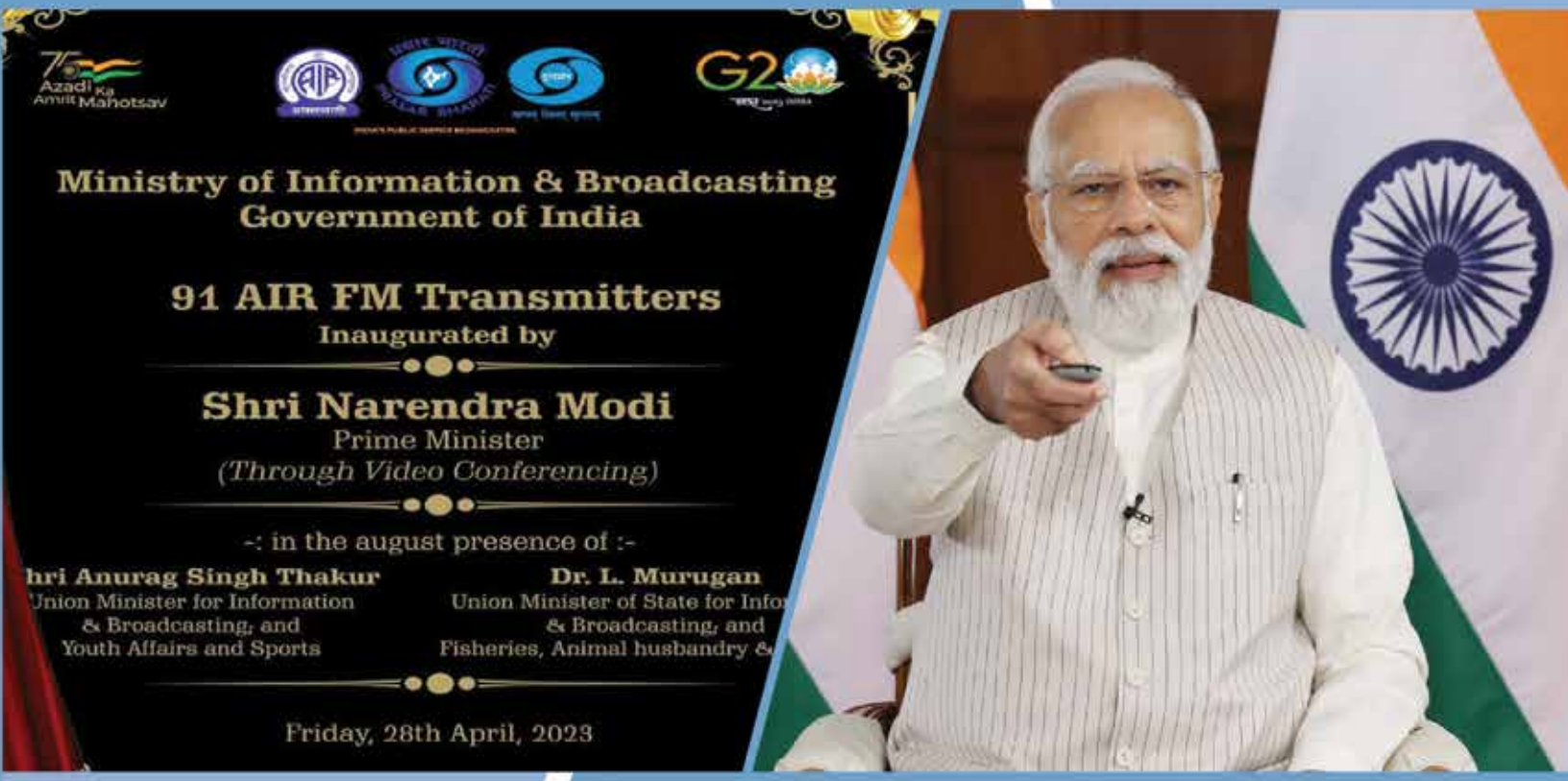
Ministry of Information and Broadcasting
Government of India

ANNUAL REPORT 2023-24



ANNUAL REPORT
2023-24

Hon'ble Prime Minister Shri Narendra Modi along with world leaders (R to L), President of the United States Shri Joe Biden, President of South Africa Shri Cyril Ramaphosa, President of Brazil Shri Luiz Inácio Lula da Silva, and President of the World Bank Shri Ajay Banga during the 18th G20 Summit at Bharat Mandapam, in New Delhi on September 9, 2023.

Ministry of Information and Broadcasting
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The grand Bharat Mandapam in New Delhi hosted the historic 18th G20 Summit from September 9-10, 2023. The Ministry of Information & Broadcasting led the comprehensive outreach and publicity for the summit, effectively engaging the public and media.

The Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur inaugurating the CBC Exhibition at Kala Academy during the 54th International Film Festival of India (IFFI), in Goa on November 21, 2023.

1 AN OVERVIEW

The Ministry of Information and Broadcasting is the face of the Government of India in reaching out to the masses. The crucial task of disseminating information about Government policies, schemes and programmes through different media vehicles is entrusted to the Ministry. Radio, television, films, press and print publications, digital and social media, posters, advertising, and traditional modes of communication such as dance, drama, folk recitals, puppet shows – all these are effectively brought into play by the Ministry and its media units in dissemination and free flow of information.

The Ministry assists the Government in focusing attention of the people of various age groups on issues of national integrity, environmental protection, healthcare and family welfare, eradication of illiteracy and issues relating to women, children, minorities and other disadvantaged sections of the society, and elicit their participation in developmental activities.

The Ministry is also the focal point regarding policy matters relating to private broadcasting, administering the public broadcasting service (Prasar Bharati), multimedia advertising and publicity of the policies and programmes of the Government of India, film promotion and certification, and regulation of print and digital media.

The Ministry is functionally divided into three sectors viz., Information, Broadcasting and Films. There are seven media units/ attached & subordinate offices, two autonomous bodies, three training institutes, and two Public Sector Undertakings (PSUs). The Main Secretariat of the Ministry is headed by a Secretary who is assisted by one Additional Secretary, one Additional Secretary & Financial Adviser (AS&FA), one Senior Economic Advisor, four Joint Secretaries and one Joint Secretary (in-situ). They are supported by 25 officers at the level of Director/ Deputy Secretary/ Joint Director/Additional Economic Advisor/ PSO/Sr. PPS, 34 officers at the level of Under Secretary/Deputy Director/PPS, 69 Assistant Directors/ Section Officers/ Private Secretary level officers and 291 non-gazetted officers/ officials.

The **Information Sector** is responsible for information dissemination and awareness creation of the policies and activities of the Government of India through print, electronic and digital media, framing of policy guidelines for rate fixation of Government advertisements on print, electronic, and online platforms, and administering the Press and Registration of Periodicals Act, 2023, and the Press Council Act, 1978.

The **Broadcasting Sector** aids the Ministry in the far-reaching dissemination of Government schemes and initiatives via All India Radio and Doordarshan. The Sector oversees these public broadcasters by administering the Prasar Bharati (Broadcasting Corporation of India) Act, 1990. It also regulates private TV channels and the network of multi system operators and local cable operators through the Cable Television Networks (Regulation) Act, 1995 and policy guidelines issued from time-to-time. It gives licenses to DTH/HITS operators for their respective operations. The private FM radio network is regulated by the Ministry through auctioning of FM channels, operationalisation of Community Radio Stations in rural and remote areas.

The **Films Sector** is responsible for production, promotion and preservation of films and filmic content. It also includes documentaries, organisation of international film festivals and promotion of good cinema

by institution of awards. It administers the Cinematograph Act, 1952, which looks into certification of films for public exhibition, and handles other matters relating to film industry, including developmental and promotional activities.

The subjects of (i) content of publishers of news and current affairs on digital media and (ii) publishers of online curated content (OTT platforms) were transferred to Ministry of Information and Broadcasting through an amendment in Allocation of Business Rules, 1961 vide notification dated November 9, 2020. The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 were notified under the Information Technology Act, 2000 on February 25, 2022, to provide an institutional mechanism for regulation of publishers of news and current affairs on digital media and publishers of online curated content (OTT platforms). Part-III of these Rules, *inter-alia* provides for a Code of Ethics for publishers of news and current affairs on digital media and publishers of online curated content (OTT platforms) and a three-level Grievance Redressal Mechanism to look into complaints/grievances in relation to violation of the Code of Ethics by OTT platforms.

The Central Government vide notification dated July 28, 2023 amended **Allocation of Business Rules** and subject relating to online advertisements, and content made available by online content providers/publishers has been brought under the mandate of Ministry of I&B. Revised entry under Allocation of Business Rules of the Ministry is as under:

"VA. **Digital/Online Media**

22A. Films and Audio-Visual programmes/ content made available by online content providers/publishers.

22B. News and current affairs content on online platforms.

22C. **Online Advertisements**."

FIELD FORMATION OF THE MINISTRY

Media Units/ Attached & Subordinate offices

1. Press Information Bureau (PIB)
2. Central Bureau of Communication (CBC)
3. Press Registrar General of India (PRGI)
4. Directorate of Publication Division (DPD)
5. New Media Wing (NMW)
6. Electronic Media Monitoring Centre (EMMC)
7. Central Board of Films Certification (CBFC)

Autonomous Organisations

1. Press Council of India (PCI)
2. Prasar Bharati (Broadcasting Corporation of India)

Training Institutes

1. Indian Institute of Mass Communication (IIMC)
2. Film and Television Institute of India, Pune (FTII)
3. Satyajit Ray Film and Television Institute, Kolkata (SRFTI)

Public Sector Undertakings

1. Broadcast Engineering Consultants India Limited (BECIL)
2. National Films Development Corporation (NFDC)

■■■

Hon'ble Prime Minister Shri Narendra Modi at the release of the 'Collected Works of Pandit Madan Mohan Malaviya' on his 162nd birth anniversary at Vigyan Bhawan, New Delhi on December 25, 2023.

Union Minister for Information & Broadcasting,Youth Affairs & Sports, Shri Anurag Singh Thakur at the launch of four new online portals of the Ministry of Information & Broadcasting, in New Delhi on February 22, 2024.

2 NEW INITIATIVES

The Ministry of Information and Broadcasting undertook several initiatives during the year 2023-24 across all its organisations and divisions. An overview of the chief initiatives is as under:

ADMINISTRATION AND POLICY

- **The Cinematograph (Amendment) Act, 2023:** The Cinematograph (Amendment) Act, 2023 was notified on August 4, 2023 with the aim to curb the menace of piracy. The provisions include strict punishment of minimum three months imprisonment and fine of Rs. 3 lakh which can be extended up to three years imprisonment and fine up to 5 per cent of the audited gross production cost. The Government has also done away with the requirement to renew film's license every 10 years and has made it valid for lifetime. Additionally, the existing UA category of certification has been further sub-divided into three age-based categories viz. 7+ years, 13+ years and 16+ years which are only recommendatory in nature, meant for the parents or guardians to consider whether their children should view such a film.
- **The Press and Registration of Periodicals Act, 2023:** The Press and Registration of Periodicals Act, 2023 was notified on December 29, 2023. The colonial era law of the Press and Registration of Books Act, 1867 has thus been repealed, making the process of allotment of title and registration of periodicals simple and simultaneous through an online system without the requirement of any physical interface. The publishers would no longer be required to file a declaration with the District Magistrates or the local authorities and get such declarations authenticated. Further, printing presses would also not be required to furnish any such declaration instead only an intimation would be sufficient. The PRP Act, 2023 enables and empowers the Press Registrar General to fast track the process and to suspend/cancel the Certificate of Registration. The statute has been substantially decriminalised as against the PRB Act, 1867 and ushers in a new era of press freedom and ease of doing business. The PRP Act, 2023 came into effect from March 1, 2024.
- **Digital Advertisement Policy, 2023:** The Ministry of Information and Broadcasting, after wide-ranging discussions with multiple stakeholders, has formulated the Digital Advertisement Policy, 2023 to undertake campaigns in the digital media space by the Central Bureau of Communication (CBC). The policy will pave the way for wider Government outreach in the digital era and facilitate effective delivery of citizen-centric messages in a targeted manner, resulting in cost efficiencies in public-oriented campaigns. The policy enables CBC to empanel agencies and organisations in the OTT and Video on Demand Space, leverage the growing number of podcast listeners through empanelment of digital audio platforms and channelise its public service campaign messages through mobile applications.
- The Government of India vide notification dated July 28, 2023 amended Allocation of Business Rules and subject relating to online advertisements, and content made available by online content providers/ publishers has been brought under the mandate of Ministry of Information and Broadcasting. Revised entry under Allocation of Business Rules of the

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    - 22B. News and current affairs content on online platforms.
    - 22C. **Online Advertisements**."

RULES AND GUIDELINES

- **The Cinematograph (Certification) Rules, 2024:** The Ministry of Information and Broadcasting notified the Cinematograph (Certification) Rules, 2024 on March 15, 2024, replacing the Cinematograph (Certification) Rules, 1983. These rules aim to enhance transparency, efficiency, and ease of doing business in the Film Industry by introducing online certification processes, eliminating transactional time, and implementing Priority Screening of Films. Key improvements include provisions for accessibility features to make films inclusive for disabled persons, age-based certification categories (UA 7+, UA 13+, UA 16+), and greater representation of women in the Central Board of Film Certification (CBFC) Board and Advisory Panels.
- **Amendments in the Cable Television Network Rules, 1994:** This Ministry issued a Gazette Notification No. GSR 719(E) dated October 3, 2023 thereby amending the Cable Television Networks Rules, 1994 which are called the Cable Television Networks (Second Amendment) Rules, 2023.The Ministry of Information and Broadcasting amended the Cable Television Network Rules, 1994 which allows for the sharing of infrastructure by the Cable Operators with Broadband Service providers to promote internet penetration to the last mile and timely renewal window to ensure service continuity for Multiple System Operators (MSOs). In addition, the amended rules define "designated officer", "local cable operator" and "platform services" and "registered office".
- **Decriminalisation of the Cable Television Networks (Regulation) Act, 1995:** The Cable Television Networks (Regulation) Act, 1995, has been amended through the Jan Vishwas (Amendment of Provisions) Act, 2023, replacing the previous stringent measures of imprisonment and fines with a more flexible approach allowing for warnings, advisories, censures, or/ and penalties up to Rs. 20,000 for the first contravention and up to Rs. 1.00 lakh for the second contravention thereby decriminalising the CTN Act.
- **Guidelines for Accessibility Standards in Public Exhibition of Feature Films:** The Ministry of Information and Broadcasting issued the 'Guidelines of Accessibility Standards in the Public Exhibition of Feature Films in Cinema Theatres for Persons with Hearing and Visual Impairment' on March 15, 2024. These guidelines aim to ensure the accessibility of films to persons with hearing and visual impairments. Feature films intended for public exhibition in cinema halls for commercial purposes are required to comply with these guidelines within six months for films certified in more than one language, and within 2 years for all others. The Accessibility Standards mandate the provision of at least one accessibility feature each for the hearing impaired and visually impaired, including Closed Captioning and Audio Description. Licensees of cinema theatres are required to deploy customised equipment in theatres, mobile apps, or other available technologies during regular shows.
- **Revision of Rates for Advertisements on Private FM Radio Stations**: As part of the ongoing efforts to ensure a fair

and sustainable pricing framework, the Ministry of Information and Broadcasting, Government of India in September 2023 approved new rates for advertisements to be issued on private FM radio stations for the Government policies and programmes, based on the recommendations of the Rate Structure Committee set up for this purpose. The advertisement rates have been revised by the Ministry after seven years.

STRENGTHENING OF INSTITUTIONS & INFRASTRUCTURE

- **Inauguration of Low Power FM Transmitters of capacity of 100 Watt at 91 locations:** Prime Minister, Shri Narendra Modi on April 28, 2023 inaugurated Low Power FM Transmitters of capacity of 100 Watt at 91 locations in 84 districts of 20 States/UTs, which will add two crore listeners to All India Radio network and result in the expansion of coverage in about 35,000 sq. km area. Left Wing Extremism hit areas, Aspirational Districts, and border areas of the country have been given priority for the installation of the transmitters.

- **Akashvani Dahod FM Relay Station Project in Gujarat**: Prime Minister, Shri Narendra Modi, virtually laid the foundation stone for Akashvani Dahod FM Relay Station Project in Gujarat on

Hon'ble Prime Minister, Shri Narendra Modi at the foundation stone laying ceremony of various projects including Akashvani Dahod FM Relay Station Project at Bodeli, Chhotaudepur, Gujarat, September 27, 2023.

September 27, 2023, along with other projects at an event in Bodeli in the state. This station is strategically located in the tribal district of Dahod and will partially cover the neighbouring tribal districts of Madhya Pradesh, including Alirajpur and Jhabua. The initiative enriches the cultural and informational tapestry of the region and facilitates better communication and connectivity for the communities it serves.

- **Declaration of Indian Institute of Mass Communication (IIMC) as Deemed to be University:** Ministry of Education vide Gazette Notification dated January 31, 2024 has declared IIMC New Delhi alongwith its five regional campuses situated in Jammu (Jammu & Kashmir), Amravati (Maharashtra), Aizawl (Mizoram), Kottayam (Kerala), and Dhenkanal (Odisha) as Deemed to be University under the distinct category. With this elevated status, IIMC is empowered to confer degrees, including doctoral degrees.
- Union Minister for Information and Broadcasting, Shri Anurag Singh Thakur, unveiled **four transformative portals** on February 22, 2024, aiming to modernise the media landscape and facilitate ease of doing business in India:

  a) **Press Sewa Portal:** To comply with the provisions of the Press and Registration of Periodicals Act, 2023 (PRP Act, 2023) the Press Sewa Portal (presssewa.prgi.gov.in) of the Press Registrar General of India has been launched with a user-friendly interface to receive applications as mandated by the new Act which will bring a paradigm shift in the registration process for periodicals and newspapers.

  b) **Transparent Empanelment, Media Planning and e-Billing System** for enhancing efficiency of Central Bureau of Communication (CBC) in 360 degree communication of the Government.

  c) **NaViGate Bharat Portal:** Developed by New Media Wing (NMW), this unified bilingual platform, also known as the National Video Gateway of Bharat, serves as a comprehensive repository with public access for Government videos related to development and citizen welfare measures.

  d) **National Register for Local Cable Operators (LCOs)**: Available on the Broadcast Sewa Portal, this registry aims to streamline regulatory processes in the cable television sector by bringing LCOs under a National Registration System.

- **Collaboration with Amazon India:** Ministry of Information and Broadcasting signed a Letter of Engagement (LoE) with Amazon India on April 5, 2023 aimed towards collaboration in the field of media, entertainment and public awareness. This was signed at an event in the presence of the Union Minister of Information and Broadcasting, Shri Anurag Singh Thakur, senior executives of Amazon India and Actor, Shri Varun Dhawan.

  The LoE leads to a multidimensional partnership between the various organisations under the Ministry and various verticals of Amazon. These include National Film Development Corporation (NFDC), Prasar Bharati, Publications Division, and the media training institutions of Film & Television Institute of India (FTII) and Satyajit Ray Film and Television Institute (SRFTI) on the Government's side. On Amazon's

side, the LoE involves participation of Amazon Prime Video, Alexa, Amazon Music, Amazon e-marketplace, and IMDb. The LoE will also make way for collaboration with Amazon in Public Awareness and Highlighting India's Cultural Heritage, Promotion of Indian Talent and Showcasing Indian Content at a Global Stage.

FILMS

- **Mujib – The Making of a Nation *(Bangla):*** *Mujib: The Making of a Nation*, the much anticipated biopic of Father of the Nation of Bangladesh, Bangabandhu Sheikh Mujibur Rahman, which has been jointly produced by India and Bangladesh, was released nationwide on October 27, 2023. It was released in Bangladesh on October 13, 2023 and received a great response breaking all box office records in the country. A special screening of the film was held at the National Museum of Indian Cinema in Mumbai on October 25, 2023, which was attended by the film's director Shri Shyam Benegal, lead actor Shri Arifin Shuvoo and other cast and crew of the film, noted film personalities and industry people amongst others.

- **National Film Heritage Mission (NFHM):** As part of NFHM, three major projects are ongoing at NFDC-NFAI — Digitisation of Films, Conservation of Film Reels, and Restoration of Films, which have never been attempted on this scale globally. Movies like *Barsāt Ki Rāat*, *C. I. D.* (1956), *Guide* (1965), *Jewel Thief* (1967), *Johny*

Union Minister for the Ministry of Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur attends the collaboration agreement event between the Ministry of Information & Broadcasting and Amazon India in the field of Media, Entertainment and Public Awareness at National Media Centre, in New Delhi on April 5, 2023. The special guest in the collaboration event, Actor Shri Varun Dhawan is also seen.

Mera Naam (1970), *Bees Saal Baad* (1962), *Aghaat* (1985), and many more have been brought back to the silver screen in 4K resolution, decades after their theatrical release. Legendary Indian actors, directors and family members of various great Indian filmmakers have expressed their appreciation for the efforts of the Ministry of Information and Broadcasting to preserve India's cinematic legacy through NFHM.

- **New beginnings at 54th IFFI:** The Ministry of Information and Broadcasting, in collaboration with Government of Goa, organised the 54th edition of the International Film Festival of India (IFFI) at Panaji, Goa from November 20-28, 2023. At the 54th IFFI, Union Minister for Information and Broadcasting, Shri Anurag Singh Thakur announced an **increase in incentive for foreign film production in India** from 30 per cent to 40 per cent of the expenditure incurred, with a raised limit from Rs. 2.5 crore to Rs. 30 crore and an additional 5 per cent bonus for Significant Indian Content (SIC).

  A **recruitment drive** was held for the first time under **3rd edition of '75 Creative Minds of Tomorrow'** programme. A **new award in the Best Web Series (OTT)** category has been instituted to be given every year. The scope of Film Bazaar has been augmented by introducing a **'VFX & Tech Pavilion'** to showcase the latest innovations in filmmaking technology in the field of animation, visual effects, virtual reality and CGI. A **'Cine-Mela'** was held for the first time showcasing an extravagant celebration of India's rich diversity through regional films, food, music, culture etc. A **Restored Classics Section** featuring seven world premieres of the meticulously restored masterpieces under the National Film Heritage Mission (NFHM) has also been introduced. **Inclusivity and Entertainment for all** remained a guiding principle, as all venues for 54th IFFI were equipped with facilities catering to the specially-abled.

- **National Museum of Indian Cinema (NMIC)** started a new initiative on December 10, 2023 to engage museum visitors to spend quality time with family and friends in the museum premises called **'Cine Sundays'**. The activities conducted with visitors under this initiative were 'Poster Making Competition' to unleash their creativity and 'Ek Dum Filmy Style' wherein visitors picked chits and acted out accordingly for which the best ones were rewarded. NMIC is also undertaking the initiative **'Panorama of Indian Cinema'** which conducts workshops for students to give them an insider view into the world of cinema.

- **NMIC Chronicles of Timeless Treasures:** The National Film Development Corporation (NFDC) started a new cinematic initiative "NMIC's Chronicles of Timeless Treasures" which was inaugurated on July 15, 2023 at National Museum of Indian Cinema (NMIC), Mumbai. The event was covered by press and attended by many film critics. The initiative provides an opportunity to audiences to relish iconic films that are screened every weekend in NMIC auditorium and gives a fitting tribute to the visionary filmmakers, actors and technicians who have shaped the Indian film industry.

- NMIC, under NFDC hosted a first-of-its-kind **exhibition** from December 1-15, 2023 on the works of eminent **Spanish filmmaker Carlos Saura**. The inauguration was graced by several dignitaries and started with a Flamenco performance. This was followed by an

insightful Panel Discussion on Mr Saura between the chief guests, including veteran filmmaker Shri Shyam Benegal. Apart from the exhibition, NMIC screened a few of Saura's iconic films.

- **Amrit Mahotsav Celebrations Courses by FTII:** The Film and Television Institute of India (FTII) concluded the series of 75 courses under the Amrit Mahotsav Celebrations (AMC) Courses initiative with a course specifically for **participants from the Scheduled Tribes community** across various States/UTs. The final AMC Basic Course in Smartphone Film Making (offline) took place at Jashpur in collaboration with the Tribal Department of Chhattisgarh State Government from February 29 to March 4, 2024, with the participation of 27 ST candidates. These AMC courses, conducted free-of-cost for ST candidates, have been instrumental in promoting inclusivity and diversity in the field of filmmaking.

PROGRAMMING & BROADCASTING

- **Prasar Bharati Shared Audio Visuals for Broadcast and Dissemination (PB-SHABD)**: Union Minister for Information and Broadcasting, Shri Anurag Singh Thakur, inaugurated PB-SHABD on March 13, 2024 at the National Media Centre, New Delhi. PB-SHABD is a **news sharing service** by Prasar Bharati, DD News, Akashvani News, and the updated News on AIR mobile app, offering clean feed news stories in major Indian languages across fifty categories. This service is available free-of-cost for the first year as an introductory offer. Details are accessible at https://shabd.prasarbharati.org/
- The **24-hour telecast service of Doordarshan Himachal** was inaugurated by the Union Minister for Information and Broadcasting, Shri Anurag Singh Thakur on February 16, 2023. The Chief Minister of Himachal Pradesh, Shri Sukhwinder Singh was the Guest of Honour on the occasion.
- Union Minister for Information and Broadcasting, Shri Anurag Singh Thakur announced the launch of the **Best Web Series (OTT) Award** on July 18, 2023, which was presented during the 54th IFFI, held in Goa in November 2023.
- Union Minister for Information and Broadcasting, Shri Anurag Singh Thakur launched the **animated series *Krish, Trish and Baltiboy – Bharat Hain Hum***, produced by Central Bureau of Communication (CBC) and Graphiti Studios on October 11, 2023. The series consists of two seasons of total 52 episodes, 11 minutes each, featuring stories from the Indian freedom struggle from 1500s to 1947 and is hosted by the iconic animated characters Krish, Trish and Baltiboy. Released in 19 languages, including foreign languages, the series transcends language barriers to reach audiences worldwide. Starting from October 15, 2023, Doordarshan, Netflix and Amazon Prime are telecasting this animated series at the same time. New Media Wing (NMW) carried out social media outreach across the social media accounts of the Ministry with pictures, videos and live streaming, shared using the hashtag #BharatHainHum.
- ***Swaraj* on Amazon Prime**: Union Minister for Information and Broadcasting, Shri Anurag Singh Thakur, launched the first season of *Swaraj* on Amazon Prime OTT platform in Mumbai on March 12, 2024. Originally launched in August 2022 on Doordarshan under Azadi Ka Amrit Mahotsav campaign, *Swaraj* narrates the stories of countless heroes of India's

Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur launching PB-SHABD and revamped websites of DD News, Akashvani News, and News on AIR App in New Delhi on March 13, 2024.

freedom struggle and their indomitable courage.

- Union Minister for Information and Broadcasting, Shri Anurag Singh Thakur, in a Y-20 (the youth engagement group of the G20) event at Leh on April 28, 2023 launched two short videos on the heroes of India's First War of Independence namely *Begum Hazrat Mahal* and *Mangal Pandey*. The videos are part of a series titled **'Azadi Ki Amrit Kahaniyan'** which is being produced by the Ministry in collaboration with Netflix.
- **Launch of *Sardar: The Game Changer* on Doordarshan:** A new 52-episode serial titled *Sardar: The Game Changer* by Doordarshan was launched on March 10, 2024 to commemorate the 150th birth anniversary of Sardar Vallabhbhai Patel.
- **India re-elected as President of Asia-Pacific Institute for Broadcasting Development (AIBD) for a third successive term**. India has already served two terms as President, AIBD General Conference from 2018-2021 and 2021-2023. This milestone, which has happened for the first time in the history of AIBD, a 50-year-old organisation, shows the confidence of the broadcasting organisation across the Asia-Pacific on India and reflects the strong trust of the international media on India.

- As part of the run-up **to the 100th episode of 'Mann ki Baat'** programme, All India Radio (AIR) **launched a special series** from March 15, 2023 to focus on the impact of the program on the transformation of India. The series brought out 100 themes highlighted by the Prime Minister in 'Mann ki Baat' episodes till date and concluded on March 29, 2023, a day before the momentous 100th Episode. The recollection of 100 thoughts from the Prime Minister's 'Mann ki Baat' has been broadcast daily across AIR Network.

- To raise awareness and foster active participation of voters in the democratic process, a new programme titled ***Bharat Vikas Diary*** was initiated by the News Services Division, All India Radio (NSD:AIR) in February 2024. The programme provided insights into each constituency's demographic composition, including voter demographics, total voter turnout in previous elections, etc.

- A new programme ***Nai Soch Nai Kahani – A Radio Journey with Smriti Irani*** was started by All India Radio from November 15, 2023. Union Minister for Women and Child Development, Smt. Smriti Z. Irani hosted the show, which features the incredible tales of empowerment of women with the aid of initiatives of the Government.

- **DD Sports is now DD Sports HD:** Prasar Bharati has added one more High-Definition Channel in its bouquet with DD Sports HD Channel. DD Sports has launched several innovative and fresh approaches in terms of the presentation of the content. The channel will become a one-stop destination for major international sporting events and grass-root transformative events like Khelo India Games, winter games and games for divyang amongst others.

- In exercise of powers conferred by Sub-Section (1) of Section 8 of the Cable Television Networks (Regulation) Act, 2005 (7 of 1995), Ministry of Information and Broadcasting vide Gazette Notification No. 283 dated January 19, 2024 has changed the name of mandatory channel DD Podhigai to DD Tamil.

- **Initiatives in Regional News:** NSD:AIR started a weekly news bulletin in Gondi dialect in Chhattisgarh on May 21, 2023. Akashvani Dehradun started broadcasting news in Garhwali daily for 10 minutes from May 29, 2023. NSD:AIR also started news bulletins in Kumaoni in Uttarakhand and Pochury dialect in Nagaland in June 2023.

■■■

The Secretary, Ministry of Information and Broadcasting, Shri Sanjay Jaju inaugurates the Publications Division's Book Stall during the'World Book Fair' 2024 at Pragati Maidan in New Delhi on February 10, 2024.

3 HIGHLIGHTS OF ACTIVITIES

69TH NATIONAL FILM AWARDS

Hon'ble President of India, Smt. Droupadi Murmu conferred the **69th National Film Awards** for the year 2021 on October 17, 2023, in the presence of Union Minister for Information and Broadcasting Shri Anurag Singh Thakur and Minister of State for Information & Broadcasting, Dr. L. Murugan and other dignitaries. On the occasion, Dadasaheb Phalke Award was conferred to the legendary actress Ms. Waheeda Rehman. *Rocketry: The Nambi Effect* won Best Feature Film and *Ek Tha Gaon* won Best Non-Feature Film. Shri Allu Arjun was declared winner of Best Actor Award for his performance in the movie *Pushpa (The Rise Part I)* while Ms. Alia Bhatt and Ms. Kriti Sanon jointly won Best Actress Award for *Gangubai Kathiawadi* and *Mimi* respectively. Shri Pankaj Tripathi won Best Supporting Actor while Ms. Pallavi Joshi won Best Supporting Actress Award.

PRAN PRATHISTHA OF SHRI RAM LALLA TEMPLE IN AYODHYA

The Pran Pratishtha Ceremony of the **Shri Ram Lalla Temple in Ayodhya Dham** was meticulously organised to ensure smooth

Hon'ble President of India, Smt. Droupadi Murmu confers Dada Saheb Phalke Award on Ms. Waheeda Rehman at the 69th National Film Awards in New Delhi on October 17, 2023 in the presence of the Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur and MoS for Information & Broadcasting and Fisheries, Animal Husbandry & Dairying, Dr. L. Murugan are also seen..

conduct and extensive coverage. The Prime Minister, Shri Narendra Modi, performed the ceremony on January 22, 2024. The event was **broadcast live in 4K quality by DD News and DD National channels**, ensuring wide-reaching coverage. Furthermore, the Aarti and the opening of the Shri Ram Temple to the public on January 23, 2024 were also broadcast live.

The **Ministry of Information and Broadcasting established a Media Centre**, equipped with state-of-the-art facilities, at the Ram Katha Sangrahalaya in Ayodhya Dham. Operational since January 21 2024, the Media Centre spanned 13,000 square feet, with the main campus measuring 40 metres in length and 25 metres in width. It featured 340 workstations and had the capacity to accommodate 1,000 media personnel. Doordarshan facilitated the dissemination of a clean feed of the event in Ayodhya on January 22, 2024 to ANI TV, PTI Video, and their subscribers, while a YouTube link of the clean feed was generated for other broadcasters. Additionally, Doordarshan aired a Special News Bulletin titled 'Ram Ki Paidi' from January 1 to January 15, 2024. A live program titled "Shri Ram Ayodhya Aaye Hain" was also broadcast, featuring Ayodhya round-up, guest discussions, special stories, and vox-pop segments.

Hon'ble Prime Minister Shri Narendra Modi during the Pran Pratishtha Ceremony at Shri Ram Temple in Ayodhya on January 22, 2024.

DD News aired a **Special Ayodhya Bulletin** from January 4, 2024 to January 21, 2024, covering diverse topics such as Ayodhya Mahatmyam, Ram Lalla (Ramanand Sagar), Shri Ram Janmbhoomi Ayodhya, Shri Ram – Kailash Kher (Song), Ram Ki Kahaniyan, and more. On January 20, 2024, DD Guwahati featured special programs 'Jai Shri Ram – Purushuttam Ram' and 'Ram Bandana', while on January 21, 2024, 'Ram Katha' (folklore of Assam) was showcased.

The External Services of Akashvani broadcast discussions and commentaries on 'Unveiling the Spiritual Essence: The Pran Pratishtha Ceremony of Shri Ram Lalla in Ayodhya'. Special programs aired across the Akashvani network included an exclusive interview with Shri Ram Janmbhoomi Teerth Kshetra General Secretary Shri Champat Rai on January 05, 2024, a musical drama based on 'Ram Ki Shakti Pooja' composed by the renowned poet Suryakant Tripathi 'Nirala' on January 18, 2024, and Dastaan-E-Ram (poetic drama in Urdu) on January 19, 2024, among others.

The New Media Wing (NMW) conducted social media outreach to highlight the development and infrastructure progress in 'Ayodhya Dham'. Through the social media accounts of the Ministry, NMW shared Video Reels and Montages.

VIKSIT BHARAT SANKALP YATRA

On the occasion of the Janjatiya Gaurav Divas, marking the birth anniversary of tribal icon Birsa Munda, **Hon'ble Prime Minister Shri Narendra Modi flagged off the Viksit Bharat Sankalp Yatra** from Khunti,

Hon'ble Prime Minister Shri Narendra Modi flags off Information, Education and Communication (IEC) van at the launch of 'Viksit Bharat Sankalp Yatra' in Khunti, Jharkhand on November 15, 2023.

Jharkhand on November 15, 2023. Five specially designed IEC (Information, Education and Communication) Vans carrying messages of Government's flagship welfare programmes moved to various Gram Panchayats with significant tribal population located in Khunti district and nearby areas. Similar IEC vans were flagged off by important dignitaries like Governors, Chief Ministers, Union Ministers, Ministers of State from 68 districts across the country with significant tribal population. The focus of the Yatra was on reaching out to the people, creating awareness and providing benefits of welfare schemes. Various Jan Bhagidari events formed part of the ground activities.

The Ministry of Information and Broadcasting took the initiative of making available the **IEC Vans** for this Special Campaign, including its branding, audio visual clips, print media (pocket booklets, state specific brochures, calendars 2024) in regional languages, standees, selfie booths and enabling the IEC Vans to be geo tagged along with MCs for conducting the activities, prizes (T Shirts/ Caps) for winners of quiz competition.

The Ministry of Information and Broadcasting as a key Ministry in the Viksit Bharat Sankalp Yatra campaign carried on various planning, designing and execution of various activities under the campaign. The Ministry along with its media units including regional offices camied out various functions including hiring of implementing agencies, designing of creatives and AV material and carrying out the smooth movement of AV Vans through designated routes. The interactions of the Hon'ble Prime Minister with citizens in various state-level Viksit Bharat programs

Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur participating in the Viksit Bharat Sankalp Yatra at the Naleti Gram Panchayat, Hamirpur, Himachal Pradesh

were effectively amplified through media coverage.

The Viksit Bharat Sankalp Yatra (VBSY), initiated on November 15, 2023, has been instrumental in facilitating direct engagements between the Hon'ble Prime Minister and beneficiaries across the nation. This initiative has ensured the comprehensive implementation of flagship Government schemes, guaranteeing timely benefits to the populace.

The Union Minister for Information and Broadcasting, **Shri Anurag Singh Thakur participated in the Viksit Bharat Sankalp Yatra** from Naleti Gram Panchayat, Hamirpur Lok Sabha constituency of Kangra district, Himachal Pradesh on December 09, 2023.

The Ministry of Information and Broadcasting facilitated the organisation of a national conclave **"Viksit Bharat@2047- Viksit Bharat and Industry"** as an industry-led initiative organised by FICCI on February 27, 2024. The conclave endorsed the call for building an inclusive and developed Viksit Bharat by 2047, and featured key areas such as 'Farmers First', 'Financially Inclusive and Empowered', 'Women-Led Development', and 'Make In India: Atmanirbhar Bharat'. Inaugurated by the Union Minister for Finance & Corporate Affairs, Smt. Nirmala Sitharaman in the presence of Union Minister for Information & Broadcasting Shri Anurag Thakur, the conclave was attended by other Union Ministers, senior officials, and industry leaders.

In alignment with the 'Viksit Bharat' initiative, a multimedia campaign was launched which focused on themes such as 'Nari Shakti', 'Farmers Welfare', 'Garib Kalyan', 'Ease of Living for the Middle Class', 'Upliftment of Deprived Sections', and 'Youth Empowerment'. Creative content was disseminated across various media platforms including radio, TV, and social media.

CBC released two print advertisements focusing on '2023 in Focus' (Hamara Sankalp Viksit Bharat) and 'Empowerment of GYAN' (Garib, Yuva, Annadata, Nari Shakti) for weekly, fortnightly, and monthly magazines. Television campaigns were also conducted by CBC to disseminate information on Central Government Schemes through Private C&S TV Channels and Doordarshan, covering initiatives such as Awas, Ayushman Bharat, Har Ghar Nal Se Jal, Ujjwala, Garibi Mukt Bharat, Kisan, and Ration.

A radio campaign was undertaken by the Ministry of Information and Broadcasting with major FM Channels to generate awareness about the Viksit Bharat Sankalp Yatra. An original audio spot was composed in-house, and translated by the Press Information Bureau (PIB) into multiple languages, and is being disseminated by FM stations across India.

PIB and Prasar Bharati extensively covered the **launch of 'Viksit Bharat@2047: Voice of Youth'** by Hon'ble PM via VC on December 11, 2023. DD News along with its 30 Regional News Units extensively covered the Yatra through special stories, bytes of participants, special packages, ground reports, discussion programs and a **special daily program series 'Sankalp Viksit Bharat Ka'** highlighting various aspects of VBSY.

DD News also telecasted a special weekly program titled '**Nextgen Bharat**' to showcase India's growth story across different sectors. News Services Division, All India Radio (NSD:AIR) broadcast discussions with experts on the themes of Agriculture and Health on December 06, 2023 and December 22, 2023 under the Developed India Sankalp Yatra. NMW carried out social media dissemination through Video Bytes, Live Streaming, scheme-specific Reels and Graphics.

OFFICIAL CALENDAR OF THE GOVERNMENT OF INDIA 2024

The Union Minister for Information and Broadcasting, Shri Anurag Thakur on December 30, 2023 launched the Government of India Calendar 2024 with the theme of **"Hamara Sankalp Viksit Bharat"**. The calendar 2024 depicts the social, cultural and economic transformation brought about in the lives of the people of India through the design of people-friendly policies and implementation of the schemes and initiatives that have played a crucial role in nurturing a strong India. The calendar was printed in 13 languages including Hindi and English and was distributed across the country.

Minister of State for Information & Broadcasting, Fisheries, Animal Husbandry & Dairying, Dr. L. Murugan addressing the 8th National Photography Awards ceremony in New Delhi on March 7, 2023.

8TH NATIONAL PHOTOGRAPHY AWARDS

The **8th National Photography Awards** was presented by the Minister of State for Information and Broadcasting, Dr. L. Murugan in New Delhi on March 7, 2023. Ms. Sipra Das was conferred the Lifetime Achievement Award. The Professional Photographer of the Year Award was given to Shri Sasi Kumar Ramachandran while Shri Arun Saha won the Amateur Photographer of the Year Award. A total of thirteen awards were presented during the ceremony including 6 each in the Professional and Amateur category. The theme for the professional category was "Life and Water", while in the amateur category the theme was "Cultural Heritage of India".

ARCUREA 2024

Satyajit Ray Film & Television Institute (SRFTI), in association with the National Film Development Corporation (NFDC) and the National Film Archives of India (NFAI), organised ARCUREA 2024 – an International Event on film archiving, curation, and restoration of films, held from March 16 to 22, 2024 at SRFTI, Kolkata. The event was a comprehensive academic engagement with cinema, featuring an 'International Colloquium on Archiving and Restoration', a cinema curation workshop for students focusing on Indian cinema, a festival showcasing restored films by NFDC-NFAI, special screenings of films from curated packages, exhibitions displaying film memorabilia, live performances, and a commemoration lecture.

Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur addressing the National Conclave on 9 years of 'Seva, Sushasan and Garib Kalyan' in New Delhi on May 27, 2023.

NINE YEARS OF SEVA, SUSHASAN AND GARIB KALYAN

A **National Conclave on 9 Years of Seva Sushasan and Garib Kalyan** was organised by the Ministry of Information and Broadcasting on May 27, 2023 to celebrate the 9 years of Government under the Hon'ble Prime Minister Shri Narendra Modi. The full day conclave was organised at Vigyan Bhawan with an inaugural session, three thematic panel discussions "India: Surging Ahead", "Jan Jan Ka Vishwas" and "Yuva Shakti: Galvanising India" and a valedictory session. The conclave was graced by the presence of Union Ministers and prominent personalities.

The Central Bureau of Communication (CBC) organised a **multimedia exhibition on the theme *"9 Saal Seva, Sushasan Aur Garib Kalyan"***, which showcased the various works and achievements of the Government in 9 years and displayed information about various flagship schemes of the Government.

DD News extensively covered the National Conclave and highlighted achievements in different sectors on '9 Years of Seva, Sushasan, and Garib Kalyan' as well as interviews of respective Ministers. Special coverages, stories, discussion programmes, interviews and bytes of the beneficiaries were carried by all Regional News Units.

Central Bureau of Communication (CBC) carried out an **all India Print Campaign** with the theme 9 years of "Seva, Sushasan and Garib Kalyan". Steps taken by the Government for upliftment of the last person of the society were showcased across the country through

Hindi, English and vernacular publications using three different creatives.

100TH EDITION OF 'MANN KI BAAT' PROGRAMME

Prasar Bharati, Ministry of Information and Broadcasting organised a National Conclave on Mann Ki Baat @100 on April 26, 2023 which was inaugurated by the Hon'ble Vice President of India, Shri Jagdeep Dhankar, in the presence of the Union Minister for Information and Broadcasting, Shri Anurag Singh Thakur at Vigyan Bhawan, New Delhi, to mark the continued success of Hon'ble Prime Minister's monthly radio broadcast. 106 esteemed dignitaries from various parts of the country who had been mentioned by the Hon'ble Prime Minister in various episodes of 'Mann ki Baat' also attended the event.

