



GOVERNMENT OF INDIA

PERFORMANCE BUDGET 2003-2004

MINISTRY OF INFORMATION & BROADCASTING

PREFACE

The Performance Budget has been designed to clearly bring out the relationship between estimated inputs and expected outputs as an integral part of budget, and thus, acts as an instrument for performance evaluation. The Performance Budget of the Ministry of Information & Broadcasting depicts the functions, programmes and activities of the Ministry in relation to the budget allocations and expresses in terms of physical and financial targets and achievements. It may, however, be added that there is no attempt in Performance Budgeting to Quantify results where none is possible; nor is it intended that the evaluation of performance or a judgement on the attainment of objectives should be made in quantitative terms alone.

Chapter-I gives a brief introductory note on the objectives and functions of the Ministry and the organisations of the implementing agencies connected with them.

Chapter-II gives a glimpse of financial outlays in respect of the Ministry as a whole.

Chapter-III explains the scope and objectives of individual programmes and schemes giving their estimated costs, the targets and achievements by the various agencies other than Prasar Bharati.

Chapter-IV deals with programmes and schemes in relation to the Broadcasting Services viz. Prasar Bharati (All India Radio and Doordarshan).

Prasen Bhanu
 ✓ CBFC
 ✓ CFSI
 ✓ DFF
 ✓ Rihms Div.
 ✓ FTII, Pune
 ✓ SRFTI, Kulu
 ✓ IIML
 ✓ NFAI
 ✓ MFOL
 ✓ Photo
 ✓ DPD
 ✓ RR&D
 ✓ SRDD
 ✓ BRIL
 ✓ Soochman
 ✓ New scheme
 ✓ CMS
 ✓ always classified

DAVP *

DFF

PIB

PCI

Rachy DD (PBI)

RNI

$\hat{N} \hat{M} \begin{matrix} \infty & \infty \\ \in & \in \end{matrix}$

1- Chapter - 1

2- SRDD

3- DFF

4- Soochman Bn

5- RR&D

6- SRFTI, K

7- always classified

DFF

PCI

RNI

CONTENTS

Page

CHAPTER-I

Introduction.....	1
-------------------	---

CHAPTER-II

Summary of Budgetary Provisions	5
---------------------------------------	---

CHAPTER-III

Overall Performance of the Media Units other than Prasar Bharati

Central Board of Film Certification	7
Children's Film Society, India	10
Directorate of Advertising and Visual Publicity	20
Directorate of Field Publicity	<u>27</u>
Directorate of Film Festivals	32
Films Division	34
Film & Television Institute of India, Pune	39
Satyajit Ray Film and Television Institute, Kolkata	40
Indian Institute of Mass Communication	41
National Film Archive of India	46
National Film Development Corporation Limited	49
Press Information Bureau	52
Press Council of India	57
Photo Division	58
Publications Division	62
Registrar of Newspapers for India	68
Research, Reference and Training Division	73
Song and Drama Division	75
Broadcast Engineering Consultants India Limited	79
Soochna Bhavan	84
New Scheme under Main Secretariat	85
Central Monitoring Service	86
Summary of Object-wise Classification	87

CHAPTER-IV

Overall Performance of the Media Units under Broadcasting Services

PRASAR BHARATI

All India Radio	91
Doordarshan	111

CHAPTER-I

INTRODUCTION

The main functions of the Ministry of Information & Broadcasting are:

- to keep the people informed about Government's policies and programmes through the mass media;
- to educate and motivate the people to greater participative involvement in the various developmental activities and programmes of the Government;
- to liaise with State Governments and their organisations in the field of information and publicity; and
- to serve as a constant link between the Government and the Press and act as a clearing house of official information and authentic data pertaining to the Union Government's plans and programmes.

The Ministry is vested with the responsibility of formulating policy guidelines for the efficient dissemination of news and views by the media units. Although media units enjoy functional autonomy, the Ministry co-ordinates, assists, supervises and monitors the activities of the various units under its administrative control for efficient operations. The various media units use different programme formats keeping in view the needs of the target audience.

2. In brief, the functions of the media units and other organisations are as follows:-

(I) PRASAR BHARATI (Broadcasting Corporation of India)

The Prasar Bharati (Broadcasting Corporation of India) Act, 1990, providing for the establishment of a Broadcasting Corporation for India, known as Prasar Bharati came into effect on 15.9.97. This Act provides that it shall be the primary duty of the Corporation to organise and conduct public service broadcasting to inform, educate and entertain the public, i.e. to discharge the functions presently performed by Akashvani and Doordarshan. The general superintendence, direction and management of the affairs of the Corporation shall vest in the Prasar Bharati Board which may exercise all such powers and do all such acts and things as may be exercised or done by the Corporation under this Act. The Board shall consist of the Chairman; one Executive Member and 6 part time Members. Besides, one Member (Finance); one Member (Personnel); DG, Akashvani and DG, Doordarshan shall be ex-officio Members. A nominee of the Ministry of I&B and two representatives of the employees of the Corporation shall also be on the Prasar Bharati Board.

For the purposes of enabling the Corporation to discharge its functions efficiently, the Act provides that the Central Government may after due appropriation made by Parliament by law in this behalf, pay to the Corporation in each

financial year such sums of money as is considered necessary by way of equity, grant-in-aid or loan. The Corporation shall have its own Fund and all the receipts of the Corporation shall be credited to this Fund and all payments by the Corporation shall be made there from.

The Corporation shall prepare, in each financial year, an annual financial statement for the next financial year, showing separately, (i) the expenditure which is proposed to be met from the internal resources of the Corporation; and (ii) the sums required from the Central Government to meet other expenses, and distinguishing revenue expenditure from other expenditure as well as non-Plan expenditure from Plan expenditure. The Annual Financial Statement shall be prepared in such form and forwarded at such time to the Central Government for its approval as may be agreed to by the Central Government and the Corporation.

(A) ALL INDIA RADIO

All India Radio informs, educates and entertains people through its programmes broadcast from various stations. It keeps the people all over the country informed about Government policies, plans, programmes and achievements through the medium of sound broadcasting by a variety of programmes relating to culture, education, science, health and hygiene and social and economic issues. It also keeps the people in all parts of the country informed of the important news and current events of topical interest. It presents diverse points of views to ensure that programmes are balanced and unbiased through its broadcasts. It promotes education and national integration. It also renders timely assistance to public and Government departments by quick dissemination of information during natural calamities. It also runs a commercial service (Vividh Bharati) which helps to promote sale of goods and services through advertisements. Its External Services Division broadcasts programmes for overseas listeners.

(B) DOORDARSHAN

Over the last 43 years, Doordarshan has expanded both its network and the scope of its activities and has crystallized its main objectives as under:

- to act as a catalyst for social change;
- to promote national integration;
- to stimulate scientific temper among the masses;
- to disseminate the message of family planning as a means of population control and family welfare;
- to stimulate greater agricultural production by providing essential information and knowledge;

- to promote, help and preserve environmental and ecological balance;
- to highlight the need for social welfare measures, including welfare of women, children and the less privileged;
- to promote interest in games and sports; and
- to stimulate appreciation of our artistic and cultural heritage.

Doordarshan also runs a commercial service for telecast of advertisements on its network.

(II) PRESS INFORMATION BUREAU

The Press Information Bureau is the Central Agency of the Government of India for informing the people about its policies, programmes and activities. As Government's main channel of communication with the media (Electronic and Print), Press Information Bureau puts out information on Government policies, programmes and activities, provides feedback on these and advises the Government on its information policy. It functions upon the basic premise that in a democracy, the Government has to ensure that its policies and programmes are properly presented and correctly interpreted through Press and other Media to the people on whose support and goodwill its holds office.

The Bureau provides functional facilities to media representatives. For this purpose it accredits Indian and foreign media representatives, news cameramen and technicians. In order to cater to the needs of Indian as well as foreign correspondents, the Bureau has set up the National Press Centre with modern communication facilities on temporary basis till a complete structure is made available at New Delhi.

To convey information to the media, the Bureau employs a variety of means—press releases and features, press conferences, press briefings and conducted tours.

(III) DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY

The Directorate of Advertising and Visual Publicity is a multi-media central agency for publicising the policies, achievements and programmes of the Govt. of India. It executes publicity campaign through press advertising and other printed material as well as radio spots and sponsored programmes, TV commercials, exhibitions and outdoor media on behalf of various Central Government's Ministries and Departments, Autonomous bodies and such Public Sector Undertakings which seek to utilise its services.

(IV) DIRECTORATE OF FIELD PUBLICITY

The Directorate of Field Publicity projects the policies, programmes and achievements of the Government through its countrywide network of Field Publicity Units using the medium of interpersonal communication, film shows, song and drama programmes, photo exhibitions, group

discussions, debates and seminars. The emphasis is on intensive publicity in selected areas by rotation, with special attention on remote, tribal and backward areas.

(V) PUBLICATIONS DIVISION

The Publications Division is the largest publishing house in the public sector. It publishes priced books, journals and other printed material in English, Hindi and regional languages on a wide variety of subjects. These range from books on national policies and programmes, to people and places, and from biographies and books for children, to works on art and culture. The journals are of varying periodicity. Sale of books and journals is organised through the Division's eight sales emporia at various centres and through a network of sales depots, sales counters, agencies and book fairs and exhibitions at home and abroad.

Publications Division also brings out the "Employment News"/"Rozgar Samachar" a weekly journal carrying notices of employment opportunities in the Central and State Government Departments, Public Sector Undertakings and private sector. At present it is brought out in English, Hindi and Urdu.

(VI) SONG AND DRAMA DIVISION

The functions of Song and Drama Division include tapping the resourceful/live entertainment media, particularly the traditional and folk media, for effective publicity of Government policies and programmes. This media has the potential of establishing instant rapport with people and educating them through live entertainment about the problems prevailing in the country, and also generating a sense of participation in the people in the task of national reconstruction. To achieve this objective, a wide range of stage forms, such as, drama, folk and traditional plays, dance dramas, mythological recitals and puppet shows besides the sound and light medium are used.

(VII) PHOTO DIVISION

It is a centralized photographic production unit and the biggest photographic archive of events from pre-independence period to date as also events related to the socio-economic and developmental growth of the country. The photographs produced by the Division are used by the press, in publications and displays, printed publicity by the Govt. agencies, Missions abroad, Autonomous bodies and public at large.

(VIII) REGISTRAR OF NEWSPAPERS FOR INDIA

The Registrar of Newspapers for India maintains under the Press and Registration of Books Act, an up-to-date record and statistics of newspapers/periodicals published in the country; clears titles of new publications; issues certificates of registration; studies annual statements submitted by publishers; maintains records of regularity in publications of newspapers; periodicals; verifies circulation claims of

publishers; and prepares Annual Report about the state of affairs of Press in India. In addition, it has been assigned certain non-statutory functions like formulation of newsprint allocation policy every year, assessment/working out of newsprint entitlement and certifying the essentiality for the import of printing machinery.

(IX) RESEARCH, REFERENCE & TRAINING DIVISION

The Division provides basic information material, mainly in the form of research, reference and background papers on various subjects, including problems of mass communication to various media units and field offices of the Ministry to help them project the policies and programmes of the Government. An important assignment of the Division is the compilation of 'India - A Reference Annual', an authentic work of reference and the 'Mass Media in India', a comprehensive publication on Mass Communication.

(X) FILMS DIVISION

It is the central film producing organisation of the Govt. of India. Through the medium of news magazine and documentaries, it records the march of events and the socio-economic progress of the country and releases news magazines and documentaries to theatres for public information, education, motivation and for instructional and cultural purposes.

(XI) NATIONAL FILM ARCHIVE OF INDIA

The primary objective of National Film Archive of India is acquisition and preservation of National Cinema, the best of World Cinema, film classification, documentation and research and encouraging film scholarship and the spread of film culture in the country.

(XII) DIRECTORATE OF FILM FESTIVALS

The Directorate of Film Festivals is vested with the responsibility of promoting good cinema by organising International Film Festivals in India and promoting Indian films both within the country and abroad, organisation of film weeks and the National Film Awards.

(XIII) CENTRAL BOARD OF FILM CERTIFICATION

The Central Board of Film Certification performs the statutory function of certifying films including video films for public exhibition under the provisions of Cinematographic Act, 1952.

(XIV) FILM CERTIFICATION APPELLATE TRIBUNAL

The Tribunal is the appellate authority in respect of the decisions of the Central Board of Film Certification.

The Ministry of Information & Broadcasting is also administratively incharge of two Public Sector Undertakings, one Statutory body, four registered Autonomous Societies as

indicated below:

(A) NATIONAL FILM DEVELOPMENT CORPORATION (NFDC)

The National Film Development Corporation - A Public Sector Undertaking under the Ministry plays a vital role in the development of the infrastructure for the film industry. It promotes theatre constructions, production of quality films including undertaking co-production of films. It also handles the import and export of feature films; import allocation and distribution of raw materials used by the film industry.

(B) BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED (BECIL)

This Public Sector Undertaking is functioning under the aegis of the Ministry of Information and Broadcasting. The objectives of BECIL are to take up consultancy and turn key jobs in the fields of Acoustics, Audio/Video systems, Satellite, uplink/downlink systems, MMDS, Cable TV, Distribution etc.

(C) PRESS COUNCIL OF INDIA (PCI)

The Press Council, a statutory, autonomous body, was established in 1978 under an Act of Parliament for the purpose of preserving the freedom of the Press and maintaining and improving the standard of newspapers and news agencies in the country.

It collects levy from registered newspapers and news agencies to meet part of its expenditure. Financial support to meet the uncovered expenditure is provided by the Government in the form of Grants-in-aid.

(D) CHILDREN'S FILM SOCIETY, INDIA (CFSI)

The main objectives of Children's Film Society, India (CFSI) are, production, distribution and exhibition of films meant for children as well as promotion of children's film movement. The CFSI engages itself in the production of 16 mm and 35 mm feature, featurettes and short films in all the major Indian languages so that children all over India can enjoy them equally. The CFSI produces, distributes and exhibits films especially made for children, with emphasis on protecting them from undesirable influence of commercial films and providing them with clean and healthy entertainment.

(E) FILM AND TELEVISION INSTITUTE OF INDIA, PUNE (FTII)

The Film Institute of India was set up in 1960, in Pune as a premier Institute for imparting training in the art and technique of film making. Since 1974 it has also started training Doordarshan employees in television production and the Institute was renamed as Film and Television Institute of India. The Film and Television Institute of India, is the prime Institute of its kind and has been undertaking the entire responsibility of imparting training in the film production

and television training. It has also been conducting diploma courses in four disciplines of film-making, namely, Direction (Film & Technician), Cinematography, Editing and Audiography.

(F) INDIAN INSTITUTE OF MASS COMMUNICATION (IIMC)

The Indian Institute of Mass Communication is a premier Institute and was established on August 17, 1965 for imparting training to personnel in the mass media. It also conducts research to provide the basis for planning and efficient use of resources for further development of mass

media. The Institute also conducts courses in journalism for candidates of developing countries.

(G) SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA

The Satyajit Ray Film & Television Institute (SRFTI) Kolkata has been set up with the specific aim of providing an institution for imparting education in film and television production especially for the students in Eastern and North-East India. It has been registered as autonomous body under the West Bengal Societies Registration Act, 1961.

CHAPTER – II

SUMMARY OF BUDGETARY PROVISIONS

For the year 2003-2004, one Demand has been presented to Parliament on behalf of Ministry of Information and Broadcasting, viz. Demand No: 59 – Ministry of Information and Broadcasting which covers expenditure of the Secretariat of the Ministry of Information and Broadcasting and of the Media Units in the Information &

Publicity Sectors including provision for assistance to Grants-in-aid bodies. This also covers Grants-in-aid to Prasar Bharati – Broadcasting services i.e. expenditure of All India Radio and Doordarshan.

The Plan outlay for 2002-2003 and for 2003-2004 is as follows:-

Ministry of Information and Broadcasting

(Rs. in crores)

2002-2003						2003-2004		
Budget Estimates			Revised Estimates			Budget Estimates		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
878.00	1118.58	1996.58	808.54	1118.57	1927.11	890.00	1106.19	1996.19

The Plan Outlay and the expenditure for 2002-2003 in various sectors were as indicated below:-

Sector	Actuals 2001-2002	Outlay BE 2002-2003	Revised Estimates 2002-2003
Doordarshan	422.85 **	626.00	584.90
Sound Broadcasting	179.68 **	197.00	185.50
Film Media	17.48	26.00	18.41
Information Media	11.62	29.00	19.73
	631.63	878.00	808.54

**includes IEBR generated by Prasar Bharati.

Revised Estimates 2002-2003

The reduction in Revised Estimates 2002-2003 (Plan) for Doordarshan vis-à-vis Sanctioned Budget Grant 2002-2003 is primarily due to less requirement in commissioning of programmes (Normal), Satellite Payments & Other Charges under Revenue Section and Transmitter (New Equipment

& Building), and Miscellaneous Works Scheme (New Equipment) under Capital Section.

The reduction in the Revised Estimates 2002-2003 (Plan) for All India Radio vis-à-vis Sanctioned Budget Grant 2002-2003 is mainly due to less requirement of funds under Revenue Plan for supplies and materials and less requirement in Capital (Plan) under Studios (Building & New Equipment), Transmitter (Building and New Equipment) and Composite schemes (Building).

The shortfall in the information sector was mainly due to delay in construction of National Press Centre as the land was handed over by CPWD only in October, 2002 (slow progress of construction of Phase IV of Sochna Bhavan), postponement of IIMC's remaining construction of buildings at its Dhenkanal branch, Shortfall in the Film Sector in Plan outlay is mainly due to less requirements of Film and Television Institute of India Pune, Satyajit Ray Film and Television Institute, Kolkata, Children's Film Society, postponement of dates of the International Film Festival and Indian Panorama, and economy measures.

