

No. M-14014/3/2014-DO(FA)-Part(2)
Government of India
Ministry of Information & Broadcasting
'A' Wing, Shastri Bhawan, New Delhi-110001

Dated: 26th March, 2024

OFFICE MEMORANDUM

Subject: Standard Operating Procedures (SOPs) for Central Government Ministries/ Departments/PSUs/Statutory Bodies for supply of PSA Films/Approved Films - reg.

The undersigned is directed to refer to this Ministry's Office Memorandum No. M-14014/3/2014-DO(FA) dated 30.11.2023 and to say that this Ministry vide the said O.M. issued comprehensive 'Guidelines for exhibition of Public Service Awareness (PSA) films in cinema theatres'.

2. So as to standardize and operationalize regulations of screening of PSA Films with a view to achieve uniform and effective implementation of guidelines for exhibition of PSA Films in cinema theatres, a set of SOPs are hereby conveyed.
3. All the Ministries/Departments of the Central Government are requested to take note of the attached SOPs and adhere to them for selection of PSA Films for screening in cinema theatres.
4. This is issued with the approval of Competent Authority in the Ministry of Information & Broadcasting.

Encl: As above.



(Surajit Indu)

Under Secretary to the Govt. of India
Tel. 011-23385221

To

1. PMO and all Ministries/Departments of the Government of India (as per Standard List)
2. Central Board of Film Certification, Mumbai
3. Central Bureau of Communication, New Delhi
4. Ministry of I&B's Official Website

Copy for information to:

1. PS to HMIB
2. Addl. PS to HMSIB
3. Sr. PPS to Secretary, Ministry of I&B
4. Sr. PPS to Addl. Secretary, Ministry of I&B
5. PPS to Joint Secretary (P&A), Ministry of I&B
6. PPS to Joint Secretary (Broadcasting-I), Ministry of I&B
7. PPS to Joint Secretary (Broadcasting-II), Ministry of I&B
8. PPS to Joint Secretary (Films), Ministry of I&B
9. Director (Films)/Deputy Secretary (Films-II), Ministry of I&B



(Surajit Indu)

Under Secretary to the Govt. of India

Standard Operating Procedures (SOPs) for Central Government Ministries/ Departments/ PSUs/ Statutory Bodies for supply of PSA Films/Approved Films

Consequent to the decision taken by the Union Cabinet on 23.12.2020, four Film Media Units, including Films Division have been merged in NFDC. Accordingly, the activities carried out by erstwhile Films Division, related to screening of Public Service Awareness (PSA) films in cinema theatres and issuance of 'Approved Film Exhibition Certificate' to exhibitors/licensees/digital cinema agencies were entrusted to Central Board of Film Certification (CBFC), to be implemented through its Regional Offices.

Public Service Awareness (PSA) Films/Approved Films are those scientific films, films intended for education purposes, films dealing with news and current events, documentary films or indigenous films for publicity of Government programmes and cinematic record of India's history that are produced by the Central Government Organizations viz. Line Ministries, Institutions, Departments, etc. and have been approved for being exhibited during the film exhibition in cinema theatres by the Ministry of Information & Broadcasting. Such 'Approved/PSA Films of the Central Government' have been granted exception from Certification of film under Section 9 of the Cinematograph Act by the Government.

This Ministry vide O.M. No. M-14014/3/2014-DO(FA) dated 30.11.2023 has issued comprehensive 'Guidelines for exhibition of Public Service Awareness (PSA) films in cinema theatres' after consultation with all stakeholders viz. all State Govts./UTs, FFO, Film Federation of India, Digital Cinema Agencies/theatre owners, exhibitors and CBFC.

In view of this, following Standard Operating Procedures (SOPs) are framed for adherence by the Ministries/Departments of the Central Government for selection of PSA films for screening in cinema theatres:

1. Ministry has limited slots for screening of Approved Films/PSA Films in the cinema theatres. Such films to be screened in cinema theatres should be of good quality and carry a public awareness message and be suitable for dissemination through public exhibition in cinema theatres throughout the country.
2. PSA films should be in MPEG-4 and J2K video formats.
3. The duration of film should be up to 2 minutes or less.
4. Requisite approvals for the screening of PSA Films/Approved Films may be duly obtained by the concerned Ministry at its own level including approval from Ad Approval Cell and any other authorities, if required.
5. The PSA films of the Central Government have been exempted from obtaining certification from CBFC under Section 9 of the Cinematograph Act, 1952.
6. The digital file(s) of the PSA Film/Approved Film with due approvals of the competent authority may be sent to the Ministry of Information & Broadcasting for its screening in the cinema theatres.
7. In case the film is designed for a specific State/UT/group of States/language, the same may be mentioned in the request to Ministry of I&B so that it is sent for screening in the concerned focus States only.