The inaugural session was followed by four panel discussion sessions highlighting the wide-ranging themes of 'Nari Shakti', 'Virasat Ka Uthan', 'Jan Samvad Se Atmanirbharta' and 'Ahwan Se Jan Andolan', in the presence of prominent personalities.

G20 SUMMIT AND INDIA'S PRESIDENCY

India assumed the **G20 Presidency** from December 1, 2022 from Indonesia and convened the **G20 Leaders' Summit** for the first time in the country on September 9 - 10, 2023. A nation deeply committed to democracy and multilateralism, India's G20 Presidency

The Union Minister for Home Affairs and Cooperation, Shri Amit Shah, Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur, Union Minister for Railways, Communications, Electronics and Information Technology, Shri Ashwini Vaishnaw, Minister of State for Finance, Shri Pankaj Chaudhary and the Secretary, Ministry of Information & Broadcasting, Shri Apurva Chandra at the valedictory session of National Conclave on Mann Ki Baat @100 at Vigyan Bhawan in New Delhi on April 26, 2023.

was a watershed moment in her history as it sought to play an important role by finding pragmatic global solutions for the wellbeing of all, and in doing so, manifest the true spirit of **Vasudhaiva Kutumbakam** or the **'World is One Family'**.

Prasar Bharati Network telecast all major events related to G20 Presidency of India held across the country, including Hon'ble PM addressing world leaders at G20 Summit, and the launch of Global Biofuel Alliance. DD Network telecast **DD Dialogue on G20** with Union Minister for External Affairs Dr. S. Jaishankar and other Union Ministers. A series of special program **'India @G20'** was telecast on DD India special weekly programme **'Bharat@G20: Vasudhaiva Kutumbakam'** was also telecast.

Press Information Bureau (PIB) coordinated and managed various important activities for the G20 Leaders' Summit and provided **all round publicity** through **Print, Electronic, Digital and Social Media** to all the events organised.

Soft stories on the G20 Cultural Corridor, Mother of Democracy Exhibition, ODOP, RBI Digital Innovation Pavilion, Digital India Immersive Experience, Tree Plantation, gifts by the Prime Minister to foreign delegates, cuisines, etc., were disseminated by PIB, along with facilitating **translation in several Indian languages for coverage in regional media**, **important articles** by dignitaries and experts were published in leading dailies by PIB. **PIB G20 Microsite** was regularly updated as a one stop solution to all G20 related information.

The October 2023 fortnightly edition of ***New India Samachar (NIS)*** with the cover stories *"Year-long journey leading up to the **G20 summit** under India's chairmanship"* was published in 13 languages and distributed across the country by CBC.

Publications Division (DPD) published the November 2023 **special issue of Yojana on the topic 'One Earth. One Family. One Future'**, underscoring the multifaceted impact of India's G20 Presidency across various

World Leaders at the G20 Summit at Bharat Mandapam in New Delhi on September 9, 2023

sectors, emphasising inclusive development, digital infrastructure, sustainability and gender equality.

Five issues of **Employment News** were brought out by Publications Division (DPD) in September 2023 with **main focus** on publishing **articles on G20** such as *'Summarising India's G20 Presidency: Diplomatic Triumphs and Global Leadership'*, *'G20 Summit: India's Triumph in Fostering Global Trust and Unity'*, etc.

54TH INTERNATIONAL FILM FESTIVAL OF INDIA

National Film Development Corporation (NFDC), Ministry of Information and Broadcasting in collaboration with Entertainment Society of Goa, Goa State Government organised the **54th edition of the International Film Festival of India (IFFI)** at Panaji, Goa from November 20 to 28, 2023.

The **Opening Ceremony** was graced by the Union Minister for Information and Broadcasting, Shri Anurag Singh Thakur, the Hon'ble Chief Minister of Goa, Dr. Pramod Sawant, Minister of State for Tourism, Shri Shripad Yesso Naik and the Minister of State for Information and Broadcasting, Dr. L. Murugan. It witnessed performances by film stars Madhuri Dixit, Shahid Kapoor, Shriya Saran and Nushratt Bharucha.

Screenings and Awards: A total of 278 films were screened, 23 masterclasses and in-conversation sessions were held and over 10,000 delegates attended 54th IFFI at Goa. Legendary actress Madhuri Dixit was honoured with 'Special Recognition for Contribution to Bharatiya Cinema' Award. Legendary Hollywood actor and producer Michael Douglas received the prestigious Satyajit Ray Lifetime Achievement Award. *Panchayat Season 2* received the newly introduced award for the

Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur with the Minister of State for Information & Broadcasting and Fisheries, Animal Husbandry & Dairying, Dr. L. Murugan and the Chief Minister of Goa, Dr. Pramod Sawant at the inaugural ceremony of 54th International Film Festival of India (IFFI) in Goa on November 20, 2023.

Catherine Zeta-Jones, actress and wife of Satyajit Ray Lifetime Achievement Award winner Michael Douglas felicitated at the closing ceremony of the 54th IFFI in Goa on November 28, 2023

Best Web series (OTT). The Award Ceremony also featured Golden Peacock, Silver Peacock, Special Jury Award, ICFT-UNESCO Gandhi Medal Award, among others. Sh. Shekhar Kapur was the Chairperson of the International Jury.

Events and Interactions: Several events were held at 54th IFFI, with some exclusive events such as **Gala Premieres** featuring prominent film personalities such as Salman Khan, AR Rahman, etc. and **Masterclasses & In-conversation Sessions** with eminent film personalities such as Karan Johar, Sara Ali Khan, Zoya Akhtar, Sunny Deol, Rajkumar Santoshi, Madhur Bhandarkar, Pankaj Tripathi, Michael Douglas, etc.

The **closing ceremony** was graced by the Chief Minister of Goa, Dr. Pramod Sawant. During closing ceremony, Michael Douglas, Catherine Zeta-Jones, Rishabh Shetty, Divya Dutta, Esha Gupta, among others were felicitated.

GENERAL ELECTIONS 2024 AND "MERA PEHLA VOTE DESH KE LIYE" CAMPAIGN

The 'Mera Pehla Vote Desh Ke Liye' campaign, initiated by the Election Commission of India (ECI), aimed to encourage young, especially first-time voters to exercise their democratic right. The Hon'ble Prime Minister Shri Narendra Modi mentioned the campaign in his Mann Ki Baat address on All India Radio on February 25, 2024.

To encourage young voters, the Union Minister for Information and Broadcasting, Shri Anurag Thakur launched the **#MeraPehlaVoteDeshKeLiye Anthem** through a social media post on February 27, 2024. On the same day, the Hon'ble Prime Minister invited people from all walks of life to spread the message of **'Mera Pehla Vote Desh Ke Liye' campaign among first time voters**, via a post on X (previously Twitter).

The 'Mera Pehla Vote Desh Ke Liye' **campaign anthem** resonated widely, capturing the enthusiasm of students, singers, and

musicians nationwide. Originally composed in Hindi, the anthem was translated into **11 Scheduled languages, as well as Adi and Khasi**.

The Ministry of Information and Broadcasting unveiled the February 2024 edition of the **Mann ki Baat booklet**, featuring **'Mera Pehla Vote – Desh Ke Liye' as the cover story**. It included stories and testimonials with special mentions by the Hon'ble Prime Minister, alongside media reactions. The e-version reached over 6 crore citizens via e-sampark and is accessible on websites of the Ministry of Information and Broadcasting, MyGov, PM India, etc.

DD News launched **special shows like 'Rajya Niti', 'Janadesh', 'Kya Bole Bharat', '24 Ki Chunauti', and 'Chunavi Chakkalass'** ahead of the 2024 General Elections, offering insights into the political landscape across states through expert discussions and ground reports. Additionally, News Services Division, All India Radio (NSD, AIR) commenced a **daily 30-minute live bilingual program titled "Lokprasarak Ke Saath Loknirnya 2024"** from March 17, 2024, focusing on voter awareness and disseminating election-related news.

The Press Information Bureau (PIB) introduced a **Media Facilitation Portal** for comprehensive information on the General Election 2024. Additionally, PIB launched a dedicated microsite, serving as a one-stop facilitation portal for media personnel covering the General Election 2024. The microsite included several features aimed at enhancing the reporting experience for journalists and media professionals during the election period.

BOOK RELEASES

On the occasion of the 162nd Birth Anniversary of Mahamana Pandit Madan Mohan Malaviya, the **Hon'ble Prime Minister Shri Narendra Modi released the first series**

Hon'ble Prime Minister Shri Narendra Modi releasing the Collected Works of Pandit Madan Mohan Malaviya *on the occasion of 162nd Birth Anniversary of Malaviyaji at Vigyan Bhawan in New Delhi on December 25, 2023.*

of 11 volumes of Collected Works of Pandit Madan Mohan Malaviya at a program in Vigyan Bhawan, New Delhi on December 25, 2023. The bilingual (English and Hindi) publication, spread across about 4,000 pages, is a collection of the writings and speeches of Pandit Madan Mohan Malaviya, collected from every nook and corner of the country. These volumes comprise of his unpublished letters, articles and speeches, including memorandums. Publications Division (DPD), under the Ministry of Information and Broadcasting, has published these books and the work of researching and compiling the documents was undertaken by the Mahamana Malaviya Mission.

AZADI KA AMRIT MAHOTSAV

The Ministry of Information and Broadcasting conducted various innovative programmes under the 'Azadi Ka Amrit Mahotsav'. The celebration focused on the spirit of Jan Bhagidari, with a series of activities/ programmes through television, digital, social media, and outreach programmes through the country. Some of the significant projects of Ministry of Information and Broadcasting celebrating Azadi Ka Amrit Mahotsav are as under:

- **DD National telecast 'Swaraj' serial in binge mode** on Saturday & Sunday starting from February 11, 2023. 'Swaraj - Bharat Ke Swatantrata Sangram Ki Samagra Gatha', is a 75-episode mega show which showcases several aspects of Indian history featuring the lives and sacrifices of lesser known heroes of the

Hon'ble Prime Minister Shri Narendra Modi participates in 7th edition of Pariksha Pe Charcha (PPC) at Bharat Mandapam in New Delhi on January 29, 2024.

The Additional Secretary, Ministry of Information & Broadcasting, Ms. Neerja Sekhar at the International Women's Day Celebration at National Media Centre in New Delhi on March 08, 2024

freedom struggle.

- Publications Division (DPD) published **flagship journal 'Yojana' special** August 2023 **issue on the theme 'Azadi Ka Amrit Mahotsav'.** It also celebrated the **75th Year of children magazine 'Bal Bharti'** by publishing **'Amrit Varsh Visheshank'** coinciding with ***Azadi Ka Amrit Kaal.***

PARIKSHA PE CHARCHA (PPC) 2024

Pariksha Pe Charcha (PPC) 2024 garnered immense coverage across print and television media.

The Ministry of Information and Broadcasting facilitated extensive outreach during the event through close coordination and planning with stakeholder Ministries and Media Units under its purview. The address was **broadcast across private TV channels and OTT platforms**. Furthermore, a comprehensive publicity campaign was launched on private FM, featuring **RJ mentions in multiple languages** on stations nationwide.

The Press Information Bureau (PIB) facilitated the publication of **12 special articles authored by Union Ministers** and experts on PPC 2024, with 5 articles being in regional languages such as Telugu, Kannada, Odia, Gujarati, and Marathi. These articles garnered extensive coverage, resulting in over 200 clippings.

The External Services of Akashvani broadcast **discussions and commentaries** on the 7th edition of Pariksha Pe Charcha. These discussions covered topics such as preparations before Pariksha Pe Charcha by the PM on January 27, 2024, and major takeaways from PPC 2024 on January 29, 2024, which were aired by NSD:AIR.

INTERNATIONAL WOMEN'S DAY

March 8 is observed as International Women's Day to celebrate the achievements of women in various spheres of life and advocate the empowerment of women. In line with the Government's commitments towards women, the Main Secretariat and Media Units/ organisations of the Ministry of Information and Broadcasting organised several suitable programmes to observe International Women's Day.

The Main Secretariat of the Ministry organised various competitions such as **Essay Writing, MCQs, Poster Making, and Slogan Writing for women officers/officials** of the Ministry leading up to International Women's Day. The winners of these competitions were felicitated at an event held at the National Media Centre, New Delhi, on March 8, 2024.

Similar activities were organised by various Media Units/organisations of the Ministry.

The Ministry organised a multi-stakeholder **roundtable discussion on "Gender Sensitization – Portrayal of Women in Media"** at Hotel Ashok, Delhi, on March 11, 2024, moderated by Primus Partners Pvt. Ltd. The panel included Ms. Neerja Sekhar, Additional Secretary, Ministry of Information and Broadcasting, and speakers from Prasar Bharati, FICCI, UN Women, Netflix, Warner Bros. Discovery, UNICEF, BAG Films & Media Ltd., Radio Mewat, Times of India, Equilibrio Advisory LLP, Fever FM, Ms. Anupriya Goenka (Actress), and Primus Partners.

The National Museum of Indian Cinema (NMIC) conducted a hybrid panel discussion on '**Women in Cinema: Shaping Global Narratives**' with five women speakers from different countries, including one from India.

NSD: AIR broadcasted a discussion on "**Government's Efforts and Initiatives for Economic Empowerment of Women**" on March 11, 2024. Publications Division (DPD) posted creatives highlighting books on impactful women across all social media platforms on the occasion of Women's Day.

9TH INTERNATIONAL DAY OF YOGA (IDY)

At the behest of the Hon'ble Prime Minister of India and recognising the universal appeal of Yoga, on December 11, 2014, the United Nations proclaimed 21st June as International Day of Yoga (IDY). The worldwide acceptance of Yoga is a matter of great pride for our country, as Yoga is a unique contribution of India to mankind and an integral part of our cultural and spiritual heritage. Over the last nine years, IDY has evolved into a world-wide movement for health and wellness.

Hon'ble President of India, Smt. Droupadi Murmu practising Yoga on the occasion of International Yoga Day at Rashtrapati Bhavan Cultural Centre in New Delhi on June 21, 2023.

DD News extensively covered the IDY celebrations across the world including Yoga performed by Hon'ble President at Rashtrapati Bhawan, main national event led by the Hon'ble Vice President at Jabalpur (MP), celebration of IDY 2023 at the UN HQ led by Hon'ble Prime Minister of India Shri Narendra Modi along with Guinness record for people of 135 nationalities participating in it, celebration from the North Pole to the South Pole (India's research stations Himadri at Arctic and Bharati at Antarctic), Indian Army's **Bharatmala**, Indian Navy's **'Ocean Ring of Yoga',** etc.

DD News telecast **special programmes** such as **Yoga Samvad**, **Yoga Yatra**, **Total Health**, special interviews, Ground Reports, special theme songs, etc.

To acknowledge the instrumental role that the media plays in disseminating the outreach of yoga, the Ministry of Information and Broadcasting announced the 2nd Edition of **Antarshtriya Yoga Diwas Media Samman-2023**.

New Media Wing (NMW) conducted an effective outreach by curating a **special reel** in Hindi/English and a **Podcast** (in Hindi) across the Social Media accounts of the Ministry using hashtags **#योगदिवस #HarAnganYoga #YogaDay** etc. Publications Division (DPD) ran a **countdown starting May 31, 2023 with daily videos on Yogasanas** on social media platforms and promoted its books 'Yoga Illustrated', 'Yog Sachitra' and 'Yog Vigyan'.

Regional and Field offices of Central Bureau of Communication (CBC) organised **117 Integrated Communication & Outreach Programmes (ICOPs), 06 Special Programmes, 117 Yoga Demonstration Sessions and 35 Field Programmes** on the theme across the country.

INTERNATIONAL YEAR OF MILLETS (IYoM) 2023

The Food and Agriculture Organisation and United Nations recognised 2023 as International Year of Millets or IYoM 2023 for awareness about health and nutritional benefits of millets. The Government of India also celebrated 2023 as the International Year of Millets.

DD News and DD India covered all the **important events** on IYoM, including the **Global Millets (Shree Anna) Conference in New Delhi** with live telecast of **inauguration ceremony attended by Hon'ble PM** and Food fair organised at Delhi's Pragati Maidan. A **special package** was prepared and telecast on the Hon'ble Prime Minister Shri Narendra Modi's views on Millets in the **Maan Ki Baat** programme, **special short interviews** of Hon'ble Ministers of State for Agriculture and Farmers Welfare were also telecast. A **special half an hour programme** *'Sri Anna Ka Vaishwik Hub Banata Bharat'* was also telecast.

The January issue of **Yojana** published by Publications Division (DPD) covered the theme of Millets to commemorate the IYoM 2023. New Media Wing (NMW) created various posts across the social media accounts of Ministry of Information and Broadcasting highlighting the benefits and information about various millets using hashtag **#IYM2023.**

SWACHHTA CAMPAIGN 3.0 AND SPECIAL CAMPAIGN FOR DISPOSAL OF PENDING MATTERS (SCDPM) 3.0

The Ministry of Information and Broadcasting and all its attached & subordinate offices carried out **Special Campaign 3.0 from October 2 to 31, 2023** across the country.

During the campaign, the Ministry of I&B conducted 633 outdoor campaigns, cleaned 1,197 spots, identified 44,834 kg scrap items for disposal, weeded out 20,110 physical files and earned Rs. 41.8 lakh in revenue. Further, the Ministry disposed of 363 Public Grievances, 84 PG appeals, 21 MP references, 2 PMO references and 7 Parliamentary references.

OTHER IMPORTANT COVERAGES

Inauguration of New Parliament House:

DD News and DD India Network extensively covered the **live telecast of the inauguration of newly built Parliament House** by Hon'ble Prime Minister including his address at the inauguration ceremony, **presentation of a special film** telling the story of the construction of the new Parliament House and **presentation of a short film on the Holy Sengol** installed in the new Parliament House. A **series of special programs** on DD News covering topics like *'New Parliament House: New Identity of New India'*, *'New Parliament House: New joy, New Prosperity'*, *'My Parliament My Pride'* etc. was telecast.

Farmers Welfare: DD News covered **ground reports**, updates, and **discussions shows with experts** highlighting various efforts of the Government for farmers welfare, talks between the Government and agitating farmer organisations, and societal impacts of protests, including the difficulties faced by different sections of the society due to protests. NMW utilised social media to showcase farmers' welfare using video reels, explainer videos, graphics, etc. Publications Division published the March 2024 issue of Kurukshetra journal, focusing on **"Profitable Farming"**, featuring eight articles with relevant visuals and infographics.

Awareness Generation on New Criminal Laws (NCL): Events and activities related to the New Criminal Laws (NCL) were extensively covered through **news bulletins and special discussion programs**. Press releases from the PIB were disseminated to media outlets and regional offices, along with **explainers and creatives**, to raise awareness about the significant provisions of NCL.

Rashtriya Ekta Diwas: DD News and Press Information Bureau (PIB) undertook live coverage and wide publicity of **Rashtriya Ekta Diwas Parade** and paying homage on Sardar Patel's 148th Jayanti by Hon'ble Prime Minister Shri Narendra Modi at Kevadia, Gujarat, including launch of 'Mera Yuva Bharat (MY Bharat)' platform. Akashvani's annual **Sardar Patel Memorial Lecture** was delivered by the

Hon'ble Prime Minister Shri Narendra Modi interacting with NDRF personnel involved in 'Operation Dost' in Türkiye and Syria, in New Delhi on February 20, 2023.

Former President Sh. Ram Nath Kovind.

Operation Dost: The assistance provided by India to Türkiye and Syria was covered exhaustively through news reports, programmes, discussions, bytes of NDRF personnel, special stories in Sanskrit, briefings of NDRF & MEA etc. DD News covered the **Hon'ble PM's meeting with Indian personnel** involved in 'Operation Dost' on February 20, 2023. Two special programmes were done in the 'Dateline' series and a special discussion programme '**Indian Diplomacy: Humanitarian Assistance and Relief**' was telecast on DD India. A special episode of **'Tejaswini'** with women members of the NDRF team involved in Operation Dost was also telecast.

Rescue Operations at Silkyara Tunnel Collapse Site in Uttarkashi: The Ministry of Information and Broadcasting on November 21, 2023 issued an **Advisory** to all Private Satellite Television Channels covering the rescue operations at Silkyara, Uttarakhand advising to refrain from sensationalising the issue and to ensure that the human life saving activity by the various agencies is in no way disrupted or disturbed by the presence of cameramen, reporters or equipment near or around the operation's site.

Press Information Bureau (PIB) organised **regular press briefings** on Uttarkashi Tunnel Rescue Operation from November 12 to 28 in National Media Centre, New Delhi and Press Releases with details were issued to the media.

DD News and NSD:AIR broadcast **special programmes/discussions** on November 29, 2023 on the success of the relief operation at Silkyara Tunnel and preparedness to deal with such situations with Lt. Gen. Syed Ata Hasnain, Member NDMA & Prof. Surya Prakash, NIDM.

Chandrayaan 3: Wide coverage was provided to the details of Chandrayaan-3 Mission and the enthusiasm of the people regarding the launch which was telecast live, apart from discussion program with panel of experts.

ADVISORIES

- The Ministry of Information and Broadcasting issued an **Advisory on January 09, 2023 to all television channels** against reporting incidents of accidents, deaths, and violence including violence against women, children and elderly in manners which grossly compromises on "good taste and decency". The advisory highlighted the impact such reporting has on various audiences and places a sense of responsibility and discipline among the broadcasters, which have been enshrined in the Programme Code and the Advertising Code.
- The Ministry issued an **Advisory on January 30, 2023 on Obligation of Public Service Broadcasting** wherein it has been clarified that the relevant content embedded in the programmes being telecast can be accounted for Public Service Broadcasting. The content of national importance and of social relevance need not be of 30 minutes at a stretch and could be spread over smaller time slots and requires the broadcaster to submit a monthly report online on the Broadcast Seva Portal.
- An **advisory** dated April 6, 2023 was issued by the Ministry advising various media platforms including newspapers, television channels, and online news publishers to **refrain from publishing advertisements of online betting and gambling platforms** and any of their surrogate products. The Ministry also objected to the promotion by a specific betting platform encouraging the audience to watch a sports league on its website, which prima facie appears to be in violation of the Copyright Act, 1957.
- The Ministry of Information and Broadcasting has on August 25, 2023 issued an Advisory to newspapers, TV channels, news portals and social media platforms to **refrain from showing**

Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur at the inauguration event of Regional Community Radio Sammelan (North) at IIMC, New Delhi on July 23, 2023.

advertisements/promotional content of online betting and gambling platforms and/or any product or service depicting these platforms in a surrogate manner.

- The Ministry issued an **advisory to all private Satellite Television channels on September 21, 2023** advising them to refrain from giving any platform to reports/references about the views/ agendas of persons of such background including those against whom there are charges of serious crimes/terrorism and belonging to organisations which have been prescribed by law.
- **Advisory on Promotion of Online Betting and Gambling**: An advisory was issued on March 21, 2024, urging endorsers and influencers on social media to refrain from promoting offshore online betting and gambling platforms. Social media intermediaries were advised to conduct sensitisation efforts among users to discourage the publication of such content.

OTHER HIGHLIGHTS

- The two-day **Regional Community Radio Sammelan (North)** was held on July 23 and 24, 2023 where **8th and 9th National Community Radio Awards** were conferred on the winners during the Inaugural Session on July 23, 2023 by the Union Minister for Information and Broadcasting, Shri Anurag Thakur. On the occasion, the efforts of the Government towards 'Ease of Doing Business' in this field and the expansion of reach of 'Radio in India' were highlighted.
- The **Valedictory function of IIS Officer Trainees Group 'A' of 2018, 2019 and 2020 Batches** was organised on March 31, 2023 where Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur presented Certificates to the Officer Trainees.

Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur at an exhibition of "BES EXPO 2024" on Broadcast & Media Technology at Pragati Maidan in New Delhi on February 15, 2024.

- On February 15, 2024, Union Minister for Information and Broadcasting, Shri Anurag Thakur inaugurated the **28th International Conference and Exhibition on Broadcast and Media Technology at Broadcast Engineering Society (BES) Expo 2024** in New Delhi. During his addresses, the Hon'ble Minister emphasised the Ministry of Information and Broadcasting's commitment to promote India's broadcasting industry, and Prasar Bharati's efforts to adapt to evolving technology.

- **Kashi Tamil Sangamam 2.0 (KTS 2.0):** DD News did a live telecast of the inauguration of KTS 2.0 by Hon'ble Prime Minister Shri Narendra Modi during which a new real time Artificial Intelligence based translation tool called 'Bhashini' was used for Tamil knowing audience. DD News reported on KTS 2.0 and Bhashini in 'Khabar Hat Kar'. It also telecast dedicated news segments in regular and prime time news, a special program 'काशीतमलिसंगमम' featuring exclusive interactions with dignitaries, experts, and a special program 'Ek Bharat Shreshtha Bharat' on different classical dance forms in India. The reactions of participants of KTS 2.0 who travelled from Tamil Nadu to Varanasi were reported from on board the train during their train journey as well as the entire event, which was also telecast prominently on DD Podhigai and DD India.

- On the occasion of **World Radio Day** on **February 13, 2024**, the Ministry of Information and Broadcasting, in collaboration with the Indian Institute of Mass Communication (IIMC) organised a two-day **Regional Community**

Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur with the jury members of the 69th National Film Awards for the year 2021, in New Delhi on August 24, 2023.

Radio Sammelan (South) in Chennai. The Sammelan was conducted under the theme '**Celebrating 20 Years of Community Radio in India**' and drew participation from 104 Community Radio Stations (CRSs). During the Sammelan, the Union Minister for Information and Broadcasting, Shri Anurag Thakur unveiled the **'Revised Policy Guidelines for setting up Community Radio Stations in India'.**

- **News Services Division, All India Radio (NSD, AIR)** was conferred with **National Media Award** for its outstanding campaign for voters' awareness and education by Election Commission of India.
- **National Seminar on Transforming Film Education:** A three-day long National Seminar on "Transforming Film Education" was hosted by Satyajit Ray Film and Television Institute (SRFTI) from December 13 to 15, 2023. It aimed to review and access the existing Film Education frameworks with the National Education Policy's vision and principles.
- Publications Division (DPD) received **five awards for Excellence in Book Production** in various categories in English and Hindi on September 23, 2023, instituted by Federation of Indian Publishers (FIP). The winning titles were '*Sri Aurobindo Life & Legacy*', '*Sabka Saath Sabka Vikas Sabka Vishwas* (2021-22)', '*Electing the First Citizen*', '*Yojana* – April 2023' and '*Aajkal* – August 2022'.

■■■

Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur launching the Government of India Calendar for 2024 at National Media Centre in New Delhi on December 30, 2023.

Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur launches KTB-Bharat Hain Hum, Animation Series, in New Delhi on October 11, 2023.

4 INFORMATION SECTOR

PRESS INFORMATION BUREAU

The Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information through print, electronic and social media on Government policies, programmes, initiatives and achievements. It functions as an interface between the Government and the media and also provides feedback to the Government on people's reaction as reflected in the media. It also advises the Government on communication strategies best suited to meet the needs of the media.

The PIB disseminates information through different means, such as press releases, press notes, feature articles, backgrounders, press briefings, interviews, press conferences, press tours, etc. PIB also uses social media platforms like X (earlier - Twitter), YouTube, Facebook, Instagram etc. to disseminate information. The information is released in English, Hindi, and Urdu along with 11 other regional languages which reache newspapers and media organisations all over the country.

PIB also provides accreditation to media persons to facilitate access to information from Government sources.

PIB has its Headquarters in New Delhi and is headed by the Principal Director General (Media & Communication). The Bureau has five zones comprising 19 Regional Offices and 17 Branch Offices, including an Information Centre, to cater to the information needs of the regional media.

I. Information dissemination-related activities of PIB

A. Ministries/ Departments wise Information dissemination:

PIB Officers are attached to a Ministry / Department and are the authorised spokespersons of the same. He/ she briefs the media on policies and programmes of the Ministry/ Department, disseminates information, answers queries and provides clarifications or counter narratives as and when required. The PIB officer analyses public reactions as reflected in the editorials, articles and comments in the media and keeps the Ministry/ Department apprised of the public opinion and advises the Ministry/ Department on its media and Information Education Communication strategy.

B. Information dissemination-related activities by Regional / Branch Offices

The PIB officers at the Regional and Branch Offices, apart from disseminating information emanating from Headquarters, also ensure coverage of any important event organised by Central Ministries or Central Public Sector Undertakings in their respective regions. These offices also take up the decisions of the Central Government which may be of special importance, to a particular region for focused publicity based on information dissemination on a sustained basis. PIB Regional/ Branch offices assume a central role in facilitating media coverage of the President, the Prime Minister, Union

Ministers and Secretaries on their official visits to a region/state.

C. The following Communication Strategies are employed by PIB to carry out its mandate for information dissemination:

i. Traditional forms of communication viz. press conferences (including video conferences) at national and regional levels.

ii. Issue of press releases and photos of important events and announcements. These are followed by SMS alerts, tweets and telephone calls to the media persons.

iii. Arrangements of interviews, special discussions etc. on electronic media.

iv. Use of Social Media platforms such as X (Twitter), YouTube, Facebook, and Instagram in addition to regular updation on websites.

v. Information dissemination by PIB is also available on the move. The PIB apps – both on the Android and iOS platforms are being downloaded and used by journalists and other persons to access the PIB website through the App. On the Android platform, the App has been downloaded more than five lakh times.

vi. Ensuring all India coverage through Regional / Branch offices of PIB in major regional languages like Malayalam, Odia, Kannada, Telugu, Tamil, Punjabi, Gujarati, Marathi, Manipuri, Assamese and Bengali in addition to Hindi, English and Urdu.

vii. Special arrangements for media coverage are made for important events like Independence Day, Republic Day, General Budget, Economic Survey, International Film Festival of India (IFFI), Rashtriya Ekta Diwas, International Yoga Day and Swachh Bharat Week etc.

viii. Feedback from media in the form of Daily Media Report to PMO in Hindi and English, daily media feedback to each Ministry by the respective Officers to their Ministries; Special feedback on important occasions.

ix. PIB reaches out to the last mile through the Media Outreach Programme in remote areas, including tribal and backward areas.

Media Product / Service / Vehicle	Number (01.01.2023 to 31.03.2024)
Total Press Releases in 17 Languages	109857
Photo Release	32678
SMS	Bulk SMS to Media
Video Release	133
Media Invitation Reports	620
Total cards issued to journalists	2369
Vartalaaps conducted	107
Press Tour conducted	29
Nation-wide media feedback	Daily
Analytical media reports on specific issues	Daily/Weekly

II. PM's Publicity and Reference Unit

PIB has a dedicated unit for publicity and media support to the Prime Minister's Office. This unit functions throughout the year. The Unit also deals with the publicity of the Hon'ble President of India, Cabinet Secretariat, NITI Aayog and PM's Economic Advisory Council (PMEAC).

III. SOCIAL MEDIA

As the nodal agency for Government communication, PIB has successfully integrated, over the last five years, social media to connect and engage with the ever-expanding online citizenry both Indian and global. PIB's impactful social media presence on X (formerly

Twitter), Facebook, YouTube, Instagram and Public has been noticed positively by journalists in the media and the public.

- Official photos, videos and press releases of the Government are shared on multiple social media platforms on a real-time basis.
- Besides these, important press conferences and media briefings are live-posted and live-streamed on Facebook, X and PIB's YouTube channel, delivering instant news updates of the Government.
- In addition to sharing news, PIB undertakes social media awareness and information dissemination campaigns to support the goals of good governance, by building awareness and increasing citizen engagement with Government policies and actions, using specially crafted hashtags.

Social Media Outreach

- **PIB India X (formerly Twitter):** PIB English X handle @PIB_India has more than **2.9 million followers**. PIB has been adopting various types of content and presentation, in reaching out and engaging with the citizens, such as Twitter videos, GIFs, polls, X Moments resulting in an average of 14 million impressions per month.
- **PIB Hindi Twitter**- @PIBHindi handle has more than **450 K (about 460 K) followers**, and is one of the few exclusive Central Government Hindi X accounts.
- **Facebook**: The current year has witnessed a significant spur in the fan base of PIB on Facebook, with more than **714K followers**. This has been fuelled by the adoption of creative means of communication and engagements.
- **YouTube:** PIB YouTube channel has more than **7.6 K Videos** and **1.74 Million subscribers with more than 253 million views**.
- **Koo:** On Koo, PIB's handle, @PIB_India and @PIBHindi have nearly **630K+ followers** and **1.2 M+ followers** respectively.
- **Instagram**: Attractive off-beat official photos, short videos, gifs, and Instagram stories are published on PIB Instagram. PIB's Instagram account has more than **1 million** followers.
- **Public App:** On the Public App, PIB's handle, @pibindia has nearly **380.3K followers.**

Social Media Guidance and Support

Besides its own outreach, PIB has been assisting various Ministries and Departments of Government of India, in establishing and managing their social media presence in a better way.

Some of the new initiatives undertaken this year are as follows:

- In-House Production: Special Videos, GIFs, and Images from various Events of different Ministries.
- Posting of event promos in the build-up for PIB's upcoming events.

PIB Fact Check Unit

The Fact Check Unit was set up by the Press Information Bureau (PIB), Ministry of Information & Broadcasting in order to monitor and arrest the circulation & dissemination of factually incorrect/doctored news and information over different modes of news media and social media platforms, which often mislead people on various issues. The mandate of the PIB Fact Check Unit is to provide the official/authentic version of any news doing rounds on various media platforms by making available the factually correct information in the public domain.

Since December 2019, PIB Fact Check has been relentless in its mission. A total of **1,39,990 queries** were received, out of which

45,648 were actionable queries and were responded to. A total of **1,687 fake news & misinformation** were busted and posted on social media platforms. Each of these fact-checks is a result of multiple queries received. This impressive track record showcases our unwavering commitment to truth and accuracy.

The impact extends beyond the numbers. PIB Fact Check's powerful presence on social media platforms such as Twitter, Facebook, and Instagram has garnered positive recognition from both media outlets and the public.

Brief look at the metrics:

- **X (formerly Twitter):** English X handle, @PIBFactCheck has more than 311K followers with an average increase of approximately 05 thousand followers per month. PIB Fact Check has been adopting new types of content and presentation, in reaching out to and engaging with the citizens, such as GIFs, polls Twitter fleets, awareness posts, moment marketing, and campaigns resulting in an average of 2.5 million impressions per month.
- **Facebook:** PIB Fact Check on Facebook has **62,500 followers**
- **Instagram**: Stories are published on PIB Fact Check Instagram with the purpose of cross-promotion to increase the reach of our platforms. PIB Fact Check's Instagram has more than **96.1 K** followers.

Some of the new initiatives undertaken are as follows:

- **WhatsApp Channel:** FCU introduced a WhatsApp channel to reach a broader audience and engage in real-time fact-checking.
- **Threads**: FCU's latest initiative involves the establishment of our presence on Instagram threads.
- FCU has undertaken a Suo-moto initiative to combat **fake YouTube channels** by actively exposing and debunking them.
- **VO-Based and Anchor-Based Videos**: In an effort to enhance the reach and effectiveness of our fact-checking efforts, FCU has introduced Voice-Over (VO) and Anchor-Based video content. These video formats aim to present factual information in a more engaging and accessible manner. By incorporating multimedia content into the PIB fact-checking arsenal, FCU is better equipped to reach a broader audience.

  To enhance audience engagement, PIB Fact Check initiated a compelling approach by creating trending reels. This innovative content format has garnered an enthusiastic response from our audience, effectively promoting awareness and accurate information.
- **Moment Marketing:** FCU has harnessed the potential of moment marketing through the creation of trending memes. This initiative involves crafting and sharing timely, popular memes to actively engage our audience and effectively address and debunk false information
- **Promotional Posts:** The public need to be constantly reminded about the importance of fact check and in order to do so, weekly promotional posts are shared.

IV. Media Outreach Programme and Media coverage for Special Events

Development Communication & Information Dissemination (DCID)

Media Outreach Programme and Publicity for Special Events is a sub-scheme under the Ministry's umbrella scheme DCID. This has been designed to inform and empower potential beneficiaries through media of the development programme to enable them to participate in and

avail the benefits of these schemes. It reaches out to the regional media which is in more direct contact with the target population. The scheme has the following components:

A. Media Interactive Sessions (National & Regional Editors' Conference)

Under the component Media Interactive Sessions, PIB organises the National (Social /) Editors' Conference inviting Editors/Journalists from all over India. The sessions are planned in selected state capitals on issues such as socio-economic development, infrastructure development schemes etc. In these sessions, Union Ministers and senior officers of the concerned Ministries are invited to participate in interactions with national and local media to highlight the important initiatives taken by the Government of India.

B. Vartalaaps

Media conclaves with Journalists from small towns and rural areas are organised at district/taluka level throughout the country to create awareness about the latest information dissemination tools of PIB and the various central Government schemes and initiatives being undertaken. The Vartalaps aim to disseminate information to the grassroots level and the rural media is a great multiplier in the outreach efforts of PIB. Literature/Pamphlets related to various programmes/projects of the Central Government are distributed to the media persons during the Vartalaps/ media Interactive sessions. **107 Vartalaaps** have been conducted between January, 2023 and March, 2024.

C. Press Tours

Press Tours are conducted by PIB for journalists from one state to another, to witness first hand experience, the implementation of the various schemes of the Central Government. The group of journalists can interact with beneficiaries of various schemes, flagship programmes and developmental projects. PIB also facilitates interaction with the officers concerned. Thus the press tours sensitise the media about the success stories of implementation of the developmental schemes of the Government and the efforts would be further highlighted in the media of their parent State. From January 1, 2023 to March 31, 2024, **twenty-nine Press Tours** have been conducted.

D. SPECIAL EVENTS- 'RAM LALLA PRAN PRATISHTHA' CEREMONY

PIB facilitated media persons (National as well as International) reaching for the 'Pran Pratishtha' ceremony at Ayodhya (January 22, 2024). For the wider coverage of and catering to the needs of the journalists, a state-of-the-art Media Centre was established at the

A state-of-the-art media centre, equipped with all the modern facilities, setup by the Ministry of Information and Broadcasting at Ram Katha Sangrahalaya of Ayodhya Dham for the coverage of the consecration ceremony of Shri Ram Lalla in Uttar Pradesh on January 22, 2024.

Ram Katha Sangrahalaya in Ayodhya Dham (Ayodhya Dham Media Centre). The media centre played a pivotal role and served as a hub for media activities and public communications in ensuring timely and accurate dissemination of information.

Ayodhya Dham Media Centre (ADMC) was spread over 13,000 square feet with the main campus measuring 40 metres in length and 25 metres in width, with the capacity of accommodating 1,000 media persons. The media centre was equipped with 340 workstations, a press conference room, a media briefing room, a media lounge, a cafeteria, an LED Screen, etc.

V. Feedback Unit & News Room

PIB has a News Room / Control Room which is operational 365 days, round the year to meet challenges emerging out of any eventuality. Arrangements for holding Press Conferences at short notice and simultaneous webcasts through PIB Centres across the country are also kept in a state of readiness to handle any sudden development and unexpected situation. The Control room functions on a 24x7 basis during emergencies and times of crisis. The important news channels are monitored and senior personnel are kept informed of the latest developments, misreporting of the facts etc. for timely media intervention.

This unit keeps the Government informed of the public perception of various initiatives, policies and programmes of the Government on a daily basis by providing various feedback products including Daily Regional Media Digest and Press Clippings, Media Digest and Press Clippings on special events and Daily International Media Digest. Regional Media digest is prepared by collating feedback from 35 Regional / Branch offices across the country, screening around 400 newspapers in 19 languages. Nearly 730 Media digests & more than 25 special digests were sent.

VI. PRESS FACILITY

A. Accreditation System

Press accreditation is granted to media representatives including members of the foreign media at the headquarters of PIB, New Delhi. An online system of press accreditation was operationalised in the year 2010 which is continuously updated to keep up with the increasing number of requests for accreditation. For the period from January 01, 2023 to March 31, 2024, a total of **2369 cards** were issued to the journalists residing in Delhi/NCR.

B. Journalist Welfare Scheme (JWS)

A scheme for providing financial assistance to journalists and their families facing acute financial hardship on account of serious ailments and death of journalists is being implemented by PIB which provides for one-time exgratia relief on an urgent basis. The amount of such assistance up to Rs.5.00 lakh is extended to the families of the deceased journalist or in case of his permanent disability. Assistance of up to Rs.3.00 lakh is also extended to journalists in case of major ailments like cancer, renal failure, heart ailments etc. and up to Rs.2.00 lakh in case of accidents requiring hospitalisation. Applications received for financial assistance are processed by PIB and are placed before the JWS committee for their consideration. During the financial year 2023-24, an amount of Rs. 2.12 Crore has been disbursed to 51 journalists /families.

VII. Major activities undertaken by PIB

A. International Film Festival of India

The Press Information Bureau was part of the IFFI team which handled media accreditation, facilitation and press conferences at the Media Centre at the Venue of the 54th International Film Festival of India (IFFI)-2023 held in Goa. The following is the brief

of activities undertaken by PIB during the Festival:

- **Pre-Event**: Pre–Event meeting to review the preparations and to strategise on communication policy was organised by Pr. DG, PIB between the National Film Development Corporation (NFDC), Entertainment Society of Goa (ESG), Goa Department of Information and Public Relations (DIPR) and PIB.
- **Media Accreditation**: For media persons covering the festival, a completely online accreditation system was implemented and a total of 708 accreditations were granted by DG (West Zone), PIB Mumbai.
- **Media Facilitation**: To facilitate the media delegates, a full-fledged IFFI Media Centre was set up along with a Press Conference Room, VIP Room and Audio Recording Corner for AIR Panaji.
- **Press Tour**: PIB organised a Press Tour comprising 32 senior film and entertainment journalists from all over the country to facilitate them in covering the opening ceremony and other aspects of the festival.
- **Press Conferences**: Working in close coordination with NFDC and ESG, PIB organised 31 press conferences in this edition. Timely updates regarding press conferences were shared with media persons via a Whatsapp group.
- **Public communication**: 97 multimedia releases have been issued in English alone for IFFI-2023. PIB regional offices have also issued releases in regional languages. PIB also reached out to various Indian Embassies to maximise international outreach through press releases, infographics, tweets etc.
- **Media Feedback**: Through Daily Media Feedback, over 1200 clippings received from Regional/Branch Offices were shared by PIB.

B. G20 SUMMIT

G20 Summit was held in New Delhi on September 9-10, 2023. PIB vetted the applications of Indian Journalists received through an online portal created by the Ministry of External Affairs. 1306 applications were scrutinised by PIB out of which 941 applications were approved for grant of accreditation. PIB disseminated the information at all levels through various media channels.

C. 77TH INDEPENDENCE DAY

The Prime Minister's address was transcribed and translated into regional languages. It was widely disseminated through the Regional/ Branch Offices of PIB. Special graphics were made and uploaded on social media platforms. Live streaming of Independence Day Celebrations was done on PIB's Social Media Platforms (Facebook and YouTube) apart from Promo video for the pre-publicity, Live Tweets of Pictures and Video bytes of the Prime Minister's speech were undertaken.

D. INTERNATIONAL DAY OF YOGA

PIB (Headquarters) and its Regional & Branch Offices have widely disseminated relevant information regarding Yoga on ninth International Yoga Day. PIB has ensured that the message of Yoga for wellness reaches every corner of the country.

Several Press Releases on IDY are issued by PIB (Headquarters), translated into regional languages, and shared with media by both Headquarters and Regional / Branch offices, to ensure maximum dissemination across the country.