Annual Plan 2003-2004

The Plan outlay for 2003-2004 in various sectors is as under:-

(Rs. in crores)

	DBS	IEBR	Total outlay 2002-2003
Prasar Bharati	366.00	475.00	841.00
CMS	4.00	—	4.00
Films Media	24.00	—	24.00
Information Media	21.00	—	21.00
Total	415.00	475.00	890.00

Out of the outlay of Rs. 55.00 crores for the year 2003-2004 in respect of Information and Films Sectors, a provision of Rs. 2.30 crores has been earmarked for projects/schemes for the benefit of North Eastern Region and Sikkim.

Out of the total Plan outlay of Rs. 841.00 crores for the year 2003-2004 in respect of Prasar Bharati, the Plan support will be Rs. 366.00 crores including a component of Rs. 68.61 crores for J&K Special Package and Rs. 90.80 crores for North Eastern region and Sikkim. The remaining amount will be met by Prasar Bharati out of its own resources.

Ministry of Information and Public Relations

(Rs. in crores)

Year	2002-2003		2003-2004	
	Budget Estimates	Revised Estimates	Budget Estimates	Revised Estimates
Total	1118.28	1990.28	808.24	1418.24
Plan	1118.28	1990.28	808.24	1418.24
Non-Plan	—	—	—	—

Information and Public Relations Sector

The reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector is due to the reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector. The reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector is due to the reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector.

The reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector is due to the reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector. The reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector is due to the reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector.

The reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector is due to the reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector. The reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector is due to the reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector.

Information and Public Relations Sector

Year	2002-2003	2003-2004
Information and Public Relations	1118.28	1990.28
Information Media	21.00	—
Films Media	24.00	—
CMS	4.00	—
Prasar Bharati	366.00	475.00

The reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector is due to the reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector.

Information and Public Relations Sector

The reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector is due to the reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector. The reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector is due to the reduction in the Revised Estimates 2003-2004 for the Information and Public Relations Sector.

CHAPTER III

(Overall performance of the Media Units other than Prasar Bharati)

CENTRAL BOARD OF FILM CERTIFICATION

The Central Board of Film Certification has been set up under the Cinematograph Act, 1952 (37 of 1952), for the purpose of certification of films for public exhibitions. The Board has its headquarters at Mumbai and 9 regional offices at Mumbai, Calcutta, Chennai, Bangalore, Thiruvananthapuram, Hyderabad, New Delhi Cuttack and Guwahati. The functions of the Board broadly are as follows:

- i) to certify films for unrestricted public exhibition (U Certificate);
- ii) to certify films for public exhibition restricted to adults (persons who have completed their 18th year of age) (A Certificate);
- iii) to certify films for unrestricted public exhibition with an endorsement of cautions to the parents or

guardian of children below the age of 12 years (UA Certificate):

- iv) to certify films for public exhibitions restricted to members of any profession or any class of persons (S Certificate);
- v) the Board is also competent to refuse certifications of films in their totality;

EXPLANATION OF FINANCIAL REQUIREMENTS

The expenditure is on the payment of Salary to staff, payment of fees to Board, Advisory Panels, Appellate Tribunal Members, Contingent expenditure for running of establishment and purchase of equipment required for carrying out the statutory functions and duties for which the Board is responsible.

The Annual Plan 2003-2004 of CBFC includes the following Schemes:

(Rs. in lakhs)

Schemes	B.E. 2003-2004
1. Establishment of Computerised Management System and upgradation of infrastructure in CBFC	130.00
2. Opening of Regional Offices of the Board at Hyderabad, New Delhi, Cuttack and Guwahati	37.00
3. Organisation of training courses and studies	125.00
Total:	292.00

The salient features of the schemes are as under:-

1. Establishment of computerized management system and upgradation of infrastructure in CBFC

The scheme envisages providing infrastructural facilities to the regional offices and headquarters at CBFC and computerization of the work of CBFC with a view to provide them fully independent of their clientele and to introduce inter-office connectivity between all the regional offices and the headquarters.

2. Opening of regional offices of the Board at New Delhi, Cuttack and Guwahati

The scheme envisages opening new offices at New Delhi, Cuttack and Guwahati through creation of posts and providing infrastructural facilities to these offices. Presently,

the regional offices of CBFC at New Delhi, Cuttack and Guwahati are being managed by deputing officers from other Media Units of the Ministry to discharge the functions of regional officers. The expenditure on these offices is met out from the outlay from this scheme.

3. Organisation of training courses and studies

The scheme envisages giving training to the Board Members, Members of the Advisory Panels and officers of the Board with the objective of familiarizing them with different facets of film certification and maintain uniformity in certification process at different regional offices. Also, a private detective agency has been engaged to detect cases of violation of censorship provisions in the four metropolitan cities of Mumbai, Delhi, Chennai and Kolkata.

Annexure I

CENTRAL BOARD OF FILM CERTIFICATION

Indian Films									Foreign Films							
Celluloid Films					Video Films				Celluloid Films				Video Films			
Year	Feature	Short	Long Than Feature	Other Feature	Feature	Short	Long Than Feature	Other Feature	Feature	Short	Long Than Feature	Other Feature	Feature	Short	Long Than Feature	Other Feature
1999	764	971		5	115	654		14	203	227		-	39	446		-
2000	855	1058		2	111	503		5	252	194		-	38	167		1
2001	1013	1099		-	97	402		1	248	200		-	47	187		-
2002	942	1292		5	123	556		12	290	240		-	71	219		-

Annexure II

CENTRAL BOARD OF FILM CERTIFICATION

STATEMENT INDICATING THE FILMS CERTIFIED BY BOARD DURING THE YEAR 2002

VIDEO

Certified From 1.1.2002 to 31.12.2002	Mumbai	Kolkata	Chennai	Bangalore	Thiruvantha- puram	Hyderabad	Delhi	Cuttack	Guwahati	Total
Indian Feature Films	51	3	47	2	5	11	-	-	4	123
Foreign Feature Films	59	-	-	-	-	-	12	-	-	71
Indian Short Films	281	19	4	2	22	-	225	1	2	556
Foreign Short Films	180	-	39	-	-	-	-	-	-	219
Indian Long Films other than Feature	-	-	-	-	-	-	12	-	-	12
Foreign Long Films Other Than Feature	-	-	-	-	-	-	-	-	-	-
TOTAL	571	22	90	4	27	11	249	1	6	981

Annexure II-A

CENTRAL BOARD OF FILM CERTIFICATION

STATEMENT INDICATING THE FILMS CERTIFIED BY BOARD DURING THE YEAR 2002

CELLULOID

Certified From 1.1.2002 to 31.12.2002	Mumbai	Kolkata	Chennai	Bangalore	Thiruvantha- puram	Hyderabad	Delhi	Cuttack	Guwahati	Total
Indian Feature Films	249	57	117	156	183	144	-	14	22	942
Foreign Feature Films	289	-	1	-	-	-	-	-	-	290
Indian Short Films	631	63	362	24	34	96	68	11	3	1292
Foreign Short Films	240	-	-	-	-	-	-	-	-	240
Indian Long Films other than Feature	-	-	-	2	-	-	3	-	-	5
Foreign Long Films Other Than Feature	-	-	-	-	-	-	-	-	-	-
TOTAL	1409	120	480	182	217	240	71	25	25	2769

FINANCIAL REQUIREMENTS Object - wise Classification

(Rs. in lakhs)

S No.	Unit of Appropriation	Actual for 2001-2002		Budget Estimates 2002-2003		Revised Estimates 2002-2003		Budget Estimates 2003-2004	
		Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan
1	Salaries	8.35	89.28	14.00	108.00	10.00	110.00	7.70	120.00
2	Overtime Allowance	0.00	0.09	0.70	0.13	0.00	0.13	0.70	0.15
3	Domestic Travel Expenses	0.61	6.80	2.00	7.00	2.00	7.00	1.00	7.00
4	Office Expenses	49.58	28.76	233.00	35.00	70.00	35.00	223.00	35.00
5	Minor Works	15.27	0.00	40.00	0.00	20.00	0.00	40.00	0.00
6	Grants-in-aid	0.00	0.00	0.00	0.07	0.00	0.07	0.00	0.00
7	Professional Services	2.44	14.75	2.30	19.30	1.00	19.30	1.60	19.28
TOTAL - CBFC		76.25	139.68	292.00	169.50	103.00	171.50	274.00	181.50
Film Certification Appellate Tribunal		0.00	7.15	0.00	7.50	0.00	7.50	0.00	8.50
GRAND TOTAL		76.25	146.83	292.00	177.00	103.00	179.00	274.00	190.00

NORTH EASTERN REGION

(Rs. in lakhs)

	ACTUALS 2001-2002	BUDGET ESTIMATES 2002-2003	REVISED ESTIMATES 2002-2003	BUDGET ESTIMATES 2003-2004
CENTRAL BOARD OF FILM CERTIFICATION	2.07	18.00	6.80	18.00

CHILDREN'S FILM SOCIETY, INDIA

INTRODUCTION

1. Children's Film Society, India (CFSI) is a Society registered under the Societies Act and functions as an autonomous body under the Ministry of Information and Broadcasting. The broad objectives are as follows:

- To advance, education and culture through the medium of films, especially amongst children and adolescents.
- To create and develop amongst the children and adolescents an appreciation of films as healthy entertainment.
- To undertake, aid, sponsor, promote and co-ordinate the production, distribution and exhibition of films specially suited to or of special interest to children and adolescents in India and abroad.

PERFORMANCE DURING 2002-2003

A) PRODUCTION:

- i) The following film has been completed in all respects:

1. HATHI KA ANDA Hindi-Feature

- ii) The following films are under various stages of production:

1. TORA'S LOVE	Assamese-Feature.
2. HIMMAT	Dogri-Docu.Drama on brave children.
3. CHHAKKAD BAKKAD BUMBE BO	Hindi-Feature
4. LITTLE VARJU	Hindi-Short Animation.
5. BLIND CAMEL	Hindi-Short Animation.
6. JEO AUR JEENE DO	Hindi-Short Animation.
7. PEARLS OF WISDOM	Video Format in Marathi & Oriya (In-house production)

iii) Dubbing

Four acquired films from Iran will be dubbed in Hindi and 9 films produced by CFSI will also be dubbed in Hindi and other regional languages.

iv) Acquisition

Two films viz. TALNABAMI (Festival) -Video film in Bengali and a feature film entitled PINKY - THE MILLION PUG from Germany is being acquired.

B) EXHIBITION OF FILMS:

i) Organisation of 35mm/16mm shows:

A total of 126 shows were held and 84,000 children were benefited through such shows. During 1st Jan. 2003 to

31st March, 2003 total 75 shows are proposed to be held and 45,000 children will be benefited.

ii) Organisation of District & State level Festivals:

57 District-wise Film Festivals were held in various districts all over India. A total of 1,937 shows were put up covering an audience of 14,55,888. A State Festival was conducted in M.P. covering 44 districts during November & December, 2002, wherein nearly 5 lakh children had seen CFSI films. During 1st Jan. 2003 to 31st March, 2003, total 18 districts are likely to be covered through this activity.

iii) State Level Film Festival:

- A screening programme extended to all the available theatres in 44 districts of Madhya Pradesh is held in collaboration with M.P. Kala Parishad. A total number of 1106 shows were arranged which benefited over 5 lakh children.
- Film Festival at Santiniketan, Bolpur: A film festival comprising of 8 shows was organized during the month of Aug. 2002 wherein 4000 child audience benefited. Hon. Chief Minister of West Bengal inaugurated the function.

iv) Participation in International Film Festivals:

During the year 2002-03, CFSI's films have participated in the following film festivals:

- 20th FAJR, International Film Festival, Tehran, Iran.
- Carcow Film Festival, Poland.
- Hiroshima Film Festival, Japan.
- 42nd International Film Festival for Children & Youth Zlin - 2002, Czech Republic.
- River to River Film Festival, Italia.
- 19th Chicago International Children's Film Festival, Chicago, U.S.A.
- Okomedia 19th International Environmental Film Festival, Germany.
- Carrousel International Film Festival, Canada.
- Mill Valley Film Festival, California.
- Bilbao International Festival Documentary and Short Film, Spain.
- Tehran International Animation Film Festival, Iran.
- Kinderfilm International Film Festival, Berlin, Germany-2003.

v) Sale of VHS Cassettes

1878 VHS tapes were sold to various schools, Institutions and private parties during the period April, 2002

to Dec.2002. Approx. 500 VHS cassettes will be sold during Jan.-March,2003.

vi) Telecast of CFSI films on DD/Regional Kendras & Satellite Channels

CFSI's four films were telecast on DD Bharati Channel. National Award winning film NANDAN was telecast on National Network in June,2002.

CFSI films are regularly shown on Sahara and Zee Alfa Channels.

CFSI films are being screened regularly on every week on Saturdays on Star Gold from 7th Dec.2002. Due branding & publicity for CFSI films is also given by the channel. Thirteen feature films and six short films are slated to be shown on the channel during the period.

vii) Workshops/Bonanzas:

CFSI has organized a Film Bonanza at New Delhi from 14th to 16th Nov.2002, on the occasion of 14th November as Children's Day. The event was inaugurated by Hon. Minister of Information & Broadcasting Smt.Sushma Swaraj at Siri Fort Auditorium on the occasion of Children's Day.

viii) Bal Chitra Manch:

A unique project of screening films regularly at Siri Fort Auditorium has been introduced w.e.f. 1st Jan.2003. The films are shown free to the underprivileged children.

ix) Awards:

EXPLANATION OF FINANCIAL REQUIREMENTS FOR 2003-2004

The requirement of grant-in-aid for each of the PLAN schemes has been assessed as follows:

(Rs. in lakhs)

	BE 2002-2003	RE 2002-2003	BE 2003-2004
Plan Schemes:			
I. Production & Procurement of children's films/Serials including dubbing and/or subtitling Modernisation and Augmentation of Production Facilities.	351.00	351.00	352.00
II. Festivals			
(a) Organisation of International Children's Film Festival (Biennial Event)	5.00	5.00	100.00
(b)Participation in International Film Festival.	5.00	5.00	10.00
III.Modernisation & Augmentation			
a) Video	10.00	10.00	25.00
b) Information Technology	10.00	10.00	
IV. Animation & Script Writing Workshop	4.00	4.00	4.20
V. Audience Research & Market Survey	30.00	30.00	15.00
New Schemes:			
VI. (a) Digitalisation of CFSI films.	50.00	15.00	15.00
(b) Webcasting of CFSI Library.	35.00	16.00	
(@)VII.Exhibition of CFSI films in Municipal Schools.	100.00	100.00	100.00
	600.00	546.00*	621.00

(@) The Scheme is under consideration.

(*) Less Rs.95.97 lakhs of unspent balance of grants-in-aid released during 2001-02 (RE fixed - Rs.450.03 lakhs)

ANNEXURE - I

1. Name of the Scheme/Activity : Scheme I (Plan)	:	Production, Purchase and Dubbing and Subtitling of Children's Films.		
2. Description and objectives of the Scheme	:	Production and procurement of children's films and dubbing/subtitling these films in major Indian languages to reach a larger audience.		
		Rs. In lakhs	Proposed Target	Remarks
3. Proposed budget grant & performance targets for 2003-2004		352.00	Production: 7F+3S Purchase : 5 F Dubbing : 14 F Subtitling : 10 versions	
4. (a) Sanctioned Budget Grant and revised performance target for 2002-2003		351.00		
(b) Revised Budget for 2002-2003		351.00		
5. (a) Actual expenditure upto December, 2002		68.48		
(b) Expenditure to be incurred/booked for Jan-March, 2003		150.00		
6. Physical achievement and percentage for 2002-2003 anticipated by 31.03.2003		50%		

ANNEXURE – II

1. Name of the Scheme/Activity : Scheme II : **Festivals**
 (Plan) a) Organisation of Int. Film Festival.
 b) Participation in Int.Film Festivals.
2. Description and objectives of the Scheme : a) To provide impetus to production of children's films in India and to expose Indian film makers to the films produced abroad.
 b) To provide exposure to our films abroad.

	Rs. In lakhs	Proposed Target	Remarks
3. Proposed budget grant & performance targets for 2003-2004	a) 100.00 b) 10.00	1 15	
4. (a) Sanctioned Budget Grant and revised performance target for 2002-2003	a) 5.00 b) 5.00		
(b) Revised Budget for 2002-2003	a) 5.00 b) 5.00		
5. (a) Actual expenditure upto December,2002	1.35		
(b) Expenditure to be incurred/booked for Jan-March,2003	0.50 (approx.)		
6. Physical achievement and percentage for 2002-2003 anticipated by 31.03.2003	75%		

ANNEXURE – III

1. Name of the Scheme/Activity : Scheme III : **Modernisation & Augmentation**
(Plan) a) Video
b) Information Technology
2. Description and objectives of the Scheme : a) Procurement of latest equipment to provide inhouse facilities for video production.
b) Use of modern technology in the day-to-day functioning.

