

No. M-14014/01/2026-DO(FA)
Government of India
Ministry of Information & Broadcasting

Kartavya Bhavan 2, New Delhi
Dated: 05.08.2026

OFFICE MEMORANDUM

Subject: Clarification regarding exhibition of Public Service Awareness (PSA) Films in Cinema Theatres under Guidelines dated 30.11.2023 issued by Ministry of Information & Broadcasting - reg.

References have been received in Ministry of Information & Broadcasting seeking clarification regarding the interpretation of the Guidelines for exhibition of Public Service Awareness (PSA) Films in Cinema Theatres issued vide this Ministry's Office Memorandum No. M-14014/3/2014-DO(FA) dated 30.11.2023, particularly with regard to the duration of PSA films and the time slots prescribed for their exhibition.

2. In this regard, attention is invited to Paragraphs 5 and 6 of the aforesaid Guidelines. Paragraph 5 prescribes that the duration of Approved/PSA Films of the Central Government shall be up to 2 minutes. It further provides that the State Governments may also provide PSA films up to 2 minutes in duration for exhibition in cinema theatres. Paragraph 6 specifies that the PSA films may be exhibited during the 10-minute pre-show period before the commencement of the film and during the last 5 minutes of the interval before the second half of the movie package.
3. It is hereby clarified that the maximum permissible duration prescribed under Paragraph 5 of the Guidelines is up to 2 minutes in respect of the PSA films of the Central Government and, separately, up to 2 minutes in respect of the PSA films of the concerned State Government. Accordingly, a PSA film of up to 2 minutes' duration of the Central Government and a PSA film of up to 2 minutes' duration of the concerned State Government may each be exhibited in any one of the prescribed time slots, i.e., either during the 10-minute pre-show period before the commencement of the film or during the last 5 minutes of the interval before the second half of the movie package.
4. It is further clarified that where the duration of PSA film(s) is 1 minute or less, the same may be exhibited in both the aforesaid time slots, provided that the overall duration of PSA film(s) exhibited does not exceed the limit of 2 minutes prescribed under Paragraph 5 of the Guidelines.
5. All concerned stakeholders are requested to regulate the exhibition of PSA films in cinema theatres in accordance with the above clarification.



(Surajit Indu)

Under Secretary to the Govt. of India
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To

1. PMO and all Ministries/Departments of the Government of India
2. Chief Secretaries/Administrators of all the States/UTs - with request to instruct concerned Ministry/Department for wide circulation and incorporation of suitable provisions in the concerned rules of respective States/UTs
3. Central Board of Film Certification, Mumbai - with request to circulate among all stakeholders
4. Central Bureau of Communication, New Delhi
5. Ministry of Information & Broadcasting's website

Copy for information to:

1. PS to HIBM
2. PS to HMSIB
3. Sr. PPS to Secretary, Ministry of I&B
4. PPS to Additional Secretary, Ministry of I&B
5. PPS to Joint Secretary (Films), Ministry of I&B



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