The Social Media cell has provided extensive visibility to International Yoga Day 2023.

VIII. BUDGET ALLOCATION & UTILISATION

Details of allocation of funds in BE/ RE/FG 2023-24 and expenditure incurred upto March 31, 2024 under Establishment Expenditure and Central Sector Scheme in respect of PIB are as under : -

S. No.	Category of Expenditure	BE 2023-24	RE 2023-24	FG 2023-24	Exp. upto 31.3.2024
1.	Establishment Expenditure (Cat. I)	Rs. 111.46 Cr.	Rs. 111.05 Cr.	Rs. 110.16 Cr.	Rs. 108.07 Cr.
2.	Central Sector Scheme (Cat. II) Sub-Scheme: Media Outreach Programme & Publicity for Special Events under the Scheme "Development Communication & Dissemination of Information".	Rs. 10.22 Cr.	Rs. 13.21 Cr.	Rs. 13.193 Cr	Rs. 12.60 Cr

IX. IMPLEMENTATION OF SWACHHATA / SANITATION ACTION PLAN IN PIB DURING 2023-24

Rs. 33.30 lakh in BE/RE/FG 2023-24 have been allocated to PIB as a whole for implementing Swachhata / Sanitation Action Plan during the year 2023-24 and PIB has utilised a total of Rs. 32.88 lakhs (98.74 %) against allocated funds. For implementing this Swachhata /Sanitation Action Plan,various activities were undertaken by PIB.

X. PROGRESSIVE USE OF OFFICIAL LANGUAGE HINDI IN PIB (HEADQUARTERS)

All possible efforts are made in the Press Information Bureau towards the progressive use of the official language Hindi for the observance and implementation of the various orders and instructions issued by the Department of Official Language including targets fixed in the Annual Programme under the Official Language Act, 1963 (as amended in 1967) and the Official Language Rules, 1976 (as amended in 1987). The Official Language Implementation Committee (OLIC) in this Bureau monitors the status of the implementation of the Official Language Policy in the Bureau office. The quarterly meetings of the committee are held regularly under the chairmanship of the Principal Director General (M&C) and various issues like Hindi training, press releases, inspections of regional/branch offices regarding the use of Hindi etc, are discussed in the meeting. In addition, Regional / Branch Offices are visited by the officials of PIB (Hqrs.) from time to time to apprise them of the official language policy and rules and review the status of its implementation in these offices. The website of PIB is available bilingually.

Hindi Pakhwada was organised in the Press Information Bureau (Hqrs.) from September 14-29, 2023. During Pakhwada various Hindi competitions like Essay writing, Translation, Noting & Drafting, General Hindi Knowledge Competition, Hindi Typing and Hindi Dictation Competition for M.T.S. Hindi Extempore, and Hindi recitation were held in which a large number of officers/officials participated.

XI.WOMEN WELFARE ACTIVITIES

Internal Complaints Committees (ICCs) have been constituted in PIB (Hqrs.) / Regional / Branch Offices of PIB for redressal of grievances of the woman staff members as per the guidelines and norms laid down by the Hon'ble Supreme Court in the matter relating to sexual harassment at work places which have been included in the CCS (Conduct) Rules, 1964 under Rule-3C.

XII. ACTIVITIES OF HINDI AND URDU UNITS

The main activities of Hindi and Urdu Units consist of preparation of daily press roundup that includes English translation of headlines and editorials of Hindi / Urdu dailies, Hindi / Urdu translation of Press Releases, Features, Backgrounders, President, Vice President, Prime Minister's and Home Minister's speeches and translation and vetting of manuals and booklets etc. Both Hindi and Urdu units have translated 15747 and 17089 press releases as well as 32663 and 30974 photo captions respectively during the period from January 1, 2023 to March 31, 2024.

RESEARCH UNIT

The Research Unit (RU) of the Press Information Bureau facilitates effective communication and outreach to media and citizens by producing and disseminating extensively researched documents on various areas of national importance. Taking the form of explainers, factsheets and features, these documents generate sector-specific as well as holistic insights about the concerned subject area. These documents are shared with the media and citizens via different dissemination channels of PIB. Some of the topics on which documents were produced in the last year include Women Empowerment, the G20 Summit, Farmers' Welfare, Infrastructure projects, Health, and Youth Affairs and Sports.

The number of documents produced (01.01.2023 to 31.03.2024) are as under:

Sl. No.	Document Type	No. of Documents
1	Explainers	214
2	Factsheets	125
3	Features	13
4	Hindi Documents	148
	Total	500

- The unit has actively created **e-books** such as "People's G20" and "Glimpses 2023," showcasing India's G20 Presidency journey and highlighting the Government's developmental initiatives in 2023 across various thematic areas.
- The unit has also developed **theme-specific series documents**, including the Budget Series, 9-Year Series, G20 Series, and Viksit Bharat SankalpYatra (VBSY) Series, each tailored to provide comprehensive insights into various Governmental initiatives and events. Link to VBSY series: https://pib.gov.in/VBSY_Explainer.aspx
- **State-specific documents** are also being created by the Unit which highlights the achievements of various Central Sector/ Sponsored Schemes in different States/ UTs.

PHOTO DIVISION

Photo Division, Press Information Bureau is mandated to provide visual support through photo coverage of the varied activities of the Government of India. Established in October 1959, it is perhaps the only organisation in the country which has a rich repository of about 10.00 lakhs of negatives/transparencies preserved in digital format, beginning from the Pre-Independence era to the present day.

Production Figures- The number of assignments covered, images acquired, uploaded prints, and albums prepared are as under:

Sl. No.	Productions	Figures
1.	News and Features assignments covered	4,664
2.	Images sent/uploaded on PIB website	71,243
3.	Images uploaded on Photo Division website	12,544
4.	Digital images acquired in house	6,95,776
5.	Digital Print made/ supplied	2541
6.	VVIP Photo Albums prepared	11

NEW MEDIA WING

Social Media has become an effective means of diverse interactions among the netizens. Due to its interactive nature, Government's engagement with the citizens for providing information and getting feedback from them has been made efficient, through various social media platforms. The New Media Wing (NMW) of the Ministry of Information and Broadcasting has been enabling these interactions by acting as an interface between the Government and the public at large. The three primary areas of operations of NMW involve:

i. **Social/digital media outreach** for the Government of India in general, and the Ministry of Information and Broadcasting in particular, through the social media handles of the Ministry across various platforms.

ii. **Feedback & analysis** of media views and conversations about the Government of India's policies, decisions, events, announcements, etc. through the **SAMVAD Integrated Dashboard.**

iii. **National Video Gateway of Bharat ('NaViGate Bharat')**, a central repository and unified portal hosting videos on the Government of India's schemes, policies, achievements, etc.

Statistics related to the social media handles of the Ministry *(As of March 31, 2024) are given below:*

S. No.	Platform	Handle	Subscribers/ Followers
1.	**X (English)**	@MIB_India	1.92M
2.	**X (Hindi)**	@MIB_Hindi	140K
3.	**Facebook**	@inbministry	1.5M
4.	**Instagram**	@MIB_India	417K
5.	**YouTube**	@inbministry	222K
6.	**Public App**	@MIB_India	1.6M
7.	**WhatsApp**	Ministry of I&B, Govt. of India	607.3K
8.	**Telegram**	@MIB_India	15.2K

Highlights of Activities

NMW has been able to leverage the social media accounts of the Ministry for publicity and information dissemination for several events and programmes of the Government of India. NMW has promoted various social media campaigns of the Government.

Some of the major campaigns covered by NMW from January 1, 2023 to March 31, 2024 are as under:

S. No.	Campaign Name	No. of Posts	Impressions
1.	**MeraPehla Vote DeshKeLiye**	1078	104.1 Million+
2.	**Farmers Welfare - Annadata Ka Kalyan**	476	14.2 Million+
3.	**Citizenship Amendment Act**	58	4.2 Million+
4.	**Viksit Bharat SankalpYatra**	4,120	472 Million+
5.	**G20 Summit**	850	191 Million+
6.	**54th IFFI**	673	59 Million+
7.	**National Film Awards**	174	42 Million+
8.	**9 years of Seva, Sushasan & Garib Kalyan**	491	117.4 Million+
9.	**Pariksha Pe Charcha 2024**	466	98.7 Million+
10.	**Padma Awards 2024**	322	35.2 Million+
11.	**Interim Budget 2024-25**	266	39 Million+
12.	**Mann Ki Baat Booklet**	234	1.1 Million+
13.	**Meri Maati Mera Desh**	178	27 Million+
14.	**Nari Shakti Vandan Adhiniyam**	174	18 Million+

CENTRAL BUREAU OF COMMUNICATION (CBC)

Central Bureau of Communication (CBC) earlier known as the Bureau of Outreach and Communication was formed in 2017 by integration of the erstwhile Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity (DFP) and Song & Drama Division (S&DD). CBC aims to provide 360-degree communication solutions to the Ministries/Departments/ Public Sector Undertakings (PSUs)/autonomous bodies of the Government of India. With 23 Regional Offices (ROs) and 148 Field Offices (FOs), CBC is engaged in informing people, both rural and urban, about the Government's policies and programmes to enhance their participation in developmental activities. This is ensured by the Bureau using different vehicles of communication viz. Print Media, Audio Visual, dissemination through Exhibitions, Outdoor, New Media etc.

CBC is mandated to disseminate information and create awareness among people of the programmes, policies and schemes of the Government of India.

Advertising and Visual Communication Division is engaged in the dissemination of information about various schemes and policies of Ministries & Departments of the Government of India, Public Sector Undertakings (PSUs) and Autonomous Bodies.

Folk Communication Division of CBC undertakes inter-personal communication through live media utilising a wide range of performing arts such as Drama, Dance-Drama, composite programme, Puppetry, Ballets, Operas, Folk and Traditional Recitals and other Local Folk & Traditional Forms. The main function is to create awareness and ensure emotional receptivity with the sense of belongingness and ownership.

Field Communication Division undertakes direct and interpersonal communication programmes to create awareness amongst the masses, particularly in rural and semi-urban areas. It organises ground activation and outreach programmes through its field offices in the form of Integrated Communication and Outreach Programmes (ICOPs).

The CBC has been instrumental in creating awareness and effecting behavioural change amongst masses in multiple fields like health, family welfare, sustainable development, nutrition, women empowerment, education, voter participation etc.

Important Activities

100th Episode of 'Mann ki Baat'

CBC participated in the National Conclave organised at Vigyan Bhawan, New Delhi on April 26, 2023. The special exhibition showcases the various aspects of the 100th episode of Prime Minister Narendra Modi's monthly address 'Mann ki Baat', on All India Radio New Delhi. 'Mann Ki Baat' Booth was also arranged for recording messages by the general public to the Prime Minister at Vigyan Bhawan.

A Special screening of Mann Ki Baat and exhibitions comprising different aspects of the 100th Episode of Mann Ki Baat was organised by CBC Regional Offices and Headquarters in Raj Bhawans of State Capitals on April 30, 2023.

Campaign on '9 Years of Seva, Sushasan and Garib Kalyan'

CBC launched a campaign to showcase initiatives and achievements of the Government in the last 9 years. The theme of the campaign was 9 years of Seva, Sushasan and Garib Kalyan in which the steps taken by the Government for the upliftment of the last person of the society were showcased across the country through Hindi, English and vernacular publications.

CBC participated in the National Conclave organised at Vigyan Bhawan on May 27, 2023 by organising a multimedia exhibition on the theme "9 Saal Seva, Sushasan Aur Garib Kalyan". The exhibition showcased the various works and achievements of the Government in 9 years and displayed information about various flagship schemes of the Government.

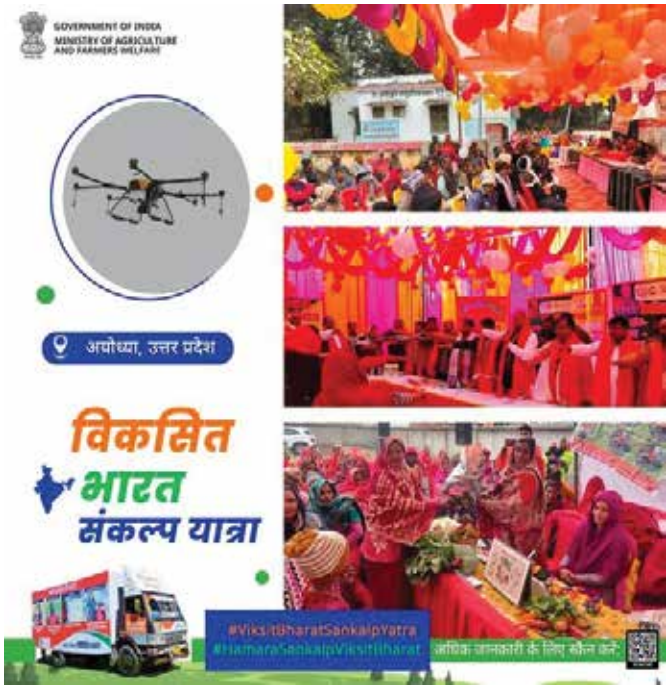
Pocket booklets, long book & dockets (14 flyers comprising details on different schemes of Government) in Hindi and English were printed and distributed across the country through the Regional and Field Outreach Bureau of CBC. CBC also printed and distributed regional language versions of 9 Years Booklets (Big and Small Flyers).

Outreach Campaign Hamara Sankalp Viksit Bharat

Field Offices (FOs) and Regional Offices (ROs) of CBC organised Integrated Communication & Outreach Programmes (ICOPs), Exhibitions and Field Programmes on the theme Hamara Sankalp Viksit Bharat and other flagship programmes of GOI.

During the campaign, different activities like Health Camps, Adhaar Camps, PM Awas Camps, Distribution of Gas and Cylinders under the Ujjwala Scheme, collecting the beneficiaries' feedback on various central sponsored schemes for uploading/ telecasting/ broadcasting through DD News/AIR/Twitter including other social media platforms were undertaken. The events were organised to highlight the success of the campaign in reaching millions of eligible beneficiaries of Government welfare schemes.

ROs/FOs were also engaged in the distribution of calendars, booklets and brochures, T-shirts, caps etc. among the participants for wider publicity and success of the Hamara Sankalp Viksit Bharat campaign.



Print Media Campaign on Antyodaya, Nari Shakti and Darohar Bharat Ki

A special print campaign was carried out on the themes Antyodaya, Naari Shakti, and Infrastructure for Rajasthan & Chhattisgarh during the month of April, 2023. CBC Hqrs released a print campaign on Dharohar Bharat Ki during the month of April 2023.

Outdoor Campaign on Government Achievements

Highlighting the achievements of the Government, CBC released a massive Outdoor Campaign in Rajasthan during the Month of July 2023. Highlighting the achievements of the Government in 7 states (West Bengal, Chhattisgarh, Tamil Nadu, Karnataka, Kerala, Telangana, Andhra Pradesh), CBC finalised designs & content of outdoor creatives during the Month of July 2023.

World Environment Day 2023

Regional and Field Offices of CBC conducted an awareness campaign on Mission Life on the occasion of World Environment Day on June 5, 2023. A total of 46 Integrated Communication & Outreach Programmes (ICOPs), 08 Special Outreach Programmes, 05 field programmes and 01 webinar were organised on the occasion to encourage mass mobilisation on the theme.

International Day of Yoga 2023

Central Bureau of Communication, Headquarters and Regional as well as Field Offices celebrated International Day of Yoga 2023 on 21st June and organised a special Yoga session on the occasion. Celebrating the International Day of Yoga on June 21, 2023 Regional and Field Offices of CBC organised 117 Integrated Communication & Outreach Programmes (ICOPs), 06 Special Programmes, 117 Yoga Demonstration Sessions and 35 field programmes on the theme.

Print Media Campaign on Events of National Importance

Independence Day: CBC issued a Print Advertisement on the occasion of Independence Day 2023 in more than 1800 Newspapers across the country on August 15, 2023.

Gandhi Jayanti: CBC finalised the design & content and released a print media campaign on the occasion of Gandhi Jayanti in prominent Newspapers across the country in the month of October 2023.

Sardar Vallabhbhai Patel Jayanti: CBC finalised designs & content and released a print media campaign on the occasion of Sardar Vallabhbhai Patel Jayanti (National Unity Day) across the country on October 31, 2023.

Republic Day: CBC issued a half page Vertical Print Advertisement on the occasion of Republic Day 2024 in prominent newspapers.

Campaigns on Chandrayaan-3 and G20 Summit

CBC finalised designs & content and released print media campaigns on Chandrayaan-3 and G20 Summit to more than

100 Weekly/Fortnightly/Monthly newspapers/ magazines each across the country in the month of September 2023.

CBC has also carried outdoor campaigns for the G20 secretariat covering cities namely; Jaipur, Goa, Varanasi, Shillong, Hyderabad, Dharamshala, Bhubaneshwar, Leh, Gandhinagar, Guwahati, Kumarakom.

Print Media Campaign: Strip Advertisements on Government Schemes

CBC finalised designs, content and released Strip Advertisements regarding Government schemes to around 350 newspapers daily for 10 weeks. Around 150 strip advertisements were released on different themes covering major flagship schemes/ programmes/ initiatives of the Government of India on the whole of the Government approach.

Print Media Campaign on Virasat Bhi, Vikas Bhi and Bringing the Gulf Region Closer than Ever

CBC also finalised designs, content and released two print advertisements on the subject Virasat Bhi, Vikas Bhi and bringing the Gulf Region closer than ever in Weekly, Fortnightly and Monthly magazines.

Print Media Campaign on Nari Shakti Vandan Adhiniyam

CBC finalised the design & content and released a print media campaign on Nari Shakti Vandan Adhiniyam in more than 450 prominent Newspapers across the country in the month of September 2023.

Calendar for 2024

The physical Calendar of the Government of India was launched by Union Minister Shri Anurag Thakur on December 30, 2023. The Calendar, themed 'Hamara Sankalp Viksit Bharat', showcases achievements of Government schemes and initiatives that have played a crucial role in nurturing a strong India. It is printed in 13 languages including Hindi and English and is distributed across all Government offices, Panchayati Raj institutions, Navodaya and Kendriya Vidyalayas, offices of BDOs and DMs in districts and it is also available for purchase by Public Sector Undertakings and autonomous institutions.

IEC Campaign

CBC Regional Offices created awareness about schemes of the Government of India across the country covering all Gram Panchayats, Nagar Panchayats and Urban Local Bodies through an outreach programme using mobile vans.

This was a nationwide outreach campaign to raise awareness and to achieve saturation of schemes of Government of India across the country covering all Gram Panchayats, Nagar Panchayats and Urban Local Bodies with the objective of serving the unreached, and enrolling potential beneficiaries into various Government of India schemes.

Integrated Communication & Outreach Programmes (ICOPs)

All Regional Offices (ROs) and Field Offices (FOs) of CBC organised 886 Integrated Communication & Outreach Programmes (ICOPs), 57 Exhibitions, 06 Webinars, 80 Special Outreach Programmes, 1122 Field Programmes and disseminated important information on welfare schemes/policies/programmes of GOI through interpersonal communication in the local languages, communication using folk tradition and exhibitions to create awareness amongst the masses, particularly in rural/ urban slum areas.

Azadi Ka Amrit Mahotsav (AKAM)/9 Years of Seva Sushasan & Garib Kalyan, Meri Maati Mera Desh and other flagship schemes of GOI

Central Bureau of Communication (CBC) with its 23 ROs and 148 FOs organised 356 Integrated Communication & Outreach Programmes (ICOPs), 5 Standalone Exhibitions and 68 field programmes through out the country with close coordination with NYKs, NSS, Panchayats, Schools, colleges and state and Central Government departments.

National Nutrition Mission (NNM)

During the month of September 2023, all 23 Regional Offices and 148 Field Offices of CBC organised awareness programmes across the country on **POSHAN Abhiyaan** (National Nutrition Mission) with a message to improve the nutritional status of children up to 6 years, adolescent girls, pregnant women and lactating mothers to achieve specific targets for reduction in low birth weight babies, stunting growth, under nutrition and prevalence of anaemia.

During the month, ROs/FOs of CBC organised 58 ICOPs, 20 Photo Exhibitions, 16 field programmes and 93 Cultural Programmes on the theme. During the programmes, participants were sensitised to the importance of nutrition, good health, the ill effects of single-use plastic, conserving energy and water through different tools of communication.

Mission LiFE

Regional Offices (ROs) and Field Offices (FOs) of CBC conducted 132 ICOPs, 23 Special Outreach Programmes (SOPs) and 15 Exhibitions throughout the country with close coordination with NYKs, NSS Volunteers, NGOs, District Sports Authorities, Anganwadi, PRI members, Schools, Colleges and State and Central Government departments.

Programmes on Minority Welfare (PM's 15 Point programme)

All 23 Regional Offices (ROs) and 148 Field Offices (FOs) of CBC conducted special field-level programmes like ICOPs/Exhibitions/ Cultural programmes etc. to create awareness among the masses in minorities' concentrated areas across the country.

During this period the ROs and FOs organised 238 Integrated Communication & Outreach Programmes (ICOPs) and 284 Field Programmes on different flagship programmes of GOI.

During the period ROs/FOs of CBC also conducted awareness programmes through Social Media such components i.e Telephonic Calls, SMS, Facebook, Twitter, WhatsApp and Instagram to spread the messages on different flagship schemes of GOI.

Publicity activities in Left Wing Extremism (LWE) affected areas

During the period 2023-24 Field Offices under the 10 Regional Offices of CBC viz. Bhubaneswar, Hyderabad, Kolkata, Lucknow, Patna, Pune, Ranchi, Raipur, Trivandrum and Vijayawada conducted awareness on different welfare schemes/policies of GOI through Social Media in LWE-affected areas in their respective jurisdiction to create awareness among the masses in LWE concentrated areas about different flagship programmes of GOI. During this period the ROs and FOs organised 52 Integrated Communication & Outreach Programmes (ICOPs) and 85 Field Programmes on different flagship programmes of GOI. All the ROs/FOs under CBC also used Social Media extensively to spread the messages on different flagship schemes of GOI.

The details were as under

Total No. of Telephonic Calls made	Total No. of SMS sent	Total No. of Facebook Posts	Total No. of Tweets and Retweets (with 'Impressions')	Total No. of Posters/ Message /Videos circulated on WhatsApp	Total No. of Instagram Posts	Total No. ICOPs conducted	Total No. of field progs. conducted
2206	1189	2557	7699 (84028)	3535	708	52	85

Statistical Data (Achievements from April 2023 to March 2024)

1.	Total No. of ICOPs	1886
2.	Total No. of Special Outreach programmes	80
3.	Total No. of Exhibitions	57
4.	Total No. of Field programmes	1122
5.	Total No. Webinars	06

PRESS REGISTRAR GENERAL OF INDIA (PRGI)

The office of Registrar of Newspapers for India has been renamed as Press Registrar General of India – PRGI with the enactment of the Press and Registration of Periodicals Act, 2023 and the simultaneous repealing of the old Press and Registration of Books Act 1867. The new Act came into effect from March 1, 2024

The new Act has provisions for new procedures and processes for the registration of periodicals in India. Accordingly, a new digital platform – **Press Sewa Portal** (https://presssewa.prgi.gov.in/) – has been developed. The new portal along with the new website were launched by the Hon'ble Minister for Information & Broadcasting on February 22, 2024. The Press Sewa Portal is designed to facilitate services such as title verification, registration, and filing of Annual statements using Aadhar-based e-signatures while ensuring transparency and real-time status updates to applicants. The ongoing automation and digitisation project is also part of the Government's efforts to ensure 'ease of doing business' for all.

Functions

The primary function of PRGI is to facilitate the registration of periodicals (print) in the country as per the provisions of the PRP Act, 2023. As a statutory establishment under the Ministry of Information & Broadcasting, this office strives to streamline regulatory functions through the adoption of digital technology and to promote transparency in all the processes it facilitates.

PRGI maintains a Register of Records with details of Periodicals (print) published in India; allots titles to periodicals based on availability and Title Verification Guidelines; issues Certificates of Registration to them; receives and analyses the Annual Statements submitted by the publishers of these periodicals; brings out 'Press in India' Report with details of the state of affairs of newspapers and other periodicals in the country.

PRGI also authenticates self-declaration certificates for the import of newsprint to periodicals registered with PRGI. The office also carries out circulation verification of registered periodicals on the basis of requests received from the publishers or based on specific

complaints and appeals.

Title Verification

During FY 2023-24, PRGI processed 10,440 applications for verification of title out of which 5,405 titles were approved. The number of titles verified as on March 31, 2024 stands at 1,67,939.

De-blocked Titles

As many as 1,972 titles were *de-blocked* during the year 2023-24 and made available for verification to intending applicants.

Registration of Periodicals

As on March 31, 2024, 1,50,690 periodicals are registered with PRGI. As many as 3,058 periodicals were registered including fresh and revised registration, during 2023-24. The entries in this regard are also made in the Register of Records in PRGI.

Annual Statement

As per Section 12(1) of the PRP Act, 2023, an Annual Statement is required to be submitted by the registered periodicals to the Press Registrar General on or before the last day of May each year. As many as 33,945 periodicals filed Annual Statements for 2022-23.

Defunct Periodicals

PRGI has identified1,04,403 defunct periodicals the publishers of which have not been filing Annual Statement for the last 5 years consecutively. The Specified Authorities (SA) in the State Governments have been officially informed to enquire about the matter. Further, registration of around 246 publications has been cancelled and 1,480 publications have been re-activated so far, based on reports from SAs of various districts.

'Press in India' Report

As per Section 13 of the Press & Registration of Periodicals (PRP) Act, 2023, the Press Registrar General has to publish every year an Annual Report - 'Press in India' – on the state of affairs in the print media sector in the country. PRGI brings out the 'Press in India' by analysing and compiling the trends in print media based on the Annual Statements filed by the publishers. Since 2013-14, the Press in India has also been brought out in digital format and is available on the PRGI website **https://prgi.gov.in**. This year, 'Press in India' in its new form and shape was released by the Hon'ble Minister for Information and Broadcasting on February 22, 2024.

Circulation Verification

PRGI undertakes circulation verification of publications on the basis of requests received from the publishers or based on specific complaints and appeals. As per the Print Media Advertisement Policy of the Ministry of Information & Broadcasting w.e.f. August 1, 2020, circulation verification by the Office of Press Registrar General of India (PRGI)/ Audit Bureau of Circulation (ABC) has been made compulsory for publications claiming circulation above 25,000 copies. To facilitate the publishers and to ensure seamless and standard Circulation Verification procedures, a detailed Standard Operating Procedures for the same was issued on October 14, 2022 under the directions of the Ministry of I&B. With the new PRP Act, 2023 and PRP Rules, 2024, the Press Registrar General may verify the circulation figures of a periodical through a desk audit of the information furnished by the publisher in the latest Annual Statement, in accordance with the procedure laid down in the Press Sewa Portal. The guidelines for the desk audit for circulation verification are being prepared.

Newsprint Import

PRGI and the regional offices of the Press Information Bureau (PIB) authenticate the self-declaration submitted by the publishers of periodicals registered with PRGI for the purpose of import of newsprint as per EXIM policy of the Ministry of Commerce & Industry.

Work Output in Brief (April 2023 - March 2024)

S. No.	Particulars	Total Numbers
1.	Title Applications processed	10,440
2.	Titles verified	5,405
3.	Periodicals Registered	3,058
4.	Titles de-blocked	1,972

DIRECTORATE OF PUBLICATIONS DIVISION

Publications Division (DPD), **a repository of books and journals highlighting subjects of national importance and India's rich cultural heritage**, was established in 1941. As a premier publishing house of the Government of India, DPD enriches the national knowledge repository to preserve the nation's ancient heritage and showcase its strengths through quality publications of its land and people. The history of the nation's glorious freedom movement is well etched in the pages of DPD's rare series of biographies on the **'Builders of Modern India'** during the freedom movement. Books on the leading lights in the field of culture, philosophy, science, literature, art and culture, flora and fauna are among DPD's published titles.

Paramount among the responsibilities of DPD is chronicling the contemporaries by bringing out speeches of the President, the Vice President and the Prime Minister. Publishing books on contemporary science, economy, history and other subjects, with an underlying focus on Indian society and readership, and bringing out both fiction and non-fiction children's literature is also in its mandate.

Publications Division is a premier publisher of Gandhian Literature. It has

Publications Division receiving the Award for Excellence in Display at the 27th edition of the Delhi Book Fair at Pragati Maidan New Delhi on August 2, 2023.

Hon'ble Vice President of India, Shri Jagdeep Dhankar releasing special book `My Dear Fellow Citizens' at the National Conclave on Mann Ki Baat @100 in the presence of the Union Minister for Information & Broadcasting, Shri Anurag Singh Thakur at Vigyan Bhawan in New Delhi on April 26, 2023.

published several books on Gandhian thoughts including the ***Collected Works of Mahatma Gandhi* (CWMG) in 100 volumes** in English. This collection is considered to be the most comprehensive and authentic collection of Gandhiji's writings. DPD, in collaboration with Gujarat Vidyapeeth and under the supervision of Gandhian scholars, has also prepared the e-version of the *Collected Works of Mahatma Gandhi* (e-CWMG), a fully searchable master copy, in the form of a well-designed set of DVDs, which is also hosted on the Gandhi Heritage Portal. DPD, in collaboration with tha National Gandhi Museum, New Delhi, has completed a comprehensive e-compilation 'Gandhi for Digital Era'.

The Publications Division brings out four monthly journals *Yojana*, *Kurukshetra*, *Bal Bharti*, and *Aajkal*. These periodicals cover contemporary issues such as economic development, rural reconstruction, community development, literature, culture, children's literature, etc. Besides, a weekly newspaper *Employment News* on jobs and career opportunities is also brought out by the Division.

With its headquarters at Soochna Bhawan, CGO Complex, New Delhi, DPD has a nationwide network through its sales emporia located at New Delhi, Mumbai, Chennai, Kolkata, Patna, Lucknow, Hyderabad and Thiruvananthapuram and sales counters at

Union Minister for Information and Broadcasting, Shri. Anurag Singh Thakur and the then Chief Minister of Madhya Pradesh, Shri Shivraj Singh Chouhan jointly releasing two-volumes of selected speeches of Prime Minister Shri Narendra Modi 'Sabka Saath, Sabka Vikas, Sabka Vishwas' in Bhopal, Madhya Pradesh on August 26, 2023.

Bengaluru, Ahmedabad and Guwahati. The regional offices of *Yojana* are located in Mumbai, Kolkata, Chennai, Ahmedabad, Guwahati, Bhubaneswar, Jalandhar, Hyderabad, Thiruvananthapuram and Bengaluru.

HIGHLIGHTS & ACHIEVEMENTS

Hon'ble Vice President of India, Mr. JagdeepDhankar released a special book titled 'My Dear Fellow Citizens.' to coincide with the 100th episode of 'Mann ki Baat', the Prime Minister's prime monthly programme on Akashvani. The book release took place at the National Conclave on Mann Ki Baat @100 held at the Vigyan Bhavan New Delhi on April 26, 2023. The book, edited by the Publications Division, Ministry of Information and Broadcasting, is an illustrated compilation of over a hundred success stories mentioned in the Prime Minister's 'Mann ki Baat' programme since its inception.

Union Minister for Information and Broadcasting, Shri Anurag Singh Thakur and the then Chief Minister of Madhya Pradesh, Shri Shivraj Singh Chouhan released the two volumes of the book titled *'Sabka Saath, Sabka Vikas, Sabka Vishwas'* at Bhopal on August 26, 2023. The second and third volumes were compiled from selected speeches and addresses given by Hon'ble Prime Minister, Shri Narendra Modi from June 2020 to May 2021 and June 2021 to May 2022 respectively. These speeches

include the Prime Minister's address to the common citizens on a wide range of subjects like Startup India, Good Governance, Women Empowerment, Self-reliant India, etc.

DPD bagged seven awards for Excellence in Book Production for 2023. These were given away by the Federation of Indian Publishers (FIP) in New Delhi.

MAJOR ACTIVITIES

Publication of Books

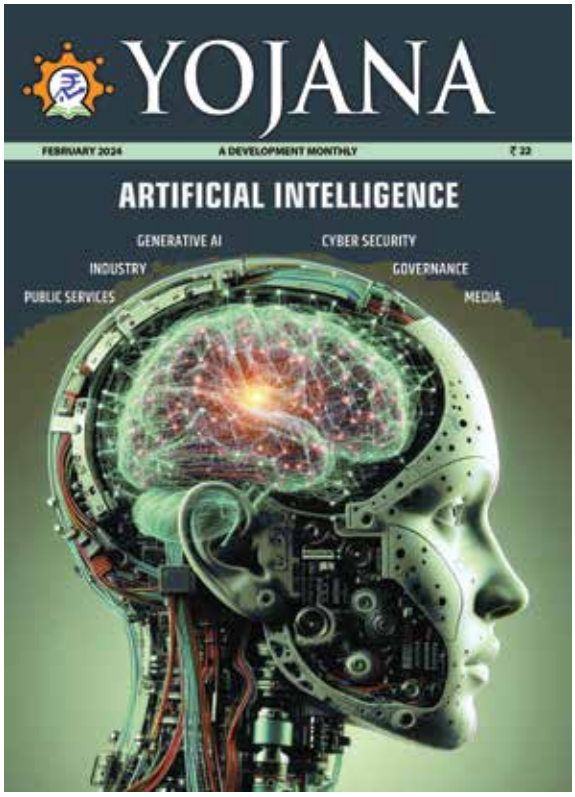
From April 2023 to March 2024, the Publications Division brought out 224 books. Of these, 112 were in English, 81 in Hindi, and 31 in other Indian languages. DPD published the second and third volumes of selected speeches of Prime Minister titled 'Sabka Saath, Sabka Vikas, Sabka Vishwas'. Other prominent titles include 'Interpreting Geometrics Floorings of Rashtrapati Bhavan-Volume II', 'Career Calling' (to help the youth to choose their career wisely) 'Computer ki Duniya', 'Yojana Classics' (Art, Culture and Heritage)', 'India 2024', 'Bharat 2024', '75 Years 75 Films', 'Resurrecting Durbal Indian Art Forms', 'Balidaani Veerangnayen' etc.

Publication of Journals

The Division publishes a total of 18 periodicals which include *Yojana*in English, Hindi and 11 other Indian languages, *Kurukshetra* (in English and Hindi), *Aajkal* (in Hindi and Urdu) and *Bal Bharti* in Hindi, apart from the weekly *Employment News/ Rozgar Samachar* in English, Hindi, and Urdu, throughout the year. These periodicals focus on key issues befitting their respective genres, and published articles on AzadikaAmritMahotsav in different issues.

The Secretary, Ministry of Information & Broadcasting, Shri Sanjay Jaju releasing 'Career Calling' *at the World Book Fair, New Delhi, February 10, 2024*

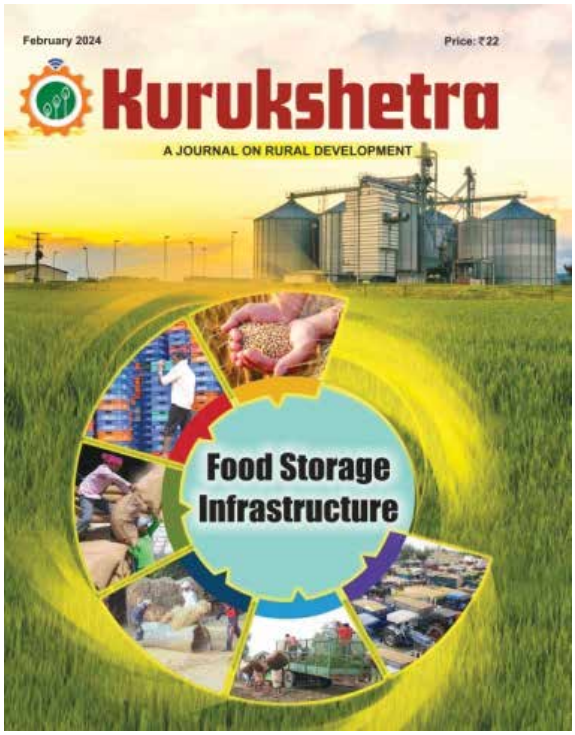
a) *Yojana* (English, Hindi and 11 regional languages)



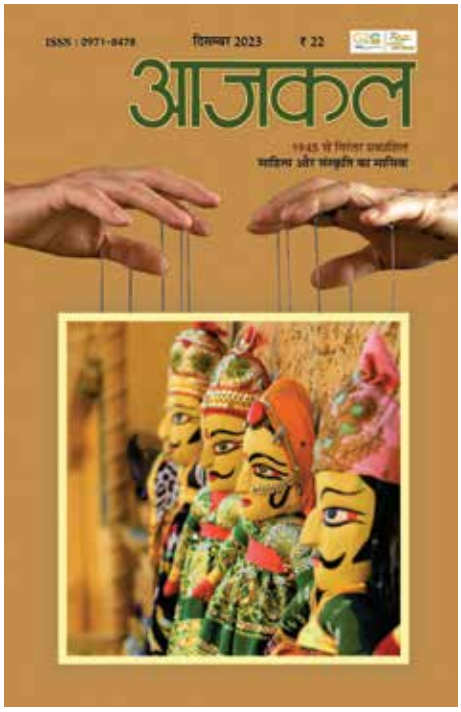
Yojana, published since 1957, is a journal devoted to the theme of economic development. It is brought out in 13 language editions - English, Hindi, Gujarati, Assamese, Bengali, Kannada, Marathi, Malayalam, Odia, Punjabi, Tamil, Telugu, and Urdu. Various issues of Yojana covered topics such as G20, Techade, Union Budget 2023-24, 'Co-operation to Prosperity', 'Governance and Reforms', among others. *Yojana* brought out issues on important themes like 'Artificial Intelligence', 'Azadi Ka Amrit Mahotsav', and 'Ease of Doing Business', etc. This year, a special book 'Yojana Classics: Art, Culture & Heritage' was released, which has received encouraging responses from aspirants and readers.

b) Kurukshetra (English and Hindi)

Being published since 1952, Kurukshetra is brought out in English and Hindi by DPD. The monthly journal effectively carries the message of rural development to the masses. During April 2023-March 2024, *Kurukshetra* highlighted topics such as Water Conservation, Nutrition, Make in India, Clean & Green Village, Talent in Rural India, Self Reliant Villages, Startups Redefining Rural India, Food Storage Infrastructure, Sustainable Agriculture Development & Profitable Farming etc.



c) *Aajkal* (Hindi and Urdu)



Around eighty year old prestigious literary publications of DPD- *Aajkal* (Hindi- first published in 1945) and *Aajkal* (Urdu- established since 1941), were given a new look from the month of November 2023. Devoted to literature, arts, and culture, both the monthly magazines are now being published in colour in a convenient size. These were wholeheartedly welcomed by its readers. *Aajkal* (Hindi) issues were focused on literary and cultural personalities like Ramdaras Mishra, Dharmaveer Bharti, Munshi Prem Chand, Ameen Sayaani, Dada Saheb Award winner Waheeda Rahmaan, and *Rangmanch: Dashaaur Disha*. Several new columns were started to promote literary writings among youth and cultivate good reading habits.

Aajkal (Urdu) magazine continues to bring out interesting articles apart from short stories, poems or ghazals. Special issues were brought out on the themes of 'Independence Day' and 'Mahatma Gandhi'. The December 2023 issue was focused on classic Urdu poet Meer Taqi Meer on his 300th birth anniversary.

d) *Bal Bharti* (Hindi)

Bal Bharti, a monthly magazine for children published since 1948, brought out a special issue on the completion of its 75 years of publication. The special issue contained double the number of pages in comparison with a normal issue. Interesting stories, poems, articles and comic strips were tastefully selected from 75 years of publication of this children's magazine and featured in the special issue. *Bal Bharti* helps in imparting social values to children through informative articles, interviews, short stories, poems, quizzes, and a series of pictorial stories, besides providing them with healthy entertainment.

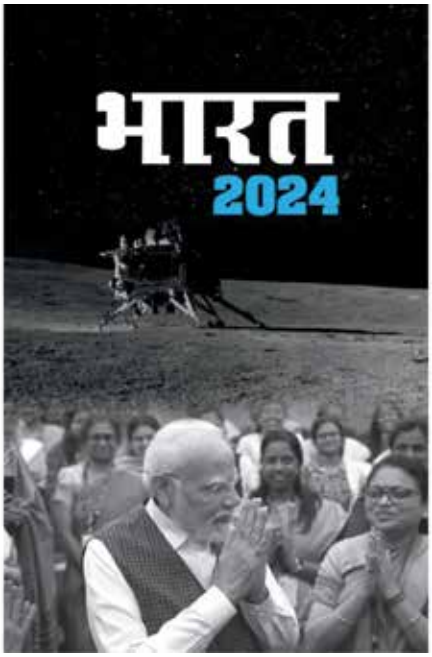
e) *Employment News / Rozgar Samachar* (English, Hindi, Urdu)

Launched in 1976, *Employment News*, the flagship job journal of the Ministry of Information and Broadcasting, is published in English, Hindi, and Urdu. It serves as a single window of information for jobs in Central and State

Governments, Public Sector Undertakings, Autonomous Bodies, and Universities. It also publishes admission notices for professional courses, examination notices, and results of competitive examinations conducted by UPSC, SSC, and other recruitment bodies.

In addition, *Employment News* has an editorial segment which helps the youth in building their future careers and preparing for various jobs available in the market besides upgrading their vocational and soft skills. In a column called 'EN Explains', information on various Government policies and schemes is given in a concise manner. *Employment News* also carries 'News Digest' and a 'Question of the Week' inviting readers' opinions on current issues. Both its e-version and print version can be subscribed online by visiting its website www.eneversion.nic.in/membership/login.

f) India 2024 / Bharat 2024



India 2024 and *Bharat 2024*, is a comprehensive Reference Annual on the country's progress in different fields. Published in English and Hindi, this reference annual deals with all aspects of development — rural & urban, industry, infrastructure, science & technology, art & culture, economy, health, defence, education and mass communication, among others. With elaborate sections on general knowledge, current affairs, sports, and important events, it is a must-read for students, researchers and academicians alike.

g) *Mann ki Baat*

The Ministry of Information and Broadcasting has been bringing out the ***Mann ki Baat* booklet** since February 2022. The booklet, published in Hindi and English, contains stories and testimonials on the special mentions made by the Hon'ble Prime Minister in his addresses, along with interviews and articles by Ministers and experts, and reactions to the addresses which appeared in the media. This project is being executed by the Publications Division in collaboration with the Central Bureau of Communication.

Sales and Marketing

All available modern strategies and digital tools are utilised by the Publications Division for the sales and marketing of DPD books and Journals. These include various e-commerce platforms like Amazon Kindle, Google books, Government of India eStore at Bharatkosh, various agents and sales outlets of DPD, bulk orders from Government Institutions/ Libraries/Schools and through participation in various domestic and international fairs.

The total sales revenue up to March 31, 2024 stood at Rs. 1937.80 lakhs for DPD, while *Employment News* (receipts) stood at Rs. 894.72 lakhs.

E-Commerce and sales:

Keeping up with the needs of a digital India and the world, DPD made its foray into the world of e-books. Currently, print books are available for online sale through GOI eStore at Bharatkosh portal https://bharatkosh.gov.in, and also at www.publicationsdivision.nic.in, the official website of the Division. E-Commerce platforms (Amazon Kindle, Google Play and Google books) are engaged as well for the marketing and sales of e-books. *Yojana, Kurukshetra, Aajkal, and Bal Bharti* are now available in digital format with DRM protection on these portals. Currently DPD's all 18 journals are available online for sale.