	Rs. In lakhs	Proposed Target	Remarks
3. Proposed budget grant & performance targets for 2003-2004	(*)		
4. (a) Sanctioned Budget Grant and revised performance target for 2002-2003	a) 10.00 b) 10.00		SFC approved the scheme for Rs.10.00 lakhs + Rs.2.75 lakhs.
(b) Revised Budget for 2002-2003	a) 10.00 b) 10.00		
5. (a) Actual expenditure upto December, 2002	—		
(b) Expenditure to be incurred/booked for Jan-March,2003	a) 10.00 b) 2.75		
6. Physical achievement and percentage for 2002-2003 anticipated by 31.03.2003			
(*) Under consideration			

ANNEXURE – IV

1. Name of the Scheme/Activity : Scheme IV (Plan) : Animation & Script Writing Workshop.

2. Description and objectives of the Scheme : To develop and sustain interest in the Children's Film Movement.

	Rs. In lakhs	Proposed Target	Remarks
3. Proposed budget grant & performance targets for 2003-2004	4.20	Organisation of 16 Animation & Script Writing Workshops.	
4. (a) Sanctioned Budget Grant and revised performance target for 2002-2003	4.00		
(b) Revised Budget for 2002-2003	4.00		
5. (a) Actual expenditure upto December, 2002	0.46		
(b) Expenditure to be incurred/booked for Jan-March, 2003	4.00		
6. Physical achievement and percentage for 2002-2003 anticipated by 31.03.2003	50%		

ANNEXURE - V

1. Name of the Scheme/Activity : Scheme V : Audience Research & Market Survey.
(Plan)
2. Description and objectives of the Scheme : To obtain feed back from the audience as an input for future and to further Children's Film Movement.

	Rs. In lakhs	Proposed Target	Remarks
3. Proposed budget grant & performance targets for 2003-2004		To complete market survey	SFC approved an amount of Rs.10.00 lakhs for the first year.
4. (a) Sanctioned Budget Grant and revised performance target for 2002-2003	30.00		
(b) Revised Budget for 2002-2003	30.00		
5. (a) Actual expenditure upto December, 2002	0.66		
(b) Expenditure to be incurred/booked for Jan-March, 2003	10.00		
6. Physical achievement and percentage for 2002-2003 anticipated by 31.03.2003		Market Survey to be completed.	

ANNEXURE – VI

1. Name of the Scheme/Activity : Scheme VI : (a) Digitalisation of CFSI films.
(Plan - New Scheme) (b) Webcasting of CFSI Library.
2. Description and objectives of the Scheme : a) Digitalisation is expected to standardize all audio & video film formats in a digital form of information to be used as an effective film library.
b) To case on the web CFSI films which will help to disseminate information to Indian and foreign audiences.

	Rs. In lakhs	Proposed Target	Remarks
3. Proposed budget grant & performance targets for 2003-2004	a) 5.00	25 hrs. of filmic content to be digitized.	
	b) 10.00	50 hrs. of software to be cast on the web.	
4. (a) Sanctioned Budget Grant and revised performance target for 2002-2003	a) 50.00	75 hrs. of filmic content.	
	b) 50.00	50 hrs. of software to be cast on the web.	
(b) Revised Budget for 2002-2003	a) 15.00	SFC approved an amount of Rs.15 lakhs and	
	b) 16.00	Rs.16 lakhs for the first year	
5. (a) Actual expenditure upto December,2002	0.05		
(b) Expenditure to be incurred/booked for Jan-March,2003	5.00 (approx.)		
6. Physical achievement and percentage for 2002-2003 anticipated by 31.03.2003	10%		

1. Name of the Scheme/Activity : Scheme VII : Exhibition of CFSI films in Municipal Schools.
(Plan - New Scheme)
2. Description and objectives of the Scheme : To promote children's films among the poorer sections of Society. This would give a thrust to the Children's Film Movement and promote films among the under-privileged children of remote rural areas of the country.

	Rs. In lakhs	Proposed Target	Remarks
3. Proposed budget grant & performance targets for 2003-2004		Under consideration.	
4. (a) Sanctioned Budget Grant and revised performance target for 2002-2003	100.00		SFC approved an amount of Rs.37 lakhs for the first year of Xth plan.
(b) Revised Budget for 2002-2003	100.00		
5. (a) Actual expenditure upto December,2002	—		
(b) Expenditure to be incurred/booked for Jan-March,2003	37.00		
6. Physical achievement and percentage for 2002-2003 anticipated by 31.03.2003		Bal Chitra Manch have started w.e.f. 1.1.03. Children's films screened on week days.	

TARGETS AND ACHIEVEMENTS

Sl. No.	Schemes	Achievements 2000-2001	Targets	2001-2002 Achievements	2002-2003 Targets	2002-2003 Achievements	2003-2004 Targets
1	2	3	4	5	6	7	
I	PRODUCTION/PURCHASE/DUBBING OF CHILDREN'S FILMS						
	a) Production of films	5F +5F (50% comp.)	4F	5F		1F (completed)	
	i) Feature films(F)				7F + 3S	1F (60% comp.)	7F + 3S
	ii) TV serials		4S	4S		1F (50% comp.)	
	iii) Short/ Animation films(s)		1F+1S	1F+1S		1S (50% comp.)	
	b) Purchase films					1 Video Film (50% comp.)	
	c) No. of dubbed version	1F(Carried forward)	10 versions	10+1 version carried forward	5 Films		5 Films
	d) Subtitled version				14 versions		14 version
					3 versions		10 version
II	FESTIVALS						
a)	Organisations of CFSI's International Film Festival(Biennial event)		1	1	—	—	1
b)	Participation in International Film Festivals.	15	(*)	15	10	10	15
III	CFSI's CHILDREN'S FILM COMPLEX	New land for the complex provided by the Govt. of Andhra Pradesh at Hyderabad has been taken over by CFSI.			This scheme is discontinued with effect from 10th Five year Plan(2002 -07)		
IV	MODERNIZATION & AUGMENTATION		a) Purchase of latest Video editing equipment	Beta player - Model 2000 P purchased	a) Purchase/Import of Video CD recorder & player		
	a) Video		b) Computerisation of CFSI offices		b) Upgradation of existing PC's + Purchase of accessories	Ministry's approval is awaited	Purchase of 2 new PCs + New Software + training of staff.
V	WORKSHOPS						
a)	Animation & Script writing	2	2	2	16	—	16
VI	AUDIENCE RESEARCH & MARKET SURVEY & BONANZA	4	2	3	—		10
NEW SCHEMES:-							
VII	DIGITALISATION & WEB CASTING OF CFSI FILMS				75 hrs of filmic content 50 hrs of software to be cast on the web.		25 hours of filmic content to digitize 50 hours of soft ware to be cast on web.
VIII	EXHIBITION OF CFSI FILMS IN MUNICIPAL SCHOOLS				3250 schools to be arranged covering 27.5 lakhs children.		3250 schools to be arranged covering 27.5 lakhs children.

(*) No target can be fixed as participation of films depends upon selection by individual festival authorities.

DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY

Directorate of Advertising and Visual Publicity (DAVP) is the multi-media advertising agency of the Government of India. It carries policies, programmes and achievements of various Ministries and Departments to people through various media. It also caters to the publicity requirements of a number of autonomous bodies and public sector undertakings. The various media used for taking socially relevant messages to grass-root level are:

- (a) News paper advertisements
- (b) Audio/Video Spots, Jingles etc.

- (c) Printed literature – booklets, brochures, posters etc.
- (d) Outdoor Media – Hoardings, wall paintings, bus panels, kiosks etc.
- (e) Photo exhibitions on selected themes in rural and semi-urban areas at crowd points, including melas etc.

In nutshell, DAVP has been working as a catalyst of social change and economic development over the years and is instrumental in creating awareness among the masses, seeking their participation in developmental activities and eradication of poverty and social evils afflicting the society.

(I) TARGET AND ACHIEVEMENTS FOR THE YEAR 2001-2002

FINANCIAL

(Rs. In lakhs)

Budget Estimates 2001-2002			Actual Expenditure 2001-2002		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
44.00	5605.60	5649.60	43.50	5740.54	5784.04

Rs. 4 lakhs North East

PHYSICAL PERFORMANCE

ANNUAL PLAN 2001-2002

PLAN

During the year 2001-02, DAVP was required to implement the following two ongoing schemes:

- (1) Developmental Publicity;
- (2) Strengthening of DAVP and Improvement of Mobility.

The approved outlay of Rs.44.00 lakhs was fully utilized to meet out the physical/financial targets set for the two schemes. The achievement in terms of targets was 98.89%.

Under the scheme, Developmental Publicity Programme, for the message of National Integration, 150

kiosks were put on display in Ajmer, Ahmedabad and Surat and in Nagaland 45 Bus panels carried the message.

60 seconds video spots were produced and telecast on Doordarshan on anti-terrorism. Video spots were also produced for telecast on National Network from Delhi and DDK, Guwahati.

Under the scheme No.2 i.e. Strengthening of DAVP and improvement of Mobility, network facilities were provided on most of the computers through LAN. Necessary equipment like photocopiers etc were also purchased.

In the Ninth Five Year Plan, a sum of Rs. 2.75 lakhs was earmarked under the sub head 'Mobility' to meet the transportation needs for effective functioning.

The Non-Plan Budget Target and achievements during 2001-2002 are given below

Sl.No.	Particulars	Targets	Achievements
1.	Exhibition	450	304
2	Display/Classified Advtg	21500	17787
3	Advertising on Radio/TV	5600	5603
4	Printed Publicity	209	198
5	Outdoor Publicity	300	288

The publicity requirements are in fact related to the funds sanctioned by various Ministries/Departments for the publicity of Government programmes and policies. The shortfall under Sub-heads Display & Classified Advtg. is due to releasing of advertisements or doing publicity directly (not through DAVP). Print Publicity and publicity through outdoor medium is due to less publicity requirements of Ministries/Client Departments. The number of Exhibitions put up were less due to price escalation and also because of the number of units being non operational due to shortage of staff. The performance was also affected by temporary dislocation of offices due to shifting of Lucknow (FW) and Indore Units to Dehradun and Raipur, respectively, to mount publicity in the newly created states of Uttaranchal and Chhatisgarh.

(II) TARGET AND ACHIEVEMENTS FOR THE YEAR 2002-2003

BUDGET ALLOCATION

(In lakhs)

Plan	Non-Plan	Total
300.00 *	5680.31	5980.31

* inclusive of Rs. 30.00 lakh for North East Areas.

PHYSICAL PERFORMANCE

PLAN

During the year 2002-03 DAVP has one ongoing plan scheme i.e. (i) Developmental Publicity Programme. There is one new scheme i.e. (ii) Setting up of Museum on Print Media, with an outlay of Rs. 300.00 lakhs.

NON-PLAN

Sl. No.	Particulars	Targets	Anticipated Achievements
1	Exhibition	450	450
2	Display/ Classified Advtg.	16450	16450
3	Advertising on Radio/TV	5500	5412 @
4	Printed Publicity	208	194 *
5	Outdoor Publicity	300	300

@ This includes radio spots / sponsored radio programmes and video spots prepared in all languages.

* consisting of 542 jobs in various languages.

EXHIBITIONS

(Rs. in lakhs)											
Actual 2001-2002			BE 2002-2003			RE 2002-2003			BE 2003-2004		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
—	74.40	74.40	—	74.64	74.64	—	74.64	74.64	—	60.00	60.00

Almost all the targets will be fully met. Slight variation in Audio-Video spots and Printed Publicity head is because it is very difficult to anticipate in advance the exact figure.

(III) TARGET FOR THE YEAR 2003-2004

FINANCIAL

Budget Estimates

(In lakhs)

Plan	Non-Plan	Total
286.00	5717.01	6003.01

Including Rs. 31.00 lakhs for North East

PHYSICAL TARGETS

PLAN / NON-PLAN / OTHER MINISTRIES / DEPARTMENTS

Sl.No.	Particulars	Targets
1	Exhibition	425
2	Display/Classified Advtg.	16450
3	Advertising on Radio/TV	5400
4	Printed Publicity	200
5	Outdoor Publicity	250

(IV) GOALS FOR THE 10TH PLAN (2002-2007)

A sum of Rs.1500.00 lakhs has been approved for the 10th Five Year Plan (2002-2007) to implement the two schemes.

- Developmental Publicity Programme:** Conception & Dissemination through media of Outdoor Publicity, Display classified Advertising, Radio Spots, Printed Publicity and impact studies.
- Setting up of a Museum on Print Media.**

DAVP'S ANNUAL PLAN 2003-2004

The Annual Plan 2003-2004 has envisaged three schemes with a total approved outlay of Rs. 286.00 lakhs for Development Publicity Programme and Setting up of a Museum on print media. (The sub-scheme on incentives to small and medium newspapers and incentives for circulation verifications, since then decided to be dropped).

The 35 field exhibition units of DAVP organised 363 exhibitions all over the country during 2002-03 (w.e.f. 1.4.2002 to December, 2002) spreading over 1570 days as detailed below:

- 1. Unique Initiatives - Landmark Achievements:** This exhibition highlights the progress and achievements of the country over the past three years. It covers diverse subjects such as Home Affairs, External Affairs, Information and Broadcasting, IT, Surface Transport, Defence, HRD and Agriculture and others. This set would be sent to the Field Exhibition Units throughout the country.
- 2. Gram Vikas Ki Ore:** On the request of the Ministry of Rural Development a new set has been developed for the display through Exhibition Division at various places in the country.
- 3. Samajik Nyaya Ki Ore Badhte Kadam:** On the request of the Ministry of Social Justice and Empowerment, a new set has been prepared to coincide with the launch of a multi-media campaign on behalf of the Ministry of Social Justice and Empowerment.
- 4. Cinema Cinema:** A unique exhibition tracing the history, growth and development of Indian Cinema was developed and put up at the Siri Fort Auditorium coinciding with the 33rd International Film Festival of India.
- 5. Khushali Ki Kunji:** A new exhibition on several aspects of health and family welfare was prepared by Exhibition Division for display at the Family Welfare Pavilion at Pragati Maidan during India International Trade Fair, 2002.
- 6. Major Central Sector Projects:** This exhibition displayed various Central Government projects worth more than Rs.100 crore being implemented currently across the country.
- 7. Evil Face of Global Terrorism:** A new set on the subject of terrorism was prepared, highlighting the trauma of our country as a result of continued terrorist activity. The exhibition was put up at Lalit Kala Academy.
- 8. Parliament at 50 years:** The exhibition wing participated in the Golden Jubilee Celebrations of Parliament and put up the exhibition for a period of five days. The exhibition coincided with the inauguration of the new library building of Parliament, in May, 2002.
- 9. Jayaprakash Narayan:** An exhibition on the life of the popular leader was put up at Parliament in July, 2002, to mark the unveiling of the Statue of Jayaprakash Narayan.
- 10. Eye Care:** A mini-kit on the subject was prepared for the Ministry of Health and Family Welfare.

DISPLAY & CLASSIFIED ADVERTISEMENTS

(Rs.In lakhs)

Actuals 2001-2002			B.E 2002-03			R.E.2002-03			B.E.2003-04		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
	3981.81	3981.81	81.00	3915.00	3996.00	81.00	3914.75	3995.75	70.70	3884.58	3955.28

During 2002-03 (wef 1.4.2002 to December 2002), the Directorate issued 13184 press advertisements. DAVP released a series of press advertisements on Pulse Polio, AIDS awareness, safer blood donation, road safety, Income Tax, Board the Metro etc.

Advertisements were also issued on 2nd October, (Mahatma Gandhi's Birthday), 56th Independence Day,

Republic Day and Birth Centenary of Chaudhary Charan Singh. Besides above, the Directorate released advertisements on National Flag, National Highways, Food for All, Food Processing, Employees Provident Fund, Rural Development, and achievements of different ministries/ departments during the last three years. These also included recruitment advertisements of UPSC and SSC.

AUDIO AND T.V. COMMERCIALS

(Rs. in lakhs)

Actuals 2001-2002			B.E 2002-03			R.E.2002-03			B.E.2003-04		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
9.70	15.64	25.34	102.00	16.00	118.00	102.00	16.00	118.00	91.00	16.00	107.00

The electronic media comprising mainly the Radio & Television is one of the most powerful medium to disseminate information on various issues due to its vast reach among the views/listeners. Publicity through Radio/TV involves the preparation of programmes through established and accredited agencies to be broadcast/telecast over the selected channels of the commercial broadcasting service of All India Radio and Doordarshan.

The Audio-Visual Cell of the Directorate during 2002-03 (w. e.f. 1.4.2002 to 31.12.2002) produced 3371 radio spots and sponsored programmes and 81 video spots till December, 2002. A total number of 19,985 broadcasts and 131 telecasts were made.

The major campaign this year has been for various Ministries/ Departments viz. Rural Development, Health & Family Welfare, National AIDS Control Organization (NACO), Human Resource Development, Consumer Affairs etc. The productions included video spots, sponsored radio programmes, and audio spots.

PRINTED PUBLICITY INCLUDING DISTRIBUTION

(Rs. in lakhs)

Actuals 2001-2002			B.E 2002-03			R.E.2002-03			B.E.2003-04		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
-	418.61	418.61	16.00	320.85	336.85	16.00	320.85	336.85	13.60	320.85	334.45

The Directorate brought-out 1.75 crore copies of printed publicity material like folders, booklets, posters, calendars, diaries, leaflets etc. Multi-colour poster for providing vast publicity to IFFI-2002, for promotion of campaigns like 'Rakt Dan Ek Anmol Tohfa', 'Rakt Dan Ek Punya Ka Kam,' Five types of kiosks on AIDS awareness and 'Do Boond Jandagi Ke' produced on behalf of Ministry of Health & Family Welfare. Similarly, posters against the use of tobacco have also been produced on behalf of Ministry of Health & Family Welfare.

