA	Controller General of Accounts
		IFC	Information Facilitation Counter
		E A Wing	Economic Analysis Wing