Sales of e-books are done through various e-commerce platforms. 916 e-publications titles are live on Amazon Kindle and 1137 e-publications are live on Google Play, as of date.

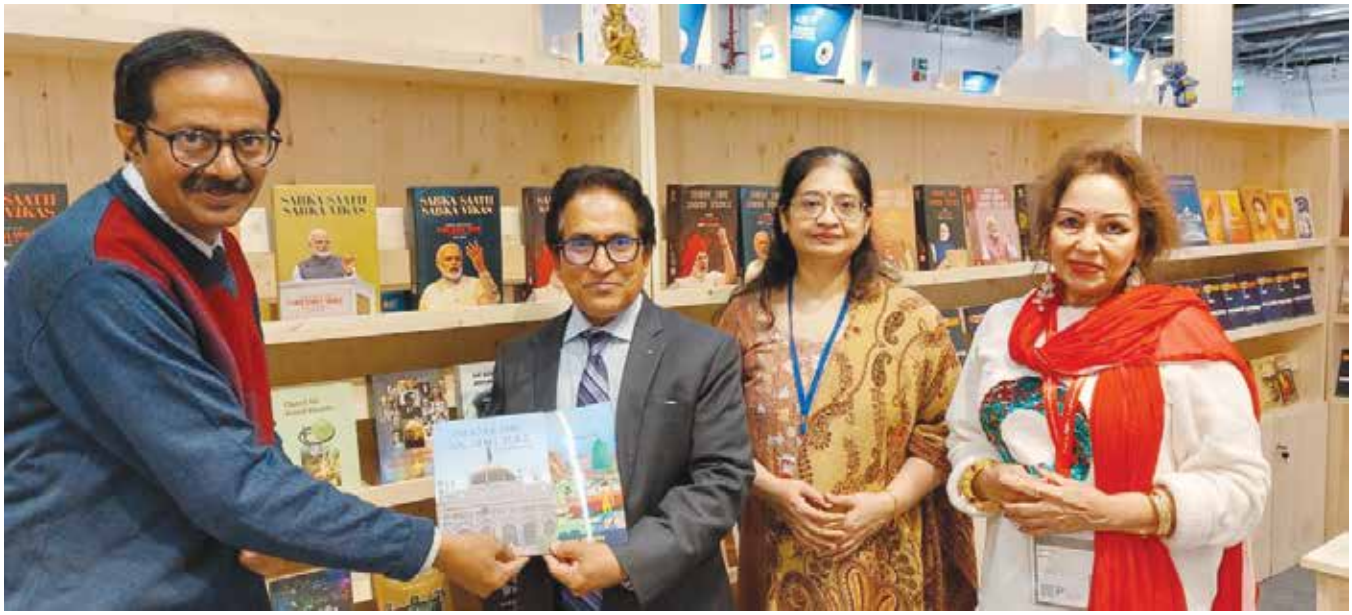
Bulk Orders from Government Institutions/ Libraries/Schools

In 2023-24, DPD executed bulk orders from the State Project Directorate, Rashtriya Uchchatar Shiksha Abhiyan offices of Chandigarh, Chattisgarh, Tripura, Odisha and Andhra Pradesh. Apart from educational departments, bulk orders were received from KendriyaVidyalayas, Jawahar Navodaya Vidyalayas, Uttar Haryana Bijli Vitran Nigam Limited, Netaji Research Bureau, Haryana Police and other Government institutions. The total gross amount of these bulk orders stood at Rs. 10.93 crores up to March 31, 2024.

Participation in Book Fairs/Events/ Exhibitions

a) ***Fostering International Relations — Frankfurt International Book Fair 2023***: DPD participated in the 75th Frankfurt International Book Fair 2023 (FIBF) held at Frankfurt, Germany from October 18 to 22, 2023. Publications Division showcased its rich collection of books on a wide array of topics such as art and culture, history, cinema, personalities and biographies, children's literature, land and people and Gandhian literature, among others, in one of the most acclaimed book fairs of the world.

The Division displayed its premium books on Mahatma Gandhi, Rashtrapati Bhavan and Speeches of Prime Minister prominently. PM's Mann Ki Baat booklets as well as Art Book on Mann Ki Baat were distributed free of cost and was one of the main attractions of the stall for NRIs and Indian students in Germany. The Publications Division stall as well as the



H.E. Shri Md. Mosharraf Hossain Bhuiyan, Ambassador of Bangladesh to Germany being presented with Publications Division's books at the Frankfurt Book Fair 2023.

India National Pavilion was inaugurated by Shri. Vinod Kumar, Consul Commerce, Indian Consulate, Frankfurt on October 18, 2023. Bangladesh's Ambassador in Germany, Mr Musharraf Hossain Bhuiyan was among the prominent visitors to DPD's stall.

b) ***Jaipur Literature Festival 2024:*** DPD participated in JLF 2024 held from February 1-5, 2024. Besides presenting its publications at a notable literary festival attracting a large number of book lovers, DPD also utilised the opportunity to get in touch with authors with whom DPD can associate to bring out new books.

c) ***Delhi Book Fair 2023:*** The Publications Division participated in the 26th Delhi Book Fair held at Pragati Maidan, from July 29 to August 2, 2023. The theme of the fair was "Books in Nation Building". DPD presented its collection of books on the history of the Indian freedom movement and freedom fighters, to captivate the minds of visitors and book lovers. DPD also showcased its much sought-after books on Indian cinema, art & culture, Indian history, eminent personalities, and children's literature. Books on Rashtrapati Bhawan and Prime Minister's speeches, published exclusively by DPD, were also displayed along with journals and magazines. On the culminating day of the Delhi Book Fair 2023, the Publications Division secured the Silver Prize for excellence in Book Display.

d) ***54th International Film Festival of India:*** The Publications Division participated in the 54th International Film Festival of India (IFFI) held in Goa from November 20-28, 2023. This time DPD had put up its stalls at two locations: One stall at INOX where the main screening was being held along with media stalls & one stall as a part of the CBC exhibition at Campal ground.

INDIAN INSTITUTE OF MASS COMMUNICATION (IIMC)

Indian Institute of Mass Communication (IIMC), registered as a Society under the Societies Registration Act, 1860 (XXI of 1860), came into existence on August 17, 1965. It was established with the basic objectives of teaching, training, and undertaking research in the areas of media and mass communication. Over the last 58 years, the Institute has graduated into conducting a number of specialised courses to meet the diverse and demanding requirements of the rapidly expanding and changing media industry in modern times, in keeping with its original mandate "to make available facilities for training and research to meet the information and publicity needs of public and private sector industries."

IIMC has its headquarters in New Delhi with five regional campuses at Dhenkanal (Odisha), Kottayam (Kerala), Aizawl (Mizoram), Jammu (UT of Jammu and Kashmir) and Amravati (Maharashtra).

In 2023, IIMC was once again ranked as the No.1 Institute in the field of Mass Communication Colleges by India Today Group, Outlook-ICARE, *The Week*and *the Open Magazine*. The Institute has a vibrant presence on social media with verified Facebook and Instagram pages, an active Twitter Account, and a YouTube channel.

Deemed to be a University

IIMC has been notified as a deemed to be University under a distinct category by the Ministry of Education on January 31, 2024.

Governing Structure

IIMC is administered by a 50-member Society, which is constituted by the Ministry of Information and Broadcasting for a term of two years. Currently, Shri R. Jagannathan, an eminent journalist, is the Chairman of the IIMC Society. Members of the Society are chosen from amongst social service organisations, educational institutions, eminent persons from public life, etc. The administration of the affairs of the Society vests in the Executive Council.

Activities undertaken

PG Diploma Courses

IIMC conducts Post Graduate Diploma Courses in Print Journalism (English, Hindi, Odia, Urdu, Marathi and Malayalam), Radio & Television Journalism, Advertising & Public Relations and Digital Media. Classes for all the courses started on September 14, 2023.

The 55th Convocation of IIMC for the students of various PG Diploma courses of 2021-22 & 2023-24 was held on January 10, 2024 at the Bharat Mandapam, New Delhi.923 students were awarded Diploma Certificates and 65 students received various Awards. Shri Ram Nath Kovind, former President of India, was the Chief Guest at the 55th Convocation. Shri R. Jagannathan, Chairman IIMC, was the guest of honour.

A total number of 8,006 candidates appeared in the entrance examination for all the PG Diploma Courses of this Institute for the academic session 2023-24 which was held by the National Testing Agency (NTA) on June 10, 2023 through an online Computer Test at

Students receiving various awards at the 55th convocation ceremony of the Indian Institute of Mass Communication (IIMC) at Bharat Mandapam, Pragati Maidan, New Delhi on January 10, 2024, with former President of India, Shri Ram Nath Kovind, gracing the occasion as Chief Guest.

570 centres in 269 cities. After counselling 494 candidates took admission in these courses.

IIMC organised the Orientation Programme 2023-24 for the students of all the PG Diploma Courses for the academic session 2023-24 from September 12-13, 2023. The orientation lectures were delivered by leaders and intellectuals from different walks of life.

Training of Indian Information Service Officers

IIMC has been functioning as the Training Academy of the Indian Information Service (IIS) which is one of the Central Civil Services of the Government of India. It imparts Induction Training for the IIS Group 'A' Officers, who are recruited through the Combined Civil Services Examination conducted by the UPSC. It also conducts the Foundation Training for IIS Group B Officers, who are recruited on the basis of prior journalistic experience.

Through extensive consultations, the training programme of IIS officers, who act as a link between the Government and the people, has been revamped and broad-based to give an overview of the Government's functioning and its communication setup, to give to the officers the big picture of the media industry in India and understand the nuances of public communication.

The two-year Induction Training Program for IIS Group 'A' follows the sandwich training model. The Officer Trainees (OTs), who join IIMC after completing their Foundation Course, undergo a nine and a half month Professional Training programme in public communication at the Institute. This phase of the training programme incorporates classroom lectures, practicals, simulation exercises, site visits; various attachments and interaction with senior Government officials and key media professionals.

After completion of training at IIMC, the OTs are attached to different media directorates of the Ministry of Information & Broadcasting to gain hands-on job exposure through On-the-Job Training (OJT). During the OJT, the OTs generally spend three months each at the major media directorate of the Ministry such as PIB, CBC and Prasar Bharati. This also includes a Regional Attachment of one month. Finally, OTs come back to the IIMC for the Phase-II training of one month.

The Officers/ Officers Trainees of IIS Group 'A' (2018-2022 Batch) calling upon the Hon'ble President of India, Smt. Droupadi Murmu.

During the year 2023-24, 15 IIS Group 'A' OTs of 2020, 2021 & 2022 batches completed their Phase-I of the Induction Training and are currently undergoing their OJT at different Media Units of the Ministry of I&B. During the training period, the important elements were outstation assignments like Defence attachment with Assam Rifles and a three-week All India Study Tour also called Bharat Darshan in which the OTs visited remote places in border areas, interacted with local communities in collaboration with social organisations. A four-week course in Film Appreciation and Smartphone Film Making was also organised for OTs at the Film and Television Institute of India (FTII), Pune. OTs also called on the various constitutional dignitaries like the Hon'ble President of India, Hon'ble Vice President of India, Comptroller General of India and Chief Election Commissioner etc.

Meanwhile, 9 OTs of 2021 & 2022 batches completed their Phase-II training in the month of November 2023 and March 2024. After successful completion of the Induction Training these OTs got their first regular postings by the Ministry of I&B.

In December 2023, IIMC as a training institute has been awarded 'उत्तम' certificate of accreditation under the Capacity Building Commission's National Standards as assessed by the National Accreditation Board of Education and Training (NABET).

IIMC conducted two Orientation Courses for Senior Grade and Junior Grade of IIS Group 'B' probationers from December 4 to December 8, 2023 and 29th January to February 2, 2024 respectively.

In February 2024, the new batch of 7 OTs of the 2023 batch along with 3 OTs of the previous 2022 batch commenced their Induction Training at IIMC.

In March 2024, IIMC conducted three refresher courses for IIS Group 'A' Officers at different seniority levels. 18 officers at the Senior Administrative Grade (SAG) & above level, 19 officers at the Junior Administrative Grade (JAG) level and 15 officers at the Senior Time Scale (STS)/JAG level participated in the refresher courses. These courses aim to

Refresher course for SAG level officers of IIS Group 'A'

upgrade the functional competencies and skill sets of officers at various career levels, enabling them to meet evolving challenges and opportunities in Government communication, public policy and development.

Short Courses Physical Targets During the Year 2023-24

The Institute has conducted 15 (one, two and three-week duration) short-term courses on media communication for public relations officers of IDS (Ministry of Defence), DPR (Ministry of Defence), J&K Government, Indian Coast Guard, Atomic Energy Regulatory Board, ISRO, Bodoland Territorial Region and Assam Rifles.

Faculty Development

One day workshop on Artificial Intelligence in Media and Academics was organised by IIMC for its faculty on January 31, 2024.

Communication Research

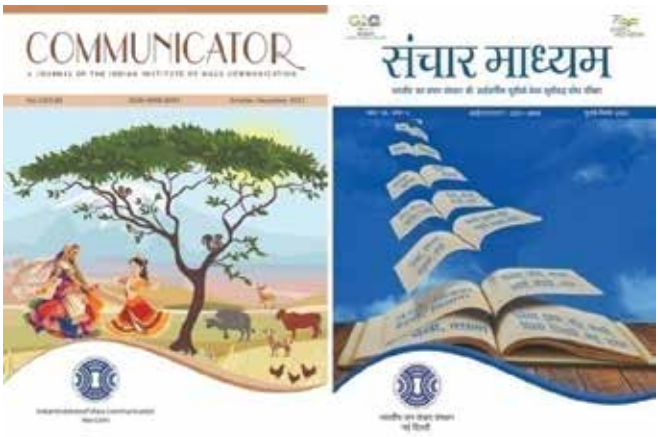
The Department of Communication Research focuses on the systematic study of communication and media as an integral part of the Institute's research agenda. The Department's efforts are directed towards analysing mass media policies, and communication programmes of the Government to assess their impact on salient development issues. The Department has established a benchmark for research in communication in the last 58 years with more than 200 research studies on different topics.

Communication through Journals, News Magazines and Text Books

The Department of Publications of the IIMC publishes two peer-reviewed research journals, namely Communicator (English Quarterly) and Sanchar Madhyam (Hindi Bi-annual) which are the oldest communications journals published in India. These flagship

journals are UGC-CARE listed journals.

The Department of Publications has also been publishing IIMC News since July 2021 which covers information on all activities undertaken at the IIMC HQ as well as at the regional campuses. Sanchar Srijan (bilingual) with the focus on contemporary media issues, and RajbhashaVimarsh (Hindi) dedicated to the Official Language are also published by the Department regularly.



In order to provide quality textbooks in the field of journalism and mass communication to various stakeholders, the IIMC has started a 'Text Book Publishing Programme' in various Indian languages including Hindi.

Pandit Yugal Kishore Shukla Library and Knowledge Resource Centre

The Institute has the largest specialised library in mass communication in the country. It has collected about 39,479 volumes of Books and bound Journals on different aspects of mass communication and allied subjects such as print media, broadcasting, advertising, communication, communication research, public relations, radio and television, film, information technology and traditional media in Hindi and English Language. The Library also has a quality collection of Books on English and Hindi Literature.

The library is fully computerised and has automated its service operations through the latest version of Library software LIBSYS 10 on Cloud, On-line public access catalogue (OPAC) is available for students, faculty members and other users.

The Library has also developed a state-of-the-art Multimedia, reference and Research section for students, faculty and research scholars.

APNA RADIO 96.9 FM

The Community Radio Station of the Indian Institute of Mass Communication (IIMC), Apna Radio 96.9 FM was launched in 2005 and has been successfully operating since then to fulfil its role of providing education, information, and entertainment for the community during the year 2023-24.

Apna Radio operates daily from 10:30 am to 5:30 pm. This includes pre-recorded programmes and a daily one-hour live show titled "Apne Aas Paas". This show includes topics that are current in nature and of interest to the community. Special programmes on various Government schemes were produced to disseminate information relating to National Voters Day, Say Yes to Life No to Drugs, Vigilance Awareness Week, Beti Bachao - Beti Padhao, Poshan Pakhwada, Viksit Bharat Sankalp Yatra and initiatives like International Yoga Day, Khadi Mahotsava and World Gauraiya Diwas etc.

Regional CRS Sammelans

Two Regional Community Radio Sammelans were organised for the North and South region CRS in collaboration with the Ministry of Information & Broadcasting in July 2023 and February 2024.

Union Minister for Information & Broadcasting Shri Anurag Singh Thakur addressing South Region Community Radio Sammelan by Video Conferencing, February 13, 2024 at Anna University, Chennai.

National Awards for Community Radio 2023 – 8th and 9th Edition were organised in collaboration with MIB in July 2023.

PRESS COUNCIL OF INDIA

The Press Council of India (PCI) is a statutory quasi-judicial autonomous authority re-established in the year 1979 under an Act of Parliament, Viz. Press Council Act, 1978 with the two-fold objects of preserving the freedom of the press and maintaining and improving the standards of newspapers and the news agencies in India.

The Council gets a part of its fund by way of grants-in-aid from the Central Government, after due appropriation by the Parliament, as also it has its own funds by way of the fee collected from newspapers on a graded structure and other receipts.

For the financial year 2023-2024 the Council has a total sanctioned budget of Rs. 18.21 Crore and from January 2023 to March 2023, the sanctioned budget is Rs. 6.795 Cr.

Complaints before the Council

From **January 1, 2023 to March 31, 2024**, a total of **1308** complaints were filed in the Council. 998 matters were disposed of during the period (including carry forwarded complaints from the previous year) through summary disposal by the Chairperson on account of settlement between the parties or due to lack of sufficient grounds for holding

Hon'ble Vice-President of India, Shri Jagdeep Dhankhar, Smt. Justice Ranjana Prakash Desai, Chairperson, PCI, Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur, MoS for Information & Broadcasting and Fisheries, Animal Husbandry & Dairying, Dr. L. Murugan, India's G20 Sherpa, Shri Amitabh Kant, and Secretary, PCI, Nungsanglemba Ao, releasing the Souvenir on National Press Day in New Delhi, November 16, 2023.

inquiries or non-pursuance; withdrawal or on account of matters having become *sub-judice and 178 matters are disposed of through adjudication.*

Suo Motu Cognizance

The Council took suo-motu cognizance of the incidents of violence against media persons and threats to press freedom in 12 cases. The Council also took suo-motu cognizance in 28 matters against newspapers/news agencies and journalists for offending the standards of journalistic ethics and public taste.

National Press Day, 2023

National Press Day is celebrated annually on November 16 as a symbol of a free and responsible press in the country. This year, a seminar was held at Vigyan Bhawan, New Delhi on the theme "The Media in the Era of Artificial Intelligence". Shri Jagdeep Dhankhar, Hon'ble Vice-President of India inaugurated the function as the Chief Guest. Shri Anurag Singh Thakur, Union Minister for Information & Broadcasting, Youth Affairs & Sports, and Dr. L. Murugan, Minister of State for Information & Broadcasting and Fisheries, Animal Husbandry & Dairying were the Guests of Honour. Shri Amitabh Kant, India's G20 Sherpa, delivered the Keynote address. The event was presided over by Smt. Justice Ranjana Prakash Desai, Chairperson, Press Council of India. To mark the occasion a Souvenir was released by the Hon'ble Vice President of India.

Exchange of Views, 2023 and Renewal of Memorandum of Understanding (MoU) between Press Council of India and Sri Lanka Press Council

An Exchange of Views between PCI and Sri Lanka Press Council was held on November 17, 2023 at the Press Council of India on the theme "Media in the Era of Artificial Intelligence". A Memorandum of

A glimpse of the Exchange of Views, 2023 event

Understanding was also renewed between the Press Council of India and the Sri Lanka Press Council on Co-operation in Journalism for five years on the same day.

Conferment of National Awards for Excellence in Journalism for 2020

National Awards for Excellence in Journalism have been conferred yearly since 2012, however, due to Covid-19 pandemic, the award ceremony for the year 2020 could not be held. The Hon'ble Chairperson of the Press Council of India conferred the National Awards for Excellence in Journalism, 2020 in 10 categories on February 28, 2023.

Chairperson, Press Council of India, Smt. Justice Ranjana Prakash Desai with the recipients of the National Awards for Excellence in Journalism 2020 on February 28, 2023.

DIGITAL MEDIA DIVISION

The Government of India has notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 vide notification dated February 25, 2021 under the Information Technology Act, 2000. Part-II of the Rules relating to intermediaries is administered by the Ministry of Electronics and Information Technology (MeiTY). Part-III of the Rules relating to publishers of news and current affairs on digital media and publishers of online curated content (OTT platforms) is administered by the Ministry of Information and Broadcasting and *inter-alia* provides for a Code of Ethics for publishers of news and current affairs on digital media and publishers of online curated content (OTT Platforms). The Rules have three broad features:

i. Code of Ethics for digital news publishers and OTT Platforms

ii. Three Tier Grievance Redressal Mechanism as under:

   a) Level-1- Publisher

   b) Level-II- Self-Regulating Body of publishers, and

   c) Level-III- Over Sight Mechanism of Central Government consisting of Inter-Departmental Committee

iii. Furnishing of information by publishers to the Government.

The Code of Ethics applicable for publishers of news and current affairs requires adherence to (i) The Norms of Journalistic Conduct of the Press Council of India, (ii) Programme Code under the Cable Television Networks Regulation) Act, 1995 and (iii) not to publish or transmit content which is prohibited under any law for the time being in force.

The Code of Ethics for OTT platforms requires them to:

(i) Not transmit or publish or exhibit any content which is prohibited under any law for the time being in force or has been prohibited by any court of competent jurisdiction;

(ii) Take into consideration factors like sovereignty and integrity of India, security of the State, friendly relations with foreign countries, and public order in deciding content to publish on their platforms;

(iii) Self-classify content into five age-based categories taking into account the guidelines for this purpose laid down in the Rules;

(iv) Display such classification together with a content descriptor informing the user about the nature of the content, and advise viewer discretion at the beginning of every programme enabling the user to make an informed decision, prior to watching the programme;

(v) Make all efforts to restrict access to content with higher age classification by a child through the implementation of appropriate access control measures; and

(vi) Take reasonable efforts to improve the accessibility of online curated content transmitted by it to persons with disabilities through the implementation of appropriate access services.

After notification of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 on February 25, 2021 the following actions/ developments have taken place towards implementation of the Rules:

i. Till date, 3,637 publishers, including 69 OTT platforms, have furnished information to the Ministry as required under the Rules as per the break-up given below:

OTT Platforms:	69
Digital News Publishers (Standalone):	2,891
Digital arms of Newspapers:	582
Digital arms of TV Channels:	95
Total:	3,637

ii) The Ministry has registered eleven Self-Regulating Bodies (SRBs), which act as Level II of the Grievance Redressal Mechanism as per details given under:

Digital News

1. Indian Digital Publishers Content Grievance Council (Confederation of Online Media)
2. Web Journalists Standards Authority (Web Journalists Association of India)
3. Professional News Broadcasting Authority (NBA)
4. Media Digital Media Federation (MDMF)
5. DIGIPUBB News India Foundation
6. Working Journalist Media Council
7. Registration of Digital Media Publishers& News Portal Grievance Council of India
8. Print and Digital Media Association (PADMA)
9. Journalist and Media Association Grievances Council (JMAGC)

OTT Platforms

1. Digital Publishers Content Grievance Council (IAMAI)
2. Digital Media Content Regulatory Council (DMCRC)

Grievances received by the Ministry are being forwarded to the publishers for their redressal under the Rules. 196 grievances/ complaints relating to digital news publishers and 104 complaints/ grievances relating to OTT platforms received in the Ministry directly or through the Public Grievance Portal have either been replied to directly or have been forwarded to concerned publishers for action as per Rules.

The **Inter-Departmental Committee (IDC),** as provided under Rules has been constituted having representatives of Ministries of Women & Child Development, Law & Justice, Home Affairs, MeitY, External Affairs, Defence and domain experts from PCI, CII and FICCI. The Joint Secretary in the Ministry has been appointed the authorised officer who chairs the meetings of the IDC.

Directions for Blocking of 69A Content: The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 provides for blocking of content over digital media for carrying content as referred under Section 69A of the IT Act, 2000 "in the interest of the sovereignty or integrity of India, defence of India, security of the State, friendly relations with foreign States or public order or for preventing incitement to the commission of any cognizable offence relating to above with effective procedural, legal and administrative safeguards." Since December 2021, the Ministry has issued directions for blocking over a hundred such accounts and channels spreading content referred to in Section 69 A of the IT Act, 2000 on YouTube and other social media platforms.

Action Against Obscene Content on OTT Platforms: Ministry of Information and Broadcasting has taken action in coordination with various intermediaries based on the nature of prima facie violation of IT Act, Indian Penal Code, and Indecent Representation of Women (Prohibition) Act, the Ministry of Information & Broadcasting has taken action in coordination with various intermediaries, and blocked 18 OTT platforms publishing obscene, vulgar, and, in some instances, pornographic content.

A Letter of Engagement was signed between the Ministry and Amazon India on April 6, 2023. The LoE involved multiple areas of engagement across media units of the Ministry and business verticals of Amazon in India. Multiple actions are underway under the ambit of the MoU, e.g. masterclasses in FTII/ SRFTI, participation of Amazon Prime Video in IFFI, etc.

IIS DIVISION

The Ministry organised 'Chintan Shivir' comprising officers from the Ministry as well

as its Media Units on May 17, 2023. Union Minister for Information and Broadcasting, Shri Anurag Singh Thakur inaugurated the event at the National Media Centre, New Delhi. Senior officers of the Ministry heads of the various Media Units of the Ministry and senior officers of the Indian Information Service across the country participated in the 'Chintan Shivir' to brainstorm on the issues relevant to Government communication. During the shivir, deliberations were held on the five topics relevant to Government communication namely (i) Participatory Communication with Citizens-Jan Bhagidari, (ii) Adopting Emerging Technologies in Public Communications to maximise reach, (iii) Institutionalisation of Quick Response Mechanism to address Misinformation, (iv) Targeted Outreach through Regional Communication, and (v) Strengthening Public Service Broadcasting.

■■■

Glimpse of 64th Foundation Day celebrations of Doordarshan, New Delhi, September 15, 2023

5 BROADCASTING SECTOR

An Overview

The Broadcasting Sector is broadly categorised into two categories viz. 'Content' and 'Carriage' services. This Ministry regulates the content of private satellite channels and networks of Multi-System Operators (MSOs) and Local Cable Operators (LCO) through the Cable Television Networks (Regulation) Act, 1995, and policy guidelines issued from time-to-time. Broadcasting carriage services include MSOs, LCOs, Direct-to-Home (DTH) operators, Headend-In-The-Sky (HITS) operators and Internet Protocol Television (IPTV) service providers. This Ministry gives license/permission to DTH/HITS operators for their respective operations.

Role and Functions of the Ministry and Activities under Broadcasting Sector in respect of BP&L Section

1. Direct to Home (DTH)

DTH is an addressable satellite-based TV programme distribution system that covers the entire country. In DTH services, a large number of television channels are digitally compressed, encrypted and beamed from satellites in the Ku Band. The programmes transmitted through DTH can be directly received at homes by installing small dish antennas at convenient locations in the buildings. The first DTH service provider operationalised its services in the year 2003, and the number of private DTH service providers had grown to six by the year 2007. Out of the six private DTH service providers, two have merged into one, one has entered into Corporate Insolvency Proceedings, and the number of private DTH operators at present is four. Further, Doordarshan is also providing its DTH services on a free-to-air basis.

The Ministry of Information and Broadcasting vide order dated September 16, 2022 has issued Operational Guidelines for DTH Broadcasting Services in India in respect of payment of license fee, Platform Service (PS) channels and sharing of infrastructure by DTH operators. As per the Operational Guidelines in respect of payment of license fee, the license fee shall be charged at 8 percent of Adjusted Gross Revenue (AGR), {where AGR = Gross Revenue (GR) - GST), payable on a quarterly basis, the minimum annual license fee shall be subject to 10 percent of the entry fee. In respect of the sharing of infrastructure by DTH operators, the provisions for sharing of infrastructure by DTH operators have been added to these guidelines. In respect of the PS channels, the Operational Guidelines permit a DTH operator to operate PS channels to a maximum of 5 percent of the total channel carrying capacity of the DTH operator's platform, and the DTH operators would be required to pay Rs. 10,000 per PS channel towards a one-time non-refundable registration fee.

An amount of Rs. 691,96,06,069 was received through Bharatkosh by all DTH operators towards the license fee during the Financial Year 2023-24.

2. Headend In The Sky (HITS)

Headend In The Sky (HITS) service is a mix of satellite and cable TV. The HITS operator uplinks the TV broadcast to a satellite, which is downlinked by MSOs/ LCOs and distributed to individual consumers'

premises through a cable network. The HITS operators, thus, supply the signals to MSOs and LCOs to provide cable TV services to customers. The essential difference between a HITS operator and an MSO is that the former transmits the bundle of channels to the cable operators using a satellite, whereas the latter does the same through cable. HITS enables a subscriber to enjoy a wide choice of digital channels, better picture quality, and value-added services at an affordable price. There is only one HITS operator, who has been granted permission by this Ministry.

The Ministry of Information and Broadcasting vide order dated November 6, 2020 has carried out amendments in the existing "Guidelines for providing Headend-In-The-Sky (HITS) Broadcasting Service in India". These amendments allow HITS operators to share HITS infrastructure with MSOs/HITS operators.

3. Internet Protocol Television (IPTV)

Internet Protocol Television (IPTV) Service is another mode of distribution of permitted satellite TV channels by eligible telecom or Internet service providers over their network, in addition to cable operators by use of Internet Protocol. IPTV providers do not require separate permission for providing IPTV services for the defined telecom and cable operators but require a self-declaration. During the Financial Year 2023-24, 12 IPTV providers have submitted the self-declaration for providing IPTV services.

The Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act, 2007

The Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act, 2007 was enacted to provide access to national or international sporting events, held in India or abroad, to the largest number of listeners and viewers, on a free-to-air basis. Section 2(1) (s) of the Act empowers the Central Government to notify the sporting events of national importance for coverage as per the provisions of the Act. This Ministry issues notifications from time to time to notify certain sporting event(s) as 'sporting events of national importance' to provide access to national or international sporting events to the largest number of listeners and viewers, on a free-to-air basis.

New Major Activities under the Broadcasting Sector

In the exercise of powers conferred by Sub-Section (1) of Section 8 of the Cable Television Networks (Regulation) Act, 2005 (7 of 1995), this Ministry vide Gazette Notification No. 283 dated January 19, 2024 has changed the name of mandatory channel 'DD Podhigai' as DD Tamil.

Private Satellite TV Channels in India

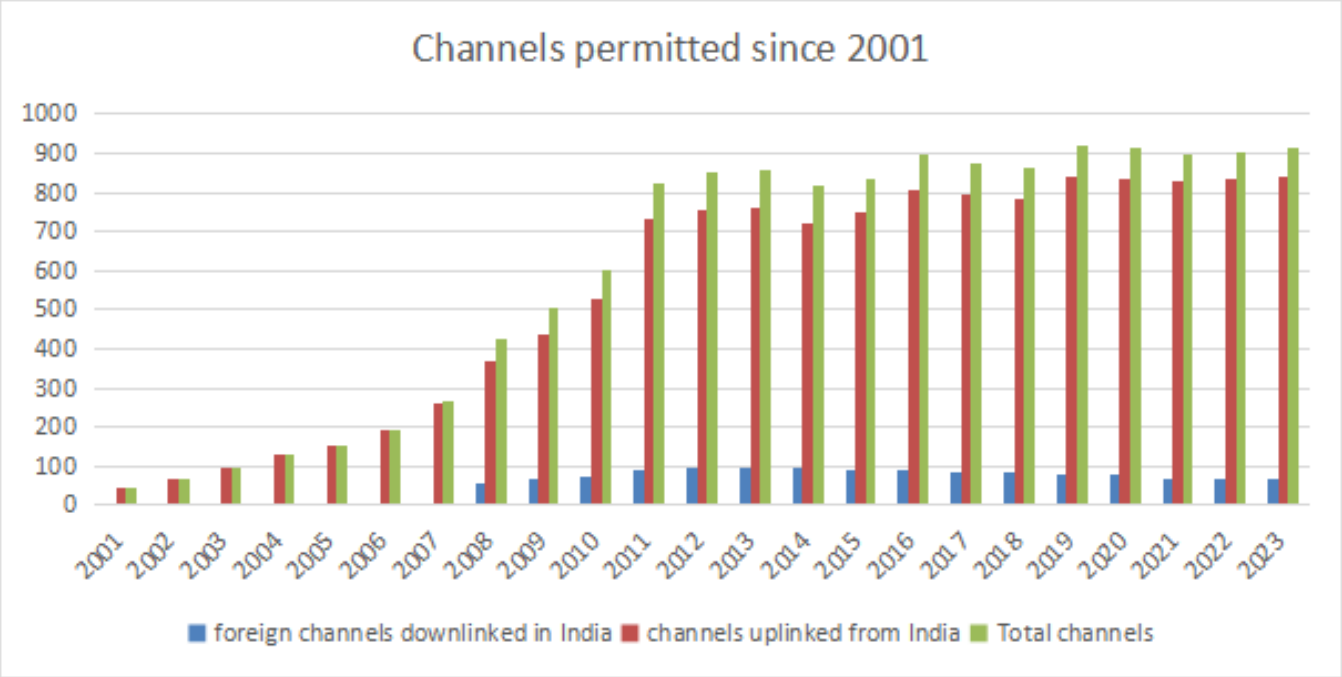
The first private satellite TV channel in India was permitted to uplink in 2000 from Indian soil. With the growth in the Media and Entertainment sector, the demand for uplinking/ downlinking of TV Channels from India increased manifold which necessitated the framing of Policy Guidelines for Uplinking in 2002 and Downlinking in 2005. These guidelines were amended in December 2011 and the latest being further amended in November, 2022. The guidelines are available on the Ministry website i.e. www.mib.gov.in.

Growth of Television channels

The first private satellite TV channel 'AajTak' was permitted in the year 2000. Since then the bouquet of private satellite TV channels in India has been expanding at a fast pace. The Ministry has permitted 912 channels in India as on March 31, 2024.

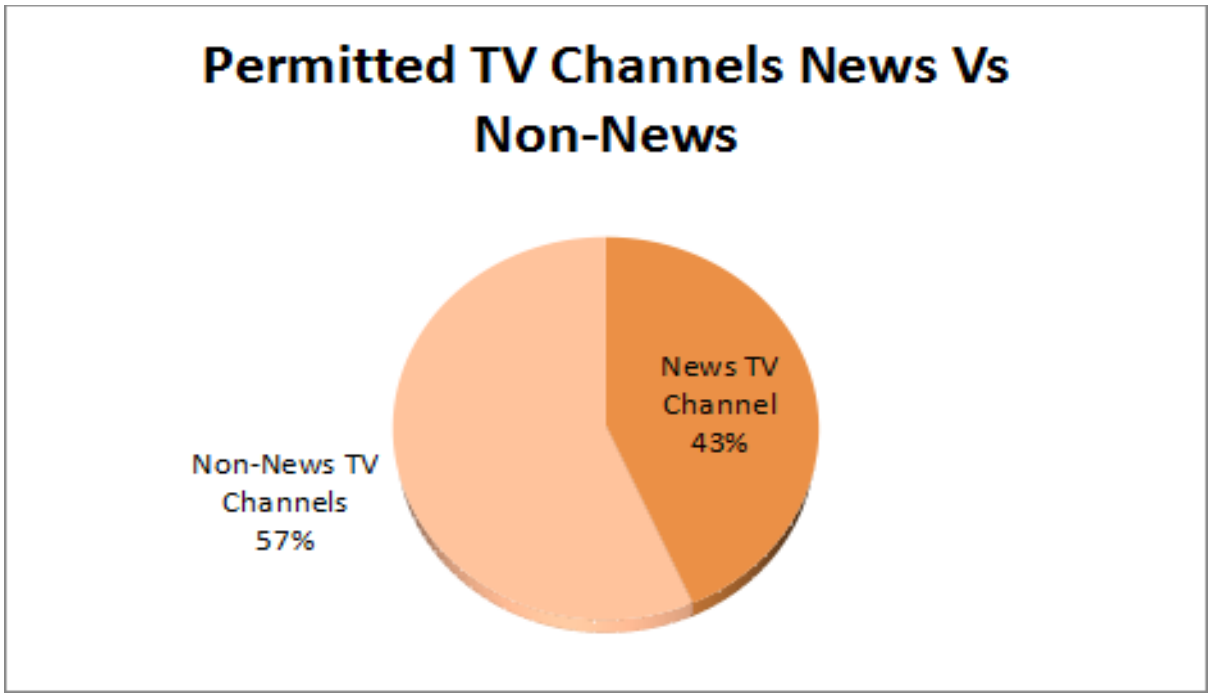
Broadcast Seva Portal

Number of Television Channels permitted by the Ministry



Permissions are given by the Ministry to operate only two categories of TV Channels i.e. `News & Current Affairs TV Channels' and `Non-News & Current Affairs TV Channels.' Out of the above total channels, **the share of News and Non-News channels is 396 and 516 respectively.**

Category wise permitted Channels



Broadcast Seva Portal was initially started by the Ministry in 2016 under the Automation of Broadcasting Wing scheme under the 12th Five Year Plan (2012-2017) with the objective of developing an Integrated Online Portal Solution to establish a computerised web-based system for speedy processing of applications for various broadcasting licenses/ permissions/

registrations, etc. The focus of the scheme was to provide a single-point facility to applicants to enable 'Ease of Doing Business'. The facilities covered under the portal were Private Satellite TV channels, Teleport operators, Multi-service operators (cable operators), Community Radio Stations (CRS), and Private FM channels.

The Broadcast Seva Portal has been revamped by the Ministry to incorporate more features and allow for seamless interface with agencies involved in the processing of such applications by the broadcasters and efficient processing of such applications in the Ministry. For ease of doing business, the Broadcast Seva Portal has been integrated with other Ministries/Departments, such as the Ministry of Home Affairs, Department of Space, Ministry of Corporate Affairs, Department of Telecommunications etc. The portal is also being integrated with the National Single Window System (NSWS) portal of the Department for Promotion of Industry and Internal Trade and Saral Sanchar Portal of the Department of Telecommunications. Revamping the Broadcast Seva Portal with advanced IT application software platforms has enabled the processing of services of all modules within the shortest duration and ensured broadcasters' satisfaction.

Key features of the Broadcast Seva Portal are:

Features for stakeholders:

i. End-to-end processing of applications for new permission, renewal, change of name/logo/teleport/satellite, etc.

ii. Integration with payment system (Bharat Kosh), e-Office, and other Ministries' portals.

iii. Analytics, Reporting and Management Information System (MIS)

iv. Integrated Helpdesk, Data Centre

v. Extension to DTH operators, Local Cable Operators, Headend in the Sky (HITS) operators and Digital Media

vi. User registration and updation

vii. Fee calculation and payments, application forms and status tracking, download facility for letters/orders, alerts to stakeholders (SMS/emails)

Back Office features

i. User hierarchy creation and role assignment

ii. Workflow-based processing of various applications

iii. Digital signing and system generation of letters

iv. Entire application to be hosted on cloud

v. Management Information System and Dashboard.

The applicant companies (broadcasters/teleport operators) can now view the live tracking/status of the applications filed online on the web portal https://new.broadcastseva.gov.in/digigov-portal-web-app/.

Content Regulation of TV Channels

As per the Cable Television Networks (Regulation) Act, 1995, programmes and advertisements telecast on private TV channels are required to adhere to the Programme and Advertising Codes laid down under the Cable Television Networks (Regulation) Act, 1995 and the Cable Television Networks Rules, 1994 framed thereunder.

Complaint Redressal Structure Under Cable Television Networks (Amendment) Rules, 2021

The Cable Television Networks Rules, 1994 have been amended vide Notification dated June 17, 2021, as Cable Television Networks (Amendment) Rules, 2021, thereby providing for a statutory mechanism for redressal of grievances/complaints of citizens relating to content broadcast by television channels, in accordance with the provisions of the Cable Television Networks (Regulation) Act, 1995.

These Rules provide that in order to ensure observance and adherence to the Programme Code and the Advertising Code by the broadcaster and to address the grievance or complaint relating thereto, there shall be a three-level structure (complaint redressal structure) as under:

(i) Level I - A Self-regulation by broadcasters

(ii) Level II - Self-regulation by the self-regulating bodies of the broadcasters and

(iii) Level III - Oversight mechanism by the Central Government.

In pursuance of Cable Television Networks (Amendment) Rules, 2021, an Inter-Departmental Committee (IDC) has been constituted by the Ministry vide order dated July 14, 2021. The IDC is chaired by the Additional Secretary in the Ministry of Information and Broadcasting, and consists of representatives from the Ministry of Women and Child Development, Ministry of Home Affairs, Ministry of Electronics and Information Technology, Ministry of External Affairs and Ministry of Defence. Further, Ministry's order dated January 5, 2023 representatives from the Press Council of India (PCI), Bar Council of India (BCI), Federation of Indian Chambers of Commerce and Industry (FICCI) and Confederation of Indian Industry (CII) have also been nominated as members of the IDC.

IDC meetings held during 2023

S. No.	IDC meeting held on	No. of cases considered	Action taken
1	21.03.2023	12	3 Warnings, 4 No Action, 4 Advisories, 1 off-air
2	13.09.2023	5	1 Warning, 1 Advisory, 2 off-air, 1 Apology scroll
3	06.02.2024	6	2 Advisory, 2 No Action, 1 Warning, 1 off-air **(order pending for approval)**

During the year 2023-24, 23 cases were heard by the Inter-Departmental Committee and on its recommendation, action was taken against 18 cases by way of issuance of advisories, warnings, orders for apology scroll and off-air orders.

General Advisories issued to TV channels during the period 01.01.2023 to 31.03.2024

S. No.	Subject-Matters	Date of Advisory
01	Advisory: Not to telecast contents which offend against good taste, contain defamatory and half-truth, malign an individual and are not suitable for unrestricted public exhibition.	09.01.2023
02	Advisory: To telecast the President of India's speech and Republic Day parade with commentary in sign language as well for the benefit of differently-abled people.	20.01.2023

03	Advisory: Compliance with existing legal provisions while organising conclaves/summits by organisers/media houses.	09.05.2023
04	Advisory: To not violate Rule 6(1)(c), 6(1)(d) and 6(1)(i) of the Programme Code.	08.06.2023
05	Advisory: Precaution for the safety of media personnel involved in ground reporting on cyclone Biparjoy.	15.06.2023
06	Advisory: To telecast Independence Day commentary in sign language as well for the benefit of differently-abled people.	11.08.2023
07	Advisory: To refrain from giving TV platforms to persons who are involved in serious crime or terrorism.	21.09.2023
08	Advisory to all Private Satellite TV channels covering the ongoing rescue operations at Silkyara, Uttarakhand reg.	21.11.2023
09	Advisory to refrain from publishing/telecasting any content that may be false or manipulated or has the potential to disturb communal harmony or public order - reg.	20.01.2024
10	Telecast of Republic Day ceremony/parade with sign language interpretation.	25.01.2024

Grievance Petitions on the PG Portal

During the period from January 1, 2023 to March 31, 2024, 344 grievance petitions relating to content broadcast on private satellite TV Channels have been disposed of.