Booklets entitled Welfare Scheme of Government at a Glance, Welfare Schemes of Government for Youth, Women, Farmers and SC/ST/OBCs, Milestones of Success on achievement of Govt., Unique Initiatives Landmark Achievements etc. were also designed and produced. Brochures for IFFI, folders on family welfare, 'Choose Your Government for Elections in J&K', 'Khushhali Ki Kunji' on schemes of health and family welfare, Anti-Tobacco Campaign were some of the other productions of the printed publicity. These also included leaflets on family welfare programmes and flip chart on Anti-Tobacco campaign on behalf of Ministry of Health & Family Welfare

Engagement diaries on behalf of Ministry of I&B, National Highway Authority of India, IAF, Army and table/

The most important campaigns during the current financial year were: 'Sarv Shiksha Abhiyaan' for Department of Elementary Education, various schemes of Ministry of Social Justice & Empowerment, AIDS awareness for NACO and Jammu & Kashmir and Gujarat Election.

Three new folk based sponsored radio programmes 'Geet Goonje Gaon-Gaon' for Ministry of Rural Development, 'Jaago Grahak Jaago' for the Ministry of Consumer Affairs and 'Nai Roshni Nai Dishayein' for Ministry of Non-Conventional Energy Sources were launched till December, 2001 which are being broadcast from various Commercial Broadcasting Services, local Radio Stations, Primary Channels, North-East stations and FM channels of All India Radio.

A series of 27 tele-films titled 'Poshan aur Rashtra Nirman' produced for Food & Nutrition Board were telecast from Guwahati Doordarshan in North East Channel.

desk calendar and planner on behalf of IAF, DGR&AD Artillery and NSO Tehri Vikas Nigam, Road Transport and Highway have also been produced. The Government of India wall calendar for the year 2003, Department of ISM and Homoeopathy, NHAI, Deptt. of Agriculture and Cooperation, Delhi Milk Scheme, Road Transport, VSNL, Prasar Bharati, Visakhapatnam Port Trust, Indian Army, Indian Air Force have been produced.

The material printed during the year 2002-03 (till December, 2002), is as under:

Sl. No.	Type of Material	Quantity
1.	Posters	53,48,846
2.	Booklets/Brouchers	26,05,825
3.	Folders	55,68,000
4.	Calendars	6,65,000
5.	Diaries	76,000
6.	Leaflets	30,00,000
7.	Others	2,80,500
	Total	1,75,44,171

OUTDOOR PUBLICITY

(Rs. in lakhs)

Actuals 2001-2002			B.E 2002-03			R.E.2002-03			B.E.2003-04		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
4.99	70.97	75.96	69.00	60.00	129.00	69.00	60.00	129.00	66.70	50.00	116.70

The provision under this activity is made for publicity through outdoor publicity like hoardings, bus panels, wall painting, cinema slides, banners, kiosks, animation display, programme boards, satin flags, satin buntings, cosmo buntings, decorative railings etc. The OP Division has completed 257 jobs till December, 2002 against target of

300 jobs. Forty-three jobs are in the pipeline and will be completed during the remaining period.

Break-up of the major Outdoor Publicity material displayed during the year 2002-03 (till Dec. 2002) is as under :

Sl. No.	Types of Material	Nos.
1.	Hoardings	204
2.	Kiosks	1450
3.	Banners	270
4.	Bus Panels	3815
5.	Cinema Slides	3530
6.	Wall Paintings	500
7.	Animation Display System	79
8.	Programme Board	27
9.	Satin Flags	100
10.	Decorative Railings	500
11.	Satin Buntings	150
12.	Cosmo Buntings	2000
13.	Flag Display Board	24

Outdoor Publicity Division provides outdoor media support for the various campaigns for creating awareness on themes like National Integration & Communal Harmony, 33rd IFFI, Road Safety, Care for the Aged, Disabled and

Destitute Children, SC/ST Welfare, Handicapped Welfare, Schemes for Backward Classes, Sarva Shiksha Abhiyaan, Untouchability, Anti-Tobacco.

DIRECTION AND GENERAL ADMINISTRATION

(Rs. in lakhs)

Actuals 2001-2002			B.E 2002-03			R.E.2002-03			B.E.2003-04		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
28.81	1169.11	1197.92	32.00	1293.82	1325.82	32.00	1328.96	1360.96	13.00	1385.58	1398.58

The provision under this activity has been made to meet the expenditure on Pay & Allowances and Travel Expenses of the staff working in the various Divisions of

the Directorate and other office management expenses such as office expenses, Rent, Rate & Taxes and Other Charges etc.

OBJECTIVE CLASSIFICATION

(Rs. in lakhs)													
Sl. No	Object Head	Actuals 2001-2002			Budget Estimates 2002-03			Revised Estimates 2002-03			Budget Estimates 2003-04		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1	02.01.01 - Salaries	-	822.52	822.52	-	924.81	924.81	-	900.00	900.00	-	950.00	950.00
2	02.01.02 - Wages	-	6.96	6.96	-	7.35	7.35	-	8.00	8.00	-	9.00	9.00
3	02.01.03 - Overtime Allowance	-	12.64	12.64	-	15.14	15.14	-	15.14	15.14	-	15.14	15.14
4	02.01.11 - Travel Expenses	-	23.01	23.01	-	22.34	22.34	-	22.34	22.34	-	22.34	22.34
5	02.01.13 - Office Expenses	28.81	130.18	158.99	*32.00	121.18	153.18	32.00	121.18	153.18	13.00	121.10	134.10
6	02.01.14 - Rent, Rates, Taxes	-	142.96	142.96	-	168.00	168.00	-	228.00	228.00	-	234.00	234.00
7	02.01.20 - Other Admn. Exp.	-	12.80	12.80	-	14.00	14.00	-	13.00	13.00	-	13.00	13.00
8	02.01.50 - Other Charges	-	18.04	18.04	-	21.00	21.00	-	21.00	21.00	-	21.00	21.00
9	02.02.26 - Exhibition	-	74.40	74.40	-	74.64	74.64	-	74.64	74.64	-	60.00	60.00
10	02.03.26 - Display & Class Advtg.	-	3991.81	3991.81	81.00	3915.00	3996.00	81.00	3914.75	3995.75	70.70	3884.58	3955.28
11	02.04.26 - Radio Spots	9.70	15.64	25.34	102.00	16.00	118.00	102.00	16.00	118.00	91.00	16.00	107.00
12	02.05.26 - Printed Publicity	-	332.91	332.91	16.00	240.00	256.00	16.00	240.00	256.00	13.60	240.00	253.60
13	02.06.26 - Distribution Expenses	-	85.70	85.70	-	80.85	80.85	-	80.85	80.85	-	80.85	80.85
14	02.07.26 - Outdoor Publicity	4.99	70.97	75.96	69.00	60.00	129.00	69.00	60.00	129.00	66.70	50.00	116.70
TOTAL		43.50	5740.54	5784.04	300.00*	5680.31	5980.31	300.00*	5714.90	6014.90	255.00	5717.01	5972.01

(+*) 31.00 for North East

*Inclusive of Rs. 30.00 lakhs for North-East region.

FINANCIAL REQUIREMENTS

Rs. in Lakhs

Sl. No	Activity-wise Classification	Actuals 2001-2002			Budget Estimates 2002-03			Revised Estimates 2002-03			Budget Estimates 2003-04		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1	Exhibition	-	74.40	74.40	-	74.64	74.64	-	74.64	74.64	-	60.00	60.00
2	Display & Classified Advtg.	-	3991.81	3991.81	81.00	3915.00	3996.00	81.00	3914.45	3995.45	70.70	3884.58	3955.28
3	Radio/TV Commercial	9.70	15.64	25.34	102.00	16.00	118.00	102.00	16.00	118.00	91.00	16.00	107.00
4	Printed Pub. Including Distribution	-	418.61	418.61	16.00	320.85	336.85	16.00	320.85	336.85	13.60	320.85	334.45
5	Outdoor Publicity	4.99	70.97	75.96	69.00	60.00	129.00	69.00	60	129.00	66.70	50.00	116.70
6	Direction & Genral Admn.	28.81	1169.11	1197.92	32.00	1293.82	1325.82	32	1328.96	1360.96	13.00	1385.58	1398.58
TOTAL		43.50	5740.54	5784.04	300.00	5680.31	5980.31	300.00	5714.90	6014.90	255.00	5717.01	5972.01

(+) 31.00 for North East

DIRECTORATE OF FIELD PUBLICITY

The Directorate of Field Publicity started functioning with 32 Field Publicity Units and 4 Regional Offices in 1953 as Five Year Plan Publicity Organisation under the control of the Ministry of I&B. This was later converted into Directorate of Field Publicity in 1959. With the passage of time many Field Publicity Units and Regional Offices have been opened. Now there are 22 Regional Offices and 268 Field Publicity Units financed by the Ministry of I&B and Ministry of Health and Family Welfare which are doing extensive publicity coverage in rural areas. The reach of the Directorate is quite extensive and even the remotest and most inaccessible villages are being covered by the Field Publicity Units.

The Field Publicity Units utilise a variety of publicity media such as film shows, song and drama, photo

exhibitions, group discussions, seminars and symposia and various competitions such as debates, drawing, rural sports etc. All these programmes are targeted specially for the welfare of the people and to educate the masses, particularly those living in the rural and tribal areas. The DFP is also mandated to promote the people's participation in the development activities, particularly at the grassroots level, and to provide a forum to the people to express their views and reactions on the various national programmes and project the feedback to the Government.

TENTH FIVE YEAR PLAN —2002-2007

In the Tenth Five Year Plan, the Ministry has approved an outlay of Rs. 11.00 crore for the Directorate of Field Publicity for the following Plan Schemes :-

		(Rs. in lakhs)
S.No.	Name of the Schemes	Approved Outlay
REVENUE		
1.	Purchase of Films/Cassettes	250.00
CAPITAL		
2.	Modernisation & Updation of Capital Stock	850.00
		Grand Total: 1100.00

ANNUAL PLAN 2003-2004

The Annual Plan outlay for 2003-2004 (proposed) is Rs. 202.00 lakhs. This provision is for activities like purchase of films, procurement of computers and software,

printers, UPS, Modem, training to Staff/Officers, procurement of vehicles, procurement of Wireless P.A. Systems etc.

The physical and financial projections in respect of Plan schemes for the year 2003-2004 are as under:-

			(Rs. in lakhs)
S.No.	Name of the Scheme	Outlay 2003-04	Targets
REVENUE			
1.	Purchase of Films	50.00	As many cassettes as possible within the approved outlay (Approx. 7000 cassettes)
CAPITAL			
2.	Modernisation and Updation of capital Stock	152.00	50 nos. of Wireless P.A. systems, 25 nos. of Vehicles, Software and Hardware for Computers to be procured, 5 trainings to be organized and renovation of computer rooms to be done.
Total		202.00	

The Directorate of Field Publicity through its network of 268 Field Publicity Units organises intensive publicity in selected areas by rotation with special emphasis on rural, remote, backward and tribal areas. The units also enlist

maximum co-operation of other Central/State media units and development agencies. The overall performance of the Directorate is as follows :-

(Rs. in lakhs)

	Actuals 2001-2002	SBG 2002-2003	R.E 2002-2003	B.E 2003-2004
FINANCIAL				
Plan	122.54	220*	195**	202***
Non-Plan	1899.61	1997.36	2114.75	2127.03

* include Rs. 60.00 lakhs for North East and Sikkim.

** include Rs. 60.00 lakhs for North East and Sikkim.

*** include Rs. 60.00 lakhs for North East and Sikkim.

PHYSICAL

Programme Activities

	2000-2001		2001-2002		2002-2003		2003-2004
	Targets	Achievements	Targets	Achievements	Targets	Achievements (upto Dec, 2002)	Targets
Tour Days	37440	25107	37440	24945	37440	18419	36648
Film Shows	62400	48739	62400	46123	62400	33511	60000
Special Programme	8000	11100	8000	9010	8000	5578	8040*

* (Subject to special funds allocation from other sources like NACO, etc. It is clarified that out of the I&B Ministry's O.C. allocation only a maximum of 1000 special programmes will be possible for us to actually carry out as many special programmes as the target indicated irrespective of special allocation from other sources, the I&B Ministry's O.C. allocation has to be greatly enhanced)

REVIEW OF PERFORMANCE DURING ANNUAL PLAN-2001-02

During 2001-02, 8118 V.H.S cassettes of 13 Films and 2144 cassettes of 8 episodes after dubbing of a Doordarshan's serial "Off the Beaten Track" into 16 regional languages were purchased. 7 Conducted Tours were organised. Software and hardware were purchased for Regions as well as for the DFP Headquarters during 2001-02.

PLAN SCHEMES 2002-2003

In the Annual Plan 2002-03, only two Plan Schemes were approved for implementation viz (i) Purchase of Films/ Cassettes; and (ii) Modernisation & Updation of Capital Stock. These schemes involve an outlay of Rs. 195.00 lakhs (R.E. figure). The approved outlay as per B.E. 2002-03 is Rs. 220.00 lakhs.

PLAN SCHEMES 2002-2003

(Rs. in Lakhs)

S. No.	Name of the Scheme	Outlay for 2002-2003	Targets 2002-2003	Expdr. Incurred upto Nov, 2002	Achievements	Head of Account
Revenue						
1.	Purchase of Films/ cassettes	50.00	As many cassettes as possible within the approved outlay (approx. 7000 cassettes)	4.47		Demand No. 55, "2220" Information & Publicity (Major Head, 60.106 Field Publicity (Minor Head), 01-Directorate of Field Publicity, 01.00.21- Supplies & Materials for the year 2002-03 (Plan) and the relevant heads in the subsequent years.
Capital						
2.	Modernisation and Updation of Capital Stock	170.00	68 nos. Wireless Systems, 28 nos. of vehicles, Software and Hardware for Computers to be procured, 5 computer trainings to be organized and renovation of computer rooms of some regional offices to be done.		SFC approval received in November. Process of procurement already started.	Demand No.55,"4220" Capital Outlay on Capital Stock. Information & Publicity (Major Head), 60 - Others (Sub-Major Head), 60.052 -Machinery and Equipment (Minor Head), 02-Acquisition of Equipment for Directorate of Field Publicity, 02.00.52- Machinery and Equipment for the year 2002-03 (Plan) and in the relevant heads in Subsequent years.
Grand Total		220.00		4.47		

ACTIVITY WISE CLASSIFICATION

(Rs. in lakhs)

S No.	Sub-Head	Actual for 2001-2002			Budget Estimates 2002-2003			Revised Estimates 2002-2003			Budget Estimates 2003-2004		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1	Direction and General Administration including Feed Back services	0	245.27	245.27	—	250.00	250.00	—	252.93	252.93	—	261.72	261.72
2	Field Publicity including Border Publicity	122.54#	1653.34	1775.88	160.00	1747.36	1907.36	135.00	1861.82	1996.82	142.00	1865.31	2007.31
GRAND TOTAL		122.54	1898.61	2021.15	160.00	1997.36	2157.36	135.00	2114.75	2249.75	142.00	2127.03	2269.03
					60.00*	0.00	60.00*	60.00*	0.00	60.00*	60.00*	0.00	60.00*

Including Rs. 34.68 lakhs for the benefit of North East and Sikkim.