Important Outcome in respect to Content Monitoring on Surrogate- Advertisement

Surrogate advertising, which indirectly promotes products like cigarettes, alcohol, and tobacco through brand extensions, is prohibited by Rule 7(2)(viii)(A) of the Advertising Code under the Cable Television Networks (Regulation) Act, 1995. This rule allows the advertisement of genuine brand extension products under certain conditions, including pre-certification by the Central Board of Film Certification (CBFC). The Ministry issued directives and advisories in 2010 and 2020 to emphasize strict adherence to these regulations.

In April 2022, the CBFC also issued an advisory informing the media channels and advertisers about the necessity of CBFC certification for brand extension product advertisements, emphasizing compliance with advertising regulations to prevent surrogate advertising.

During 2022, an Inter-Departmental Committee (IDC), constituted to look into the cases of violation of Programme and Advertising Codes, found 31 TV channels in violation of the Advertising Code for airing ads without the required CBFC certificates. Orders were issued to these channels to run apology scrolls. While 28 channels complied, three contested the directive in Delhi High Court. One petition was disposed of in July 2022, upholding the Ministry's order with certain modifications. In another case, the High Court upheld the Ministry's orders in December 2023. Two channels subsequently appealed to a Division Bench, which upheld the Ministry's order regarding advertisements for 'All Seasons Club Soda' in January 2024. The channel was instructed to broadcast an apology scroll four times a day for three consecutive days, and it complied with the MIB's Order.

This legal battle underscores the Government's efforts to enforce advertising regulations and prevent surrogate advertisements, ensuring responsible advertising practices in the interest of public health.

Electronic Media Monitoring Centre (EMMC)

The Electronic Media Monitoring Centre (EMMC), set up in 2008 under the Ministry of Information and Broadcasting, monitors the content being aired by TV news channels, beaming within the country, for any violation of both Programme and Advertisement Codes

under the Cable Television Networks (Regulation) Act, 1995.

EMMC currently has state-of-the-art technical infrastructure to acquire, record, store, and retrieve the content of up to 900 TV channels on a real-time basis and it monitors content aired by news channels for any violation of Programme and Advertisement Code.

Apart from flagging apparent violations by various channels and reporting the same to the Ministry for subsequent action, EMMC also organised various activities in 2023-24, such as Yoga Day, Hindi Pakhwada, Constitution Day celebrations, Vigilance Awareness Week etc.

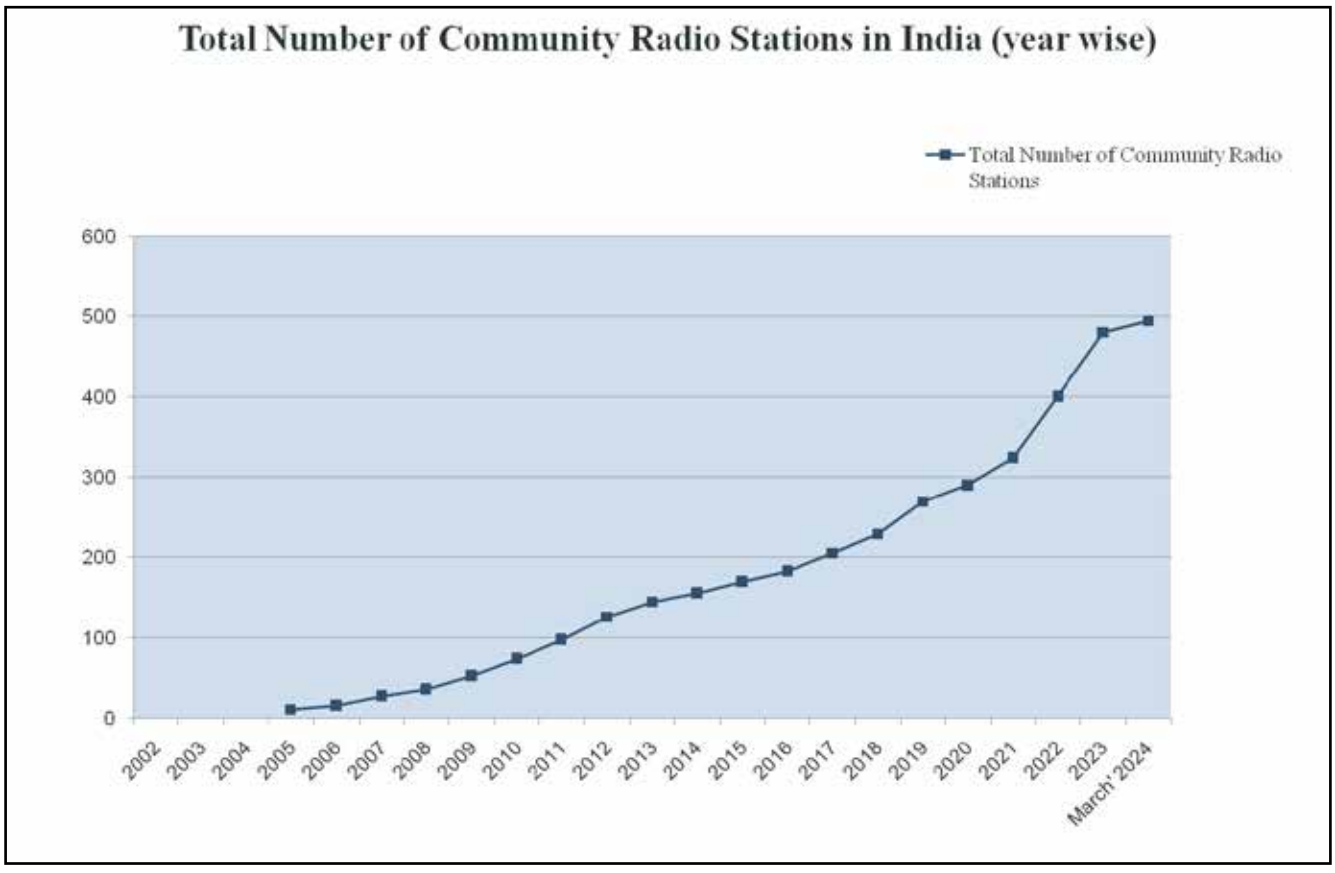
Community Radio

Highlights of the year

Union Minister for Information and Broadcasting, Shri Anurag Singh Thakur released the 'Revised Policy Guidelines for setting up Community Radio Stations in India' on the occasion of 'World Radio Day' during the Regional Community Radio Sammelan (South) on February 13, 2024 at Anna University, Chennai.

Community Radio is an important third tier in radio broadcasting, distinct from Public Service Radio broadcasting and Commercial Radio. Community Radio Stations (CRSs) are low-power radio stations, which are meant to be set up and operated by local communities. In December 2002, the Government of India approved a policy for the grant of licenses, for setting up Community Radio Stations, to well-established educational institutions. The Policy Guidelines were amended, in 2006, permitting community-based Organisations such as ICAR institutions, Krishi Vigyan Kendras, registered societies public charitable trusts, etc. to own and operate Community Radio Stations, to allow greater participation on in issues relating to development and social change. The Policy Guidelines were further amended in 2017, 2018, 2022 and 2024 to promote the growth of the Community Radio sector. The policy guidelines for Community Radio and the list of CRSs currently in operation can be accessed from the website of the Ministry at www.mib.gov.in.

The Community Radio provides a platform to communities to air local voices on issues



concerning health, nutrition, education, agriculture, etc. Since the Community Radio broadcast is in local languages and dialects, people are able to relate to it instantly. Community Radio also has the potential to strengthen people's participation in development programmes through its holistic approach. In a country like India, where every state has its own language and distinctive cultural identity, CRSs are also a repository of local folk music and cultural heritage. Many CRSs record and preserve local songs for posterity and give local artists a platform to showcase their talent to the community. The unique position of CRS as an instrument of positive social change makes it an ideal tool for community empowerment.

Union Minister for Ministry of Information and Broadcasting, Shri Anurag Singh Thakur with the recipients of the 8th and 9th editions of the National Community Radio Awards

The Secretary, Ministry of Information and Broadcasting, Shri Sanjay Jaju launching a Picture Postcard Publication representing the work and reach of Community Radios and the Systematic Learning Curriculum on Climate Change for Community Media at the Radio Festival 2024.

In the last few years, this sector has been growing gradually but effectively in India. So far, a total of 680 Letters of Intent (LoIs) for grant of permission for CRSs have been issued, out of which 603 Organisations have signed Grant of Permission Agreement (GOPA) and 494 CRSs are operational, as on March 31, 2024.

To support the Community Radio movement, a Central Sector Scheme namely 'Supporting Community Radio Movement in India' has been approved. Under the scheme, financial support is provided to existing as well as new Community Radio Stations towards the purchase of equipment/ replacement of equipment. Other activities such as the capacity building of stations, awareness programmes for eligible organisations, regional sammelans, and Community Radio Awards are included for giving impetus to the community radio sector.

Status of Community Radio Stations in India

As of March 31, 2024, 494 CRSs are operational in the country, of which 283 are operated by NGOs, 191 by educational institutions and 20 by KVKs. During FY 2023-24 a total of 57 new Community Radio Stations were commissioned.

Role and function of the Ministry

In respect of the Community Radio Sector, the Ministry of Information grants permission to eligible organisations to set up Community Radios. Further, all the related activities for strengthening the sector are carried out by the Ministry.

New Initiatives of the Ministry

The Ministry has taken several initiatives for ease of doing business in the sector. The process for application for setting up of Community Radios has been made fully online through its revamped Broadcast Seva Portal – www.new.broadcastseva.gov.in. To facilitate the applicants getting licenses, the Broadcast Seva Portal has been integrated with the Saral Sanchar Portal.

Activities done by the Ministry

(i) Regional Sammelan (North) was organised on the occasion of National Broadcasting Day, in the month of July 2023. 8th and 9th Edition of the National Community Radio Awards were also conferred by Union Minister for Information and Broadcasting, Shri Anurag Singh Thakur.

(ii) Five (5) workshops were held across India covering the whole country and CR dark areas in particular.

(iii) Capacity Building Workshop was conducted for CRSs and Akashwani Radio Stations of North-East States for the preservation of indigenous languages in collaboration with UNESCO in Shillong.

(iv) The Radio Festival was organised on World Radio Day, celebrating the theme '100 Years on Air: Keep it Loud' and 20 years of Community Radios in India.

FM Sector

FM Radio is one of the preferred modes of entertainment among youth and adults across the nation. The variety offered by various FM Radio stations in local languages is welcomed by the masses as evidenced by the increase in the number of channels in recent years and the enthusiasm shown by Private FM broadcasters to acquire new FM Radio channels in the two batches of e-auction conducted under FM Phase-III. It has also evolved as a potential medium for local businesses to expand their reach through radio advertisements.

The FM Cell of the Ministry deals with all matters related to Private FM Radio broadcasting in India as per Policy Guidelines on the expansion of FM Radio broadcasting services through private agencies phase III approved by the Union Cabinet on July 7, 2011, along with the latest updates is available on the website of the Ministry www.mib.gov.in/all_broadcasting_documents.

The Government opened up the FM Radio sector for private participation in July 1999 with 21 Private FM Radio channels in 12 cities mainly in state capitals. The FM Phase II scheme launched in 2005 provided for expansion in cities with a population of 3 lakh and above. Under Phase II, 245 private FM channels came into operation in 86 cities in 26 states and 3 UTs, including 21 channels migrated from Phase-I.

With a view to further expand the reach of FM Radio, the Government on July 25, 2011, announced FM Phase III policy guidelines with the objective to expand private FM Radio in all cities with population of one lakh and above besides 11 border cities in Jammu & Kashmir, North Eastern states and Island Territories having population less than one lakh. After completion of 2 batches of e-auction under FM Radio Phase III, the Ministry has added 162 more channels across the country. Private FM radio channels have been operationalised in Leh and Kargil of the UT of Ladakh and at Bhaderwah, Kathua and Poonch of the border areas of the UT of J&K.

As on date March 31, 2024, 388 FM Radio channels are operational in 113 cities across the country spread across 26 States and 5 Union Territories.

Transparency Measures & Supervision

Permission for FM Radio channels is granted to companies on the basis of an ascending e-auction. The revenue from private broadcasters in the form of the quarterly license fee is collected online through the Bharatkosh Portal.

For enhancing transparency, digitization of broadcasting services is also being undertaken through an online portal 'Broadcast Seva'-an online portal, in a phased manner, for the collection of various mandatory documents and for the collection of license fees and other financial documents from broadcasters.

In order to ensure compliance with the provision laid down in FM Phase III Policy Guidelines and Grant of Permission Agreement (GOPA) signed by the Private broadcasters, the Officer of the FM Cell of this Ministry undertake inspection of Radio stations and Common Transmission Infrastructure (CTI) facilities.

Revenue Accrual to the Government

The Government receives revenue from Private broadcasters by way of non-refundable entry fees, Non-refundable one-time migration fees, Annual license fees, Tower rental and processing fees.

The total revenue earned by the Government by way of Non-refundable One Time entry Fee, Non-refundable One Time Migration Fee, Annual License Fee, Tower rental and processing fee from Pvt FM Radio broadcasting in the country since the inception of private FM Radio Broadcasting in the year 2000 amount to Rs. 6647.77 crore (approx.).

DIGITAL ADDRESSABLE SYSTEM

i) Decriminalization of the Cable Television Networks (Regulation) Act, 1995

The Cable Television Networks (Regulation) Act, 1995, has been amended through the Jan Vishwas (Amendment of Provisions) Act, 2023, replacing the previous stringent measures of imprisonment and fines with a more flexible approach allowing for warnings, advisories, censures/ or and penalties up to INR 20,000 for the first contravention and upto INR 1,00,000 for the second contravention thereby decriminalizing the CTN Act.

ii) Renewal of Multi-System Operators (MSO) Registration and last mile Internet connectivity

a) Since the Cable Television Networks (Regulation) Act, 1995, and its associated rules did not contain provisions pertaining to the renewal of MSO (Multi-System Operator) registration, a formal request was submitted to the Telecom Regulatory Authority of India (TRAI) on February 7, 2022 under Section 11 of the TRAI Act, 1997, seeking their recommendations. On December 29, 2022, TRAI provided its recommendations.

b) After examination of TRAI's recommendations in the Ministry, and with the approval of the Competent Authority, amendments were made to the Cable Television Networks Rules, 1994. These amendments included provisions related to the renewal of MSO registration. These changes were notified on September 18, 2023.

c) Furthermore, building upon TRAI's

recommendations dated September 7, 2022, addressing 'Market Structure/ Competition in Cable TV services,' a new rule, Rule 5C, was incorporated into the Cable Television Networks Rules, 1994. This rule enables cable operators to offer last-mile access to internet service providers, likely to facilitate the expansion of broadband services.

iii) Amendment in the CTN Rules, 1994 thereby making provisions to define "Designated Officer" "Local Cable Operator", Platform Services & "Registered Office"

This Ministry issued a Gazette Notification No. GSR 719(E) dated 03.10.2023 thereby amending the Cable Television Networks Rules, 1994 which are called the Cable Television Networks (Second Amendment) Rules, 2023. The amended rules define "designated officer", "local cable operator" and "Platform Services" and "Registered Office". This amendment provides the framework for implementation of decriminalisation of CTN Act, 1995 through Jan Vishwas Act, 2023.

iv) Draft Broadcasting Services (Regulation) Bill, 2023

M/o I&B recently drafted the Broadcasting Services (Regulation) Bill, 2023. The draft Bill aims to consolidate existing Regulations/ guidelines/ Rules governing various Broadcasting services into a single regulation thereby streamlining the regulatory framework in the Broadcasting industry, comments/ suggestions/ feedback/ inputs/ views on the draft Bill were sought from stakeholders/ general public upto 15.01.2024. The comments/ feedback received are currently under examination.

v) National Register for LCOs

a) MIB vide Office Memorandum dated 08.02.2024 had directed all Local Cable Operators to furnish details about registration No. of LCO, address, date of registration, number of subscribers etc. through the Broadcast Seva Portal. This initiative aims to assign a National Registration Number to each LCO and compile a National Register of LCOs. Additionally, Multi-System Operators (MSOs) and HITS operators were instructed to ensure that LCOs with interconnection agreements submit the required information on the portal. Accordingly, the above said Register of LCOs was launched by Hon'ble Minister for Information and Broadcasting on February 22, 2024 which is available on new. broadcastsewa.gov.in portal with an aim to enable the Government to streamline regulatory processes in the cable television sector. Approximately 40,000 LCOs have been granted National Registration No. till now.

vi) MSO Registrations

MSO registration granted during the year are 21. Total registration granted till March 2024 are 880. Also, registration of 883 MSOs have been cancelled during the year. The sharp decline in the number of MSOs are due to systematic action on the inactive and non-compliant MSOs. These MSOs have not caused the Audit of their systems resulting into the doubt on integrity of Network operated by them. Such MSOs were more prone to the piracy of signals and suppression of subscribers base.

vii) PS Channel Registrations

TRAI recommendations on platform services offered by MSOs were processed to finality, and the requisite guidelines in this regard were issued on November 30, 2022. The guidelines came into effect from December 1, 2023. While the guidelines seek to regulate the local content transmitted by cable operators on their own network, they also ensure that the network capacity of cable operators is primary utilized for the distribution of registered TV Channels. Additionally, sufficient provisions have been made in the guidelines for MSOs to cater to the demand for local content by their subscribers. The PS guidelines mandate adherence to the Programme Code and Advertisement Code in respect to content on PS channels, keeping recordings for 90 days, etc., and shall help in combating the menace of piracy. The framework

for implementing the guideline was developed during the period under reporting. Based on the guidelines issued, this Ministry has received several applications from MSOs for the registration of PS offered by them. Registration has been granted to 228 PS Channels during the period of reporting and other applications are being processed as per the guidelines..

PRASAR BHARATI

Prasar Bharati was constituted as a statutory corporation under the Prasar Bharati (Broadcasting Corporation of India) Act, 1990 w.e.f. November 23, 1997. Prasar Bharati, with Akashvani (erstwhile All India Radio) and Doordarshan as its two constituents, is mandated to organise and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting on radio and television.

With changing times, Prasar Bharati has also transcended into the progressive and transformational mega wave of 'media convergence' of a digitally oriented platform. For the upwardly mobile and digitally savvy population around the globe, Prasar Bharati provides access to a variety of content by way of digital platforms like YouTube and mobile App 'NewsOnAIR. Prasar Bharati also uses a number of social media platforms like Facebook and Twitter to disseminate updated information about its content and other relevant details about events and news.

The need for a public service broadcaster like Prasar Bharati is even more apparent in view of more than 800 channels that are mainly focussing on commercial programmes. Therefore, as a Public Service Broadcaster, Prasar Bharati is faced with the twin challenges of fulfilling its mandate as laid down in the Prasar Bharati Act in compliance with statutory law while being commercially viable in the competitive world with private broadcasters. Balancing these twin challenges has been the focus of the policies and initiatives of Prasar Bharati.

Prasar Bharati currently reaches 90 per cent by way of the area and 98 per cent by way of the population of the whole country through its radio network and almost 100 per cent through satellite mode of TV network. Prasar Bharati presently has 591 Akashvani broadcasting installations and 66 Doordarshan Kendras to provide various Akashvani and DD services across the country.

Objectives

As per sub-section (2), the mandate given to Prasar Bharati enjoins the organisation to function inter-alia with the following objectives:-

i. Uphold the unity, and integrity of the country and the values enshrined in the Constitution.

ii. Promote national integration.

iii. Safeguard the citizen's right to be informed on all matters of public interest and present a fair and balanced flow of information.

iv. Pay special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health & family welfare and science & technology.

v. Create awareness about women's issues and take special steps to protect the interests of the children, the aged and other vulnerable sections of the society.

vi. Provide adequate coverage to the diverse cultures, sports & games, and youth affairs.

vii. Promote social justice, safeguarding the rights of working classes, minorities and tribal communities.

viii. Promote research and to expand broadcasting facilities and development in broadcast technology.

The Prasar Bharati Board

Prasar Bharati is governed at the apex level by the Prasar Bharati Board, which is vested with powers for general superintendence,

direction and management of the affairs of the Corporation. Prasar Bharati Board comprises of a Chairperson, an Executive Member (Chief Executive Officer), a Member (Finance), a Member (Personnel), six part-time Members, a representative of the Ministry of Information & Broadcasting and the Director General of Akashvani and Doordarshan as its ex-officio Members. The tenure of the Chairman is three years subject to the maximum age limit of 70 years, whichever is earlier. The Executive Member has a tenure of five years, subject to an age limit of sixty-five years, whichever is earlier. The Member (Finance) and the Member (Personnel) are whole-time Members with six-year tenure, subject to the age limit of 62 years, whichever is earlier. The Prasar Bharati Board meetings convene at least six times a year normally. Except for implementation of Plan schemes funded by the Government wherein, a delegation of power is separately prescribed, the Board enjoys full financial powers.

The Organisational Setup

Organisational Structure of Akashvani

Akashvani is headed by a Director General, assisted by Additional Director Generals (ADGs) in Programme, Administration and Finance Wings and an Engineer-in-Chief in the Engineering Wing. News Wing is headed by a Principal Director General (News).

Directorate General, Akashvani, is responsible for policy formulation, planning and development, infrastructure and technology upgradation, budgetary planning and control, human resource management overseeing operations and maintenance activities, etc. of all the Akashvani set up across the country.

Akashvani is divided into 5 programme zones based on the geographical coverage of programmes. These Zones are North Zone (HQ Delhi), South Zone (HQ Chennai), East Zone (HQ Kolkata), West Zone (HQ Mumbai) and North East Zone (HQ Guwahati). In addition, a National Zone is also created to supervise the National channels of Doordarshan and Akashvani. ADG/DDGs act as Zonal Head (Content Ops.), Zonal Head (Broadcast Ops.) and Zonal Head (Admin) at each of these Zones.

Organisational Structure of Doordarshan

Doordarshan is headed by a Director General, who is assisted by Additional Director Generals in the Programme, Administration and Finance Wings and an Engineer-in-Chief in the Engineering Wing. News Wing is headed by a Principal Director General (News).

Director General, Doordarshan, is responsible for policy formulation, planning and development, infrastructure and technology upgradation, budgetary planning and control, human resource management, overseeing operations and maintenance activities, etc. of all the Doordarshan set up across the country.

The Five programming zones based upon the geographical coverage of Doordarshan are Delhi (North Zone), Mumbai (West Zone), Chennai (South Zone), Kolkata (East Zone) and Guwahati (North East Zone) and National Programming zone reports to the Director General. In parallel, five engineering zones based upon the geographical coverage and the National Engineering zone are for project and maintenance.

Important Programme Activities of Akashvani & Doordarshan in 2023-24

Akashvani

Among coverage/ broadcast of many events of national importance, details of some of the events/programmes broadcast are as under:

- Coverage of the second part of the Budget Session of Parliament.
- Results of Assembly elections in Meghalaya, Tripura and Nagaland and swearing-in ceremony of Chief Ministers on March 2, 2023.
- Successful launch of LVM 3 -M3 rocket with 36 satellites by ISRO from Sriharikota.
- Oscar award ceremony
- Flag off Secunderabad – Tirupathi Vande Bharat Express Inauguration by Hon'ble Prime Minister telecast live from Secunderabad Railway Station, Hyderabad & Public Meeting & Inauguration of Various Schemes Live from Parade

Grounds, Secunderabad, and Hyderabad on April 8, 2023.

- Pariksha Pe Charcha (PPC): Pariksha Pe Charcha (PPC) is a unique interactive program of Hon'ble Prime Minister, Shri Narendra Modi with students, teachers and parents which was held on January 29, 2024. News Services Division, Akashvani and its Regional News Units have covered Pariksha Pe Charcha 2024. Stories relating to it have been carried in news bulletins, discussion programmes and on social media platforms.
- Mann ki Baat: The Prime Minister's Mann ki Baat programme was covered in major news bulletins at NSD Headquarters, and in bulletins of RNUs. RNUs also gave wide publicity to the monthly broadcast on their social media platforms by posting tweets in their regional languages. Translated versions of Mann Ki Baat episodes were also broadcast in languages such as Urdu, Chinese and Persian.
- National Conclave: The conclave was inaugurated by the Hon'ble Vice President of India, Shri Jagdeep Dhankar in the presence of Guest of Honour, Union Minister for Information and Broadcasting, Shri Anurag Singh Thakur. The conclave had four panel discussions highlighting the wide-ranging themes of the Prime Minister's interactions during Mann Ki Baat. Each session was moderated by eminent panellists. The themes of the panel discussions were **"Nari Shakti", "Virasat Ka Uthan", "Jan Samvad Se Atma Nirbharta" and "Ahwan Se Jan Andolan".**

Doordarshan

- MV Ganga Vilas Cruise –The journey of the World's Longest River Cruise 'The Ganga Vilas' was extensively covered by the DD news through ground reports from Cruise. The inaugural event was telecast live where the Hon`ble Prime Minister virtually flagged off the Cruise.
- G20 Summit – A Series of special programmes on India @G20 was telecast every day at 7.30 PM on DD India to cover all the aspects/development/activities of G20. India Calling was telecast to highlight all activities of the week and social media coverage of G20 meetings.
- Programme on Azadi Ka Amrit Mahotsav- Jan Ki Baat, Jan Pratinidhi Ke Saath focused on the development journey of the Government and vision for the next 25 years (Amrit Kaal). In the series, interviews of Union ministers and MPs were broadcast.
- A special series, **"DD Dastavez"**, which showcases the rich archival material available with Doordarshan was aired. Special episodes were telecast focusing on various aspects of Azadi Ka Amrit Mahotsav.
- Ground Reports on Aspirational districts- DD News regularly telecast stories on the ground realities of the execution of welfare schemes specially focused on Aspirational Districts of the country incorporating bytes of beneficiaries.
- Chandrayaan 3: The launch was telecast live. The extensive coverage of the successful Chandrayaan-3 mission highlighted the objectives of the mission. The coverage included a discussion programme on Chandrayaan 3 and India's space program in general. In addition, special programmes like **'ISRO Mein Naari Shakti'** were also telecast.

Important Technical achievements of Akashvani & Doordarshan in 2023-24

Akashvani

- **91** of 100 W FM Transmitters were inaugurated by Hon'ble Prime Minister Shri Narendra Modi on April 28, 2023 to boost radio connectivity. These transmitters have been installed in 84 districts across 18 states & 2 UT. The States and UTs covered include Bihar, Jharkhand, Odisha, West Bengal, Assam, Meghalaya, Nagaland, Haryana, Rajasthan, Uttar Pradesh, Uttarakhand, Andhra Pradesh, Kerala, Telangana, Chhattisgarh, Gujarat, Madhya Pradesh, Maharashtra, Ladakh and Andaman and Nicobar Islands.

Doordarshan

Major Technological Upgradation during this period

- Out of the existing 66 Studio Centres set up in different parts of the country, 62 have been made fully digital. The remaining 4 Studio Centres are analog.
- DD Free Dish is a Free-to-Air (FTA) and an affordable alternative DTH platform for people who do not have the means to pay high subscription fees. According to market estimates, there are more than 43 million households with set-top boxes capable of receiving DD Free Dish DTH channels.

Significant developmental activities during this year

- Installation of the Uplink Antenna system in Kolkata (7.60 mtr parabolic antenna) and Thiruvananthapuram have been completed for better efficiency & reliability.
- Nos. of 10 KW (1+1) DVB-T2 & T2 lite ready UHF analog terrestrial TV transmitters, one each at Patnitop and Green Ridge (J&K) have been installed. In addition, 2 nos. of 5 kW each digital ready UHF analog terrestrial TV Transmitters have been installed at Rajouri (J&K) for better terrestrial coverage in border areas. Transmitters are ready for commissioning.
- As part of Augmentation of News Production Equipment, Teleprompter (5no.) for DD News, Delhi has been provided for usage in VVIP coverages.
- As part of Facelift of DD & AIR Channels, Non-Linear Editing Systems &Workstations & Desktop Systems have been provided to various DD Kendras to enhance post-production facilities.

Major projects under implementation which are likely to be completed during the current financial year

- Modernisation of Earth station at DDK Kolkata to make it HD compliant & Spectrum efficient.
- Existing Earth Station services are to be migrated to the new Uplink Antenna System at Kolkata and Thiruvananthapuram.
- Installation of Uplink Antenna System at Chandigarh & Chennai for better efficiency & reliability.
- As part of Upgradation of Technical Facilities to HD for Live coverages, action was initiated for procurement of fully built and integrated Native Ultra High Definition Modular Fly Pack OB Units consisting of 32 cameras and up to 05 standalone configurations at DDK Delhi.
- As part of Technology for content Innovation, action was initiated for the installation of direct view Active LED Video Walls with accessories straight & curved for DDKs/ RNUs for various DD Kendras. The video wall provides a vast improvement in look and feel of the set and overall production quality.
- As part of Facelift of DD & AIR Channels, action was initiated for procurement of Mobile Journalist (MOJO) Kits, installation of 4 Camera MCU (Multi Camera Units), installation of Vehicle Mount DG Sets of Minimum 62.5 KVA(01 No) & 100KVA (01 No) Capacity.

Free-to-air DTH "DD Free Dish"

Doordarshan launched its free-to-air DTH service "DD Free Dish" (Earlier DD Direct+) in December, 2004 with a bouquet of 33 TV channels. The capacity of DTH Platform was subsequently augmented to 59 TV channels. DTH signals can be received anywhere in the country (except Andaman & Nicobar Islands) with the help of small-sised dish receive units. For A&N Islands, DTH service in C-band with a bouquet of 10 channels was started in September, 2009. Upgradation of Doordarshan's DTH Platform "DD Free Dish" from 59 to 104 channels was completed in December, 2014 which was later increased to 112 SDTV Channels. Further upgradation of DD's DTH platform up to 128 SDTV channels has been completed as part of the approved 3-Years (2017-20) Extension Scheme of Doordarshan. Presently, DD Free Dish is carrying a bouquet of 167 channels of different genres.

Additionally, an MoU has been signed with Bhaskaracharya National Institute for Space Applications and Geo-informatics (BISAG (N)) for uplinking of 306 Educational Channels through the teleport facility of BISAG (N), to be available on DD DTH platform, free of cost without any monthly subscription. Approval has been given to procure 8.7 Lakh FTA DTH, non-CAS, non-RPD Receive sets (with STBs) with the provision of app-based/ call-based/ SMS-based authorisation and activation facility.

Digitalisation of Terrestrial Transmission

Prasar Bharati has entered into a Memorandum of Understanding (MoU) with IIT Kanpur to develop a Next Generation Broadcast solution/roadmap for Digital Terrestrial Broadcasting consistent with emerging standards such as 5G Broadcast.

High Definition TV (HDTV)

- Presently, four HD Channels i.e. DD National, DD News, DD Sports & DD India are available in satellite mode & are also available on the DD DTH Platform.
- As part of the 3-year (2017-20) Extension Scheme of Doordarshan, the upgradation of the Studio centre from SD to HD has been completed at DDK Delhi, DD News & CPC Delhi for migration of all 7 Channels originating from Delhi.
- As part of BIND Scheme (2021-26), the upgradation of existing technical facilities at 24x7 regional channels for HD production and production is envisaged.

Global Outreach

Memorandum of Understandings (MoUs)/ Agreements signed by Prasar Bharati during the period

- A MoU between Prasar Bharati and Mauritius Broadcasting Corporation (MBC), Mauritius was signed on May 12, 2023 in the field of exchange of contents, co-productions, exchange of personnel/ training and distribution of DD India, DD Urdu, and DD Sports 2.0 channels in Mauritius on a gratis basis.
- A MoU between Prasar Bharati and DW Germany related to the telecast of Program 'Eco India' on DD network was signed on July 7, 2023 and valid for two years 2023-25.
- A MoU between Prasar Bharati and RTM Malaysia was signed on November 7, 2023 at Hyderabad House, New Delhi. It envisages the exchange of contents in different genres, news and news materials in Radio and Television programs, and Co-production of programmes.

Other Activities

The global outreach division was engaged in many activities to promote and collaborate with Prasar Bharati on International platforms. Some of these activities inter-alia are mentioned as under:

- Formation of the Joint Working Group (JWG): A Joint Working Group (JWG) comprising of officers from Prasar Bharati, M/o Information & Broadcasting and M/o External Affairs was constituted in order to frame the strategy for enhancing co-operation and collaboration between Prasar Bharati and international broadcasters including the exploration of possibilities of distribution of DD India channel world over. The Eighth Meeting of the Joint Working Group (JWG) was held on November 29, 2023 under the chairmanship of CEO PB.
- MBC Mauritius: A three-member delegation led by DG, Mauritius Broadcasting Corporation (MBC) visited Prasar Bharati

A three-member delegation led by DG, MBC (Mauritius Broadcasting Corporation) Shri Anooj Ramsurrun visited Prasar Bharati and met CEO, PB Shri Gaurav Dwivedi on June 30, 2023

and had a meeting with CEO, PB on June 30, 2023 to discuss the cooperation areas between the two broadcasters such as content sharing, staff training, OTT Platform & reciprocal carriage of channels.

- US Delegation: A three-member delegation led by Shri Chris Elms: the Spokesperson of US Embassies visited Prasar Bharati on July 27, 2023 and met with CEO, Prasar Bharati in his chamber.

Officials from US Embassy met with CEO, Prasar Bharati on July 27, 2023

- Deutsche Welle, Germany: A physical meeting between CEO, Prasar Bharati and DG, Deutsche Welle Germany held on November 22, 2023 at Prasar Bharati Secretariat to discuss the sharing of live news and content for digital media.

Meeting of CEO, Prasar Bharati with DG, Deutsche Welle Shri Peter Limbourg, November 22, 2023 at Prasar Bharati Secretariat

- Bharat ko Janiye Yatra (BKJY) August 10, 2023: The Ministry of External Affairs (MEA) organised an online quiz titled 'Bharat ko Janiye Yatra' (BKJY) for young participants from across the world in order to enhance their knowledge on the history, geography, polity, culture, heritage, freedom, struggle, economy, science & technology and overall development of modern India. The final 15 winners were invited to India by MEA and their visit was made at Prasar Bharati/ DD News on August 10, 2023 to provide them exposure to broadcasting infrastructure & set up of DD News/ DD India studios.

15 winners of online quiz titled 'Bharat ko Janiye Yatra' (BKJY) organised by MEA visited Prasar Bharati and DD News on August 10, 2023.

- Series of 'Know India Programme' was organised by MEA for Indian Diaspora. The visit is planned to enable the participants of Indian origin about actual developments in various fields in India and about public broadcasting services- All India Radio, Doordarshan, Prasar Bharati.

- AIBD President: Shri Gaurav Dwivedi, CEO, Prasar Bharati has been elected as a President of Asia Pacific Institute for Broadcasting and Development for the term 2023-25 during the AIBD General Conference (GC) 2023 held from 2-4 October 2023 at Port Luis, Mauritius.

Visit of more than 60 participants of Indian Origin in Prasar Bharati (DD News, Doordarshan) on August 3, 2023 (forenoon) under the "66th Know India Program" organised by MEA for Indian Diaspora.

Details of Prasar Bharati regarding the fund allocation under the Bind scheme

Budget

Details regarding the fund allocation under the BIND Scheme are as under:-

i. Funds sanctioned for the BIND Scheme for the FY 2023-24- Rs. 375.99 Crore
ii. Expenditure incurred for FY 2023-24 (until 01.04.2024) - Rs. 345.39 Crore
iii. Funds sanctioned for the BIND Scheme for the FY 2022-23 - Rs. 316 Crore
iv. Expenditure incurred for the period 01.01.2023 to 31.03.2023 (3 months)- Rs. 70.8 Crore.

The 21st General Conference & Associated Meetings 2023 (GC 2023) of Asia-Pacific Institute for Broadcasting Development (AIBD) being chaired by its President Gaurav Dwivedi, CEO Prasar Bharati in Port Louis, Mauritius on October 2-4, 2023.

Technical advancements under the BIND Scheme

Modernisation (including Digitisation), Augmentation & Replacement of Transmitters	Tower strengthening at Gangtok
Modernisation Augmentation & Replacement of Satellite Broadcast equipment	Modernisation of Earth station at 11 locations
	SITC- Uplink antenna system (at Bhubaneswar, Thiruvananthapuram, Ahmedabad, Chennai, Lucknow and Kolkata).
	SITC- Uplink antenna system at Chandigarh
	Up-gradation of DTH Earth station Pitampura, Delhi (Input & Baseband System)
Modernisation and digitalisation of studios/New studios	Procurement of balance studio equipment of 12th plan/ procurement of studio equipment under BIND scheme (2017- 2021) for various Kendra. Pilot project for SITC of File based workflow technology at DDK Hyderabad.
Expansion of DTH	i) Distribution of 1.2 Lakh DTH receive Set top boxes for LWE remote & tribal areas of the country. ii) Upgradation of Earth station at DTH Pitampura (C Band)- SITC of equipments (Compression and monitoring System equipment etc.)
High-Definition TV (HDTV)	SITC of Automated News Production System at News HQ, Delhi
Augmentation of Civil Infrastructure including Staff Quarters and other works	Balance work for completion of TV tower at Amritsar, shifting of Transmitter and other associated works.
Strengthening of Coverage in sensitive areas	i) Installation of HPTs at Green Ridge and Patnitop sites ii) Installation of HPTs at Rajouri J&K
Expansion of DD Free Dish DTH Platform	i. Upgradation of existing four compression chains and Misc equipment at Todapur, Delhi. ii. Expansion of DD Free Dish Platform by SITC of additional two streams with RF system at earth station Todapur Delhi.
DTH Disaster Recovery Centre	Setting up of Geo Diversity Centre for DD DTH platform similar to main site capacity
Automation & Modernisation of Program Production Facilities to HD	Upgrading the existing technical facilities at 24x7 Regional channels for HD production & post-production i. Upgradation of studio-based production facilities (PCR equipment & MSR/CAR equipment ii. File Based Production & Post-production workflow

	iii. HD playout facility iv. Miscellaneous technical facilities &other associated equipment like Studio light, and other audio video equipment v. Augmenting and Up-gradation of Program production facility for VVIP coverage of DD News vi. Augmenting of essential infrastructure AC Plants Electrical & Civil
Automation & Modernisation of Satellite Transmission Facilities to HD.	Upgradation and replacement of C Band DTH Earth station at Pitampura (RF equipment)
	Replacement of (1+1) HPA system at DDK New Delhi
	Expansion of Earth Station at Leh & Vijayawada from 1 Channel uplink to 2 Channel uplink facility and Up-gradation and replacement of 2x (1+1) Earth Station at Aizwal, Guwahati & Shillong
Augmentation of News Production Equipment	News acquisition and production equipment like MOJO Kits, Backpacks, Teleprompter, NRCS system, NLEs etc. for News HQ & Regional News Units, PBNS.
Upgradation of Technical Facilities to HD for Live coverage	i)Upgradation/ -replacement of Multi-Camera Mobile Production facilities (OB van & EFP Van) including Vehicle and HD Production Equipment (ii) Providing Fly away HD Production facilities
Technology for content Innovation (i) Content Enrichment Technology including Video Walls, Virtual Sets AR equipment and Pilot on VR solution (ii) Pilot Project on 4K/ UHD Content Production (iii) Pilot Project on Studio Production Automation	i) SITC of Direct view Active LED Video Walls with accessories straight & curved for DDKs ii) SITC of Native UHD Multi Format Mobile Production Facilities (OB Vans/Trucks) of 12 Camera each at DDK Delhi & CPC Delhi
DD Free Dish STBs distribution in strategic areas (approx 7 Lakh units with App-based authorisation) and streaming of Radio Channels available on DD Free Dish through Wi-Fi hotspots	Distribution of 7.5 Lakh DTH Receive sets in SITC mode in project mode Distribution of 1.2 Lakh DTH STBs under component Expansion of DTH BIND scheme 21-2017(Continuing Scheme of 26-2021) (Clubbed together Distribution of 8.7 Lakh DTH Receive sets in SITC mode)

Facelift of DD & AIR Channels	i) Non-Linear Editing System ii) MOJO Kit iii) Other Associated production equipment
File based workflow facilities at Regional Kendra	Introduction of file-based production workflow at 14 Doordarshan Regional Kendra
Provision of OB & EFP van	OB/ EFP Mobile Van - (8 Nos.) including for NE region
BARC Watermarking system for DD Channel in HD	Provision of hardware, software and annual licensing to facilitate audience measurement for 28 Regional channels of Doordarshan

BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED (BECIL)

Broadcast Engineering Consultants India Limited (BECIL), a Mini Ratna Central Public Sector Enterprise (CPSE) of the Government of India under of Ministry of I&B was established in 1995 for providing project consultancy services and turnkey solutions encompassing the entire gamut of radio and television broadcast engineering, establishment of transmission facilities i.e content production facilities, terrestrial, satellite and cable broadcasting in India and abroad.

BECIL has now diversified into the fields of Strategic Projects such as Information Communication Technology, Electronic Surveillance (namely CCTV, Access Control, Intrusion, Fire Safety, Hydrants, etc.), Electronic Media contents including films, Sentinel Analytics, Counter Drones/UAV etc. The activities include but not limited to Supply, Installation, Testing & Commissioning, Consultancy Services, Technical Audit, Media Analysis, R&D, projects pertaining to Digital India, City Surveillance, Safe City, Smart City, Make in India, Made in India, Manufacturing, Audio Video & Data Analysis, Cyber Security, Engineering, Procurement & Construction, Project Management Services, Operation and Maintenance, Manpower Placement, AMC and providing the total turnkey project for the critical information infrastructure.

BECIL has its Head Office in New Delhi, Corporate Office in Noida and Regional Office in Bangalore and Kolkata. BECIL is exploring geographical expansion in many states due to diversification in business portfolios.

Major Projects/Business Activities Executed

Consultancy & Turnkey Solutions for FM Broadcasting

BECIL has been involved in providing services to private FM broadcasters in India for the establishment and content monitoring. BECIL is also working as a System Integrator for various FM transmission sites of private FM broadcasters.

Upgradation of the Audio-Visual Systems and Acoustics in the Conference Room at the National Gallery of Modern Arts

The work involved designing and upgradation of the existing Audio-Visual Systems and Acoustics in the Conference Room at NGMA, which was used by the Ministry of Culture to host G20 Meetings.

Automation of the Office of the Press Registrar General of India

The scope of work includes providing manpower, hardware, software and related services to support the office of the Press Registrar General of India for the development and implementation of web-enabled application software. As the part of project – title verification and e-filing applications have been developed and implemented.

Revamping and Upgradation of Broadcast Seva Portal

The Ministry of Information and Broadcasting (MIB) has engaged BECIL for revamping and upgradation of the Broadcast Seva Portal. BECIL has successfully interacted with the various departments and managed the development of the portal as per the requirements of the MIB.

CCTV Surveillance Access Control System

BECIL has provided the services of planning and installation of CCTV Surveillance Access Control Systems to various Government clients such as District Courts and Sub Divisional Courts in Jharkhand, Central Warehousing Corporation, Ministry of Home Affairs, Haryana Police Housing Corporation, Space Situational Awareness Control Centre at ISRO Telemetry, Tracking and Command Network, Bengaluru and various Locations in Tirumala Tirupati Devasthanams (TTD).

Establishment of Community Radio Stations

BECIL has executed projects for the establishment of Community Radio Stations including internal studio works like acoustics, electrical, etc. transmission chains including 30 metres mast, studio equipment and internet radio for various organisations like King George's Medical University, Lucknow, Indian Institute of Mass Communication, New Delhi, Dr Baba Saheb Ambedkar Open University, Ahmedabad, Gujarat, Bhartendu Human Care And Development Society, Azamgarh, Uttar Pradesh, Savitribai Phule Mahila Ekatma Samaj Mandal, Near Gajanan Maharaj Mandir, Aurangabad, Maharashtra, Pradumman Singh Educational Social & Environment Trust, Basti, Uttar Pradesh, Sher-e-Kashmir University of Agricultural Sciences and Technology of Kashmir, an agricultural university located in Shalimar, Srinagar, Jammu and Kashmir, Om Sterling Global University, Hisar, Haryana.

Installation of 3 Camera Studio Setup at Hon'ble Chief Minister's House at Bhopal, Madhya Pradesh

BECIL has set-up a three Camera Studio at Hon'ble Chief Minister's House Bhopal, Madhya Pradesh. The set-up is being used for recording and production of important public messages, announcements, discussions, interviews, talk shows and similar events in connection with the Hon'ble Chief Minister.

National Highway Emergency Response System Software for on-road units of National Highways Authority of India (NHAI)

BECIL has been engaged as a Service Provider to design, develop, deploy, operate and maintain the computer-aided dispatch system software/GIS Enable National Highway Emergency Response System software for on-road units of NHAI.

National Level PACS Software for National Bank for Agriculture and Rural Development (NABARD)

Primary Agricultural Societies (PACS) are owned by farmers, rural artisans etc. and aim at promoting thrift and mutual help among the members cater to their credit requirements and provide credit-linked services like input supply, storage and marketing of agricultural produce, etc. The large outreach of PACS to the Small & Marginal Farmers (SMFs) makes them a systemically important class of agricultural credit purveying institutions. Keeping these in view and to make PACS self-reliant and in tune with 'Atmanirbhar Bharat Abhiyaan', the Government of India decided

to implement the Centrally Sponsored Project for Computerisation of PACS. The scope of this project, being executed by a consortium of BECIL with other agencies is to provide a Comprehensive, Multifunctional Model and Modular Software for the Modernisation / Computerisation of PACS.

The prime responsibilities of BECIL and the consortium as the execution agency are providing a National Level PACS ERP Software, customising the Software based on the requirement of each State, and facilitating the deployment of the PACS software.

Construction of Multipurpose Cultural Complex (Auditorium) for Prayagraj Development Authority

BECIL is executing the project for the Construction of a Multipurpose Cultural Complex (Auditorium) for the Prayagraj Development Authority.

Bharat Heera Kendra Project

"BHARAT HEERA KENDRA (BHK)" is a Project being executed by BECIL in PPP mode. BHK comprises spaces for Healthcare, Education, Entertainment and Retail Activities (HEERA) and a Digital Utility Center providing E-commerce services etc., which will be set up on a land area of approx. 2000 sq. mtr (a little less than half an acre), covering a population of 45-50 k amongst 8-10 villages on the linking road of villages/towns. Each BHK will create at least 45+ direct/ indirect jobs for the local eligible residents.

Smart Water Meter for Moradabad Smart City

BECIL is providing Smart Water meters controlled through 'Automated Metering Infra', with Meters based on ultrasonic technology to Moradabad Smart City, under Area Based Developments scheme for installation of Smart meters.

Smart Metering Project would eliminate the need for manual meter readings, empowering consumers, who can monitor their water consumption through a mobile app. The app will be able to integrate with other software APIs of field devices like quality parameters and Bulk metering parameters, if installed in the field.

Cyber Security & Digital Forensic Lab

BECIL has embarked on an ambitious initiative to build an advanced Cyber/Digital Forensic Lab to meet the digital investigative demands of Defence, Law Enforcement Agencies, State Police, Academia and Critical Infrastructure. This complete setup intends to strengthen the National Security posture by offering modern technologies and professional staff and will comprise of cutting edge Cyber/ Digital Forensic Lab equipped with advanced capabilities to conduct in-depth investigation and analysis of digital evidence.

Early Warning Dissemination System (EWDS) for Revenue Department, Government of Karnataka

This project, encompassing Last Mile Connectivity EWDS for Karnataka's coastal communities, has been a testament to BECIL's commitment to delivering high-quality services and ensuring the safety of those residing in vulnerable coastal areas. The project includes installation and operation of the EWDS enabling State and District Control Centres to communicate directly with villagers and other first-responder stakeholders.

Multimedia Laser Show with Water Screen & Musical Fountain at Sanjeeviah Park (Hussain Sagar Lake), Telangana

BECIL has implemented and executed the Design, Supply, Installation, Testing& Commissioning of a Multimedia Laser Show with larger aqua screen projection mapping with synchronisation of the fountain show at Sanjeeviah Park (Hussain Sagar Lake), Telangana. The project envisages improving the tourist attraction with an easy understanding of the history through clear sound effects, background score and cultural music.

Sound and Light/Multimedia /Laser Show and Illumination of Building Façade at Osmania Art College Hyderabad, Telangana

BECIL has implemented the Sound & Light/Multimedia/Laser Show and Illumination of Building Façade by using Digital Multimedia Technology at the Osmania Arts University Hyderabad. The main Scope of the Project was:

- Illumination of the university in order to enhance the beauty of the structure
- Lighting of college façade in creative and artistic ways

Establishment of Bangladesh Bharat Digital Service and Employment Training Centre

BECIL is executing the project 'Bangladesh Bharat Digital Service and Employment Training Centre' (BDSET) which includes the Supply, Installation and Commissioning of ICT Equipment and related items at Sheikh Kamal IT Training and Incubation Center, Rajshahi, Singra, Khulna, Sheikh Hasina Software Technology Park, Jashore, Dhaka and Chattogram (Sheikh Kamal IT Business Incubator, CUET). This project is funded by the Government of India to strengthen bilateral cooperation with the Government of Bangladesh.

Supply, Installation, Testing and Commissioning of Broadcast Equipment and Upgradation of Electronic Media Production Centre at IGNOU, Delhi

Upgradation of the Electronic Media Production Centre (EMPC) and ICT infrastructure of IGNOU, Delhi is being undertaken by BECIL on a turnkey basis.

Supply, Installation, Testing & Commissioning of Audio and Video System for Buildings at the Permanent Campus of Nalanda University

BECIL is executing the project for the Supply, Installation, Testing & Commissioning of the Audio and Video System for the Permanent Campus of Nalanda University. The Scope of Work includes audio reinforcement of the spaces, Video Systems, Projection Systems, Video Management Platforms, Cameras and Digital Podium Solutions.

Setting up of TV Studio with related Acoustics and Electrical Works for the Preparation of MOOCs at Indira Gandhi Krishi Vishwavidyalaya, Raipur

BECIL is executing the project for the Supply, Installation, Testing and Commissioning of the MOOC TV studio and all required auxiliary facilities such as acoustics, furnishings, Studio lightings, Chroma wall, HVAC and Electrical works at Indira Gandhi Krishi Vishwa Vidyalaya, Raipur.

Setting up of HDTV Studio and CRS with IR at Central University of Jharkhand, Ranchi

BECIL is executing a project for the Central University of Jharkhand, Ranchi for setting up of HDTV studio, CRS with IR and all auxiliary facilities such as acoustics, furnishings, Studio lightings, Chroma wall, HVAC and Electrical works.

Setting up of HDTV Studios, PCR, Editing Suites, Hybrid Smart Classrooms, and Conference Room Facilities at the National Academy of Legal Studies and Research

BECIL has executed the project for setting up HDTV Studios, PCR, Editing Suites, 15 numbers of Hybrid Smart Classrooms, and Conference Room Facilities at the National Academy of Legal Studies and Research.

Implementation Partner of Health Care Related Services (Hospital Information Management System) for the Government of Meghalaya

The State of Meghalaya has consistently improved its health systems and delivery over the last few years. The state intends to further improve its overall health performance and

emerge as a strong all-round performance in the country.

System Integrator for Development, Customisation, Deployment and Management of State-wide Vehicle Tracking Software for the Government of Chhattisgarh

BECIL has executed the project for the Development, Customisation, Deployment and Management of State-wide Vehicle tracking Software for the Government of Chhattisgarh. Broadly, the project includes the installation of vehicle tracking device with emergency buttons in specified vehicles, setting up of Integrated Command & Control Centre (ICCC) at the site along with procurement and establishment of IT infrastructure for ICCC, design and development of user-specific dashboard, design and development of a mobile app for all stakeholders (department and general public), operation and maintenance of infrastructure after the project has been made GO- Live.

Enterprise Resource Planning for National Testing Agency

BECIL is providing "Web-based Enterprise Resource Planning (ERP), Disaster Recovery and Cloud Based Solution on Managed Service Model" to the National Testing Agency (NTA). ERP will be operational across all locations and functional areas for seamless exchange of information within the organisation.

State University Management System for Universities of Rajasthan

BECIL is providing a solution for the implementation of the State University Management System in the Universities of Rajasthan. The project aims at Implementing, Customising & Maintaining e-Governance Systems.

LED Project on ESCO model for Nagar Palika Parishad, Kasganj and Unnao

This project was awarded to BECIL for saving energy by replacing conventional street lights with LED street lights. Sodium conventional street lights have been changed to LED lights successfully in Nagar Palika Parishad, Kasganj and Unnao.

Provisioning of Fiber to the Office Connectivity to Government Offices for Horizontal Expansion of Arunachal State Wide Area Network

BECIL has provided services to the Department of IT, Government of Arunachal Pradesh for extending connectivity from District Headquarters to 10 Government offices in each of the 17 districts by introducing Fiber to the Office technology.

Supply of 1500+ AI-based Facial Recognition System Licenses to Odisha Police and State Crime Record Bureau

BECIL has provided Odisha Police and the State Crime Record Bureau with 1500+ AI-based facial recognition system licenses, enhancing their law enforcement capabilities. This cutting-edge technology will aid in efficient and accurate identification, contributing to public safety and crime prevention in the state.

Digital Sankalp Project at Qutub Minar, New Delhi

BECIL has executed the Digital Sankalp Project at Qutub Minar, New Delhi which includes the procurement of hardware along with a 5-year AMC and the development of an online real-time web application under the Ministry of Culture, Government of India.

Training to Department of Karnataka Building and Other Construction Workers Welfare Board, defined by Ministry of Skill Development and Entrepreneurship, Government of India

BECIL has provided skill development and training to uncertified workers in the state of Karnataka. The scope of the programme includes training, assessment and certification of the labourers.

Recognition of BECIL as an Awarding Body (Dual) by the National Council for Vocational Education & Training

BECIL has been recognised by the National Council for Vocational Education & Training to act as an awarding body (Dual) in the skill segment. This provides BECIL with the unique distinction of working both as an Awarding / Certification authority and an assessment authority in the skill segment.

Operation & Maintenance of 33/11 KV substations and LT/HT distribution lines

BECIL has executed the project for the Operation & Maintenance of 33/11 KV substations and LT/HT distribution lines at various circles of Madhyanchal/ Pashchimanchal/Purvanchal Vidyut Vitran Nigam Limited, the Government of Uttar Pradesh, and also for Government of Madhya Pradesh.

Manpower placement and post-deployment management of the employees

BECIL is a pioneer Government organisation in providing manpower services for projects of national importance, across the country, in various Government/Semi-Government/autonomous bodies and also has a separate Human Resource Department for providing manpower in various categories such as professional, technical, non-technical, skilled, semi-skilled, unskilled, highly skilled.

BECIL provides manpower to around 40 Government organisations which include the Ministry of Home Affairs, Ministry of Defence, Ministry of Information and Broadcasting, Ministry of Culture, AIIMS, Election of Commission of India, Supreme Court of India, Delhi High Court, Airports Authority of India, Noida Metro Rail Corporation (NMRC), Indira Gandhi National Open University (IGNOU), etc.

Financial Performance

BECIL has achieved the milestone of surpassing Rs. 1,000 Cr. turnover in FY 2022-23. The company has recorded a growth of 42.40% in total turnover for Financial Year 2022-23 i.e. Rs. 1073, 99.68 Lakhs as compared to previous year turnover of Rs. 754,20.02 Lakhs, which is highest in 28 years of journey of BECIL. The Net Profit of the company is Rs. 405.89 Lakhs in FY 2022-23 as compared to Rs. 11,08.87 Lakhs in FY 2021-22.

■■■

Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur launching 'SHABD' - Prasar Bharati shared audio-visuals for Broadcast Dissemination and revamped websites of DD News, Akashvani News and News on AIR App in New Delhi on March 13, 2024.

Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur at the inaugural ceremony of '75 Creative Minds of Tomorrow' at 54th International Film Festival of India (IFFI) in Goa on November 21, 2023

6 FILMS SECTOR

All matters relating to the Films Sector viz. promoting production, dissemination and preservation of film content including organisation of International Film Festival of India (IFFI), other national and international film festivals, certification of films, granting film shooting permissions, holding of National Film Awards are handled by the Films Wing.

In this regard, the vision of the Ministry is to create an enabling environment for sustained growth of the media and entertainment sector to effectively disseminate information on Government policies, programmes and achievements. The mission of the Ministry relating to the Films Sector is to:

- Promote and develop good and value-based cinema for healthy entertainment of people of all ages and create a policy framework for achieving this
- Restore, digitalise, preserve, and enhance public access to the archival wealth of films, video and audio resources
- Promote good cinema and propagate film culture through film festivals and celebrations

NFDC
cinemas of india

NATIONAL FILM DEVELOPMENT CORPORATION

I. Merger of Film Media Units in NFDC

As per the OM dated December 30, 2022, issued by the Ministry of Information and Broadcasting, the activities of four erstwhile film Media units viz. Film Division (FD), Children Film Society of India (CFSI), Directorate of Film Festival (DFF) & National Film Archive of India (NFAI) have been merged in their entirety with the National Film Development Corporation (NFDC). With effect from January 1, 2023, all the activities have been transferred to NFDC.

Post-merger, NFDC continues to carry out the activities of the erstwhile film media units uninterrupted. The merger has proved to be a strategic tool to achieve various objectives, including growth, efficiency and improvements, by combining the resources, operations, and expertise.

II. Film promotion Activities

1. Successful organisation of the 54th International Film Festival of India (IFFI) Goa, November 20-28, 2023

Since its inception in 1952, the **International Film Festival of India (IFFI)** has been curating spectacular films from all over the world. Its goal is to provide a single platform for ambitious filmmakers, cineastes, and industry professionals to have access to excellent cinema from across the world. IFFI is the only film festival in South Asia that is accredited by the International Federation of Film Producers' Associations (FIAPF) in the Competitive Feature Films Category. It has kept its stature high by committing to promote art by showcasing the international films of the year shortlisted by eminent members associated with the film industry.

Since 2004, IFFI has moved to its permanent venue at Goa. The 54th IFFI was organised by the National Film Development Corporation (NFDC). The ground support for the organisation of IFFI is provided by the Entertainment Society of Goa (ESG), Government of Goa.

Highlights of the 54th IFFI

- 54th IFFI saw record participation from over 105 countries and received a total of 2,926 films for showcasing at the festival. This year the festival had 13 World Premieres, 62 Asia Premieres, 17 International Premieres, and 87 India

Premieres. The line-up included 12 films which were Oscar submissions from their respective countries. The program included 47 films from women filmmakers. There were 10,777 delegates participating in the festival, which was the all-time highest.

- Different curated sections like Festival Kaleidoscope Intergrade (experimental movies), Macabre Dreams (Horror), Docu-montage, Accessible films, etc.
- Golden Peacock for Best Film was conferred upon the Persian Film 'Endless Borders' by Abbas Amini
- 'Drift' directed by Anthony Chen bagged the ICFT UNESCO Gandhi Medal
- Opening Film: Catching Dust (Slow-burn thriller by Stuart Gatt/ English), Mid-fest Film: About Dry Grasses (Turkish Drama by Nury Bilge Ceylan), Closing Film: The Featherweight (American Sports biopic by R. Kolodny)
- Special star-studded gala premieres of 7 Indian movies and 2 web-series
- Presentation of 7 classics restored by NFAI under the Film Heritage Mission
- **Masterclasses/In-conversation Sessions:** by eminent experts like Brilliante Mendoza, Brendan Galvin, Tarsem Singh, Vijay Sethupathy, Pankaj Tripathi, Resul Pookutty, Gulshan Grover, Theodore Gluck (Oscar Academy), Michael Douglas, Carter Pilcher, Manoj Bajpayee, Karan Johar, Jon Goldwater, Sunny Deol, Rajkumar Santoshi, Madhur Bhandarkar, Kartiki Gonsalves, Rani Mukerjee, Vidya Balan, etc
- **Satyajit Ray Lifetime Achievement Award to Michael Douglas:** Hollywood icon Michael Douglas received the Satyajit Ray Lifetime Achievement Award, expressing his honour and admiration for the global language of cinema. He commended Indian cinema, citing "RRR," "Om Shanti Om," and "Lunch Box" as

Actor and Producer Shri Michael Douglas (Centre) receiving the Satyajit Ray Lifetime Achievement Award from Chief Minister of Goa, Shri Pramod Sawant and actor and singer, Shri Ayushmann Khurrana.

Ms. Madhuri Dixit Nene (middle) being facilitated by (L to R) Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Thakur, Minister of State for Fisheries, Animal Husbandry & Dairying and Information & Broadcasting Dr L. Murugan and Chief Minister of Goa, Shri Pramod Sawant.

some of his favourites. Catherine Zeta-Jones, also celebrated and praised the warmth and hospitality they received in India.

- Special Recognition Award for Contribution to Bhartiya Cinema to Madhuri Dixit Nene
- Best OTT Web Series Award was initiated this year to mark the increasing role of OTTs in the film sector and the award was given to Amazon's 'Panchayat Season 2'
- Vibrant opening and closing ceremonies attended by a constellation of celebrities and film luminaries including Catherine Zeta Jones, Michael Douglas, Shekhar Kapur, Jerome Paillard, Catherine Dussart, Helen Leake, Jose Luis Alcaine, Jaya Ahsan, Hugh Welshman, Shahid Kapoor, Sunny Deol, Shreya Ghoshal, Sukhwinder Singh, Sara Ali Khan, Ayushmann Khurrana, and Amit Trivedi.
- The international jury consisted of five members including one Indian member

Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur along with the Chief Minister of Goa, Dr. Pramod Sawant lighting the lamp at the inaugural ceremony of the 54th International Film Festival of India (IFFI), in Goa on November 20, 2023. They were joined by the Minister of State for Information & Broadcasting and Fisheries, Animal Husbandry & Dairying, Dr. L. Murugan and veteran actor Sunny Deol and actress Madhuri Dixit Nene.

Actor and Producer Shri Michael Douglas with wife, Catherine Zeta-Jones, accompanied by their son Dylan, walked the red carpet at the 54th International Film Festival of India.

The cast and crew of 'The Featherweight' *walked the red carpet at the 54th International Film Festival of India along with Joint Secretary (Films) & MD (NFDC), Ministry of Information & Broadcasting Shri Prithul Kumar.*

who was also the Jury Chairperson - Shri Shekhar Kapur (Jury Chairperson), Ms. Helen Leake, Ms. Catherine Dussart, Mr. José Luis Alcaine and Mr. Jerome Paillard.

- Over 200 red carpet events, press conferences and presentations/ felicitations including Salman Khan, Aditi Rao Hydari, AR Rehman, Nawazuddin Siddiqui, Naga Chaitanya, Bhavana Rao, Shruti Prakash, Sanjay Mishra, Vetrimaaran, Gulshan Grover, Tarsem Singh, Pooja Bhatt, Radhika Madan, Rishab Shetty, Kaushik Ganguly, Shoojit Sircar, Nana Patekar, Vipul Shah, etc.
- 45 of the 75 Creative Minds selected through competition were provided opportunities to present their ideas to leading companies in the films and entertainment sector
- Cine-mela included Immersive Cinema Exhibition displaying latest technologies.

2. Organisation of 17th Film-Bazaar

The 17th Film Bazaar was held alongside the International Film Festival of India (IFFI) in Goa from November 20-24, 2023 organised by NFDC. It continued to be an exciting and inspiring place for the independent filmmakers' community from India and South East Asia and those interested in the business from across the world. With 1510 delegates from 31 countries attending Film Bazaar in 2023, the event has come a long way since its inception in 2007 (204 guests from 18 countries). This time, the highest number of delegates participated in the Film Bazaar. Documentaries included in co-production market, work-in-progress lab, and market screenings VFX & Tech Pavilion showcasing cutting edge film technologies Over 30 curated sessions in Knowledge series, etc. The Bazaar has now become a focal point for

Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur and Joint Secretary (Films), Ministry of Information Shri Prithul Kumar at the inauguration of Film Bazaar at Marriott Resort, Goa.

At the 69th National Film Awards, Hon'ble President of India, Smt. Droupadi Murmu conferred the national awards for the year 2021 on October 17, 2023, in various categories, in New Delhi.

South Asian filmmakers to present their stories to international and domestic film fraternities. In addition, the event has become a must-attend in the annual calendars of international sales agents, producers, distributors, and festival programmers. Last but not least, it is also becoming an event where industry professionals are learning about the future trends in the business and also identifying and partnering with the next big film/filmmaker.

It also introduced the VFX & Tech Pavilion to bring together companies and stakeholders who are putting in immense efforts and their genius towards technological innovations in the future of cinema, content creation/ production, and storytelling, while showcasing their cutting-edge technology, networking with industry leaders, and exploring new opportunities to expand their businesses.

This year, Google Arts & Culture, Netflix, Amazon, Sony, Fujifilm and others collaborated with Film Bazaar bringing forth varied concepts of advancement in filmmaking technology and how the incorporation of these technologies has made the production and post-production process quick, easier and efficient.

III. National Film Awards

At the 69th National Film Awards, 2021 Hon'ble President of India, Smt. Droupadi Murmu conferred the National Film Awards for the year 2021 on October 17, 2023 in various categories, in New Delhi. This year the Dada Saheb Phalke Award was conferred on Smt. Waheeda Rehman. Some of the prominent winners in various categories for this year's National Film Awards include Tamil film *'Rocketry: The Nambi Effect'* in the Best Feature Film category. *'RRR'* bagged the award for the Best Popular Film Providing Wholesome Entertainment, Assamese movie *Anunaad - The Resonance* was awarded Best Film on Social Issues, Nikhil Mahajan won the Best Director Award for '*Godavari*', Allu Arjun won the Best Actor Award for his performance in *'Pushpa: The Rise'*, while Alia Bhatt and Kriti Sanon jointly bagged the Best Actress award for their performances in Hindi movies *'Gangubai Kathiawadi'* and *'Mimi'* respectively. Malayalam movie *Meppadiyan* won the Indira Gandhi Award for the Best Debut Film of a Director while the Malayalam movie *'Aavasavyuham'* won the award for the Best Film on Environment Conservation/ Preservation. *'Ek Tha Gaon'* was the Best Non-Feature Film and the Award for the Best Book on Cinema went to *'Music by Laxmikant-Pyarelal'*.

NFDC organised public screenings of Feature and Non-Feature films which were awarded at the 69th National Film Awards at Siri Fort Auditorium in New Delhi from November 14-25, 2023.

IV. International Promotions

The international promotions of the National Film Development Corporation (NFDC) undertook proactive interventions to promote India and the film industry to international audiences in 2023-24. It played a pivotal role in establishing meaningful relationships between India and around the world.

In total, in FY 2023-24, India's official participation was at seven leading international film festivals and markets, which are as under -

1. Cannes Film Festival, Marche du Film 2023

The official delegation to the Cannes Film Festival/ Marche du Film was led by Dr. L. Murugan, Minister of State for Information and Broadcasting (HMSIB). An India Pavilion on the theme of "Showcasing India's Creative Economy" was set up. It was designed by the National Institute of Design, on the concept of Saraswati Yantra. The Poster and trailer of IFFI 2023 was also launched. To facilitate cinematic dialogue between India and its global counterparts, dedicated sessions including panel discussions, roundtables and in-conversation sessions were organised to showcase India's creative economy, and network and connect with the global cinematic community.

2. Annecy International Film Festival (MIFA) 2023

At the 2023 edition of the Annecy Festival and the Annecy International Animation Film Market (MIFA), an Indian Pavilion was set up for the first time. The Indian delegation was led by Mr. Apurva Chandra, Secretary, Ministry of Information and Broadcasting.

3. Toronto International Film Festival 2023

NFDC facilitated a strong participation by India and a strong representation of Indian Cinema at the 2023 edition of the Toronto International Film Festival. The official Indian delegation was led by Shri Prithul Kumar, Joint Secretary(Films) & MD(NFDC), Ministry of Information and Broadcasting. An India Pavilion was set up to highlight India's creative economy becoming the heart of India's activities at TIFF 2023. The India Spotlight Session co-presented by NFDC, Telefilm Canada, Ontario Creates and Creative British Columbia aimed to facilitate co-productions between India and Canada, and activate the existing Audio-Visual Co-Production treaty. NFDC alongside Bangladesh Film Development Corporation (BFDC) facilitated the World Premiere of "Mujib: The Making of Nation". Apart from this, a market screening of "Dil Hai Gray" by Susi Ganeshan was also organised.

4. Tashkent International Film Festival 2023

At the 2023 edition of the Tashkent International Film Festival, the official delegation of India was led by Hon'ble Minister of State for Fisheries, Animal Husbandry & Dairying, Information and Broadcasting, Dr. L. Murugan. Similar to the 2022 edition, Mr. Umesh Mehra represented the Indian film industry.

5. Seminci International Film Festival (Valladolid, Spain, 2023)

India was the Country of Honour with the theme of "Beyond Bollywood". It is the second largest film festival in Spain, and participation was considered crucial to activate India's audio-visual co-production agreement with Spain. At Seminci, the official Indian delegation was led by Ms Neerja Sekhar, Additional Secretary, Ministry of Information and Broadcasting.

6. European Film Market 2024

The 'Film in India' Breakfast Networking session was organised to promote the various initiatives of the Ministry of Information and Broadcasting and National Film Development Corporation Ltd. (NFDC) to the global audience.

V. Film Production & Distribution Activities

1. Production of Films

NFDC produces and co-produces feature films that reflect the diversity of Indian Cinema, under the Development Communication and Dissemination of Filmic Content (DCDFC) scheme of the Ministry of Information and Broadcasting, titled "Production of films in various Indian languages". Under the scheme, NFDC encourages debutant filmmakers by undertaking 100 per cent production of their first feature film, documentary film and co-production of good quality films in partnership with private filmmakers.

Details of the films taken up for production by NFDC in 2023-24 are as under -

A. Feature Films in Various Indian Languages

a. *Changpa - The Story of Poshmina* (Co-production), Language - Ladakhi, Director - Asad Khan

b. *Forest Man of India* (Own), Language- Hindi, Director – Atul Chabra

c. *Thooya - Pure Soul* (Co-production), Language - Assamese, Director - Prabhashit Sharma

d. *Khasi - From No Where to Every*

Where (Co-production), Language - Assamese, Director - Suyash Raj

e. *Choco - A Friend in The Tea Garden* (Co-production), Language - Assamese, Director – Suhani Dahia

B. NE Regional Feature Films

a. *Chowsang On* (Own), Language-Khamti, Director - Nang Tanvi Manpoong

b. *Karken* (Own), Language-Galo, Director – Nending Loder

c. *MoiEtiNixasor* (Co-production), Language-Assamese, Director – Bidyut Kotoky

d. *Goodbye Guruji*(Co-production), Language-Assamese, Director -Borah

e. *Puinau Puidaa* (Co-production), Language-Rongmei, Director – Kachangthai Gonmei

f. *Nora* (Co-production), Language-Assamese, Director -PrakeshDeka

g. *Bibo Binanao* (Co-production), Language-Boro, Director -Kenny Deori Basumatary

C. NE Documentary Films

a. *Majuli - The Shrinking Island* (Own), Language-Assamese, Director –Ratul Baruah

b. *Keepers of the Wild – Aranya Prahari* (Co-production), Language-Karma, Director -S Paljor

c. *Finding Tingteila* (Co-production), Language-Tang Khul and Manipuri, Director –Oinam Doren

d. *Shangrila - A Hidden paradise* (Own), Language-Sikkimese, Director – Samten Bhutia

D. NE Animation Films

a. *Indian Women Atlas* (Own), Language-English, Director -Sunil Dhanker

b. *Rani Gaidinliu - The Iconic Women of North East India* (Own), Language-English, Director - S.V

c. *U - Kiang Nangbah* - The Glorious rebel (Co-production), Language-Hindi, Director -Devendra Kumar Chopra

d. *U-WaMang*, (Own**),** Language-Meiteilon, Director –Trishul Yumnam

E. Documentary on Azaadi Ka Amrit Mahotsav

a. *Breaking the Fourth Wall*, Language-Hindi/Marathi/English, Director – Nilesh Shirke and Baramdeo Sharma

b. *Bharati Aur Bibo*, Language-Hindi, Director –Sneha Ravishankar

F. Number of documentaries whose production had been started by the erstwhile Films Division (State & Language wise) during 2023-24

S.No.	State / UT	Documentaries	Language
1	Manipur	2	Manipuri & English
2	Uttar Pradesh	2	Hindi
3	West Bengal	1	English
4	Tripura	1	Darlong
5	Assam	1	English
6	Arunachal Pradesh	1	English
7	Jammu & Kashmir	1	Hindustani
	TOTAL	**9**	

G. India – Bangladesh Co-Production

Mujib – the making of a Nation (Bengali), the biopic on the Father of the Nation of Bangladesh, Sheikh Mujibur Rahman, directed by Shri Shyam Benegal. Made under a co-production agreement between India and Bangladesh, NFDC India and Bangladesh Film Development Corporation (BFDC) was signed on January 14, 2020 for the co-production of the film "Bangabandhu" with budget investment in the ratio of 40:60 between NFDC and BFDC, respectively. The total production budget is Rs. 72.73 Crore, (NFDC is Rs. 29.09 Crore, and BFDC is Rs. 43.64 Crore). The film was completed and received certification from the Central Board of Film Certification (CBFC) on October 12, 2023. It was first screened at the Toronto International Film Festival on September 13, 2023 and subsequently released in Bangladesh on October 13, 2023 and then in India and overseas on October 27, 2023.

2. Distribution of Films

NFDC carried out the distribution of its films by way of taking up theatrical distribution, syndication, Cinemas of India OTT, exports, and film festivals. NFDC has been successful in showcasing cinema to audiences by effectively exploiting all updated modes of film showcase and distribution avenues. Cinemas of India OTT platform streams NFDC films all year-round and is accessible from anywhere in the world.

NFDC formalised an exclusive licensing deal in domestic distribution with IN10 Pvt. Ltd (EPIC ON) for NFDC's 60 library films for a period of 18 months for the territories worldwide. NFDC also renewed 10 Marathi films license deal with Culver Max Entertainment Pvt Ltd (Sony) for a period of five years on an exclusive basis for satellite rights in India. Three Children's films were added to the license agreement in the renewal deal.

NFDC formalised an export license deal with Carlotta Films for six Satyajit Ray films, including the documentaries, for a period of five years for the territory of France. Further, a license deal was signed with ED Distribution for the four Mani Kaul films for a period of three years exclusively for the territory of France. An agreement for NFDC's 12 titles was signed with **Mind Blowing Films**, Australia, for the IFFM platform in Australia. The deal is on a non-exclusive basis for a period of 12 months.

Screenings were held across various film festivals, museums, and various film clubs in India and abroad for the NFDC's feature films, documentaries and children's films. Further, exhibitions of children's films were organised across four States of India (Nagaland, Manipur, Himachal Pradesh and Jammu & Kashmir). Similar screenings were also organised for school children in States as Gujarat, Maharashtra, Haryana, Uttar Pradesh, Uttarakhand and Delhi.

NFDC released its latest co-production *Mujib – The Making of a Nation*. Released theatrically on October 13, 2023 in Bangladesh with a roaring response breaking all box office records of the nation, the film was released by Panorama Studios International in India and overseas on October 27, 2023. The grand premiere of the film took place on October 12, 2023, in Dhaka, Bangladesh, marking a momentous occasion attended by the Her Excellency Prime Minister of Bangladesh, Ms. Sheikh Hasina.

The distribution department of NFDC continues its representation at all major film markets across the globe with the aim to build the brand 'NFDC' across all renowned markets such as Marché du Film – Festival de Cannes, European Film Market (EFM), Filmart, etc., and build great relationships with A-list festival programmers, international sales agents/distributors and journalists of repute, and to scout for potential partnerships and content sales.

VI. Film Preservation

NFDC-National Film Archive of India (NFDC-NFAI)

The National Film Archive of India (NFAI) was established as a media unit under the Ministry of Information and Broadcasting in February 1964. In India NFAI is the only organisation entrusted with the task of acquiring and preserving India's rich and varied cinematic heritage. With effect from January 01, 2023 all the activities of NFAI have been transferred to National Film Development Corporation (NFDC)

Acquisition in Film Preservation Section

During the year 2023-24, 150 titles were acquired. This collection comprises various Indian language films - Hindi, Marathi, Bengali, English, Telugu, Tamil and Gujarati in 35mm and 16mm film elements. The aforementioned film elements include original camera negatives, release prints, sound negatives, master positives and dupe negatives. The break-up of the acquisition is:

Acquisition through Long Term Loan (LTL) – 106 Titles

Acquisition through Donations – 108 Titles

Acquired via purchase process – 587 Titles

National Film Heritage Mission (NFHM) is a prestigious project of the Government of India initiated in November 2016 by the Ministry of Information and Broadcasting. Its primary goal is the preservation, conservation, digitisation, and restoration of India's film heritage. The Ministry has allocated a total budget of 544.82 Crores for the period from 2021-22 to 2024-25 to support the NFHM, which is overseen by the NFDC- National Film Archive of India (NFAI), Pune.

- In March 2022, the **Preventive Conservation Project** for film reels was initiated as a collaborative effort between Prasad Corporation and L'Immagine Ritrovata. This project encompasses various aspects, including decay prevention, damage repair, cataloguing, meta-tagging, and the rearrangement of film reels as per the international film archive standards. NFDC-NFAI has currently completed the Preventive Conservation of around 47,777 reels out of 60,557 film reels in 2023.
- The **digitisation project** focuses on 5,113 celluloid films, consisting of 2,345 features and 2,768 shorts. State-of-the-art archival film scanners, such as ARRIScan XT Scanners for pictures and Sondor Resonance audio scanners, are being used for digitisation. Under this project, prior to scanning of reels, the best available element is selected for further scanning. Subsequently, manual checking of the reels of finalised films is done and then the reels are cleaned in the ultra-cleaning section. Then, the reels are sent for picture and sound scanning separately. In the year 2023, NFDC-NFAI has digitised 755 feature films and 1418 short films in 4K and 2K resolutions.
- Notably, the Ministry of Information and Broadcasting, Government of India, announced the **Film Restoration Project** under NFHM in May 2022, with a budget of INR 363 crores. The project aims to restore 2,253 films, including 1,145 features and 1,108 shorts. To determine the titles for restoration, language-wisecommittees have been formed, comprising filmmakers, documentary filmmakers, film historians, producers, and other domain experts. NFDC-NFAI started the restoration work. The restoration work on 300 titles, both feature and shorts, commenced in 2023.

Film Storage/Preservation

NFDC-NFAI houses 27 state-of-the-

art film preservation facilities/vaults with archival standards and specifications. These vaults have the capacity of nearly 2 lakh film reels storage. The film vaults are maintained at certain temperatures based on black and white films, colour films and nitrate-based films.

NFDC-NFAI Phase 3 Expansion

NFDC-NFAI's Phase 3 expansion project will be completed in 2024. This new phase includes six new celluloid vaults, which will significantly enhance our film preservation capabilities. These vaults are designed to accommodate approximately 2 lakh (200,000) film reels. Additionally, the new building has four specialised vaults for preserving paper and photographic materials, as well as one vault for safeguarding LTO tapes. This expansion is a valuable addition to our existing infrastructure, which already comprises 27 film preservation facilities, all built to archival standards and specifications.

Key Dissemination Activities of NFDC-NFAI in the International Film Festivals in 2023-24

- **54th International Film Festival of India (IFFI) Goa 2023**: A pavilion was set up featuring wall posters, song booklets, pamphlets, slides, and photographs displayed from NFDC-NFAI collection in IFFI, Goa from November 22 and 28, 2023. The exhibition served to raise awareness about NFDC-NFAI's work and the importance of preserving film and related ancillary materials
- The screening of following films in 54th IFFI under Restored Classics Section in November 2023: *Bees Saal Baad (1962/ Hindi/ Biren Nag/ DCP), Haqeeqat (1964/ Hindi/ Chetan Anand/ DCP), Bidyapati (1937/ Bengali/ Debaki Bose/ DCP), Patala Bhairavi (1951/ Telugu/ K.V. Reddy/ DCP), Guide (1965/ Hindi/ Vijay Anand/ DCP), Chorus (1974/ Bengali/ Mrinal Sen/ DCP), Shyamchi Aai (1953/ Marathi/ P.K. Atre/ DCP)*
- The screening of the following films in the 17th edition of Film Bazaar at the Marriott Resort, Goa between November 20 – 24, 2023 under Viewing Room Section: *Nadiya Ke Paar (1948/ Hindi/ Kishore Sahu/ DCP), Sargam (1950/ Hindi/ P.L. Santoshi/ DCP), Mirza Ghalib (1954/ Hindi/ Sohrab Modi/ DCP)*
- The screening of *Shatranj Ke Khilari (1977/ Hindi/ Satyajit Ray/ DCP), Subarnarekha(1965/ Bengali/ Ritwik Ghatak/ DCP), Chandralekha (1948/ Tamil/ S. S. Vasan/ DCP), Iru Kodugal (1969/ Tamil/ K. Balachander/ DCP), Chidambaram (1985/ Tamil/ G. Aravindan/ DCP)* got screened at The Shanghai Cooperation Organisation Film Festival in January 2023
- The screening of 4K restored *Pratidwandi (1970/ Bengali/ Satyajit Ray/ DCP),* Hirak Rajar Deshe *(1980/ Bengali/ Satyajit Ray/ DCP)* and *Sonar Kella (1970/ Bengali/ Satyajit Ray/ DCP)* at Academy Film Museum, LA, USA as part of Satyajit Ray retrospective in March 2023
- The screening of *Vidyarthikale Ithile Ithile (1972/ Malayalam/ John Abraham)* at Kochi-Muziris Biennale in March 2023
- The screening of *Ashani Sanket (1973/ Bengali/ Satyajit Ray)* at Cinemateca Brasileira (Consulate General of India in São Paulo-Brazil via XPD Division, MEA) in August 2023
- The Screening of Bhuvan Shome (1969/ Bengali/ Mrinal Sen/DCP) at Filmoteca de Catalunya, Barcelona, Spain on September 26 - 29, 2023
- The screening of 4K restored *Ganashatru (1989/ Bengali/ Satyajit Ray/ DCP)* and Agantuk*(1991/ Bengali/ Satyajit Ray/ DCP)* at Film podium, Zurich, Switzerland in September 2023

- As part of actor Dev Anand's centenary celebrations, NFDC-NFAI in collaboration with the Film Heritage Foundation following screenings that took place in PVR-INOX across 30 cities in India in September 2023: *Guide (1965/Hindi/Vijay Anand/DCP), CID (1956/Hindi/Raj Khosla/DCP), Jewel Thief (1967/Hindi/Vijay Anand/DCP) and Johny Mera Naam (1970/Hindi/Vijay Anand/DCP)*
- The screening of *Maya Darpan (1972/Hindi/Kumar Shahni/DCP)* at Seminci Valladolid International Film Festival, Spain in October 2023
- The screening of *Calcutta 71 (1972/Bengali/Mrinal Sen/DCP)* at Brooklyn Academy of Music, New York in November 2023
- The screening of the following films as part of Mrinal Sen retrospective at University of Chicago, Chicago, USA in November 2023: Bhuvan Shome (1969/Bengali/Mrinal Sen/DCP), Khandahar (1984/Bengali/Mrinal Sen/DCP), AkalerSandhane (1982/Bengali/Mrinal Sen/DCP)
- The screening of 4K Restored *Ashani Sanket (1973/Bengali/ Satyajit Ray/DCP)* at BFI, London on December 19, 2023
- The screening of the following films at 'River to River Film Festival', Florence, in December 2023: *Bhuvan Shome (1969/Bengali/Mrinal Sen/DCP)* and *Interview (1971/Bengali/Mrinal Sen/DCP)*
- The screening of Do Bigha Zamin (Hindi/1953/Bimal Roy/2K) at Filmstaden, Swedish Film Institute, Malmö, Sweden (DCP) on February 13, 2023
- The screening of the following film at Swedish Film Institute, Gothenburg on March 9, 2024 - *Do Bigha Zamin (Hindi/1953/ Bimal Roy/ 2K restored version-2012 restoration)*

VII Film Facilitation Office

The Film Facilitation Office (FFO) was set up by the Ministry of Information and Broadcasting in 2015 under NFDC with a view to promote ease of doing business in the film sector and promote India as a filming destination for attracting investment from foreign filmmakers. The FFO provides a single window facilitation and clearance mechanism to both international and domestic filmmakers. Since February 1, 2019, the Film Facilitation Office has been facilitating permissions for domestic film shooting thus providing ease of doing business for regional filmmakers. The role of FFO has been operationalised through Invest India since January 1, 2023, which is the apex body for hand-holding foreign investments in the country and also holds key connections with the States.

A. International Films Facilitated by FFO in FY 2023-24

Production Type	No.
Feature Films	25
Short Films	3
Co-Production	7
Animation	4
Reality TV Show/ Web Series	8

B. Domestic Films Facilitated by FFO for the FY 2023-24

Production Type	No.
Feature Film	16
Reality TV show/ Web series	5

Revision of Incentives: The film incentives for foreign productions and co-productions have been started in 2022 and they have been enhanced manyfold. The cap of the incentives has been enhanced to Rs. 30 Crore and the guidelines of the incentives scheme were comprehensively revised and simplified for furthering the ease of doing

business in this sector. The revised schemes were announced by the Hon'ble Minister for Information and Broadcasting at the inaugural ceremony of IFFI 2023.

Popularising the Incentives: The film facilitation office organised several outreach events such as conferences, sessions, roundtable discussions with foreign missions, webinars, meetings, etc. in the key international and domestic events participated by the Ministry and NFDC. A short film and other promotional material were prepared by FFO on the benefits of filming in India and also the incentives scheme. Following the revision in the incentives scheme, another film with the revised scheme produced by the FFO was used to announce the scheme at the inauguration of IFFI 2023. A digital marketing campaign on the revised incentives scheme has also been launched.

Revamping of FFO web portal: The FFO web portal ffo.gov.in was launched in 2018 to act as a single window resource for filming permissions and for other resources related to filming in India. The website is now being revamped and redesigned to include best-in-class facilities and design as well as to completely automate the facilitation process.

FILM AND TELEVISION INSTITUTE OF INDIA (FTII)

The Film Institute of India was set up by the Government of India in 1960 under the Ministry of Information & Broadcasting. Following the addition of the Television Wing in 1971, the Institute was re-designated as the Film and Television Institute of India (FTII). The Institute was registered as a Society in October 1974 under the Societies Registration Act, 1860. The FTII 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 Chairman. The academic policies of the Institute are formulated by the Academic Council. The matters involving finance are controlled by the Standing Finance Committee.