* For the benefit of North East and Sikkim

OBJECT - WISE CLASSIFICATION

(Rs. in lakhs)

S No.	Sub-Head	Actual for 2001-2002			Budget Estimates 2002-2003			Revised Estimates 2002-2003			Budget Estimates 2003-2004		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1.	Salaries	27.65	1437.38	1465.03	0	1400.00	1400.00	0	1500.49	1500.49	0	1539.11	1539.11
2.	Wages	0	0.17	0.17	0	0.35	0.35	0	0	0	0	0.35	0.35
3.	Overtime Allowance	0	10.05	10.05	0	10.81	10.81	0	10.81	10.81	0	12.00	12.00
4.	Travel expenses	3.53	111.09	114.62	0	120.00	120.00	0	125.24	125.24	0	125.00	125.00
5.	Office expenses	2.61	117.01	119.62	0	124.37	124.37	0	124.37	124.37	0	130.00	130.00
6.	Rent, Rates and Taxes	2.41	70.89	73.30	0	80.81	80.81	0	96.60	96.60	0	88.73	88.73
7.	Minor Works	7.76	10.54	18.30	0	60.86	60.86	0	57.33	57.33	0	57.33	57.33
8.	POL	3.03	116.65	119.68	0	172.59	172.59	0	172.34	172.34	0	146.94	146.94
9.	Supplies & Materials	61.13	0	61.13	40.00	0	40.00	40.00	0	40.00	40.00	0	40.00
10.	Other Charges	6.22	22.79	29.01	0	27.57	27.57	0	27.57	27.57	0	27.57	27.57
11.	Advertising & Publicity	0	0	0	0	0	0	0	0	0	0	0	0
12.	Other Administrative Expenses	8.20	3.04	11.24	0	0	0	0	0	0	0	0	0
TOTAL (REVENUE)		122.54	1899.61	2022.15	40.00	1997.36	2037.36	40.00	2114.75	2154.75	40.00	2127.03	2167.03
		**		**									
Capital													
(i)	Construction of office and residential accommodation - Major Works for Field Publicity	0	0	0	0	0	0	0	0	0	0	0	0
(ii)	Acquisition of Equipment for DFP	0	0		120.00	0	120.00	95.00	0	95.00	102.00	0	102.00
Grand Total		122.54	1898.61	2021.15	160.00	1997.36	2157.36	135.00	2114.75	2249.75	142.00	2127.03	2269.00
		**		**									
					60.00*	0	60.00*	60.00*	0	60.00*	60.00*	0	60.00*

**Includes expenditure of Rs. 34.68 lakhs on the North East and Sikkim

* For the benefit of North East and Sikkim

DIRECTORATE OF FILM FESTIVALS

The Directorate of Film Festivals was set up in 1973 as an attached office under the Ministry of Information and Broadcasting with the responsibility of promoting good cinema by organizing International Film Festivals in India and promoting Indian films both within the country and abroad through organizing International Film Festivals, Film Weeks and the National Film Awards. The Functions of the Directorate are broadly as follows:

(a) Organisation of International Film Festivals;

- (b) Participation in International Film Festivals abroad;
- (c) Organisation of National Film Awards and National Film Festivals;
- (d) Organisation of Film Weeks under Cultural Exchange Programme in India and Abroad.
- (e) Special film programmes on behalf of Government as and when required; and
- (f) Selection of Panorama films

TARGETS AND ACHIEVEMENTS DURING 2002-2003

FINANCIAL

(Rs. in lakhs)

Actual Expenditure 2001-02			Budget Estimates 2002-2003		
Plan	Non Plan	Total	Plan	Non Plan	Total
143.05	350.07	493.12	469.00	460.55	929.55

Revised Estimates 2002-2003			Budget Estimates 2003-2004		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
229.00	443.45	672.45	450.00	451.25	901.25

TARGETS AND ACHIEVEMENTS FOR IMPORTANT ACTIVITIES DURING 2002-03

PHYSICAL

S.No.	Activities	Targets 2002-2003	Anticipated Achievements 2002-2003 upto December' 2002	Targets 2003-2004
A. PLAN				
1.	Indian Panorama	01	01	01
2.	Festivals under Cultural Exchange programme and other Exposition in India and abroad.			
	(a) In India	06	07	06
	(b) Abroad	06	04	06
3.	Participation in Foreign Film Festivals including Transportation of Films	45	30	45
4.	National Awards for Films	01	01	01
5.	International Film Festival of India	01	01	01
6.	Preparation of subtitled prints of Indian panorama and other films			
	(a) Feature Films	21	*20	21
	(b) Non-feature films	21	*11	21

*Jury selected only 20 feature and 11 non-feature films

FINANCIAL PERFORMANCE

(Rs. in lakhs)

S	Sub-Head	Head of Account	Actual for 2001-2002			Budget Estimates 2002-2003			Revised Estimates 2002-2003			Budget Estimates 2003-2004		
			Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)
1	Salary	05 01 01	—	55.26	55.26	—	70.00	70.00	—	55.00	55.00	—	60.00	60.00
2	Overtime	05 01 03	—	0.60	0.60	—	2.10	2.10	—	2.10	2.10	—	2.00	2.00
3	Domestic Travel	05 01 11	0.82	0.23	1.05	—	1.10	1.10	—	2.00	2.00	—	2.00	2.00
4	Foreign Travel	05 01 12	2.64	—	2.64	15.00	—	15.00	*15.00	—	15.00	15.00	—	15.00
5	Office Expenses	05 01 13	—	16.91	16.91	—	28.35	28.35	—	28.35	28.35	—	28.35	28.35
6	Rent, Rate, Taxes	05 01 14	—	41.95	41.95	—	45.00	45.00	—	42.00	42.00	—	45.00	45.00
7	Minor Works	05 01 27	—	235.00	235.00	—	220.50	220.50	—	220.50	220.50	—	220.40	220.40
8	International Film Festival of India	05 02 50	26.24	—	26.24	152.00	—	152.00	*152.00	—	152.00	—	—	—
9	Cultural Exchange Programme	05 03 50	65.10	—	65.10	—	10.00	10.00	—	10.00	10.00	—	10.00	10.00
10	National Film Festival	05 04 50	47.51	—	47.51	—	80.00	80.00	—	80.00	80.00	—	80.00	80.00
11	Participation in Foreign Film Festivals	05 05 50	0.74	—	0.74	42.00	—	42.00	*42.00	—	42.00	235.00	—	235.00
12	Other charges	05 06 50	—	0.12	0.12	—	0.50	0.50	—	0.50	0.50	—	0.50	0.50
13	Film Festival Complex, Additions and Alterations	04 00 53	NIL	—	—	260.00	—	260.00	20.00	—	20.00	200.00	—	200.00
14	Wages	05 01 02	—	—	—	—	3.00	3.00	—	3.00	3.00	—	3.00	3.00
Total			143.05	350.07	493.12	469.00	460.55	929.55	229.00	443.45	672.45	450.00	451.25	901.25

* Schemes are now under the title Export Promotion through Film Festivals in India and Abroad.

FILMS DIVISION

I. INTRODUCTION

The Films Division is responsible for the production and distribution of news magazines, documentaries and short films required by the Government of India for Public information, education, motivation and for instructional and cultural purposes. The Headquarters of the Films Division is at Mumbai. A sub-unit is located at New Delhi for production of documentary films on subjects sponsored by Department of Family Welfare and other Government Undertaking Organisations. In addition, two regional centres for production of featurette / Video films based on rural stories with entertainment elements were set-up one each at Bangalore and Kolkata. Thirteen Chief Cameramen, and Five Asstt. Cameramen are posted in various State capitals for wide coverage of important national events of special and cultural nature. Distribution of films is done through a network of ten Branch Offices. Films Division has been organising the biennial International Film Festival in association with the Government of Maharashtra and other film bodies. The last festival was held from 3rd to 9th February, 2002. The 8th Mumbai International Film Festival is proposed to be held from 3rd to 9th February, 2004.

Films Division is projected to collect a total Revenue of more than Rs.1407.00 lakhs during the year 2002-2003 amounting to more than 50% of its Non-Plan Budget Outlay and against actuals for Rs.1536.11 lakhs during 2001-2002.

II. EXPLANATION OF FINANCIAL REQUIREMENTS REGARDING THE FIVE YEAR PLAN

The approved outlay for the 9th Plan was Rs.2,944.64 lakhs. The Expenditure incurred upto March, 2002 was Rs.2851.65 lakhs.

The Outlay for the 10th Plan is Rs.5245.00 lakhs including Rs.175.00 lakhs for N.E. Component

PRODUCTION (ACTIVITY)

	Actual for 2001-2002	Budget Estimates 2002-2003	Approved (Rs. in lakhs)	
			Revised Estimates 2002-2003	Budget Estimates 2003-2004
Plan	148.04	113.00	148.00	-
Non-Plan	832.62	931.32	886.43	892.62
Total	980.66	1044.32	1034.43	892.62

(A) DOCUMENTARIES (INCLUDING NEWS MAGAZINES)

	Achievements 2001-2002	Targets 2002-2003	Anticipated Achievements 2002-2003		Targets 2003-2004
			April 2002 to Dec. 2002	Jan' 2003 to March' 2003 (Anticipated)	
(i) In-house production					
(A) Non-Plan					
(i) Newsmagazines	32	26	19	7	Nil
(ii) Documentaries-Theatrical release	32	26	28	3	26
(iii) Documentaries Non-Theatrical release	20	10	7	3	10
(iv) Instructional Teaching and Training Films	3	—	1	—	—
Total	87	62	55	13	36

(ii) Outside Production through Outside Producers

	Achievements 2001-2002	Targets 2002-2003	Anticipated Achievements 2002-2003		Targets 2003-2004
			April 2002 to Dec. 2003	Jan' 2003 to March' 2003	
(a) Non-Plan(Documentaries)	9	—	1	3	—
Total:	9	—	1	3	—

*No target has been fixed for production of documentaries under Non-plan by Outside Producers. Number of films depend on the availability of funds.

III. PLAN

	Achievements 2001-2002	Targets 2002-2003	Anticipated Achievements 2002-2003		Targets 2003-2004
			April 2002 to Dec. 2002	Jan' 2003 to March' 2003	
Production of special featurette films for rural audience through In-house directors and Outside producers	16	10	8	2	@
TOTAL	16	10	8	2	-

@ The Plan scheme has been discontinued and no provision has been made for the year 2003-2004. It is however, proposed to introduce a new scheme on vide format for rural audience.

In addition to the films mentioned above, the following films, expenditure for the production of which has been met from funds of other departments, have been completed.

Department	Achievements 2001-2002	Targets 2002-2003	Anticipated Achievements 2002-2003		Targets 2003-2004
			April 2002 to Dec. 2002	Jan' 2003 to March' 2003	
1. Family Welfare Department (24 reels)	3	—	2	3	—
2. Other Ministries/Departments.	1	—	1	—	—
Total:	4	—	3	3	—

Note : Films Division is producing documentaries and News Magazines for theatrical release. This excludes special documentaries and also production of films for and on behalf of Defence Ministry, Department of Family Welfare and Sports Authority of India etc.

(B) NEWS MAGAZINES

(a) News Magazine production is undertaken by a team of Officers under Dy. Chief Producer (Newsreel) stationed in Mumbai under whom there are 13 Chief Cameramen and 5 Asstt. Cameramen stationed at Mumbai, Kolkata, Chennai, New Delhi and other important cities in India. The Chief Cameramen cover important news items from the various centres for inclusion in the News Magazines and also for use by Doordarshan.

(b) During 2001-2002 the Films Division produced 32 News Magazines. During the year 2002-03, 26 News Magazines are expected to be produced. However, Government has decided not to produce any News Magazines by Films Division for theatrical release purposes, instead 52 documentaries are to be produced, one film every week. However, Chief Cameraman shall continue the coverages of National Importance and VVIP's visits etc.

IV. DISTRIBUTION

The Films Division undertakes theatrical and non-theatrical distribution of documentaries and News Magazines. Theatrical distribution is done through cinema houses in India, which are required to exhibit approved

films (Not exceeding 609 metres i.e 2000 feet) under the compulsory exhibition scheme.

(Financial)

	(Rs. in lakhs)			
	Actual for 2001-2002	Budget Estimates 2002-2003	Revised Estimates 2002-2003	Budget Estimates 2003-2004
Plan	104.81	42.00	42.00	207.00
Non-Plan	1170.11	1319.37	1255.77	1264.54
Total	1274.92	1361.37	1297.77	1471.54

2. The number of cinema houses supplied with approved Films released by the Films Division every week are as under:

2001-2002	12113
2002-2003	12124 (as on December, 2002)
2003-2004	11728 (estimated)

3. For theatrical distribution Films Division releases one news magazine or one documentary film alternatively every week treating the whole country as one circuit. 381 prints are prepared every week for theatrical distribution during the year 2002-03. During the year 2003-2004 only Documentary films will be released in theatres.

(Physical)

No. of Prints & Cassettes	Achievements 2001-2002	Targets 2002-2003	Achievements upto 12/2002	Anticipated achievements from 1/2003 to 3/2003	Targets 2003-2004
Theatrical* release	23199	20825	16337	1143	19812
Non-theatrical release (35mm & 16mm)	200	500	116	80	600
Supply of VHS cassettes to DFP	7118	1000	8576	2000	10000
Supply of Prints to DFP@	—	—	—	—	—
Sale of Prints					
35mm/16mm (Colour)	3	10	1	10	20
35mm/16mm (B&W)	—	10	—	10	20
Sale of VHS/CD cassettes	3577	5020	2239	1500	6000
U-matic	2	—	2	5	20

*Supply of 381 prints every week i.e. $381 \times 52 = 19812$)

@ Since DFP has closed down their 16mm projection facilities, no 16 mm prints are supplied to DFP.

4. Films Division exhibits the documentaries through Doordarshan and other satellite channels. Films Division also endeavours commercial distribution of its films in Foreign Countries. Apart from this, Films Division sells stock shots as well, for commercial and non-commercial use at the rate fixed by Government from time to time.

5. On behalf of the Ministry of External Affairs, Prints of Films Division's documentaries and News Magazines are supplied to Indian Missions abroad, who loan these to Government, Semi-Government organisations, Educational Institutions etc. for free exhibition. Prints are also sold for non-commercial use abroad. Some documentaries and Newsreels are commercially exploited abroad on royalty basis on television directly by Films Division and as well as through National Films Development Corporation.

6. The revenue earnings of the Films Division, through commercial exhibition of films in India, sale of prints and stock shots, as well as sale of waste films, during 2001-2002 and anticipated revenue for 2002-2003 and 2003-04 are shown below:-

(Rs. in lakhs)			
REVENUE			
Minor Head	Actual 2001-2002	Anticipated Proposed R.E 2002-2003	Estimates 2003-2004
1. Rental	1379.27	1300.00	1300.00
2. Sale of prints and Stock Shots	61.17	57.00	64.20
3. Other receipts	95.67	50.00	100.00
Total:	1536.11	1407.00(*)	1464.20

(*) Most of the exhibitors have not come forward to clear dues demanded for the period 1995-99 in view of the W.P.S/W.A.S file before High Court of respective states.

V. ADMINISTRATION EXPENSES

(Rs. in lakhs)				
	Actual for 2001-2002	Budget Estimates 2002-2003	Revised Estimates 2002-2003	Budget Estimates 2003-2004
Plan	1.53	-	-	-
Non-Plan	300.67	336.31	320.10	322.34
Total	302.20	336.31	320.10	322.34

VI. PARTICIPATION IN FILM FESTIVALS

Films Division participated in various national and

international films festivals by entering its productions and won various awards from year to year. The awards won by the Films Division during 2001 and 2002 are as follows :-

Year	Major awards in International	Diploma and certificate in International Film Festivals	National Awards	Diploma/Certificates in National other India Awards.	Total
2001	1	15	9	3	28
2002	—	5	5	1	11
					39

* Participated in various National & International Films Festival :-

State Awards	1
State Films Festival	1
International Film Festivals	36
National Film Festival	9
Maa Taa Sanman Awards	0
Rapa Awards	1
IDPA Awards	1
49	

FINANCIAL REQUIREMENTS
A' ACTIVITY WISE CLASSIFICATION (REVENUE)

(Rs. in lakhs)

S No.	Activity	Actual for 2001-2002			Budget Estimates 2002-2003			Revised Estimates 2002-2003			Budget Estimates 2003-2004		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1	Production	148.04	832.62	980.66	113.00	931.32	1044.32	148.00	886.43	1034.43	0.00	892.62	892.62
2	Distribution	104.81	1170.11	1274.92	42.00	1319.37	1361.37	42.00	1255.77	1297.77	207.00	1264.54	1471.54
3	Administration	1.53	300.67	302.20	0.00	336.31	336.31	0.00	320.10	320.10	0.00	322.34	322.34
	TOTAL	254.38	2303.40	2557.78	155.00	2587.00	2742.00	190.00	2462.30	2652.30	207.00	2479.50	2686.50

C' -OBJECT WISE CLASSIFICATION (REVENUE)

(Rs. in lakhs)

S No.	Activity	Actual for 2001-2002			Budget Estimates 2002-2003			Revised Estimates 2002-2003			Approved Budget Estimates 2003-2004		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1	Salaries	0.00	1018.39	1018.39	0.00	1075.46	1075.46	0.00	1065.00	1065.00	1.50	1075.00	1076.50
2	Overtime Allowances	1.89	5.94	7.83	0.30	6.60	6.90	0.30	6.60	6.90	1.50	7.00	8.50
3	Domestic Travel Expenses	13.20	23.47	36.67	3.00	26.80	29.80	9.00	26.80	35.80	39.50	26.80	66.30
4	Other Admn. Expenses	14.56	0.00	14.56	0.00	0.00	0.00	0.00	0.00	0.00	10.00	0.00	10.00
5	Office Expenses	21.90	141.02	162.92	11.00	157.50	168.50	13.00	157.50	170.50	54.00	157.50	211.50
6	Materials & Supplies	7.67	858.05	865.72	11.00	1020.00	1031.00	13.00	870.00	883.00	12.00	900.00	912.00
7	Payment to Professional and Special Services	14.92	19.44	34.36	35.00	21.00	56.00	40.00	21.00	61.00	18.00	21.00	39.00
8	Rent, Rates & Taxes	3.99	20.03	24.02	0.00	26.02	26.02	0.00	26.02	26.02	0.00	28.00	28.00
9	Minor works	3.84	68.09	71.93	6.70	74.42	81.12	6.70	104.42	111.12	0.00	80.00	80.00
10	P.O.L.	0.99	0.94	1.93	3.00	12.00	15.00	3.00	10.00	13.00	0.00	10.00	10.00
11	Foreign Travel Expenses	10.18	0.00	10.18	0.00	0.00	0.00	0.00	0.00	0.00	10.00	0.00	10.00
12	Advertising, Sales & Publicity	5.47	10.25	15.72	0.00	11.00	11.00	0.00	10.00	10.00	7.00	10.00	17.00
13	Other charges	155.77	137.68	293.45	85.00	156.00	241.00	105.00	164.76	269.76	53.50	164.00	217.50
14	Grants-in Aid	0.00	0.10	0.10	0.00	0.20	0.20	0.00	0.20	0.20	0.00	0.20	0.20
	TOTAL	254.38	2303.40	2557.78	155.00	2587.00	2742.00	190.00	2462.30	2652.30	207.00	2479.50	2686.50

CAPITAL

Mach & Eqpts. to Film Division	265.11	-	265.11	275.00	-	275.00	275.00	275.00	275.00	275.00	175.00	-	175.00
--------------------------------	--------	---	--------	--------	---	--------	--------	--------	--------	--------	--------	---	--------

FILM & TELEVISION INSTITUTE OF INDIA, PUNE

1. The Film and Television Institute of India was set up in 1960 at Pune as a premier Institute for imparting training in the art and technique of film-making. Since 1974, it started training Doordarshan employees in television Production also. The Institute later became a Society in October, 1974 under the Registration of Societies Act, 1860.

2. FTII has been conducting diploma courses in four disciplines of film-making, namely, Direction (Film & Television), Cinematography, Editing and Audiography.

3. The 53 students of 2000 batch admitted to Certificate Course in film and television which commenced from 23 July, 2001, after successful completion of the said course will be admitted to diploma course in film and television commencing from 10th February, 2003. Two foreign students – one from Germany under Indo-German Cultural Exchange Programme and another from the United States under Indo-US Educational Exchanges and Educational Advice Services were admitted as Casual Scholars for Cinematography and Direction course for one year and nine months respectively. While the student from Germany has completed his training, the student from USA is expected to complete his project by 15th April 2003.

4. 39 students were admitted to first year of the 3 year diploma course which commenced from 11 February, 2002. One student from Direction and one from Audiography discontinued the course in-between. Thus, 37 students will enter into the second year commencing from 10th February, 2003. One more student who has completed the basic course in film & television and selected for admission to first year of 3 year diploma course (Cinematography Specialised) has been allowed not to repeat first year and join second year. Therefore, there will be 38 students for the Second year. Besides, the Institute also conducts short-term specialised

courses in Television, Video and Film for candidates from various organisations.

5. Keeping in view the requirement for up-to-date and effective training of the students and considering that the technology used in the Film and Television industry is constantly changing, the following two Schemes have been approved for inclusion in the Xth Plan Period:

a. Computerisation & Modernisation of FTII, Pune - Rs.328.00 lakhs

b. Human Resource Development – Rs. 30.00 lakhs

(i) Targets and performance during 2001-2002

(Rs. in lakhs)

Budget Estimates 2001-2002			Revised Estimates 2001-02		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
500.00	572.44	1072.44	125.00	519.13	644.13

(ii) Targets and Performance during 2002-2003

(Rs. in lakhs)

Budget Estimates 2002-2003			Revised Estimates 2002-2003		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
242.00	503.27	745.27	242.00	503.27	745.27

(iii) Targets for 2003-2004

(Rs. in lakhs)

Budget Estimates 2003-2004		
Plan	Non-Plan	Total
358.00	503.27	861.27

SATYAJIT RAY FILM AND TELEVISION INSTITUTE, KOLKATA

Satyajit Ray Film & Television Institute was set up by the Ministry of Information & Broadcasting with the objective of producing trained manpower for the growing needs of the film & television industry in India and to create a new awareness among the future members of the film and television industry for the production of good quality content. The Institute accordingly caters to the need of film & television education by developing suitable pattern of teaching in all branches of film and television at Post-graduate level. The Institute at present offers the following three year Diploma course leading to:

1. Diploma in Film Division
2. Diploma in Motion Picture Photography
3. Diploma in Editing
4. Diploma in Sound Recording

The courses aim at giving the students theoretical knowledge and practical acquaintance in film techniques handling of highly sophisticated state-of-art equipments used in making a film corporation or arrangement of everything within the image, lighting, camera distances from the objects, camera angles, editing and recording and manipulation of sound.

3. Targets & achievements/likely achievement in respect of the Schemes/Activities.

With the completion of its developmental phase, the Institute has reached the take off stage to realize its objectives. The Eighth and Ninth Plan period witnessed a growth of the Institute in terms of infrastructure development and acquiring of state-of-the-art-training equipment.

The Institute started its first academic Session with thirty-two students in September 1996 and the second in September 1997 with the same number of students. The first two batches of the students passed out in 2000 and 2001 respectively. Convocation was held on 10.11.2002 and diploma conferred on the first batch of the students.

The Hon'ble Minister of Information & Broadcasting, Government of India and Hon'ble Chief Minister of West Bengal attended the function. A fresh batch of 38 students was also admitted in 2001.

Under the 10th Plan Period, SRFTI has one new Scheme of Human Resource Development (HRD) Activities including students exchange programmes of Rs. 100 lakhs. The proposed Scheme has three components viz., Setting up of Community Radio Station, Setting up of Captive TV Channel and HRD Aspects including students exchange programmes with a Plan Outlay of Rs. 25 lakhs, Rs.25 lakhs and Rs. 50 lakhs respectively.

4. Plan Programmes of work envisaged under the schemes/activities in the year 2002-03.

During the year under review, Institute in conformity with its objectives admitted 40 students by bringing the total number of students to 78 during the year 2002-03 who are being imparted the academic as well as hands-on training.

Financial Targets & Achievements During 2001-2002

(Rs. in thousands)

	Actuals 2000-2001	Budget Estimates 2001-2002	Revised Estimates 2001-2002
Plan Revenue	59662	49400	31100
Plan Capital	34681	30500	16000
Non Plan	-	-	-
Total	94343	79900	47100

Financial Targets & Achievements During 2002-2003

(Rs. in thousands)

	Actuals 2000-2001	Budget Estimates 2001-2002	Revised Estimates 2001-2002	Budget Estimates 2002-2003
Plan Revenue	30815	500	500	-
Plan Capital	14660	1700	1700	3000
Non-Plan	-	33600	30000	30000
Total	45475	35800	32200	33000

INDIAN INSTITUTE OF MASS COMMUNICATION

ORGANISATIONAL SET UP AND FUNCTIONS

The Indian Institute of Mass Communication (IIMC) was set up to cater to the need evolving a methodology and a mechanism to make efficient and effective use of communication resources as part of country's overall development strategy. IIMC was set up as, "A Centre for Advanced Study in Mass Communication ... with responsibilities for consultation, training and research and development, particularly in the use of mass communication in support of national, economic and social development."

The Institute made a small beginning on 17 August 1965, as a department of the Ministry of Information and Broadcasting, Government of India, with a small staff including two consultants from UNESCO. Later it was registered as an autonomous organisation under the Societies Registration Act (XXI) of 1860 on 22 January 1966. The Ministry of Information and Broadcasting, Government of India every two years reconstitutes the IIMC Society and Executive Council. The IIMC Society and Executive Council were reconstituted on 16 December 2002. Shri Ramesh Chandra Jain is the President of IIMC Society and Chairman of the Executive Council.

In the spirit of the directives enunciated in the objectives, the Institute conducts training and teaching programmes, develops a framework of research and contributes to the creation of an information infrastructure suitable not only for India but for all developing countries. It provides its expertise and consultancy services to other institutions in the country and collaborates with those abroad.

In the past 37 years the Institute has grown and is today a "**Centre of Excellence**" in the field of communication teaching, training and research. It provides knowledge and skills to young communicators in a variety of disciplines including print, photography, radio and television, as also development communication, communication research, advertising and public relations.

The Institute endeavours to contribute to the creation of an information infrastructure suitable not only for India but for all developing countries. Towards this end it provides its expertise and consultancy services to other institutions both in India and abroad. The Institute also provides training, research and consultancy services at the request of departments of Central and State Governments, Public Sector Undertakings, Universities and other academic bodies.

The Institute also collaborates with national and international agencies in conducting training, seminars and workshops as well as in undertaking joint research project.

The Institute's activities are centred on three central areas such as teaching, training and research. In its

endeavour to fulfil these objectives, it conducts the following Courses:

1. Orientation Course for Officers of the Indian Information Service (Group A);
2. Post-graduate Diploma Course in Journalism (English) - New Delhi and Dhenkanal (Orissa);
3. Post-graduate Diploma Course in Journalism (Hindi);
4. Post-graduate Diploma Course in Advertising and Public Relations;
5. Post-graduate Diploma Course in Radio and TV Journalism;
6. Post-graduate Diploma Course in Oriya Journalism; and
7. Diploma Course in Development Journalism.

The course at S.No. 7 which is open to Third World Countries is highly sought after by middle-level working journalists from Africa, Asia and Latin America. The average in-take of participants for this course has been 20-25 per course.

Several leading media professionals have taught in the Institute and many of its trainees/students have made a mark in the profession. A number of media professionals from several foreign countries particularly of Asia and Africa have also benefited from the Institute's mid-career enrichment courses for developing countries.

INDIAN INFORMATION SERVICE FOUNDATION COURSE

IIMC is the nodal centre for the training of Indian Information Service Officers (IIS). The Institute provides a learning ground for this service in communication techniques and orients them towards public information systems. The focus of the course is on information policies and strategies.

ELECTRONIC JOURNALISM COURSE AT IIMC, DHENKANAL

A three-month training programme in Electronic Journalism was launched at IIMC, Dhenkanal on 21 September 2002. Smt Tara Sinha, former Chairperson, IIMC presided over the function. 19 participants joined this course. This initiative has been welcomed by the local media community. The course was successfully completed on 22 November 2002.

FOUNDATION COURSE FOR JOURNALISTS FROM AFGHANISTAN

This prestigious course with 15 journalists, including one lady from Afghanistan was launched on 26 August

2002 by Smt. Sushma Swaraj, Hon'ble Minister for Information and Broadcasting. This 8-week long course, sponsored by the Ministry of External Affairs, was extremely successful and received wide media coverage also. The Valedictory Ceremony was held on 17 October 2002. Shri Yashwant Sinha, Hon'ble Minister for External Affairs gave away the certificates as Chief Guest.

The Second such course has commenced from 20 January 2003. There are 15 participants in this course (including 3 women).

SHORT COURSES, WORKSHOPS, SEMINARS AND CONFERENCES

The Institute has been organising seminars and conferences on various themes of communication with a view to contributing to better understanding of mass communication issues in the context of India and other developing countries.

The Institute runs regular and short-term academic programmes for personnel of different media units of Ministry of I&B. A number of specialised short-courses of one week to three-months duration are also conducted to meet the professional training needs of communication personnel working in various media/publicity organisations of the Central/State Governments and Public Sector.

During 2002-03, so far, the IIMC has successfully conducted 15 courses.

ADMISSION TO POST-GRADUATE DIPLOMA COURSES

IIMC constantly endeavours to enrich the content of its present courses. In order to add values to the present courses being run by the Institute, detailed interaction is carried out between the faculty and the practitioners/specialists in the fields of print media, electronic media, advertising, public relations, broadcasting and printing. Based on the inputs received from the industry, the courses are being revamped to provide more practical inputs and knowledge. Special lectures are taken by specialists/practitioners drawn from the field.

The entrance test for admissions to the Post-graduate Diploma Courses 2002-03 offered by the IIMC was held on 21 May 2002 at 9 centres (including New Delhi) in different parts of the country. Final selection of candidates was announced on 10 July 2002 and the results were also placed on PIB/IIMC Website. All the PGD Courses commenced from 1 August 2002.

DIPLOMA COURSE IN DEVELOPMENT JOURNALISM

Continuing the tradition of the non-aligned movement's effort and to improve journalistic skills in developing countries as well as to evolve a third world

perceptive, the Institute offers a Diploma Course in Development Journalism. Two such courses are held every year, each of four month's duration.

The 39th Diploma Course was held from 5 August 2002 to 29 November 2002 which had 14 participants from 11 countries. In the Valedictory function, Mr. Wijayananda Jayaweera, Adviser for Communication and Information in Asia, UNESCO was the Chief Guest and distributed the Diplomas. He also conferred the Awards on the meritorious participants of this course.

The 40th Diploma Course in the series has commenced from 6 January 2003. It has 24 participants.

TEACHING-AID FACILITIES

Considered as one of the premier Institute in the country for quality education and research in the field of mass communication and journalism, the Institute has some well defined and state-of-the-art facilities, which encompass an entire spectrum of infrastructure needed for theoretical and practical training in communication education.

Global networks are converging towards a single integrated platform for voice, video and data. To keep pace with the development of technology in the field of Information and Communication, and its application in the different areas of education and research, the Institute has acquired a high-performance internet facility and network which facilitates a 24-hour connectivity for our students and faculty. This sophisticated LAN/WAN also enables workflow and knowledge management applications. This network is the backbone of our educational tools to train the students in electronic news editing, web journalism, multimedia, designing, publishing and graphics. A combination of Macintosh desk top machines facilitate the training of students in the areas of multimedia, animation, computer graphics, desktop publishing etc.

COMPUTER AND IT FACILITIES

IIMC had undertaken an extensive programme to upgrade its IT facilities. The Institute acquired a V-SAT connection for Internet availability and also procured 35 state-of-the-art PCs, for its training programmes, for library and administration and for the faculty. The Institute has also acquired the latest software, in use in various media organisations, to impart training to our students.

The computer facilities in the Institute give enough learning opportunities to the students. There are three workshops-computer school, multimedia, and DTP available to different groups at a time. All the workshops, the departments and the rooms of the Institute are on the LAN server and have Internet facilities. Local Area Network is operational. IIMC has launched its website, which can be accessed at www.iimc.nic.in

TV AND VIDEO PRODUCTION

In order to develop a high impact knowledge base in electronic journalism, the Institute boasts of a modern TV production studio, which is equipped with nine ENG Cameras with Betacam facility and three studio cameras with Synch and special effect generators. The editing consoles comprise AB roll facility and Digital Sound editing and on-line digital video editing. For radio transmission, the Institute has separate sound recording, FM and voice-over studios, which cover the entire training in Radio and TV technology.

Considering the industry's need, the Institute gives special attention on visual communication and therefore along with other activities, photo journalism is taught in all the courses. There is a fully equipped photo lab with dark room facilities. Different types of cameras from the earliest ones to the most modern are available to impart training in photo journalism. All the studios are equipped with a range of training aids like film projectors, filmstrips-cum-slide projectors, OHP, TV monitors, LCD projectors, etc.

RESEARCH AND EVALUATION STUDIES

A systematic study of communication has been an integral part of the Institute's academic pursuits. IIMC has undertaken many research projects and over the years it has conducted several research studies for a number of national and international organisations, for governmental and non-governmental bodies.

The following research studies have been undertaken during the year 2002-03:

- 1 Gujarat Assembly Election – 2002 (Data Analysis is in progress); and
- 2 Multimedia Campaign for Social Justice and Empowerment DAVP (sponsored by DAVP) (Field work is in progress).

AUDITORIUM

A modern state-of-the-art Auditorium has been constructed in the Institute's Campus. It has a seating capacity of 418 and is fully air-conditioned, along with a backup generator. Shri Ramesh Bais, Hon'ble Minister of State for Information and Broadcasting and Shri Pawan Chopra, Secretary, Ministry of Information & Broadcasting also attended the function.

IIMC'S BRANCHES

During the 9th Five Year Plan, in order to meet the growing demand for quality education in the field of mass communication and to develop communication education in remote areas, four places across the country were selected to set up IIMC Centres: Dhenkanal (Orissa), Dimapur (Nagaland), Kottayam (Kerala) and Jhabua (Madhya Pradesh).

Since 1993, the IIMC branch at Dhenkanal is fully functional and is attracting a large number of students from the eastern region. The branch has good infrastructure and is conducting two Post-graduate Diploma Courses in Journalism (English and Oriya).

In so far as the other centres are concerned, the Institute has started a new Plan Scheme for "Collaboration with Regional Centres of Learning" in these places, in lieu of investment in infrastructure and buildings etc.

FUTURE PLANS OF IIMC

Keeping in view the increasing demand for skilled professionals in the various areas of mass communication, IIMC is committed to enhance the quality of its training programmes. Over the years IIMC has equipped it with extensive facilities and have all infrastructural resources to expand its future activities to meet the demand for trained professionals who will have capabilities to handle the latest techniques of mass media.

Our future plan also include acquisition of video conferencing and teleconferencing which with e-mail and internet application will allow us to collaboratively deliver quality education to our centres located outside Delhi.

The Institute is attempting to enhance its teaching capabilities both with regard to the use of hardware and of software, some much-needed equipment is being acquired and will be installed soon. To meet the rapid developments in the field including the art of training itself, the Institute's faculty and staff require opportunities for refresher courses to up-date their knowledge and skills. The Institute hopes to provide facilities for such training.

FINANCIAL REQUIREMENTS

The Institute has submitted revised proposals for 10th Five Year Plan to the Ministry of I&B for consideration of the Government. These proposals including the following schemes for implementation during the 10th Plan period with outlays indicated against each:

(Rs. in lakhs)

Sl. No.	Name of the Scheme	Approved 10 th Plan outlay	Approved Annual Plan 2003-04
1	Building & Housing Project	565.00	142.50
2	Research & Evaluation Studies	35.00	7.50
3	Modernisation and Expansion of Facilities for Electronic/Print/Radio & TV Journalism	300.00	60.00
4	Collaboration with Regional Centres of Learning	380.00	100.00
5	Centre for New Media and Policy	125.00	40.00
6	Creation of Content and Material for Training in Mass Communication for Vernacular Language Courses	50.00	10.00
Total		1455.00	360.00

BUDGETARY PROVISION

(Rs. in lakhs)

	Actuals 2001-02	SBG 2002-03	RE 2002-03	Reason for variation	BE 2003-04
Non-Plan	305.86	397.77	330.00	Major part of reduction will be covered out of Institute's own additional income and out of savings due to non-filling of vacant posts. However, additional funds over the accepted RE (to the extent of Rs. 11 lakhs approx.) have been projected in the Final Estimates.	350.00
Plan	201.34	390.00	315.00	The Plan schemes of IIMC for the 10 th Plan have yet to be approved by the SFC and in-principle approval of the Planning Commission in respect of new schemes has yet to be received. Hence it is likely that the budget provisions of Annual Plan 2002-03 may not be fully utilized.	360.00
Total	507.20	787.77	645.00		710.00

Note: (i) Figures are on net basis (Gross expenditure reduced by income generated by the Institute).

(ii) The 10th Plan proposals have been revised by the Institute to Rs. 1271.30 lakhs and submitted for approval of SFC.