The Institute consists of two Wings: Film and Television. The Three-Year courses lead to the award of Post Graduate Diploma in Direction & Screenplay Writing, Cinematography, Sound Recording & Sound Design, Editing and Art Direction & Production Design. The Institute also offers a Two-Year Post Graduate Diploma Course in Screen Acting and Screenwriting (Film, TV & Web Series). The Television Courses consist of one-year Post Graduate Certificate Course with specialisations in TV Direction, Electronic Cinematography, Video Editing, Sound Recording & TV Engineering.

HIGHLIGHTS

- As a part of Azadi ka Amrit Mahotsav (AKAM) FTII has completed 75 short courses for participants of the ST community free of cost. These courses are conducted Online and Offline mode all over India and over 1400 participants benefitted from this initiative.
- FTII conducted 39 short courses from April, 2023 to March, 2024. These courses are conducted in Online and Offline mode all over India and over 1149 participants benefitted from this initiative.
- Short-term training program in Basic Course in Film Appreciation and Smart Phone Film Making for Indian Information

Service- Group A officers was held on FTII campus from June 5 to 30, 2023 in which 20 participants were trained.

- Amazon Prime Video in coordination with the Ministry of Information and Broadcasting, Government of India organised a Masterclass on "Crafting stories that Resonate" on July 30, 2023 at FTII. This was the first Masterclass arranged by Amazon Prime Video after signing a Letter of Engagement (LoE) with M/o I&B to promote Media, Entertainment and Awareness.
- Shri R. Madhavan, President of FTII and Chairman of Governing Council visited FTII on October 5, 2023. Shri R. Madhavan, engaged in a series of interactions & discussions during his visit that energised the FTII community.
- FTII organised a Documentary Film Competition as part of 'Azadi Ka Amrit Mahotsav'. Director, FTII presented the certificate of achievement and a cash prize of Rs. One Lakh (Rs.100000/) each, to the winners of the top 3 best documentary films.Awards were announced by FTII on January 26, 2024.

Film Festivals/ Student Awards

FTII TV Direction student from 2018 Batch, Shri Suraj Madhale, won the Best Amateur Video Production award at the 24th CEC - UGC Educational Video Festival hosted at Educational and Multimedia Research Center (EMRC), Osmania University from April 27 to 29, 2023 for the film 'Vaavtal' (Whirlwind). Suraj's fiction film was an academic project during his course of TV Direction.

FTII won the **National Film Award for the student film "THREE TWO ONE," selected as the Best Film on social issues**

Film critic and author of 75 Years, 75 Films: India's Cinematic Journey, *Shri Amitava Nag at the launch of the book at SRFTI, along with members of the library committee in August 2023. The book was published by the Publications Division, Ministry of Information and Broadcasting.*

at the 69th National Film Awards. THREE TWO ONE-Director Himanshu Prajapati also received the award from the **Hon'ble President on October 17, 2023.**

During the period from April 2023 to March 2024, the FTII actively participated in promoting Indian cinema nationally, submitting 103 films to 22 National Film Festivals. Subsequently, 25 student films from the Film and Television Institute of India (FTII) were successfully shortlisted or selected for screening at 14 National Film Festivals across India. Among these student works, 12 films received prestigious awards at 9 different National Film Festivals, highlighting the outstanding talent emerging from FTII.

Internationally, the FTII expanded its reach by submitting 96 student films to 21 International Film Festivals spanning eight countries worldwide between January, 2023 and March, 2024. These efforts resulted in the selection of 6 FTII student films for screening at 4 International Film Festivals, providing global platforms for these emerging filmmakers.

SATYAJIT RAY FILM AND TELEVISION INSTITUTE (SRFTI)

Satyajit Ray Film & Television Institute (SRFTI), Kolkata was established by the Government of India in 1995 as an autonomous educational institution under the Ministry of Information & Broadcasting and was registered under West Bengal Societies Registration Act, 1961. Located in Kolkata and named after the legendary film maestro, Satyajit Ray, SRFTI provides higher and professional education and technical expertise in the art and technique of film-making and television production.

The institute offers a three-year post-graduate programme in six specialisations in films - Direction & Screenplay Writing, Cinematography, Editing, Sound Recording & Design, producing for Film & Television and Animation Cinema and two-year Post Graduate Diploma Programme in Electronic & Digital Media (EDM) in six specialisations - EDM Management, Cinematography for EDM, writing for EDM, Direction & Producing for EDM, Editing for EDM and Sound for EDM.

HIGHLIGHTS

- The post-production for the Coal India audio-visual project was carried out by the faculty of Editing for the EDM Department. Multiple short video spots were produced by the institute and submitted on February 20, 2023.
- SRFTI, in collaboration with Bangla Abar, organised the Bengal International Film Festival 2023, a four-day film festival from March 24 to 27, 2023 at SRFTI campus. The festival was inaugurated by the Hon'ble Governor of West Bengal, Shri CV Ananda Bose.
- 278 student fiction, non-fiction, and animation films from CILECT-affiliated film schools all over the world were reviewed by faculties from various departments and voted for the CILECT Prizes, during March - June 2023.
- Selected students from SRFTI went to ZeLIG School for Documentary in Italy in April 2023 as part of a Student Exchange Program.
- On May 2, 2023 SRFTI celebrated the

102nd birth anniversary of Satyajit Ray with a special screening of a digitally restored version of Shatranj ke Khilari, followed by a Satyajit Ray memorial talk by Prof. N Manu Chakravarthy on 'The Cinema of Satyajit Ray and the Realities of the Times'.

- SRFTI, in association with the Goethe-Institute, Kolkata, organised a special screening program of three films by legendary German filmmaker Rainer Werner Fassbinder from May 29-31, 2023 at SRFTI.
- Under the Indian Technical and Economic Cooperation (ITEC) Program of the Ministry of External Affairs, SRFTI conducted a four-week course on Sustainable Development Goals specifically designed for 16 women TV journalists from Bangladesh. This course was held at the SRFTI campus between July 31 and August 25, 2023.
- As part of Azadi ka Amrit Mahotsav celebrations, the Department of Publications Division, Ministry of Information and Broadcasting published a book titled 75 Years, 75 Films: India's Cinematic Journey authored by prominent film critic, and expert member of SRFTI Library Committee, Shri Amitava Nag. The book was launched in August 2023 at SRFTI.
- SRFTI conducted a two-week film appreciation course for 26 students of the National School of Drama from August 30-September 11, 2023.
- SRFTI conducted an exclusive master class on September 11, 2023 in collaboration with Amazon Prime on creating period dramas for the new age audience. The panellists included eminent film director, Shri Vikramaditya Motwane, Shri Sidhant Gupta, Shri Nikhil Madhok, Head of Hindi Originals of Prime Video India.
- A three-week ITEC course in film production, co-production, and distribution commenced at SRFTI on October 30, 2023 for participants from Argentina and Cuba. It concluded on November 17, 2023 with a valedictory program for the participants in the presence of the Director of SRFTI.
- A three-day long national seminar on 'Transforming Film Education', was hosted by SRFTI from December 13-15, 2023 in the Classroom Theatre. It aimed to review and assess the existing film education frameworks with the National Education Policy's vision and principles. Academic institutes from various regions across the country participated in this event.
- The Direction and Screenplay Writing department organised a five-day workshop on screenplay writing for specialisation students. The workshop was conducted by eminent filmmaker, Shri Abhishek Chaubey.
- SRFTI presented a one of a kind event, ARCUREA, in collaboration with NFDC and NFAI from March 16-22, 2024 to spotlight the importance of film archiving, curation and restoration in the global context. The event, spread over seven days, was a multi-pronged academic engagement with cinema, which included an international colloquium on film archiving and restoration, a cinema curation workshop for students with a focus on Indian cinema, a festival of restored films by the NFDC-NFAI, special screenings of films from curated packages, exhibitions on film-memorabilia, live performances, and a commemoration lecture.

4. Participation and awards in film festivals

Name	Department	Film Title	Award/Festival
Kanu Behl	Direction and Screenplay Writing (Alumnus)	Agra	Premiere at Cannes Film Festival (May 16-27, 2023) 2023 Director's Fortnight
Haobam Paban Kumar	Direction and Screenplay Writing (Alumnus)	Joseph's Son	World premiere at Shanghai International Film Festival 2023 International Competition (June 9-18, 2023)
Sourav Rai	Direction and Screenplay Writing (Alumnus)	Guras	Special Jury award, Karlovy Vary International Film Festival 2023 (June 30–July 8, 2023)
Suchana Saha	Animation Cinema (student)	Priyo Ami	Yugo BAFTA Students Awards 2023 (July 27, 2023)
Tharindu Ramanayake	Direction and Screenplay Writing (Alumnus)	Andaja	Best film, Sin Categoria, Imagine India International Film Festival 2023, Madrid, Spain (September 1-16, 2023)
Subarna Dash, Vidushi Gupta	Animation Cinema (students)	This is TMI	Toronto International Film Festival 2023 (September 7-17, 2023) IDSFFK 2022 (Animation Films – September 8-17, 2023)
Sneha Das, Monjima Mullick	Animation Cinema (students)	Incomprehen-sible Dokras	IDSFFK 2022 (Animation Films – September 8-17, 2023) VGIK International Film Festival, Moscow, Russia, 2023 (October 16-27, 2023)
Digvijay Andhorikar	Direction and Screenplay Writing (Student)	Gulmohar	Jio MAMI 2023 (October 27-November 5, 2023)

Dominic Sangma	Direction and Screenplay Writing (Alumnus)	Rapture	Cultural Diversity Award, Asia Pacific Screen Awards 2023 (November 3, 2023)
Triparna Maity	Animation Cinema (Student)	Neer	Film School Fest, Munich, 2023 (November 12-18, 2023)
Himansu Sekhar Khatua	Director, SRFTI	The Sea & Seven Villages	Non-Feature Film category, Indian Panorama, IFFI 2023 (November 20-28, 2023)
Kamil Saif	Direction and Screenplay Writing (Student)	Last Rehearsal	Best Film Award, National Competition on Short Films, 29th Kolkata International Film Festival, 2023 (December 12, 2023)
Subarna Das	Animation Cinema (Student)	The girl who lived in the loo	World premiere at Berlinale Film Festival, 2024 (February 15 and 25, 2024)

5. FILM & TELEVISION INSTITUTE IN ARUNACHAL PRADESH

- As part of the Government's initiatives for the overall development of North Eastern Region of the country and to encourage talent among youngsters of the North East in the sector of film and television, the Ministry proposed to establish a Film and Television Institute in any of the North Eastern regions on similar lines to that of Film & Television Institute of India, Pune (FTII) and Satyajit Ray Film & Television Institute, Kolkata (SRFTI).
- CPWD has been engaged for execution of the construction work of FTI at Arunachal Pradesh. Construction work is under progress by CPWD (82% construction completed).
- The 10 week long 'Short Trip to Cinema' course was conducted by SRFTI faculty and staff at the Film and Television Institute of Itanagar, Arunachal Pradesh.
- The 'Short Trip to Cinema' Course started from November 6, 2023 at a temporary campus in Itanagar, with a batch of 17 students and ended on January 12, 2024.

CENTRAL BOARD OF FILM CERTIFICATION
केन्द्रीय फिल्म प्रमाणन बोर्ड

CENTRAL BOARD OF FILM CERTIFICATION

The production and exhibition of films occupy an important place in the field of culture as those are the most widely appreciated and democratic forms of art. Films play a significant role in shaping public opinion and imparting knowledge and understanding of the culture and traditions of people across various regions. Production of feature films in the country is mostly in the private sector.

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 Government of India under section 5B (2) of the Act setting out the principles in further detail for determining the suitability of films for public exhibition.

The Central Board of Film Certification has been set up by the Government of India under Section 3 of the Cinematograph Act 1952 to sanction films for public exhibition. The Board consists of non-official members and a Chairman (all of whom are appointed by the Central Government) and functions with headquarters in Mumbai. The present Board appointed vide Ministry's notification dated August 11, 2017 consists of 10 non-official members and is headed by Shri Prasoon Joshi, award-winning writer, noted lyricist, poet, scriptwriter, and advertising and communication icon.

The Board functions with its headquarters in Mumbai and nine regional offices in Mumbai, Chennai, Kolkata, Bengaluru, Hyderabad, Thiruvananthapuram, Delhi, Cuttack and Guwahati. The regional offices are headed by Regional Officers/ Addl. Regional Officer and are assisted by Advisory Panels in the examination of films. The members of the Board and the Advisory Panels represent a cross-section of society and include people from all walks of life like educationists, social workers, housewives, film personalities, doctors, journalists, etc.

Films considered suitable for unrestricted public exhibition are granted "U" certificates. Films that are suitable for unrestricted public exhibition but contain some material that requires parental guidance for children below 12 years, are granted "UA" certificates, with caution to parents to that effect. Films that are found unsuitable for exhibition to non-adults but suitable for 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.

Certification of Films

India is one of the major film-producing countries in the world. The SARS-CoV-2 outbreak in 2020 caused a drop in film production, leading to a decline in the certification of films. Nevertheless, a steady increase has been observed in the certification of films during the last 3 financial years, indicating a recovery in film production activities across the country.

	2020-21	2021-22	2022-23	2023-24
Indian Long Films (Digital & Video)	2258	3184	3847	3476
Foreign Long Films (Digital & Video)	917	722	619	472
Indian Short Films (Digital & Video)	4945	8326	13132	12805
Foreign Short Films (Digital & Video)	179	487	472	678
TOTAL	**8299**	**12719**	**18070**	**17431**

During the FY 2023-24, the Board issued a total of **17431** certificates out of which **5855** certificates were issued to video films, and **11576** certificates were issued to digital films. A consolidated statement indicating certificate-wise and category-wise details of films certified is as below-

CONSOLIDATED STATEMENT INDICATING THE FILMS CERTIFIED BY THE BOARD FROM 1-4-2023 TO 31-3-2024.

A – VIDEO									
	U	U *	UA	UA *	A	A *	S	S*	Total
Indian Long Feature Films	96	70	331	361	9	4			**871**
Foreign Long Feature Films	17	6	142	71	4				**240**
Indian Short Films	2892	73	1446	112	32	2			**4557**
Foreign Short Films	51	1	133	1	1				**187**
TOTAL (B)	**3056**	**150**	**2052**	**545**	**46**	**6**	**0**	**0**	**5855**
B – DIGITAL									
	U	**U ***	**UA**	**UA ***	**A**	**A ***	**S**	**S***	**Total**
Indian Long Feature Films	440	265	603	1051	92	154			**2605**
Foreign Long Feature Films	26	7	112	22	39	26			**232**
Indian Short Films	6325	42	1670	154	43	14			**8248**
Foreign Short Films	115	1	345	1	27	2			**491**
TOTAL (C)	**6906**	**315**	**2730**	**1228**	**201**	**196**	**0**	**0**	**11576**
GRAND TOTAL (A+B)	**9962**	**465**	**4782**	**1773**	**247**	**202**	**0**	**0**	**17431**

***with cuts**

E-Cinepramaan : System Improvements

Multiple initiatives and systematic improvements were undertaken by the CBFC to ease the certification process for filmmakers/ applicants. These mainly involved –

i. Unveiling a state-of-the-art CBFC website that is bilingual and offers a dynamic user experience.

ii. Common and simplification of the application form.

iii. Online upload and verification of modifications/cuts.

iv. Bharatkosh integration for online payments.

v. QR code system for authentication of certification information.

vi. Online screening of short films.

vii. New website with real-time search facility.

Public Service Awareness (PSA) Films

The Ministry of Information and Broadcasting vide OM dated April 20, 2023 transferred the mandate and activities of PSA films-related work of the erstwhile Films Division to the Central Board of Film Certification. The mandatory screening of PSA films in cinema theatres and issuance of an 'Approved Film Exhibition Certificate' to exhibitors/licensees/ digital cinema agencies have been transferred to CBFC through its Regional Offices.

IMPORTANT EVENTS

i. During the period 2023-24, CBFC organised orientation-cum-workshops in collaboration with AWBI for stakeholders of the film industry across different regional centres.

ii. Workshop-cum-meeting with the stakeholders of the film industry was held on July 25, 2023 to disseminate technology solutions on accessibility in films for persons with hearing and visual impairments.

iii. For the newly appointed advisory panel members of the CBFC, workshop-cum-orientations were held in various regions of the Board.

Revenue Generation

The CBFC receives revenue in the form of certification fees/charges. Details of revenue collected during the past five years are as under :

S.No.	Period	Revenue collected (in Rs.)
1.	FY 2019-20	**13,67,45,463**
2.	FY 2020-21	**8,40,92,178**
3.	FY 2021-22	**12,21,40,116**
4.	FY 2022-23	**14,95,52,543**
5.	FY 2023-24	**15,29,94,177**

Important Communication/ Orders

The Ministry of I&B vide Order No. M-11017/1/2023-DO(FC) dated November 3, 2023 nominated the respective Regional Officers of CBFC as Nodal Officers under section 79(3)(b) of the IT Act, 2000 read with rule 3(1)(d) of the Information Technology (Guidelines for Intermediaries and Digital Media Ethics Code) Rules, 2021, in respect to unlawful information prohibited under the Cinematograph Act, 1952- reg.

An Important Communication No.1/2023 dated October 18, 2023 was issued regarding the certification of Hindi dubbed films at the respective Regional Offices where the original version of the film is certified.

CONSOLIDATED STATEMENT INDICATING FILMS CERTIFIED BY THE BOARD FROM 1-1-2023 TO 31-12-2023

VIDEO (A)								
	U	**U ***	**UA**	**UA ***	**A**	**A ***	**S**	**Total**
Indian Feature Films	121	84	391	359	8	7	**0**	970
Foreign Feature Films	18	6	157	57	4	-	**0**	242
Indian Short Films	2916	79	1589	105	46	2	**0**	4737
Foreign Short Films	54	1	113	1	3	-	**0**	172
TOTAL (A)	**3109**	**170**	**2250**	**522**	**61**	**9**	**0**	**6121**
DIGITAL (B)								
	U	**U ***	**UA**	**UA ***	**A**	**A ***	**S**	**Total**
Indian Feature Films	444	230	606	1008	88	121	**0**	2497
Foreign Feature Films	23	7	125	22	40	22	**0**	239
Indian Short Films	6308	41	1644	150	52	13	**0**	8208
Foreign Short Films	95	1	365	-	30	1	**0**	492
TOTAL (B)	**6870**	**279**	**2740**	**1180**	**210**	**157**	**0**	**11436**
GRAND TOTAL (A+B)	**9979**	**449**	**4990**	**1702**	**271**	**166**	**0**	**17557**

*with cuts

CONSOLIDATED STATEMENT INDICATING FILMS CERTIFIED BY THE BOARD FROM 1-1-2024 TO 31-3-2024

VIDEO (A)								
	U	**U ***	**UA**	**UA ***	**A**	**A ***	**S**	**Total**
Indian Feature Films	17	8	88	86	2	1	**0**	202
Foreign Feature Films	11	3	34	18	-	-	**0**	66
Indian Short Films	658	9	292	31	4	-	**0**	994
Foreign Short Films	1	-	32	-	-	-	**0**	33
TOTAL (A)	**687**	**20**	**446**	**135**	**6**	**1**	**0**	**1295**
DIGITAL (B)								
	U	**U ***	**UA**	**UA ***	**A**	**A ***	**S**	**Total**
Indian Feature Films	74	79	139	271	14	66	**0**	643
Foreign Feature Films	8	1	14	6	7	15	**0**	51
Indian Short Films	1223	8	394	36	7	2	**0**	1670
Foreign Short Films	35	-	57	1	7	1	**0**	101
TOTAL (B)	**1340**	**88**	**604**	**314**	**35**	**84**	**0**	**2465**
GRAND TOTAL (A+B)	**2027**	**108**	**1050**	**449**	**41**	**85**	**0**	**3760**

***with cuts**

FINANCES OF THE BOARD

Under the provisions of the Cinematograph Act, of 1952, the Central Board of Film Certification is a statutory body regulating the public exhibition of films. However, for administrative purposes, the Board is treated as a subordinate office under the Ministry of Information and Broadcasting.

The revenue of the Board is by way of the collection of certification fees 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 Offices. The total income accrued during the period **April 1, 2023 to March 31, 2024** is **Rs.15,29,94,177/- (including GST).**The revenue collected is credited to the Consolidated Funds of India. The Board does not operate any bank account in this regard.

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Stone-carved statues installed at the road roundabout of Indira Gandhi International Airport on the occasion of the G20 in New Delhi, September 9-10, 2023.

7 INTERNATIONAL COOPERATION

VISIT OF FOREIGN DELEGATION

A delegation from the United Arab Emirates' (UAE) National Defence College (NDC) visited India on a study tour from December 10, 2023 to December 16, 2023. The delegation comprised sixteen members headed by Brig. Gen. Staff Khalifa Butti Thani Tarish Al Shamsi as well as officials from the Embassy of the UAE, New Delhi.

An Interactive Session was held between Senior Officers of the Ministry of Information and Broadcasting led by the Additional Secretary, Ms. Neerja Sekhar and the UAE delegation on December 14, 2023 at the New Media Centre, New Delhi. The theme of the interaction was the "Role of the Media in National Security Issues" which included a briefing session followed by a Question-Answer Session with the UAE Delegation with senior officials from the Ministry

INDIA and UNESCO

India is among the founder members of the United Nations Educational, Scientific and Cultural Organisation (UNESCO). UNESCO's main goal is to promote international cooperation in the fields of education, science and technology, social sciences, culture, and mass communication.

Ms. Neerja Sekhar, Additional Secretary of Ministry of Information and Broadcasting, welcoming the Delegation of the UAE National Defence College in New Delhi on December 14, 2023.

Interaction held with the UAE Delegation held on December 14, 2023.

The Indian National Commission for Cooperation with UNESCO (INCCU) was set up by the Government of India in 1949 for associating its principal bodies interested in educational, scientific and cultural matters with the work of UNESCO. The Ministry of Education is the nodal Ministry for matters related to INCCU. The INCCU was last constituted in 2020 for a period of four-year. For reconstitution of a fresh INCCU, the Ministry of Information and Broadcasting has sent nominations of ten Institutional and ten Non-Institutional members to the Ministry of Education.

INCCU comprises five Sub-Commissions on Education, Natural Sciences, Social Sciences, Culture, and Communication. The Sub-Commission on Communication is chaired by the Secretary, Ministry of Information and Broadcasting and also comprises various senior officers in the Ministry and heads of Media Units and eminent journalists. A meeting of the Sub-Commission on Communication was convened on November 8, 2023. The Sub-Commission discussed issues related to fake news, fact check, gender equality in media, pluralistic media and the digitisation of the documentary heritage of the country. The views elicited by the Sub-Commission formed a part of India's position at the 42nd UNESCO General Conference held at Paris, France from November 13, 2023 to November 14, 2023.

The Additional Secretary, Ministry of Information and Broadcasting was deputed to attend the meeting of the Communication and Information (CI) Commission of the 42nd UNESCO General Conference at Paris, France from November 13, 2023 to November 14, 2023.

CULTURAL EXCHANGE PROGRAMMES (CEP) WITH FOREIGN COUNTRIES

The Cultural Exchange Programmes (CEP) are signed by the Ministry of Culture on behalf of the Government of India to strengthen cross-country cultural relationships. As regards Ministry of Information and Broadcasting, these programmes/agreements promote the exchange of ideas between India and other countries in the spheres of mass media, journalism, broadcasting, international film festivals, and publications.

During the Financial Year 2023-24, CEPs were signed with the Government of Kenya on December 5, 2023 (for the period 2023-27) and the Government of Republic of Colombia on April 26, 2023 (for the period 2023-2026).

■■■

National Flags of various countries set up for the G20 summit, at the Culture Corridor at Bharat Mandapam in New Delhi, September 9-10, 2023.

8 RESERVATION FOR SCHEDULED CASTES, SCHEDULED TRIBES AND OTHER BACKWARD CLASSES

The representation of SCs, STs, OBCs and Other Categories in the Ministry of I&B and its attached/subordinate offices as on March 31, 2024 is as below:

Group	Total Employees (Sanctioned)	Total Employee (In-Position)	No. of SCs (In-Position)	No. of STs (In-Position)	No. of OBCs (In-Position)	No. of EWS (In-Position)	UR (In-Position)
A	4,139	1,798	322	150	137	01	1,188
B	22,989	8,796	1,311	871	1,277	17	5,320
C	24,165	9,774	2,061	1,438	1,435	30	4,810
D	23	06	05	0	0	0	01
Total	**51,316**	**20,374**	**3,699**	**2,459**	**2,849**	**48**	**11,319**

Group	Office	Total Employee (Sanctioned)	Total Employee (In-Position)	No. of SCs (In-Position)	No. of STs (In-Position)	No. of OBCs (In-Position)	No. of EWS (In-position)
A	Main Sectt.	639	415	62	31	54	01
	PIB	3	1	0	0	0	0
	CBC	18	9	3	1	0	0
	PRGI	10	9	1	1	0	0
	DPD	9	0	0	0	0	0
	NMW	5	2	0	0	0	0
	EMMC	5	3	1	0	0	0
	CBFC	13	7	0	0	0	0
	SRFTI	35	30	1	0	0	0
	FTII	66	25	04	2	01	0
	IIMC	34	30	2	1	4	0
	PCI	9	04	1	0	0	0
	Doordarshan	1,096	462	77	38	28	0
	BECIL	116	52	12	1	7	0
	Akashvani	2,002	731	153	75	40	0
	NFDC	79	18	5	0	3	0
	TOTAL	**4,139**	**1,798**	**322**	**150**	**137**	**01**

Group	Office	Total Employee (Sanctioned)	Total Employee (In-Position)	No. of SCs (In-Position)	No. of STs (In-Position)	No. of OBCs (In-Position)	No. of EWS (In-position)
B	Main Sectt.	619	473	63	21	119	16
	PIB	14	7	1	1	0	0
	CBC	185	91	10	6	25	0
	PRGI	41	27	11	0	6	0
	DPD	31	06	01	01	0	0
	NMW	14	4	0	0	0	0
	EMMC	0	0	0	0	0	0
	CBFC	23	11	3	0	2	0
	SRFTI	28	20	1	0	3	0
	FTII	51	27	6	3	2	0
	IIMC	36	18	6	2	4	0
	PCI	26	20	5	01	02	0
	Doordarshan	9,818	3,085	451	300	431	1
	BECIL	15	3	0	0	0	0
	Akashvani	12,056	4,997	751	536	682	0
	NFDC	31	7	2	0	1	0
	TOTAL	**22,989**	**8,796**	**1,311**	**871**	**1,277**	**17**
C	Main Sectt.	141	110	21	7	29	02
	PIB	551	334	83	27	80	4
	CBC	1,800	1,050	210	155	233	07
	PRGI	28	15	03	1	03	01
	DPD	249	114	24	10	25	07
	NMW	22	13	3	0	0	1
	EMMC	0	0	0	0	0	0
	CBFC	61	32	5	1	11	0
	SRFTI	43	29	14	0	5	0
	FTII	196	72	17	16	11	0
	IIMC	96	51	14	1	11	00
	PCI	52	45	09	5	4	00
	Doordarshan	8,748	2,778	558	456	338	4
	BECIL	41	3	0	0	0	0
	IIS Section	NA	NA	NA	NA	NA	NA
	Akashvani	12,071	5,107	1,094	759	679	4
	NFDC	66	21	6	0	6	0
	TOTAL	**24,165**	**9,774**	**2,061**	**1,438**	**1,435**	**30**

Group	Office	Total Employee (Sanctioned)	Total Employee (In-Position)	No. of SCs (In-Position)	No. of STs (In-Position)	No. of OBCs (In-Position)	No. of EWS (In-position)
D	Main Sectt.	0	0	0	0	0	0
	PIB	0	0	0	0	0	0
	CBC	0	0	0	0	0	0
	PRGI	0	0	0	0	0	0
	DPD	0	0	0	0	0	0
	NMW	0	0	0	0	0	0
	EMMC	0	0	0	0	0	0
	CBFC	1	0	0	0	0	0
	SRFTI	0	0	0	0	0	0
	FTII	0	0	0	0	0	0
	IIMC	0	0	0	0	0	0
	PCI	0	0	0	0	0	0
	PB	0	0	0	0	0	0
	BECIL	16	6	5	0	0	0
	NFDC	6	0	0	0	0	0
	TOTAL	**23**	**6**	**5**	**0**	**0**	**0**

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The Union Minister for Railways, Communications, Electronics and Information Technology, Shri Ashwini Vaishnaw inaugurates the National Conclave on 9 years of Seva, Sushasan and Gareeb Kalyan in the presence of the Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur at Vigyan Bhawan, in New Delhi on May 27, 2023. The Minister of State for Fisheries, Animal Husbandry & Dairying, Information and Broadcasting, Dr. L. Murugan and the Secretary, Ministry of Information & Broadcasting, Shri Apurva Chandra are also present.

9 REPRESENTATION OF PHYSICALLY DISABLED PERSONS IN SERVICE

The instructions and guidelines regarding Persons with Disabilities (PwDs) issued by the nodal Ministry/Department from time-to-time are circulated to all media units and administrative sections in the Main Secretariat of the Ministry of Information and Broadcasting for compliance. In the Main Secretariat, a Liaison Officer is also appointed to look after the interest of PwDs.

The representation of PwDs in this Ministry is also compiled annually and furnished to the DoPT. The representation of PwDs in this Ministry collectively and in Direct Recruitment and Promotion quota as on January 1, 2024 is given below:

Annual Statement Showing the Representation of the Persons with Disabilities in Service
(For the year 2023, as on January 01, 2024)

Group	Number of Employees						
	Total Post	Reserved posts for PWDs	A	B	C	D	E
Group A	3,269	69	6	1	37	-	1
Group B	16,019	496	43	42	76	12	10
Group C & D	17,678	434	60	40	72	18	17
Total	**36,966**	**999**	**109**	**83**	**185**	**30**	**28**

Note :- A) Blindness or low vision;

B) Deaf and hard of hearing;

C) Locomotor disability including cerebral palsy, leprosy cured, dwarfism, acid attack victims and muscular dystrophy;

D) autism, intellectual disability, specific learning disability and mental illness;

E) multiple disabilities from amongst persons under clauses (a) to (d) including deaf-blindness in the posts identified for each disabilities.

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The Secretary, Ministry of Information and Broadcasting, Shri Apurva Chandra administering the 'Integrity Pledge' to officials of the Ministry of Information and Broadcasting, on the occasion of the "Vigilance Awareness Week", in New Delhi on October 30, 2023.

10 USE OF HINDI AS OFFICIAL LANGUAGE

The Hindi Section of the Ministry of Information and Broadcasting (Main Secretariat) functions with sanctioned strength of one post of Director (OL), one post of Deputy Director (OL), two posts of Assistant Director (OL), two posts of Senior Translation Officer, two posts of Junior Translation Officer and other supporting staff to increase the progressive use of Official Language Hindi in day-to-day official work and to implement the Official Language Policy of the Union and Rules made therein. An Official Language Implementation Committee (OLIC) has been constituted under the chairmanship of Senior Economic Advisor in the Ministry and its meetings are being held regularly. In these meetings, the status of implementation of the Official Language in the Ministry and its 17 subordinate Media Units is reviewed and suggestions/decisions taken are communicated to all divisions/wings to increase the use of Hindi in the official work.

During the year 2023-24, two Hindi workshops were organised and 96 officers/employees participated in these workshops. To encourage all the employees and officers to increase the use of Hindi in official work, Hindi Pakhwada was organised from September 14-29, 2023 in the Ministry (Main Secretariat). The message of the Union Minister for Information and Broadcasting was circulated in the Ministry and subordinate Media Units on the occasion of Hindi Diwas on September 14, 2023. During the Hindi Pakhwada, six Hindi competitions were organised. A total of 160 officials participated in these competitions and 68 officers/employees became prize winners. Besides, the Incentive Scheme for Original Hindi Noting/Drafting is being implemented in the Ministry every year. On March 27, 2024, a 'Hindi Pakhwada Samapan Samaroh, 2023' was organised in the Ministry and all winners were facilitated and given the certificates by the Secretary, Ministry of Information and Broadcasting.

During January 1, 2023 to March 31, 2024 the Second Sub Committee of the Committee of Parliament on Official Language inspected 35 subordinate and attached offices of the Ministry. In pursuance of the target given in the Annual Programme of Official Language Department, Hindi section of the Ministry conducted Official Language inspection of 10 sections of the Ministry (Main Secretariat) from February 21 to March 11, 2024. Two Media Units were also inspected during the period. Quarterly reports on the progressive use of Hindi by the Ministry were regularly sent to the Department of Official Language, Ministry of Home Affairs.

The Ministry's website has been made bilingual (Hindi and English) and is updated regularly.

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Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur on the occasion of the valedictory ceremony for Indian Information Service Officers of 2018, 2019 and 2020 batches at IIMC, in New Delhi on March 31, 2023.

11 WOMEN WELFARE ACTIVITIES

To review the programmes and monitor implementation of development schemes for women in accordance with the guidelines of the National Commission for Women, a Women Cell was created in the Ministry in 1992. Later, in accordance with the Hon'ble Supreme Court guidelines laid down in Vishakha & Others Vs. State of Rajasthan case, the Cell was re-constituted on May 16, 2002 as the Complaint Committee for matters relating to sexual harassment at work place. An external expert from YWCA as a non-official member in the Women Cell was included on January 13, 2006.

Later on, in accordance with the guidelines of the Hon'ble Supreme Court and recommendation of National Commission for Women, the Complaint Committee was renamed as 'Internal Complaints Committee (ICC)' on October 25, 2013.

ICC was last re-constituted on October 5, 2023. Vide Circular No. B-11020/17/2011-Admn.III (Vol- II). Ms. Neerja Sekhar, Additional Secretary, Ministry of Information & Broadcasting has been nominated as Chairperson of ICC. Besides, Ms. Pranita Biswasi, National Programmes Manager, YWCA of India, has been nominated as a non-official member of this Committee. Four officials of the Ministry are its official members.

The Internal Complaints Committees are also functioning in the attached/subordinate offices and autonomous bodies of the Ministry. The Guidelines regarding Central Civil Services (Conduct) Rules, 1964 regarding prevention of sexual harassment of women at the workplace issued by Department of Personnel & Training from time-to-time are also brought to the notice of all the Media Units under this Ministry for adherence.

Furthermore, as per the direction of Hon'ble High Court of Orissa in the W.P. (C) No. (PIL) 33000 of 2022, Smt. Biyot Projna Tripathy Vs. Government of Orissa before the Hon'ble High Court of Orissa Bench at Cuttack and in compliance of the decision taken during the last Internal Complaints Committee meeting in this Ministry, necessary billboard, notice board, SHe-Box (Sexual Harassment electronic box) and DOs & DON'Ts along with the poster has been installed at different places of the Main Secretariat of this Ministry.

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The Secretary, Ministry of Information & Broadcasting, Shri Apurva Chandra and other dignitaries at the 3rd G20 Tourism Working Group meeting, in Srinagar on May 22, 2023.

12 VIGILANCE RELATED MATTERS

The vigilance set up of the Ministry functions under the overall supervision of the Secretary, Ministry of Information & Broadcasting. The Vigilance Wing of the Ministry is headed by Chief Vigilance Officer (CVO) at the level of Joint Secretary, who is appointed with the approval of Central Vigilance Commission (CVC) out of one of the Wing Heads of the Ministry. CVO, Ministry of Information & Broadcasting is assisted by Deputy Secretary (Vigilance), Under Secretary (Vigilance) and a Vigilance Section. CVO of the Ministry provides a link between the Ministry and its subordinate/attached offices and CVC as well as CBI. In the Ministry's autonomous/ attached/subordinate offices, public sector undertakings and registered societies also, separate vigilance set-ups exist. The CVO of the Ministry coordinates vigilance activities of the attached and subordinate offices, public sector undertakings of the Ministry as per CVC guidelines.

The Vigilance set up in the Ministry and its Media Units makes efforts to streamline the procedures so as to create a corruption-free work atmosphere. It is endeavoured to carry out regular and surprise inspections, rotate staff posted in sensitive positions, ensuring proper observance of rules and procedures.

During the period April 1, 2023 to March 31, 2024, 13 regular and 7 surprise inspections were carried out and in the said duration, 297 fresh complaints were received in the Ministry and its media units from different sources. These were examined and preliminary inquiries were ordered in 27 instances. In addition to this, Preliminary Inquiry reports in respect of 48 cases were received during this period. Departmental action for major penalties was initiated in 11 cases. Major penalties have been imposed in 23 cases, and administrative actions have been taken under relevant provisions of rules in 5 cases.

As per the directions of CVC, a three-month long campaign as a precursor to the Vigilance Awareness Week was held in the Ministry and its Media Units from August 16, 2023 till November 15, 2023 for preventive vigilance cum internal housekeeping activities in six identified focus areas — Awareness building about Public Interest Disclosure and Protection of Informers (PIDPI) Resolution, Capacity Building programs, Identification and implementation of Systemic Improvement measures, Leveraging of IT for complaint disposal, Updating of Circulars/ Guidelines/Manuals, Disposal of complaints received before June 30, 2023.

Under Outreach activities during the campaign period the Ministry and Media Units actively engaged with schools and colleges to disseminate awareness on preventive vigilance. A total of 750 school students and 650 college students participated in the various event organised for this purpose. A session on Preventive Vigilance was successfully conducted by the Ministry with the Gram Sabha of Loni Block in Ghaziabad District, Uttar Pradesh. Additionally, a street play on PIDPI was organised by the Ministry, featuring professional artists from the CBC.

A week-long Vigilance Awareness Week was observed by the Ministry and its media units from October 30, 2023 to November 05, 2023 with the theme: "भ्रष्टाचार का विरोध करें, राष्ट्र के प्रति समर्पित रहें" "Say no to corruption, commit to the Nation". Various competition/activities were organised to promote vigilance and fight corruption in which officers and staff members of the Ministry participated enthusiastically. Winners of the competitions were given cash rewards and certificate. Further, second edition of the in-house vigilance journal named Satark, documenting various activities of the Vigilance Wing of the Ministry and its Media Units, was also published.

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Union Minister for Home Affairs and Cooperation, Shri Amit Shah, Union Minister for Information & Broadcasting, Youth Affairs and Sports, Shri Anurag Singh Thakur, Union Minister for Railways, Communications, Electronics and Information Technology, Shri Ashwini Vaishnaw, Minister of State for Finance, Shri Pankaj Chaudhary and the Secretary, Ministry of Information & Broadcasting, Shri Apurva Chandra at the valedictory session of National Conclave on Mann Ki Baat @100 at Vigyan Bhawan in New Delhi on April 26, 2023.

13 CITIZENS' CHARTER AND GRIEVANCE REDRESSAL

CITIZENS' CHARTER

The Citizens'/Clients' Charter of the Ministry of Information and Broadcasting is available on the website of the Ministry www.mib.gov.in. The following 13 main services have been included in the Charter which are being provided by this Ministry directly to its stakeholders:

(i) Issue of license for providing DTH services to prospective licensee

(ii) Issue of Registration to Multi System Operators

(iii) Issue of license for providing HITS services to prospective licensee

(iv) Registration of Television Rating Points (TRP) Agencies to operate in India

(v) Setting up teleports by TV Channels for uplinking/downlinking

(vi) Issue of permission for uplinking/downlinking of TV Channels uplinked from India

(vii) Issue of permission for downlinking of TV Channels uplinked from abroad

(viii) Issue of permission for uplinking by new agency

(ix) Grant of permission for setting up of Community Radio Stations (CRS)

(x) Issue of approval letter for the publication of Indian editions of foreign magazines/journals/periodicals/new magazines by an entity having foreign investment in the category of Specialty/Technical/Scientific

(xi) Issue of approval letter for the publication of Indian editions of foreign magazines dealing with news and current affairs/newspapers by an entity having foreign investment/facsimile edition of foreign newspaper by an entity having/not having foreign investment

(xii) Grievance Redressal Mechanism and

(xiii) Issue of permission letter to the foreign producers for filming a feature film/reality TV show/commercial TV serials in India through FFO.

GRIEVANCE REDRESSAL MECHANISM

The Grievance petitions received in the Ministry are registered and processed in the computerised Centralised Public Grievance Redress and Monitoring System (CPGRAMS). All petitions received are acknowledged according to norms and the acknowledgement letter contains registration number of the grievance, expected time of disposal and the details of the contact person. The grievance petitions are sent to the concerned media units/offices/divisions to redress the grievance, with the direction to send a suitable reply to the petitioner, as per rules. These petitions are monitored on regular basis, by sending reminders to the concerned offices/divisions and by convening regular review meetings, etc. In all the media units, attached/subordinate offices, autonomous bodies and public sector undertakings working under the administrative control of the Ministry, normally an Officer (not below Junior Administrative Grade) is designated as Public Grievance Officer of the Unit. In cases of important and urgent nature, discussion is held with senior Officers of the concerned media units/offices for quick disposal of the cases. The position regarding final disposal of petitions is also intimated to the petitioners by post or through CPGRAMS.

The guidelines regarding redressal of public grievances/activating machinery for redressal of public grievances received from Department of Administrative Reforms and Public Grievances, etc. are circulated to all media units/autonomous bodies, etc., from time-to-time. Disposal of grievances is also monitored at the highest level in this Ministry as well as by Hon'ble Prime Minister in monthly PRAGATI Meetings.

TIME FRAME PRESCRIBED FOR REDRESSAL OF THE GRIEVANCES

S. No.	Subject	Time
1.	Issue of acknowledgement/interim reply to the petitioner	3 days
2.	Time taken for transfer of the Grievance Petition to the concerned Administrative Wing/Responsibility Centre	7 days
3.	Time taken to give final reply to the petitioner from the date of receipt of grievance or date of receipt of clarification/additional information sought from the petitioner, whichever is later	30 days

Grievance Status of the Ministry from 01-01-2023 to 31-03-2024

Grievances Brought Forward as on 31/12/2022	Grievances Received (from 01-01-2023 to 31-03-2024)	Total Grievances	Grievances Disposed (from 01-01-2023 to 31-03-2024)	Grievances Pending as on 31-03-2024
374	4,325	4,699	4,378	321

Majority of grievances received by the Ministry are of the following categories

S.No.	Grievance Category	Percentage of grievances received from 01-01-2023 to 31-03-2024
1	Petitions pertaining to other Ministries	23.34%
2	Category not assigned due to auto forward	16.62%
3	Pension Matters Delay in release of pension & other benefits	10.32%
4	Complaint against DTH Operators LCOs/MSOs	9.23%
5	Suggestions and Queries	7.18%
6	Broadcasting Content-News and Non-News Programmes	4.37%
7	Digital Media Content	3.93%
8	Registration and Title Verification	3.65%
9	Press Journalist Issues	3.39%
10	Film Content Matters	3.35%
11	Miscellaneous	3.03%
12	Service Matters-Casual Employees	2.69%
13	Service Matters-Regular Employees	1.93%
14	Broadcasting Content Advertisements	1.75%
15	Corruption and Malpractices	1.32%
16	Compassionate Appointments	1.00%
17	Press Content Matters	0.94%
18	Subscription/Publication of DPD Journals	0.68%
19	Harassment and Misbehaviour	0.28%
20	Pension Matters-Wrong fixation of pension	0.28%
21	Pension Matters-Revision of Pension	0.26%
22	Not Assigned	0.18%
23	COVID-19 Related issues	0.16%
24	Advertisement and Publicity Matters	0.06%
25	Sexual Harassment	0.04%

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Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur briefing the media on Cabinet decisions at National Media Centre, in New Delhi on November 29, 2023.

Union Minister for Finance and Corporate Affairs, Smt. Nirmala Sitharaman with Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur at the National Conclave on VIKSIT BHARAT@2047 - 'Viksit Bharat & Industry' in New Delhi on February 27, 2024.