Scheme	Target 2001-02	Achievement 2001-02	Target 2002-03	Achievement 2002-03	Target 2003-04
Building and Housing Project	Site development around auditorium and interior jobs. Provide furniture fixture and DG set	The work of auditorium were completed	i) To complete preliminary work of construction of hostel building and houses. ii) To install projection and sound reinforcement system in the Auditorium. iii) Construction of building and to acquire teaching-aid equipment	Action to install projection and sound reinforcement system at the Auditorium has been initiated. Estimates for construction work of staff quarters are likely to be finalized during 2002-03. However, funds will be released to CCW: AIR after approval of the scheme by SFC.	i) To start construction of staff quarters and to complete preliminary work of hostel building. ii) To construct building and to acquire essential equipment for the branch.
Research & Evaluation Studies	4 Studies	Conducted 4 workshops on Media related issues	To conduct 3 research studies in mass media related issues	The research studies are being conducted during the financial year	To conduct 3 research studies in Mass Media related subjects.
Modernisation and Expansion of facilities for Electronic /Print Radio & TV Journalism	To acquire latest teaching aid & IT equipment and other teaching aid equipment	Acquired essential teaching aid & IT	To acquire digital TV workstation with editing & graphic software with related accessories Community Radio System for digital transmission	Proposal to acquire essential equipment is under submission and equipment will be acquired after approval of SFC.	To acquire additional workstation for current affairs, digital cameras and upgradation and maintenance of TV radio equipment.
Collaboration with Regional Centres of Learning	-	-	To collaborate with Regional Centres of Learning in various states for setting up of Institute of Journalism/ Mass Communication	These schemes will be implemented after approval of EFC/SFC for which proposal have been submitted to authorities.	To collaborate with Regional Centres of Learning for setting up of Institute of Journalism / Mass Communication by State Govts.
Centre for New Media and Policy	-	-	To provide services of an expert for the media centre To provide training to the faculty & staff Collaborate with national/international institutes To provide technical database and human resource.	The programmes of the scheme are at the initial stage of their implementation.	To acquire hardware and provide human resource for setting up the New Media and Policy Centre.
Creation of Content and Study Material for Training in Mass Communication for Vernacular Language Courses	-	-	To create study material in Hindi for training in the area of Mass Communication and for vernacular language courses.	For writing of books and advertisement has been issued and preliminary work to implement the programmes of the scheme will be in progress.	To procure material for translation in Hindi and other vernacular languages and to procure copyright of English articles for translation in Hindi and other languages.

NATIONAL FILM ARCHIVE OF INDIA

NFAI was set up in 1964 at Pune with the following objectives :

1. To trace, acquire and preserve for the use of posterity the heritage of national cinema and a representative collection of world cinema.
2. To classify and document data relating to films and to undertake and encourage research on cinema and publish and distribute them.
3. To act as a centre for the dissemination of film culture.

The Archive undertakes the following activities to realize the above objectives :

1. Acquisition and preservation of Indian and international film classics, books, journals and other ancillary material relating to Cinema.
2. Classification and documentation of the material acquired.
3. Publication of books / pamphlets / monographs / filmographies / programme notes on Cinema.
4. Conducting periodical seminars, lectures, courses in film appreciation/teacher training workshops for the spread of film culture among the faculty and students of universities and general public.
5. Building up an oral history of Indian Cinema by

interviewing eminent film personalities and others connected with development of cinema in the country by recording interviews with them on audio and video tapes.

6. Servicing film-training institutions in the country with a regular supply of film classics and ancillary material required for their academic use.
7. Circulation of film classics to film societies/film clubs/ educational institutions for non-commercial study, screenings through the Archive Distribution Library at Pune and the Regional Offices.
8. Extending facilities to filmmakers, research scholars and students of cinema for study/preview of rare film classics in the Archive collection within the premises.
9. Organizing regular screenings of Archive films with brief introductions and followup discussions for students of Cinema and interested public at Pune, Mumbai, Chennai and Regional Centres.
10. Providing guidance and advisory service to individuals and organizations interested in film research and film study activities.
11. Preserving the heritage of national cinema for the sake of posterity and extending service for filmmakers, copyright owners etc. for repair of the old negatives, video copying and also preparing compilation films.

TARGETS AND ACHIEVEMENTS DURING 2001-2002

FINANCIAL

(Rs. in lakhs)

Budget Estimates 2001-2002			Actual Expenditure 2001-2002		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
154.10	104.98	259.08	99.67	109.16	208.83

PHYSICAL

The Archive acquired 227 films, 56 video cassettes, 274 books, 85 pre-recorded audio cassettes, 2013 stills, 634 wall posters, 856 song booklets, 2 audio tapes (oral history), 97 film pamphlets, 660 slides and 20 DVDs.

TARGETS AND ANTICIPATED ACHIEVEMENTS DURING 2002-2003

FINANCIAL

(Rs. in lakhs)

Budget Estimates 2002-2003			Revised Estimates 2002-2003		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
272.00	108.98	380.98	92.00	109.98	181.98

PHYSICAL

During April, 2002 to January, 2003, 155 films, 7 video cassettes, 304 books, 1843 stills, 382 wall posters, 371 song booklets, 453 slides, 1856 scripts, 703 press clippings, 53 DVDs, 1 audio compact disc and 28 pre-recorded audio cassettes were acquired.

10 Indian films were subtitled in English.

SCHEMEWISE FINANCIAL ACHIEVEMENTS 2002-2003 (upto December, 2002)

(Rs. in lakhs)

S. No.	Name of the Scheme	Actual Expdr. 2000-01	Actual Expdr. 2001-02	Approved Outlay 2002-03	Actual Expdr. upto Jan., 2003
CONTINUING SCHEME					
1.	Acquisition and exhibition of archive films	107.54	45.61	72.00	41.02
NEW SCHEME					
1.	Construction of Phase-II building for NFAI Complex	0.00	54.06	200.00	0.00
Total:		107.54	99.67	272.00	41.02

PHYSICAL TARGETS 2003-2004

NFAI has proposed a total outlay of Rs. 122.00 lakhs during the year 2003-2004 :

It is proposed to acquire 200 films, 500 books, 100 disc records, 200 stills, 200 wall posters, 200 song booklets, 100 film pamphlets, 200 slides, 50 pre-recorded audio cassettes, 200 video cassettes and 100 DVDs.

To subtitle 10 Indian films in English.

To commence the construction of Phase-II film vaults.

SUMMARY OF FINANCIAL REQUIREMENTS

OBJECT-WISE CLASSIFICATION

(Rs. in lakhs)

S. No.	Programme/Object	Actuals 2001-2002			Budget Estimates 2002-2003			Revised Estimates 2002-2003			Budget Estimates 2003-2004		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1	Salaries	2.77	51.02	53.79	3.00	53.00	56.00	3.00	54.00	57.00	3.00	55.00	58.00
2	O.T.A.	0.00	0.08	0.08	0.00	0.08	0.08	0.00	0.08	0.08	0.00	0.08	0.08
3	Domestic Travel Exp.	0.48	1.94	2.42	0.50	2.30	2.80	0.50	2.30	2.80	0.50	2.30	2.80
4	Office Expenses	6.40	32.64	39.04	8.50	33.00	41.50	8.50	33.00	41.50	8.50	33.00	41.50
5	Rent, Rates & Taxes	0.00	1.89	1.89	0.00	2.50	2.50	0.00	2.50	2.50	0.00	2.50	2.50
6	Minor Works	0.00	21.50	21.50	0.00	18.00	18.00	0.00	18.00	18.00	0.00	18.00	18.00
7	Other Charges	35.96	0.09	36.05	60.00	0.10	60.10	60.00	0.10	60.10	60.00	0.10	60.10
8	Acquisition of Eqpt.	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
9	Construction of Phase-II building	54.06	0.00	54.06	200.00	0.00	200.00	20.00	0.00	00.00	50.00	0.00	50.00
Total		99.67	109.16	208.83	272.00	108.98	380.98	92.00	109.98	201.98	122.00	110.98	232.98

NATIONAL FILM DEVELOPMENT CORPORATION LIMITED

The National Film Development Corporation Limited, (NFDC) is the central agency established to promote good cinema in the country. The primary mandate before NFDC is to plan, promote and organize an integrated and efficient development of the film industry in accordance with the economic policy and objectives laid down by the Government from time to time. The objectives of the company therefore embody the spirit of service to the film industry. In this spirit, it undertakes to foster excellence in cinema and to develop state of art infrastructure and quality software in the audio-visual and related fields.

The broad functions of NFDC are as follows:

- Financing and producing meaningful quality films with artistic excellence, socially relevant, creative and experimental.
- Import and Distribution of films through various channels such as Theatres, Video and Television.
- Export of films and promotion of Indian films abroad.
- Providing pre-production and post-production services to support the film industry, keeping pace with the technology revolution.
- Promoting culture and understanding through

Medium of Cinema by Organizing Film Weeks, Indian Panorama Festivals etc. in collaboration with Film Societies, and such other fora both in respect of Indian/ Foreign Films.

- To provide welfare measures the needy Cine Artistes of yester-years through the Cine Artistes Welfare Fund of India (CAWFI) set-up by the company.

The targets and achievements of the Corporation both physical and financial, under the various plan schemes of the Corporation are discussed below:-

FINANCING AND PRODUCTION OF FILMS:

NFDC encourages the concept of low budget films, high in quality content and thematic values. The films funded/produced by NFDC have won several National and International awards in the past vouching for the company's commitment in promotion of good cinema. The NFDC, including the erstwhile Film Financing Corporation (FFC) have so far funded/produced nearly 308 such films under different schemes.

During the year 2002-2003, the following were the target set under this activity:

Activity	Targets for 2002-2003 (physical)	Targets for 2002-2003 (financial)	Anticipated achievements 2002-2003 (physical)	Anticipated achievements 2002-2003 (financial)
		(Rs. in lakhs)		(Rs. in lakhs)
Financing and Production of films including Equipment Loans / TV Episode.	11	400	11	400

During the year 2002-03 (upto Dec.2002) production of 2 films have been completed and three films are under production.

Following six films produced by NFDC were prominent by their presence in the Indian Panorama 2001.

1.	VASTUPURUSH (Marathi)	By Samitra Bhawe & Sunil Kuktankar
2.	TILADAANAM (Telugu)	By K.N.T.Shastry
3.	JAMEELA (Tamil)	By Ponnvannan
4.	HEMANTER PAKHI (Bengali)	By Urmi Chakraborty
5.	EKTI NADIR NAAM (Bengali)	By Anup Singh
6.	MAGUNI RA SHAGADA (Oriya)	By P.K.Mohanty

During the year four films produced by NFDC namely TILADAANAM (Telugu), BUB (Kashmiri), HEMANTER PAKHI (Bengali) and MAGUNI RA SHAGADA (Oriya) won

National Awards under different categories. The International Awards include EKTI NADIR NAAM, which won the silver Dhow Prize at the 5th Zanzibar International Film

Festival and TILADAANAM which won the first best new film by an Asian Director award at the 7th Busan International Film Festival.

IMPORT & DISTRIBUTION OF FILMS

The Corporation during the year limited its acquisition of foreign films only for Television and Satellite rights and 37 such films were acquired during the year (up to Dec. 2002). The films imported/acquired by the Corporation are generally good quality family entertainers from different countries of the world. It is expected that 55 such films would be imported/acquired by the Corporation during the year. One of the film imported by the Corporation 'TAKING SIDES' by ISTVAN SZABO has received rave reviews from film critics and viewers. This film was the inaugural film of the International Festival of Mumbai Academy of Moving Images. Another film selected for import is BERLIN IS IN GERMANY by Hannes Stohr, another classical film from Germany.

Other activities under this scheme includes exhibiting the Corporation's own and acquired films on various DD channels and extending technical support to Doordarshan such as promo capsuling, packaging of DD2, Sports Channel, DD International and Avid Air-play maintenance.

EXPORT OF FILMS

During the year 2002-03 (Upto December 2002) 44 films were exported to various countries abroad. The Corporation is expected to export about 70 titles during the year.

As a part of promotional efforts of Indian films abroad the Corporation coordinated the participation of Indian Film Industry in the Cannes International Film Market 2002 and about 80 Indian delegates participated in the Cannes Film Market. The Corporation in collaboration with the FICCI and CII had set up an Indian pavilion which served as a nodal point for various Indian film delegates to market their software in this prestigious Market. The facilities such as infrastructure and location available in India for shooting of films were also widely publicized during the event. A guide to FILMING IN INDIA was published and distributed in this festival. The India Pavilion provided an opportunity for the Indian Film Industry to promote and market their products worldwide.

Film JAMEELA (Hindi) produced by the Corporation, was shown in the Panorama Section of Shanghai International Film Festival held in June, 2002.

The Corporation also acted as a nodal agency for participation by various Indian film companies in FILMART 2002 held in Hong Kong in June 2002 by leading a delegation of 15 members covering 13 organisations. The Corporation also assisted in putting together a collection of 30 Indian films for the "Indian Summer" in Locarno

covering the past 25 years of Indian Cinema and also published a book titled "INDIAN SUMMER" containing reviews, directors filmography etc. which received wide appreciation in the 55th Locarno International Film Festival held in August, 2002.

A festival of contemporary Malayalam films was organised by the Corporation in Dubai in September, 2002. The festival was inaugurated by the Indian Ambassador in UAE and attended by Ms. Hema Malini, Chairperson and leading Cine Artists and Directors from Kerala.

The Corporation in collaboration with CII and FICCI also organised Film Bazaar 2002 in October, 2002 as part of the International Film Festival of India. Buyers from countries like China, Srilanka, Mauritius, Nigeria and South Africa attended Film Bazaar 2002. An MOU was also signed between the Corporation and National Film and Video Foundation of South Africa for promotion of co-production of films International Marketing and exchange of Technical know how & training.

SPECIAL TECHNICAL PROJECTS

NFDC under this scheme extends technical facilities to the film industry in its various centres at Kolkatta, Mumbai and Chennai. The 16mm Film Center at Kolkatta does a fair amount of work for local Doordarshan Kendra and the film industry of Eastern region.

NFDC's laser Subtitling Center at Mumbai can claim to be first of its kind in Asia. Subtitling in all the Latin character foreign languages and Arabic are being done in this unit as well as Video Subtitling in various regional and foreign languages. The project apart from meeting the requirements of Film Industry also caters to the requirements of Ministry of External Affairs, Directorate of Film Festivals, National Film Archives, and Doordarshan etc.

The Telecine and 16/35 Camera Unit at Mumbai equipped with FDL 60 Telecine Machine caters to the requirement of NFAI and other film producers for the transfer of films to high band and beta cam formats. Noise correction facility MNR-II equipment is the added feature of this unit. The unit is also equipped with Arri-III camera with Video Assist facilities along with 35 mm Arri-III and 16mm SR Arri Cameras.

NFDC's own Video and TV Infrastructure, Mumbai caters to the requirement of promo capsuling as well as the preparation of promotional materials with facilities for quality checking. This unit apart from catering to the in-house requirements of the company also imparts technical services to Doordarshan.

The Video center at Chennai offers Telecine transfer facilities using the world re-known Rank Entel Mark III and FDL60 Telecine machines. This unit is also equipped with a full fledged video duplication set up with edit facilities.

ties in high band and beta cam formats. A new Video Subtitling Unit has also been commissioned at Chennai to cater to the requirements of the Satellite Channels in the South.

No Physical targets have been prescribed for this scheme as the modernization and replacement of the technical projects mentioned in the earlier paras is an ongoing activity and continuing process where the Corporation upgrades all existing equipment and replaces some of them. The projects are all presently in operation and are managed in such a way that they keep pace with the fast changing technology. Therefore only a financial targets i.e.Rs.150 lakhs has been fixed for the scheme as

capital investment is made basically to upgrade /replace the equipment.

PLAN SCHEMES AND FINANCIAL AND PHYSICAL TARGETS PROPOSED FOR XTH FIVE YEAR PLAN AND PROPOSALS FOR ANNUAL PLAN 2002-03

No plan schemes of NFDC have been proposed for inclusion in the Xth Five Year Plan commencing from 2002-03. As such the same are not being included in the Performance Budget since no plan support is envisaged for the Corporation during the Xth Five Year Plan and the funding of the schemes would be entirely out of the internal resources of the Corporation.

STATEMENT OF APPROVED PLAN OUTLAY FOR 2002-03 WITH PHYSICAL TARGETS AND ESTIMATED ACHIEVEMENT THERE AGAINST AND SUMMARY PLAN PROPOSALS FOR ANNUAL PLAN 2003-04 WITH FINANCIAL AND PHYSICAL TARGETS.

(RS. IN LAKHS)

S.No.	Name of the scheme	Approved outlay for F.Y.2002-03		Anticipated achievements for 2002-03		Proposed outlay for Annual Plan 2003-04	
		Fin	Phy	Fin	Phy	Fin	Phy
1.	Production of films (Own Production, Co-production & Subsidy Scheme)	400	11	400	11	420	12
2.	Creation of own exhibition infrastructure in metro centres	100	1	-	-	105	1
3.	Modernisation of ad replacement of Technical & Commissioning of new projects	150	-	150	-	150	-
4.	Creation of Market infrastructure & promotion of Indian Films abroad.	400	11	400	11	420	12
Total		700		600		725	

PRESS INFORMATION BUREAU

The Press Information Bureau is the Central Agency of the Government of India for informing the people about its policies, programmes and activities. As Government's main channel of communication with the Media (Electronic and Print) Press Information Bureau puts out information on Government policies, programmes, activities and achievements, provides feedback on the press and public reactions to and advises the Government on its information policy. It functions upon the basic premise that in a democracy, the Government has to ensure that its policies and programmes are properly presented and correctly interpreted through Press and other Media to the people on whose support and goodwill it holds office.

2. The officers of PIB (Hqrs.) are attached to the various Ministries/Departments for disseminating information to the media and provide feed back to their assigned Ministries. They function as media advisers and coordinate the publicity.