14 IMPLEMENTATION OF RIGHT TO INFORMATION ACT, 2005

The Right to Information (RTI) Act, 2005 provides freedom to every citizen to secure access to information under the control of public authorities, consistent with public interest, in order to promote openness, transparency and accountability in administration and in relation to matters connected therewith or incidental thereto. Right to Information means the right to information accessible under this Act, which is held by or under the control of any public authority and includes the right to:

1. Inspection of work, documents, records
2. Taking notes, extracts or certified copies of documents or records
3. Taking certified samples of material
4. Obtaining information in the form of CDs or in any other electronic mode or through printouts where such information is stored in a computer or in any other device.

Implementation of RTI Act in the Main Secretariat

Under the provisions of the RTI Act, 2005, a nodal RTI Section was set up in the Ministry of Information and Broadcasting to coordinate the RTI-related work. This Section collects, dispenses, and transfers the applications seeking information under the RTI Act, 2005 to the Central Public Information Officers (CPIO)/ public authorities concerned with the subject matter.

All applications, appeals, and decisions of the Central Information Commission (CIC) under RTI Act, 2005 related to the Ministry, its attached offices, subordinate offices, PSUs, and autonomous bodies are received in the RTI Cell. The Ministry has designated 24 CPIOs and 19 First Appellate Authorities (FAAs) to provide information and to take decisions on the appeals filed. List of CPIOs and Appellate Authorities are available in the Ministry's website www.mib.gov.in.

The year-wise RTI applications & appeals received and action taken are reflected below:

Year	No. of applications & appeals received and action taken
2020	1,673
2021	1,512
2022	1,365
2023	1,191

During 2023, a total of 1,107 RTI applications and 84 appeals were received in RTI Cell out of which 905 applications and 66 appeals were received online. All applications and appeals were promptly transferred/forwarded to the concerned public authorities/CPIOs for providing information to the applicants. An amount of Rs. 4,822 was received as application fee/information charges/inspection charges during 2023. Apart from this, RTI Cell also attends to all RTI queries received from visitors.

Mechanism to Deal with RTI Applications

All applications received under RTI Act are scrutinised and RTI applications which do not concern this Ministry are transferred to the concerned public authority, and the remaining applications are forwarded to the concerned CPIOs in the Ministry.

As a mechanism to follow up the pending applications, frequent reminders are sent to CPIOs so that there may not be any delay in providing information to the applicant.

RTI applications and appeals received through the online RTI portal are forwarded

online to concerned CPIOs/FAAs of the Ministry. RTI applications and appeals received in physical form are scanned, uploaded, and forwarded to concerned CPIOs and FAAs of the Ministry for speedy and timely disposal. All the CPIOs and FAAs have been provided username and password to check status of the applications/appeals and send online replies.

Implementation of Section 4 of the RTI Act, 2005

The Ministry has already completed the obligations under Section 4(b)(i) and 4(b)(ii) which deal with suo-moto disclosure of all information held by the public authority. The Information Manual under RTI Act, 2005 is revised/updated by the Ministry of Information & Broadcasting from time-to-time. Quarterly Report on number of applications/appeals received, rejected, transferred is uploaded on the CIC's website regularly.

Implementation of RTI Act in the Attached/ Subordinate offices of the Ministry

CPIOs and Appellate Authorities have been appointed by all the attached/subordinate/ PSUs and autonomous bodies under this Ministry. They are working in accordance with the instructions issued in this regard by the Department of Personnel and Training from time-to-time.

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The Secretary, Ministry of Information and Broadcasting, Shri Apurva Chandra releasing the first edition of the 'Statistical Handbook on Media and Entertainment Sector 2022-23' in New Delhi on October 3, 2023.

Special campaign for cleanliness 3.0 being executed by Ministry of Information and Broadcasting, in New Delhi on October 02, 2023.

15 ACCOUNTING AND INTERNAL AUDIT

Accounting Organisation of Ministry of Information and Broadcasting

The Secretary as Chief Accounting Authority in the Ministry of Information and Broadcasting discharges his functions with the assistance of the Financial Advisor and Chief Controller of Accounts. The Chief Controller of Accounts performs his duties with the assistance of Controller/Dy. Controller/ Assistant Controller of Accounts, three Pr. Accounts Officers at HQ and fourteen Pay and Accounts Offices including six attached to Prasar Bharati and their field formations for the purpose of GPF and pension only. Zonal Internal Audit Parties are stationed at Chennai, Kolkata, Mumbai, and New Delhi whose works are monitored by the Internal Audit Wing at HQ.

Responsibilities

The overall responsibilities of Departmental Accounting Organisations in respect of the Ministry of Information & Broadcasting are:

- Consolidation of monthly accounts of the Ministry and its submission to the Controller General of Accounts (CGA)
- Annual Appropriation Accounts
- Statement of Central Transactions
- Preparation of 'Accounts at a Glance'
- Union Finance accounts which are submitted to the CGA, Ministry of Finance and Principal Director of Audit
- Payments of grants-in-aid to grantee institutions/autonomous bodies, etc.
- Rendering technical advice to all PAOs and the Ministry if necessary in consultation with other organisations like DoPT, Ministry of Finance and CGA, etc.
- Preparation of Receipt Budget
- Preparation of Pension Budget
- Procuring and supplying cheque books for and on behalf of PAOs/cheque drawing DDOs
- To maintain necessary liaison with the CGA office and to affect overall coordination and control in accounting matters and accredited bank
- To verify and reconcile all receipts and payments made on behalf of the Ministry of I&B through the accredited bank, i.e., State Bank of India
- To maintain accounts with the Reserve Bank of India relating to the Ministry of I&B and to reconcile the cash balances
- To ensure prompt payments
- Speedy settlement of pension/provident fund and other retirement benefits
- Internal audit of the Ministry, subordinate and attached offices under the Ministry, and its grantee institutions, autonomous bodies, etc.
- To make available accounting information to all concerned authorities/divisions
- Budget coordination works of the Ministry of I&B
- Monitoring the New Pension Scheme and revision of pension cases from time-to-time
- Computerisation of accounts and e-payment
- Administrative and coordination function of the accounting organisation
- Roll out of PFMS under Central Sector Schemes in grantee institutions/ autonomous bodies

- Non-Tax Receipt Portal (NTRP) in the Ministry of Information and Broadcasting

The Pay and Accounts office is the basic Unit of Departmentalised Accounting Organisation. Its main function includes:-

- Pre-check and payment of all bills, including those of loans and grants-in-aid, submitted by non-cheque drawing DDOs
- Accurate and timely payments in conformity with prescribed rules and regulations
- Timely realisation of receipts
- Issue of quarterly letter of credit to cheque drawing DDOs and post-check of their vouchers/bills
- Compilation of monthly accounts of receipts and expenditures made by them incorporating them with the accounts of the cheque drawing DDOs
- Maintenance of GPF accounts other than merged DDO and authorisation of retirement benefits
- Maintenance of all DDR Heads
- Efficient service delivery to the Ministry/ Department through banking arrangement by way of e-payment
- Adherence to the prescribed accounting standards, rules and principles
- Timely, accurate, comprehensive, relevant, and useful financial reporting

Accounting information and data are also provided to the Financial Advisor and Chief Accounting Authority i.e. Secretary to facilitate effective budgetary and financial control. Monthly and progressive expenditure figures under various sub-heads/object-heads of the grant of the Ministry of Information and Broadcasting are furnished to the Budget Section of the Ministry including Joint Secretary of the Media Division. Progress of expenditure against budget provisions is also submitted weekly to the Secretary and Addl. Secretary & Financial Adviser as well as Heads of Divisions of the Ministry, controlling the grant for the purpose of better monitoring of expenditure in the last quarter of the financial year.

The Accounting Organisation also maintains accounts of long-term advances such as House Building Advance and GPF accounts of employees of the Ministry.

The verification and authorisation of pensionary entitlement of officers and staff members is done by the Pay & Accounts Offices on the basis of service particulars and pension papers furnished by Heads of Offices. All retirement benefits and payments like gratuity, cash equivalent to leave salary as well as payments under Central Government Employees Group Insurance Scheme, General Provident Fund etc. are released by Pay & Accounts Offices on receipt of relevant information/ bills from DDOs.

Internal Audit Wing

The Internal Audit Wing carries out audits of accounts of various offices of the Ministry to ensure that rules, regulations and procedures prescribed by the Government are adhered to by these offices in their day-to-day functioning. The Internal Audit Wing working under the overall guidance of Chief Accounting Authority and Financial Advisor has focused on strengthening governance structures, capacity building and leveraging technology in appropriate manner to ensure an efficient and effective Internal Audit practice. There are 213 units (Prasar Bharati-135 and Non Prasar Bharati-78) located all over India under various media units of the Ministry spread throughout the length and breadth of the country, which fall within the preview of Internal Audit. During the financial year 2023-24, Audit of 54 offices under the Ministry of Information and Broadcasting was undertaken.

Status of Outstanding Internal Audit paras in Ministry of Information & Broadcasting and Prasar Bharati as on January 01, 2023 and March 31, 2024 are given below:

I. PRASAR BHARATI				
Zone	**Outstanding Paras up to 01.01.2023**	**Paras Raised from 01.01.2023 to 31.03.24**	**Paras Dropped from 01.01.2023 to 31.03.24**	**Total Outstanding Paras as on 31.03.2024**
South Zone (Chennai)	488	232	146	574
West Zone (Mumbai)	326	89	5	410
North Zone (Delhi)	327	323	260	390
East Zone (Kolkata)	558	284	215	627
Total (I)	**1,699**	**928**	**626**	**2,001**
II. NON-PRASAR BHARATI				
Zone	**Outstanding Paras up to 01.01.2023**	**Paras Raised from 01.01.2023 to 31.03.24**	**Paras Dropped from 01.01.2023 to 31.03.24**	**Total Outstanding Paras as on 31.03.2024**
South Zone (Chennai)	329	25	52	302
West Zone (Mumbai)	557	97	23	631
North Zone (Delhi)	484	163	146	501
East Zone (Kolkata)	320	105	48	377
Total (II)	**1,690**	**390**	**269**	**1,811**
Grand Total (I+II)	**3,389**	**1,318**	**895**	**3,812**

IRLA (Individual Running Ledger Accounting System)

Pay & Accounts Office (IRLA) came into existence along with other departmentalised PAOs of other Ministries. The idea of IRLA system (Individual Running Ledger Accounts for Group A officers) originated to keep all service and payment detail in a centralised system so that officers of Media Units of the Ministry of Information and Broadcasting and Prasar Bharati, who have an all India transfer liability can draw their salary conveniently. Pay & Accounts Office (IRLA) is maintaining service and salary records of Media Units of the Ministry of Information and Broadcasting and offices of Prasar Bharati (Doordarshan & All India Radio) located in various cities all over the country. IRLA officers posted in Prasar Bharati may login to website **https://accounts.prasarbharati.org** to view and download salary slip, Income tax Form-16 and GPF statement etc. and other IRLA officers get the aforementioned facilities (except Income Tax Form-16) in EIS module of PFMS.

Banking Arrangements: State Bank of India is the accredited bank for PAOs and its field offices in the Ministry of Information & Broadcasting. e-payments processed by the PAOs/CDDOs are settled through CMP, SBI, Hyderabad in favor of the bank account

of vendors/beneficiaries. In some cases, Cheques issued by the PAOs/CDDOs are presented to the nominated branch of the accredited bank for payment. The receipts are also remitted to the accredited banks by the respective PAOs/CDDOs apart from Non-Tax-Receipt Portal (NTRP). Any change in the accredited bank requires specific approval of the Controller General of Accounts, Department of Expenditure, Ministry of Finance.

Principal Accounts Office has fourteen Pay & Accounts Offices, including six PAOs attached with Prasar Bharati. Five PAOs are located in New Delhi, two each in Mumbai, Chennai, Kolkata and one each in Nagpur, Lucknow and Guwahati. All payments pertaining to the Department/Ministry are made through PAOs/CDDOs attached with respective PAOs. Drawing and Disbursing Officers present their claims/bills to the designated PAOs/CDDOs, who issue cheques/releases e-payment after exercising the necessary scrutiny as per provisions contained in Civil Accounts Manual, Receipt and Payment Rules and other orders issued by Government of India from time to time. All payments are routed through PFMS and e-payments being directly credited into the beneficiary's bank account.

Initiatives on e-payment: The e-payment system in all Pay & Accounts Offices of the Ministry of Information and Broadcasting had been successfully implemented from 2011 onwards.

e-Payment System: Since, the IT Act, 2000 recognises the digitally signed documents or electronic records digitally authenticated by means of an electronic method or procedure in accordance with the provisions of Section 3 of the Act, the Controller General of Accounts had developed a facility in COMPACT for electronic payment (e-payment) through digitally signed electronic advices. This had replaced the existing system of payment through cheque while leveraging the COMPACT application running in all Pay & Accounts Offices in all Ministries/ Departments of the Central Government.

The e-payment system developed was a fully secured web-based system of electronic payment services which introduces transparency in the Government payment system. Payment of dues from the Government under this system were made by credit of money directly into the bank account of payee through a digitally signed e-advices generated from COMPACT through the Government e-payment Gateway (GePG) on a secured communication channel. Necessary functional and security certification were obtained from STQC Directorate for its roll out. The system was implemented in all Central Government Civil Ministries/Departments in a phased manner.

GePG has further been upgraded to PFMS system, which is an integrated Financial Management System of Controller General of Accounts, for sanction preparation, bill processing, payment, receipt management, Direct Benefit Transfer, fund flow management and financial reporting.

Registration of Digital Signatures: The Pay & Accounts Officer obtains digital signature from the NIC Certifying Authority. The digital signatures obtained from the NIC Certifying Authority are stored in a USB Token called i-Key. The PAO registers the digital signatures with the PFMS portal through the Principal Accounts Office of the concerned Ministry/ Department. The concerned banks download the PAOs digital signatures from the PFMS portal. Digital signatures of the authorised signatory of the concerned banks are also uploaded on PFMS portal for authentication of e-payment scrolls provided to PAOs by the banks.

Submission of Bill: The Drawing and Disbursing Officers (DDOs) submit bills for

e-payment along with mandate form and details of payee viz. IFSC Code of Bank Branch, A/C Number, Name, Address, etc., to the Pay & Accounts Officer (PAO). A token number is generated from COMPACT and communicated to DDO.

Bill Processing: The bills are processed in the Pay & Accounts office through the Public Financial Management System (PFMS).

Digital Signatures: Once the bill is passed by the PAO, it is digitally signed using the secure I-Key and e-payment authorisation is generated by the system.

e-Scrolls: A digitally-signed electronic scroll is generated and uploaded by the bank on PFMS for all successful e-payments. e-Scrolls are downloaded by the PAOs for reconciliation and other MIS purposes.

Public Financial Management System (PFMS)

Public Financial Management System (PFMS) is a web-based online software application developed and implemented by the Controller General of Accounts (CGA), Department of Expenditure, Ministry of Finance, Government of India. The outputs/deliverables for the various modes/functions of PFMS include (but are not limited to):

- Payment & Exchequer Control
- Accounting of Receipts (Tax & Non-Tax)
- Compilation of Accounts and Preparation of Fiscal Reports
- Integration with Financial Management Systems of States

The primary function of PFMS today is to facilitate a sound Public Financial Management System for the Government of India by establishing an efficient fund flow system as well as a payment-cum-accounting network.

PFMS is also the channel for payment, accounting and reporting under Direct Benefit Transfer. As such, every Department/Ministry of Government of India transfers funds electronically to the beneficiary (individual or institution) through PFMS.

At present, all fourteen Pay & Accounts Offices of Ministry Information & Broadcasting (including six PAOs attached with Prasar Bharati for GPF & Pension) are functioning successfully on PFMS.

Various Modules of PFMS

I. **Employees Information System (EIS) Module of PFMS:** This module has been implemented in all Drawing & Disbursing Offices of the Ministry of information & Broadcasting.

II. **CDDO Module of PFMS:** CDDO module of PFMS has been rolled out in all Cheque Drawing and Disbursing Offices of the Ministry.

III. **Online Portal (Bharatkosh) for collection of Non-Tax Revenue in the Ministry:**

- Non-Tax Receipt Portal (NTRP) has been functional in the Ministry of Information and Broadcasting from November 1, 2016.
- The objective of NTRP is to provide a one-stop window to citizens/corporates/other users for making online payment of Non-Tax Revenue payable to Government of India.
- Non-Tax Revenue of Government of India comprises a large bouquet of receipts, collected by individual Departments/Ministries. Primarily, these receipts come from dividends, interest receipts, spectrum charges, RTI application fee, purchase of forms/magazines by students and many other such payments by citizens/corporates/other users.
- The online electronic payment in a completely secured IT environment, helps

common users/citizens from the hassle of going to banks for making drafts and then to Government offices to deposit the instrument for availing the services. It also helps avoidable delays in the remittance of these instruments into Government account as well as eliminates undesirable practices in the delayed deposit of these instruments into bank accounts.

- NTRP facilitates instant payment in a transparent environment using online payment technologies such as internet banking, credit/debit cards.
- The collection of Non-tax Revenue of the Ministry for the period from January 01, 2023 to March 31, 2024 was Rs. 1323.82 crores through Bharatkosh on NTR e-portal.

New Developments in the Ministry

I. Treasury Single Accounts (TSA) module in Autonomous Bodies:

Bringing Autonomous Bodies under TSA system has been done to facilitate release of Government grants to Autonomous Bodies (ABs)/implementing agencies 'just-in-time' and avoiding parking of funds in PSBs/accumulation of unutilised grants with ABs/agencies. This would also avoid cash transfers to ABs/agencies in lump sum and facilitate drawdown from Government account as and when required.

Objective of TSA

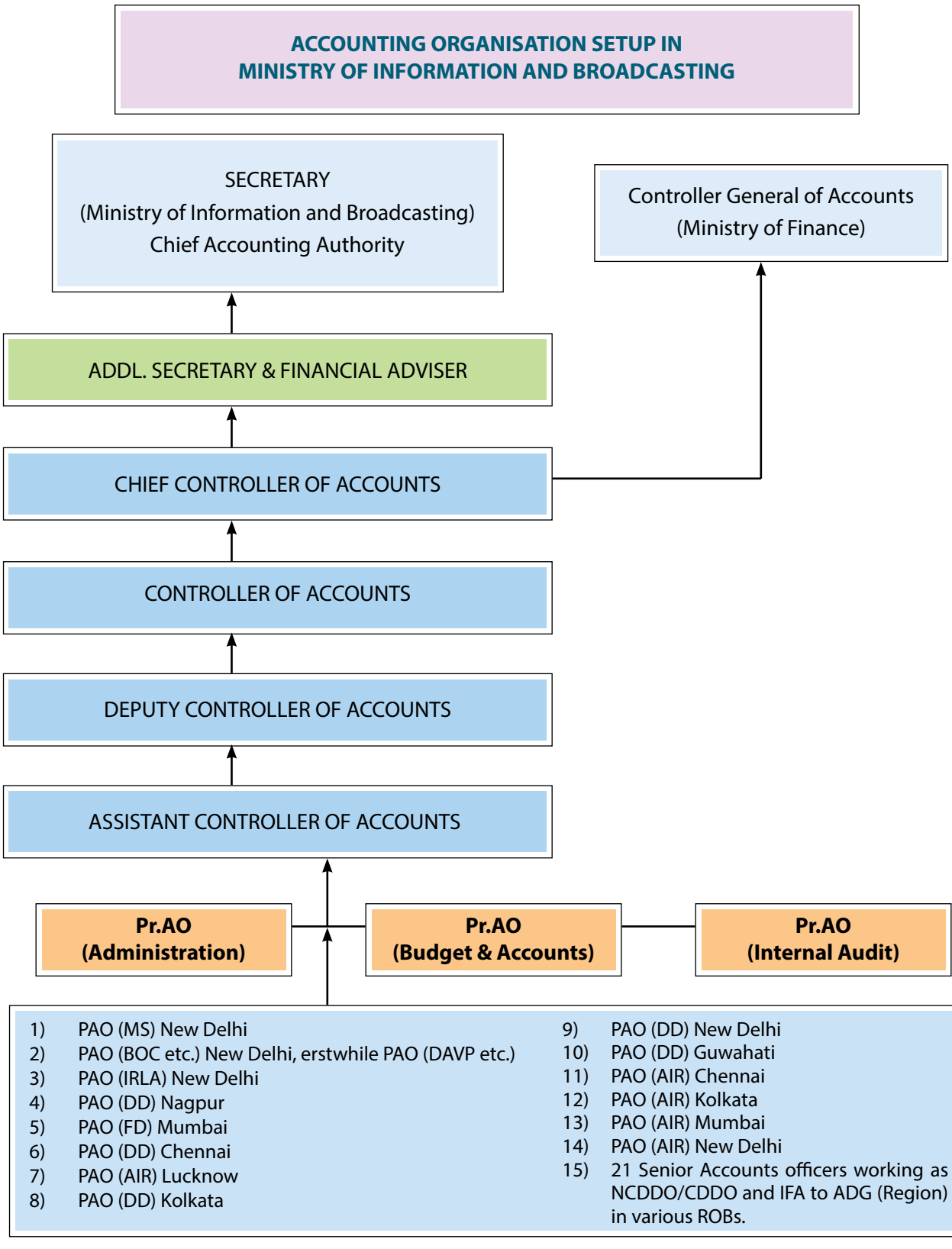
- To enhance the efficiency of fund flow to ABs by using the 'just in time' principle for release of funds and thereby ensuring better cash management in Government of India.
- To decrease the interest burden of the Government by decreasing the quantum of borrowings.
- To avoid parking of funds released by the Government to ABs in their bank accounts.

TSA system has been implemented in all five Autonomous Bodies - Prasar Bharati, IIMC, PCI, SRFTI, and FTII. Apart from ABs, TSA has also been implemented in NFDC (a PSU) during the financial year 2022-23.

II. Electronic bill (e-bill) system module in PFMS: The Union Minister for Finance and Corporate Affairs, Smt. Nirmala Sitharaman launched the Electronic Bill (e-Bill) processing system, announced in Union Budget 2022-23, on the occasion of 46th Civil Accounts Day. This is part of 'Ease of Doing Business (EoDB)' and 'Digital India eco-system' to bring in broader transparency and expedite the process of payments. It will enhance transparency, efficiency, and faceless-paperless payment system by allowing suppliers and contractors to submit their claim online which will be trackable on a real time basis.

The e-bill module of PFMS has been developed by the Office of CGA. PFMS is the payment platform managed by the Department of Expenditure, Ministry of Finance through the Office of CGA for use of PAOs/DDOs of Central Ministries/Departments. The new system involves Business Process Re-engineering (BPR) by leveraging the Information Technology in Central Government system to transform entire payment process in the paperless concept. The e-bill system aims to reduce the payment cycle time and enhance transparency and efficiency in Government payment system. It is a citizen-centric approach in which the physical interface between claimants and Government authorities responsible for receiving and processing claims will be minimised. The e-bill module of PFMS has already been rolled out in nine PAOs of the Ministry of Information and Broadcasting.

ACCOUNTING ORGANISATION OF THE MINISTRY



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Calendar distribution during Viksit Bharat Sankalp Yatra program at a primary school in Bijwasan Village, South West Delhi, on December 31, 2023.

16 AUDIT PARAS

[A] C&AG Paras

List of C&AG paras received from April 01, 2023 to March 31, 2024

S. No.	Report No. & Year	Para No.	Details of Subject
1.	Report No. 25 of 2023 (Chapter 6)	6.1	Unfruitful expenditure of ₹38.50 crore

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Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur at the 28th International Conference & Exhibition on broadcast & media technology – "BES EXPO 2024" at Pragati Maidan, in New Delhi, on February 15, 2024.

17 IMPLEMENTATION OF THE JUDGEMENTS/ORDERS OF CATS

Information on Implementation of the Judgements/Orders of CAT Cases of various media units of the Ministry of Information and Broadcasting for 2022-23:

S. No.	Media Units	No. of Orders received from CAT for the year 2022-23	No. of Judgements/ Orders implemented 2022-23
1.	DG:DD	32	21
2.	DG:AIR	54	34
3.	Vigilance Wing	5	5
4.	CBC	11	4
5.	SRFTI	4	4
6.	CBFC	2	2
7.	PIB	2	1
8.	NFDC	2	0
9.	IIMC	1	1
10.	DPD	1	1
11.	IIS Section	1	0
	TOTAL	**115**	**73**

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Glimpse of the 54th International Film Festival of India (IFFI), in Goa, on November 20, 2023.

18 SCHEME OUTLAY

Budget Estimate (2023-24)

Central Sector Scheme Outlay for FY 2023-24 in respect of Ministry of I&B

(Rs. in Crore)

S. No.	Sector	GBS for FY 2023-24
1	Information (Development Communication & Information Dissemination - DCID)	200
2	Film (Development, Communication & Dissemination of Filmic Content - DCDFC)	300
3	Broadcasting (Main Sectt.) {a+b}	605
	a) Supporting Community Radio Movement in India (CRS)	5
	b) Broadcasting Infrastructure and Network Development (BIND)	600
	GRAND TOTAL	**1,105**

Plan Outlay

(Rs. in crore)

S. No.	Sector	GBS for FY 2023-24
1.	Information	200
2.	Films	300
3.	Broadcasting	605
	Total	**1,105**

North East Component of the total Central Sector Schemes Outlay (GBS)

The breakup of the component is as under:

(Rs. in crore)

S. No.	Sector	GBS for FY 2023-24
1.	Broadcasting	20
2.	Films	30
3.	Broadcasting	60.50
	Total	**110.5**

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Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur briefing the media on the inauguration of AIR FM transmitter, in Ladakh on April 28, 2023.

19 MEDIA UNIT-WISE BUDGET

Demand No. 61- Ministry of Information & Broadcasting				
Media Unit-wise Budget				
*The data in respect of BE 2024-25 is interim in nature as this is an election year. The same will be updated as and when final budget is released.				
Revenue Section				
CAT. I ESTABLISHMENT EXPENDITURE OF THE CENTRE (Non-Scheme Expenditure)				
				(Rs. in thousands)
Name of Media Unit/Activity	**Actuals 2022-23**	**BE 2023-24**	**RE 2023-24**	**BE 2024-25***
Major Head-'2251' -Secretariat Social Services				
Main Secretariat (including PAO) **#	1063957	1105600	1130400	878260
Principal Accounts Office (PAO)	0	0	0	293540
Total Major Head '2251'	**1063957**	**1105600**	**1130400**	**1171800**
** There was single line budget allocation entry for Main Secretariat and Principal Accounts Office till FY 2023-24. # The allocation of Private FM Radio Station has been merged with Main Secretariat from FY 2024-25 onwards.				
Major Head -'2205' - Art & Culture Certification of Cinematographic films for public exhibition				
Central Board of Film Certification	175409	279900	455349	369300
Major Head - '2220' - Information, Films & Publicity				
Films Division	374740	0	0	0
Directorate of Film Festivals	90578	0	0	0
National Film Archive of India	70498	0	0	0
Electronic Media Monitoring Centre (EMMC)	135720	160600	131502	142500
New Media Wing (erstwile Research, Reference & Training Division)	14121	17600	21275	23800
Press Information Bureau (PIB)	1003788	1086400	1066900	1188100
Central Bureau of Communication (erstwhile BOC)	1790955	2000800	1926735	2001100
Publications Division	872983	509000	531400	516700
Press Registrar General of India	97731	123600	111990	116600
Private FM Radio Station #	171	17200	0	
Contribution to International programme for the Development of Communications (IPDC)	0	1	0	1

Contribution to Asia Pacific Institute for Broadcasting Development (AIBD)	3207	3200	3350	3399
Payment of annual membership subscription to Association of Moving Images Archivists (AMIA)	0	40	40	0
Contribution to membership of International Organisations by NFAI	214	259	259	0
Total: Major Head '2220'	**4454706**	**3918700**	**3793451**	**3992200**
Total: Establishment Expendiure of the Centre (Revenue)	**5694072**	**5304200**	**5379200**	**5533300**
Major Head-'4220' -Capital outlay on Information & Publicity				
Main Secretariat (including PAO)*	0	1937	17305	20000
Principal Accounts Office (PAO)	0	0	0	3000
Press Information Bureau (PIB)	0	28163	43595	31800
Setting up of National Press Centre and Mini Media Centre of PIB	0	0	0	100
Publications Division	0	20500	16500	16500
Central Board of Film Certification	0	0	1200	1000
Central Bureau of Communication (erstwhile BOC)	0	0	40000	29900
Press Registrar General of India	0	0	0	0
Electronic Media Monitoring Centre (EMMC)	0	200	12200	28500
Total: Major Head '4220'	**0**	**50800**	**130800**	**130800**
Total: Establishment Expendiure of the Centre (Revenue+Capital)	**5694072**	**5355000**	**5510000**	**5664100**
CAT II. CENTRAL SECTOR SCHEMES (SCHEME EXPENDITURE)				
INFORMATION SECTOR				
Development Communication & Information Dissemination (DCID)				
Normal- Major Head '2220'	2848986	1800000	1775500	1343800
NER- Major Head '2552'	0	200000	197300	149300
Total (DCID)	**2848986**	**2000000**	**1972800**	**1493100**
FILM SECTOR				
Development Communication & Dissemination of Filmic Content (DCDFC)				
Normal- Major Head '2220'	972077	2442400	2892400	2892400
NER- Major Head '2552'	0	300000	350000	350000

Capital Major Head '4220'	256498	257600	257600	257600
Total (DCDFC)	**1228575**	**3000000**	**3500000**	**3500000**
BROADCASTING SECTOR				
Supporting Community Radio Movement in India				
Normal- Major Head '2220'	20082	45000	45000	45000
NER- Major Head '2552'	0	5000	5000	5000
Total	**20082**	**50000**	**50000**	**50000**
Broadcasting Infrastructure Network Development (BIND)				
Normal- Major Head '2221'	1599110	5400000	4275000	4500000
NER- Major Head '2552'	0	600000	475000	500000
Total (BIND)	**1599110**	**6000000**	**4750000**	**5000000**
Total (Broadcasting Sector)	**1619192**	**6050000**	**4800000**	**5050000**
TOTAL CENTRAL SECTOR SCHEMES	**5696753**	**11050000**	**10272800**	**10043100**
OUT OF WHICH NER ALLOCATION	**0**	**1105000**	**1027300**	**1004300**
ALLOCATION UNDER CAPITAL	**256498**	**257600**	**257600**	**257600**
CAT III. OTHER CENTRAL EXPENDITURE (AUTONOMOUS BODIES AND PUBLIC SECTOR UNDERTAKINGS)(NON-SCHEME EXPENDITURE)				
Indian Institute of Mass Communicaiton (IIMC)	292074	446700	370000	546900
Press Council of India (PCI)	60653	182100	106400	156400
Children's Film Society, India (CFSI)	21065	0	0	0
Film & Television Institute of India, Pune (FTII)	685263	647500	734700	871100
Satyajit Ray Institute of Film & Television Institute, Kolkata (SRFTI)	601000	951300	829700	814500
Prasar Bharati	27108222	28083600	26440200	25099400
National Film Development Corporation (NFDC)	82198	203800	233800	230000
Total - Other Central Expenditure (Autonomous Bodies)	**28850475**	**30515000**	**28714800**	**27718300**
Total - Demand No.61	**40241300**	**46920000**	**44497600**	**43425500**

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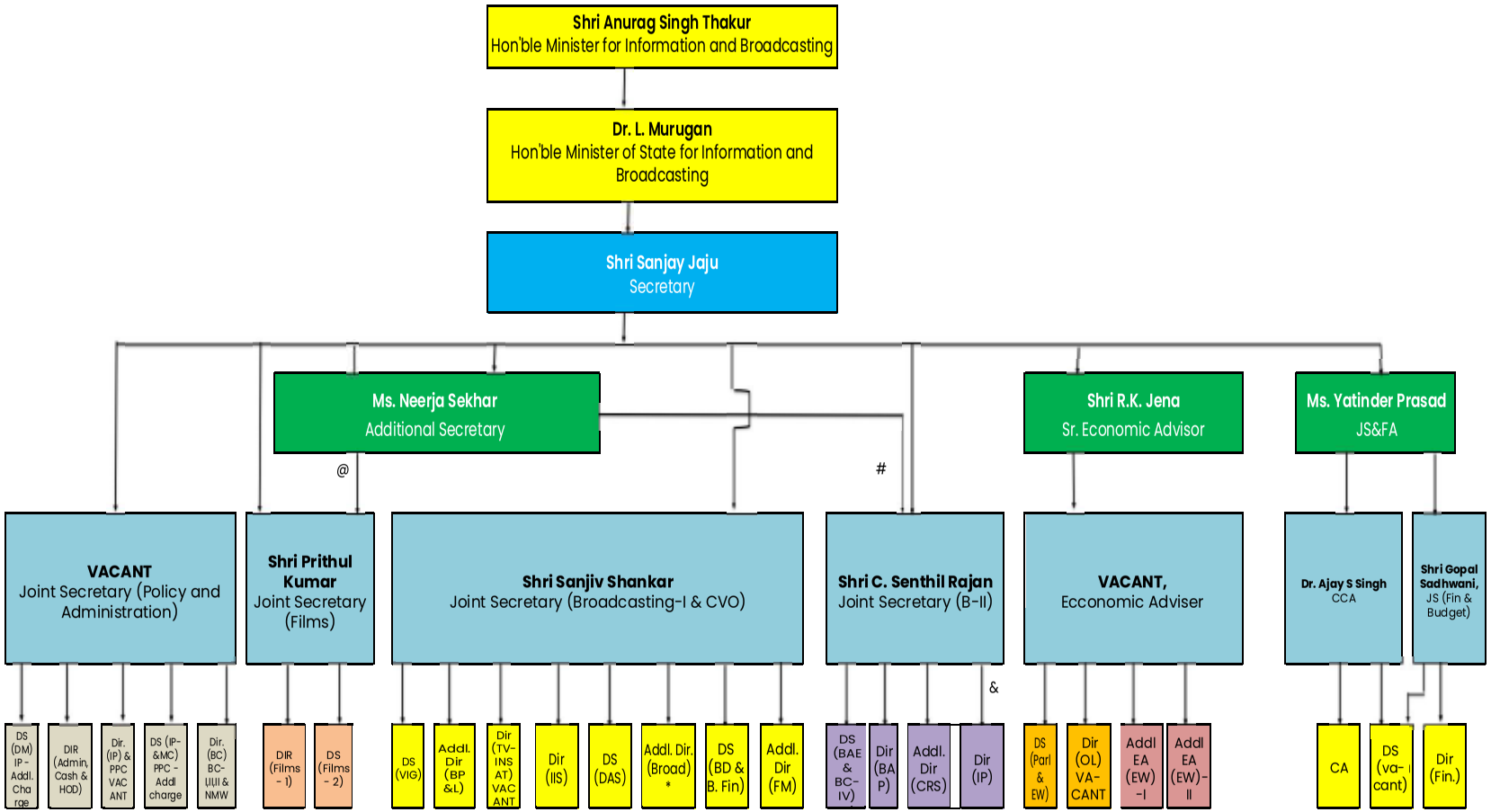
Union Minister for Information & Broadcasting, Youth Affairs & Sports, Shri Anurag Singh Thakur at the release of Government of India Calendar for 2024 at National Media Centre, New Delhi, on December 30, 2023

Organisation Chart of Ministry of Information and Broadcasting (As on March 31, 2024)



DM-Digital Media	FM-Frequency Modulation
IP-Information Policy	BAE & BC-IV- Broadcasting Administration Engineering & Broadcasting, Content IV
PPC- Policy Planning Cell	BAP- Broadcasting Administration Programme
IP&MC-Information Policy & Media Coordination	CRS-Community Radio Station
VIG-Vigilance	OL-Official Language
BP&L-Broadcasting Policy & Legislation	Parl-Parliament
TV (INSAT)-Indian Satellite Television	EW- Economic Wing
IIS- Indian Information Service	B&A- Budget & Accounts
DAS- Digital Addressable System	# In respect of matters related to Prasar Bharati and CRS
B(D) & B (Fin)- Broadcasting Development & Broadcasting Finance	& In respect of matters related to MUC-I & MUC-II
BC- Broadcasting Content	@ In respect of matters related to IFFI

DESIGNATION IN THE MINISTRY OF INFORMATION AND BROADCASTING (2023-24)

Secretary	Secretary
AS	Additional Secretary
AS & FA	Additional Secretary & Financial Advisor
Sr. EA	Senior Economic Adviser (Economic Wing)
JS (P&A)	Joint Secretary (Policy & Administration)
JS (B-I)	Joint Secretary (Broadcasting-I)
JS (F)	Joint Secretary (Films)
JS (B-II)	Joint Secretary (Broadcasting-II)
JS (Fin & Budget)	JointSecretary (Finance & Budget)
Economic Adviser	Economic Adviser
Addl. EA – I & II	Addl. Economic Adviser (Economic Wing) - I&II
CCA	Chief Controller of Accounts
OSD (IP) /Under Secretary (BC - I, II, III)	Officer on Special duty (Information Policy) with Addl. charge of Under Secretary (Broadcasting Content-I, II, III)
Director (Films-I)	Director (Films-I)
Director (TV-INSAT)	Director (Indian Satellite Television)
Director (IIS)	Director (Indian Information Service)
Director (IP)	Director (Information Policy)
Director (BC)	Director (Broadcasting Content)
Director (OL)	Director (Official Language)
Addl. Director (BP&L)	Additional Director (Broadcasting Policy & Legislation)
Addl. Director (CRS)	Additional Director (Community Radio Station)
Addl. Director (Broad*)	Additional Director (Broadcasting)
Director (BAP)	Director (Broadcasting Administration Programme)
Director (Fin.)	Director (Finance)

Deputy Secretary (Films)–II	Deputy Secretary (Films-II)
DS (B&A)	Deputy Secretary (Budget & Account)
DS (BD & B. Fin)	Deputy Secretary (Broadcasting Development & Broadcasting Finance)
DS (DM)	Deputy Secretary (Digital Media)
DS (PPC & IP&MC)	Deputy Secretary (Policy Planning Cell and Information Policy & Media Coordination)
Dir (Cash, Admn. & HoD)	Director (Cash, Administration & Head of Department)
DS (DAS)	Deputy Secretary (Digital Addressable System)
DS (Parl. & EW)	Deputy Secretary (Parliament & Economic Wing)
DS (Vig.)	Deputy Secretary (Vigilance)
DS (BAE & BC-IV)	Deputy Secretary (Broadcasting Administration Engineering & Broadcasting Content-IV)
Addl. Dir (FM)	Additional Director (Frequency Modulation)
CA	Controller of Accounts
US (Admn.I, II, III, IV & HOO)	Under Secretary (Administration I, II, III, IV & Head of Office)
US (IIS)	Under Secretary (Indian Information Service)
US (MUC)	Under Secretary (Media Unit Coordination)
US (Press)	Under Secretary (Press)
US (Vigilance)	Under Secretary (Vigilance)
US (Cash & Parl.)	Under Secretary (Cash & Parliament)
US (NMC)	Under Secretary (New Media Cell)
US (PPC & IP&MC)	Under Secretary (Policy Planning Cell & Information Policy & Media Coordination)
US (INSAT–TV)	Under Secretary (Indian Satellite Television)
US (DAS)	Under Secretary (Digital Addressable System)

US (BP&L)	Under Secretary (Broadcasting Policy & Legislation)
US (FM)	Under Secretary (Frequency Modulation Cell)
US (BD & B Fin.)	Under Secretary (Broadcasting Development & Broadcasting Finance)
US (BAP)	Under Secretary (Broadcasting Administration Programme)
US (BA-E & BC-IV)	Under Secretary (Broadcasting Administration Engineering & Broadcasting Content-IV)
US (F-I&III)	Under Secretary (Finance-I & Finance-III)
US (Fin-II)	Under Secretary (Finance-II)
US (B&A)	Under Secretary (Budget & Accounts)
US (EW)	Under Secretary (Economic Wing)
US [F(C), F(F), & F(I)]	Under Secretary (Films Certification, Film Festival and Film Industry)
US [F(A), F (FTI) & F(PSU)]	Under Secretary (Films Administration, Film & Television Institute & Film Public Finance Undertaking)
DD (OL)	Deputy Director (Official Language)
DD (MCU)	Deputy Director (Media Coordination Unit)
AD (OL-1)	Assistant Director (Official Language-1)
AD (OL-2)	Assistant Director (Official Language-2)
S.O. (Admn-I)	Section Officer (Administration-I)
S.O. (Admn-II)	Section Officer(Administration-II)
S.O. (Admn-IV)	Section Officer (Administration-IV)
S.O. (Cash- I & II)	Section Officer (Cash-I)\ Section Officer (Cash-II)
S.O. (Parliament Cell)	Section Officer (Parliament Cell)
S.O. (MUC-I& II)	Section Officer (Media Unit Cell – I & II)
S.O. (Vigilance-I&II)	Section Officer (Vigilance - I & II)
S.O. (IP&MC)	Section Officer (Information Policy & Media Coordination)

S.O. (PPC)	Section Officer (Policy Planning Cell)
S.O. (Press)	Section Officer (Press)
S.O. (IIS-I)	Section Officer (Indian Information Service)-I
S.O. (IIS-II)	Section Officer (Indian Information Service)-II
S.O. [F(F)]	Section Officer (Films Festivals)
S.O. (Admn-III {I&II})	Section Officer (Administration-III)-{I & II}
S.O. [F(FTI)]	Section Officer [Films (Film & Television Institute)]
S.O. [F(A) Desk]	Section Officer [Films(Administration)]
S.O. [F(C) Desk]	Section Officer [Films (Certification)]
S.O. [F(I) Desk]	Section Officer Films (Industry) Desk]
S.O. [F(PSU) Desk]	Section Officer [Film (Public Sector Undertaking) Desk]
S.O. (BC-I)	Section Officer (Broadcasting Content-I)
S.O. (BC-II)	Section Officer (BroadcastingContent-II)
S.O. (BC-III)	Section Officer (Broadcasting Content–III)
S.O. (BC-IV)	Section Officer (Broadcasting Content–IV)
S.O. [B(D)]	Section Officer [Broadcasting (Development)]
S.O. [B(Fin)]	Section Officer [Broadcasting (Finance)]
S.O. (BP&L)	Section Officer (Broadcasting Policy & Legislation)-I& II
S.O. (BAP –I & II)	Section Officer (Broadcasting Administration-Programme)-I & II
S.O. (BAE-I& II)	Section Officer (Broadcasting Administration Engineering)-I & II
S.O. (FM Cell)	Section Officer (Frequency Modulation Cell)
S.O. (CRU)	Section Officer (Central Registry Unit)
S.O. (DAS)	Section Officer (Digital Addressable System)
S.O. (INSAT-TV–I & II)	Section Officer (Indian Satellite Television) – I & II

S.O. (Fin – I & III)	Section Officer (Finance I & III)
S.O. (Fin-II)	Section Officer (Finance – II)
S.O. (PC Cell)	Section Officer (Plan Coordination Cell)
S.O. (B&A)	Section Officer (Budget & Accounts)
S.O. (PMS)	Section Officer (Performance Management Section)
S.O. (NMC)	Section Officer (New Media Cell)
S.O. (RTI Cell)	Section Officer (Right to Information Cell)
S.O. (CPGRAMS)	Section Officer (Centralised Public Grievance Redress and Monitoring System)
P & AO	Pay & Accounts Officer

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Ministry of Information and Broadcasting
Government of India