3. PIB's Regional/Branch offices are connected with computers. The Bureau also has a home page on INTERNET and can be accessed on www.pib.nic.in. In this home page publicity material is made available for international as well as for national consumption. PIB releases are now transmitted through computers to local newspapers as well as to resident correspondents of a few important outstation newspapers besides its Regional/Branch Offices. Features and graphics are also released through the PIB network in addition to being available on Internet.

4. The Bureau provides functional facilities to media representatives. For this purpose, it accredits Indian and Foreign Media representatives, news cameramen and technicians. 1083 Correspondents and 303 cameramen are currently accredited with Bureau's Hqrs. besides 132 Technicians and 70 Editors/Media critics. In order to cater to the needs of Indian as well as foreign correspondents, the Bureau has a National Press Centre with modern communication facilities functioning at New Delhi

5. To convey information to the media, the Bureau employs a variety of means - Press releases and features, press briefings, Press Conferences and conducted tours.

OVERALL PERFORMANCE

The outlay for Xth five year Plan 2002-2007 is Rs. 4750.00 lakhs. The expenditure incurred upto the end of IXth five year Plan was Rs. 909.22 lakhs. The Annual Plan 2002-2003 is Rs.1150.00 lakhs and Annual Plan 2003-2004 is Rs.511.00 lakhs. The performance of the Press Information Bureau in financial terms during the year 2001-2002 and 2002-2003 was as follows :-

(Rs. in lakhs)

	Plan	Non-Plan	Total
1. Actual Expenditure 2001-2002	225.90	1701.86	1927.76
2. B.E. 2002-2003	1098.25	1716.63	2814.88
3. R.E. 2002-2003	257.35	1767.50	2024.85
4. Actual Expenditure 2002-2003 upto the end of Dec,2002.	18.04	1306.95	1324.99
5. B.E.2003-2004	511.00	1780.78	2291.78

PHYSICAL

2. As a part of its principal activity of keeping the media informed about various activities and achievements of the Government, the Bureau, during the year 2001-2002 issued 34912 press releases. In 2002-2003 (upto December, 2002) the Bureau issued 22208 Press releases. In addition, 1,305 features including photo features/Info Nuggets/Fact sheets and Backgrounders were also released during 2002-2003.

3. PIB supplied black and white and coloured photographs of various Government functions, projects and developmental activities, free of cost to newspapers and periodicals. During 2002-2003 (upto Dec. 2002), the Bureau released 1,58,437 photo prints to the newspapers.

Xth FIVE YEAR PLAN 2002-2007

This Bureau is implementing the following Plan Schemes during the Xth Five Year Plan 2002-2007.

S. Scheme No.	Allocation (Rs. in lakhs)
1. Setting up of National Press Centre at New Delhi	3500.00
2. Modernisation & Computerisation activities of PIB	
i) Digital storage and high speed communication	355.00
ii) Setting up of Soochna Kendras and providing connectivity	410.00
3. Opening of Branch Offices of PIB in State Capitals where they don't exist	350.00
4. Construction of building for PIB offices in the North-East and where land has been allotted by Govt.	125.00
5. Press Tours for NE, J&K and Tribal areas	10.00
Total	4750.00

**SUMMARY OF FINANCIAL REQUIREMENT
PROGRAMMEWISE CLASSIFICATION**

For the year 2003-2004, Demand No. 55 cover expenditure of the PIB and the Regional Branch Offices in the Information and Publicity Sector. Statistical data relating to PIB is given below :-

(Rs. in lakhs)

Object Heads	Actual for 2001-2002		B.E. 2002-2003	
	Plan	Non-Plan	Plan	Non-Plan
OBJECTWISE CLASSIFICATION				
Salaries	0.26	1219.57	26.25	1220.07
Wages	—	17.52	—	19.88
Over Time Allowance	—	14.34	0.52	14.52
Domestic Travel Expenses.	1.33	22.65	1.18	23.68
Office Expenses	132.96	274.91	88.44	269.00
Rents, Rates & Taxes	—	34.81	2.62	46.41
Publication	0.07	30.62	0.52	31.10
Other Admn. Expenses	16.42	15.27	1.27	20.21
Advertising & Publicity	—	30.34	—	33.00
Professional Services	—	39.45	1.32	35.41
Grants-in-Aid	—	0.05	—	0.05
Other Charges	—	2.33	0.13	3.30
REVENUE TOTAL	151.04	1701.86	122.25	1716.63
Acquisition of Equipments for PIB	40.48	—	58.00	—
Setting up of National Press Centre and Mini Media Centres of PIB	50.80	—	918.00	—
CAPITAL TOTAL	91.28	—	976.00	—
GRAND TOTAL	242.52	1701.86	1098.25	1716.63

	R.E. 2002-2003			B.E. 2003-2004		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total
	8.	9.	10.	11.	12.	13.
OBJECT-WISE CLASSIFICATION						
Salaries	12.00	1264.04	1276.04	25.50	1305.00	1330.50
Wages	-	18.42	18.42	-	19.02	19.02
Over Time Allowance	0.30	14.52	14.82	0.52	15.00	15.52
Domestic Travel Expenses	1.70	23.68	25.38	1.18	23.68	24.86
Office Expenses	80.75	269.00	349.75	129.84	250.00	379.84
Rent, Rates & Taxes	5.97	54.78	60.75	4.62	45.02	49.64
Publication	0.15	31.09	31.24	0.52	31.09	31.61
Other Admn.Expenses	1.15	20.21	21.36	1.27	20.21	21.48
Advertising & Publicity	-	33.00	33.00	-	33.00	33.00
Professional Services	0.30	35.41	35.71	1.32	35.41	36.73
Grants-in-Aid	-	0.05	0.05	-	0.05	0.05
Other Charges	0.03	3.30	3.33	0.13	3.30	3.43
Lump sum provision For NE Region	13.20	-	13.20	22.50	-	22.50
REVENUE TOTAL	115.55	1767.50	1883.05	187.40	1780.78	1968.18
Acquisition of Equipments for PIB	58.00	-	58.00	67.70	-	67.70
Setting up of National Press Centre and Mini Media Centres of PIB	97.00	-	97.00	218.40	-	218.40
Lumpsum provision for NE Region	15.00	-	15.00	37.50	-	37.50
CAPITAL TOTAL	170.00	-	170.00	323.60	-	323.60
GRAND TOTAL	285.55	1767.50	2053.05	511.00	1780.78	2291.78

HIGHLIGHTS OF PUBLICITY DURING 2002-2003

1. **Material on Internet :** Armed with a PIB window on the INTERNET system, the Bureau has the wherewithal to reach out to an extended clientele and present the material put out by it for information across the globe. The release, suitably edited and prepared by PIB, highlighting the developmental policies and initiatives taken by the Government are put out on INTERNET. On an average the daily hits of the Home page of PIB is about 55,000.

2. **Feedback Material:** The Bureau brings out a Daily Digest of News and Views on all working days. The Digest encapsulates news and views from the print media on the political developments, policies, schemes and programmes of the Government. The digest also incorporates specific comments from regional press spanning the length and breadth of the country. The digest provides a comprehensive feedback to the Government on issues reflected in the print media. The Digest reaches out to senior functionaries including offices of Union Ministers, Prime Minister and President of India.

3. The Feedback service also includes preparation of Special Digests on issues of topical relevance with a view to provide feedback to the concerned Ministry/Department for policy/programme implementation. During the year 2002, 8 Special Digests were prepared.

4. **Features and Graphics :** The Bureau brings out field-based developmental stories, features on Government's policies and programmes, fact sheets, backgrounders and graphics, extensively for small and medium newspapers in English, Hindi and other regional languages.

5. **Press Clippings :** The Bureau prepares and maintains clippings from leading Hindi and English newspapers of the country on various topics on day to day basis. These clippings are of immense use during preparation of replies to Parliament questions and other information related to Press sought by different ministries/departments.

6. **Press Conference:** The PIB arranges Press Conferences for Ministers and Senior officials for enabling the Journalists to have a face-to-face dialogue. The Bureau arranged 1165 Press Conferences during 2002-2003 (upto Dec.2002)

7. **Photo Services:** Press Information Bureau supplies both black and white and colour photographs of Governmental functions, projects and developmental activities free of cost to the newspapers and periodicals. For quick transmission of photographs to Regional Newspapers, the Bureau makes use of computers. The released Photographs are also put on the PIB website.

8. **Conducted Tours :** PIB organises press tours from Tribal and backward areas to important developmental projects/areas to enable media persons to gain first hand knowledge of such projects.

EXPLANATION OF FINANCIAL REQUIREMENTS (Activity wise)

1. DIRECTION AND GENERAL ADMINISTRATION

The provision under this activity is mainly for administrative functioning of this Bureau's Headquarters and its Regional and Branch Offices to be incurred on salaries and various activities.

2. NEWS AND FEATURE SERVICES

The expenditure on this activity is incurred in connection with the publicity functions of the Bureau such as issue of press releases, press communiques, feature stories, handouts, photographs, ebionoid block etc. This activity is carried on in the major languages of the country and benefits the large, small and medium newspapers.

3. PRESS FACILITIES AND CONDUCTED TOURS

This activity is intended to conducting Press Tours by the representatives of the press to see the various developmental activities in the field. The expenditure under this activity is also incurred on providing general facilities to the press representatives such as supply of publicity material, providing media facilities to be accredited correspondents etc.

4. FEEDBACK SERVICES

On the basis of regular analysis of news and views, different Ministries/Departments of the Government are supplied the feed-back on public reaction to Government measures, policies and programmes in English and Hindi. Translated version of important press comments in various language newspapers were also made available to official quarters.

FINANCIAL REQUIREMENT ACTIVITYWISE CLASSIFICATION

(Rs. in lakhs)

Activity	B.E.2002-2003			R.E.2002-2003			B.E.2003-2004		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1.	5.	6.	7.	8.	9.	10.	11.	12.	13
Direction and General Admn.	1629.91	1095.14	2725.05	283.75	1964.54	1867.54	447.89	1694.07	1694.07
News & Feature Services	1.32	35.41	36.73	0.30	35.41	35.71	1.32	35.41	36.73
Press Facilities & Conducted Tours	1.27	20.21	21.48	1.15	20.21	21.36	1.27	20.21	21.48
Feedback Services	0.52	31.62	32.14	0.15	31.09	31.24	0.52	31.09	31.61
Lumpsum provision For NE Region	-	-	-	28.20	-	28.20	60.00	-	60.00
Total	1098.25	1716.63	2815.40	285.55	1767.50	2053.05	511.00	1780.78	2291.78

PRESS COUNCIL OF INDIA

The Press Council of India, a statutory, autonomous, quasi judicial body has been set up under Press Council Act, 1978 for the purpose of preserving the freedom of the Press and of maintaining and improving the standards of newspapers and news agencies in India.

The aim of the Council is to administer ethics and inculcate principles of self-regulation among the Press. It also keeps under review any development likely to interfere with its freedom. The Council discharges its functions

primarily through the medium of adjudications on complaints received by it, either against the Press for violation of journalistic ethics or by the Press for impairing or jeopardizing its freedom.

PHYSICAL ACHIEVEMENTS IN TERMS OF INSTITUTION AND DISPOSAL OF CASES

Statistics regarding number of complaints instituted and disposed of by the Council during the period 1st April 2002 to 31st March 2003.

STATEMENT OF CASES

1.	Cases pending as on 31.3.2002	598
2.	Cases filed between 1.4.2002 to 31.1.2003	932
3.	Cases expected to be filed between 1.2.2003 to 31.3.2003	170
4.	Cases adjudicated between 1.4.2002 to 31.1.2003	186
5.	Cases expected to be adjudicated between 1.2.2003 to 31.3.2003	-
6.	Cases disposed of by way of dismissal at preliminary stage between 1.4.2002 to 31.1.2003	567
7.	Cases expected to be disposed of by way of dismissal at preliminary stage between 1.2.2003 to 31.3.2003	-
8.	Expected pendency as on 31.3.2003	947

FINANCIAL REQUIREMENTS

The Council meets part of its expenditure from the revenue collected by way of fee levied on registered newspapers/periodicals and news agencies. The uncovered ex-

penditure is provided by the Central Government in the form of grant-in-aid.

Financial provisions for the Press Council of India are as follows:

	SBG 2002-2003	RE 2002-2003	BE 2003-2004
Gross Expenditure	293.00	266.55	300.74
Less: Collections of levy from Registered and Newspapers and news agencies and Other Misc. receipts	30.50	31.55	62.00
Net Grant-in-aid	262.50	235.00	238.74

(Rupees in lakhs)

PHOTO DIVISION

The main function of the Photo Division is to document photographically the developmental programmes undertaken by the Government and social change that is taking place in the country as a result thereof. Photographs are supplied by the Division for internal and external publicity to the Press Information Bureau for distribution to the News Papers in India and to D.A.V.P. for its exhibition, Publications Division for its publications and to the Ministry of External Affairs for Publicity abroad.

In addition to the above, Photo Division also supplies photographs on payment to the Central/State Government Department, Public Sector Undertaking and to

the Public under "Pricing Scheme". The Division has four Regional Office's with Dark Room facilities one each at Mumbai, Kolkata, Chennai and Guwahati. The main function of these photo units is to cover important events in the regions for providing photographic publicity material.

Plan scheme viz. "Modernisation of Photo Division" in following three parts has been continued in the Xth Five Year Plan (2002-07) with Xth Five Year outlay of Rs.250.00 lakhs and Annual Plan 2002-03 allocation of Rs.50.00 lakhs. An amount of Rs.115.00 lakhs has been approved for the Annual Plan 2003-04:

S.No.	Name of the Schemes	(Rs. in lakhs)	
		Xth Plan 2002-07	Annual Plan 2003-04
1. (a)	Modernisation of Photo Studio at Soochna Bhawan,	60.00	37.00
(b)	Setting up of a counter in the Parliament House Annexe for sale of photographs of Photo Division.	10.00	
2.	Modernisation of K.G. Marg Studio	90.00	40.00
3.	Modernisation of B&W/Colour labs and procurement of latest photographic cameras	90.00	38.00
Total Rs.		250.00	115.00

FINANCIAL

TARGETS AND PERFORMANCE

2001-2002

Sanctioned Budget Grant			Actual Expenditure		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
28.44	239.82	268.26	24.60	237.26	261.86

2002-2003

(Rs. in lakhs)

	Plan	Non-Plan	Total
Sanctioned Budget Grant	50.00	288.10	338.10
Revised Estimates	50.00	287.00	337.00
Actual Expenditure upto 12/2/2002	Nil	159.21	159.21

BUDGET ESTIMATES 2003-2004

(Rs. in lakhs)

Plan	Non-Plan	Total
115.00	285.25	400.25

PHYSICAL

	2001-2002		2002-2003		2003-2004 Targets
	Target	Achievements	Target	Achievements till 12/2002	
1. Assignments	4,500	4,944	4,500	3,426	5,000
2. B&W Prints	5,50,000	1,36,215	2,00,000	71,784	1,50,000
3. Colour Prints	1,20,000	2,10,466	3,00,000	1,13,106	3,00,000
4. Colour Slides	1,500	1,500	1,500	1,400	2,500
5. VIP Presentation Photo Albums.	150	115	150	88	150

Reasons for variation in Targets and achievement:

Downward trend of target/achievements in B&W prints.

- i) Preference of P.I.B, the main consumer of B&W photographs, has shifted to colour. That is why number of colour jobs have increased and in turn, consumption of raw material relating to colour photography has increased and decreased in Black and White photography.
- ii) P.I.B has shifted its trends of providing hard copies (B&W and Colour photographs) to the press by placing it on internet. Now all the photographs meant for release are made available on P.I.B website from where newspapers are expected to download their required pictures.
- iii) As per P.I.B requirements:-
 - (a) 40 B&W photographs per release are now being demanded by P.I.B instead of 300/200 photographs per release earlier, resulting in sharp drop in B&W targets.
 - (b) The number of release of colour photographs has increased dramatically. 60 to 100 prints in colour per release are being requisitioned by P.I.B

resulting in increase in production in colour photography. However anticipated target was much higher as now major prints are put into website.

- (c) More number of colour photographs are in demand for the use in P.I.B website. Numbers of colour assignments have increased.
- iv) However, above statement cannot be construed as downward trend in achievements. Instead, the Division has produced a number of blow-ups for the important DAVP exhibition. Apart from 5"x7" colour prints required by P.I.B, photographs of bigger size i.e. from 8"x10" to 20"x30" and even more are now much in demand by other organisations like DAVP, Ministry of External Affairs etc, resulting in much higher consumption of colour raw materials.
 - (a) The raw materials required in LED printers/thermal prints (relating to Digital printing) are costlier as compared to the conventional process. It means raw material exhaust a big amount of exiting budget.
 - (b) Thermal Papers which is the most expensive sensitive materials are required for odd time release from the digital pictures.

FINANCIAL REQUIREMENTS A - ACTIVITY - WISE CLASSIFICATION

(Rs. in lakhs)

Name of the Sub-Head	Actual Expenditure 2001-2002			Sanctioned Budget Grant 2002-2003			Revised Estimates 2002-2003			Budget Estimates 2003-2004		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1. News & Features Photos	24.60	177.26	201.86	50.00	197.00	247.00	25.00	197.10	222.10	150.00	175.00	325.00
2. Pricing Scheme	0.00	5.00	5.00	0.00	5.00	5.00	0.00	5.00	5.00	0.00	5.00	5.00
3. Direction & General Administration	0.00	55.00	55.00	0.00	85.00	85.00	0.00	86.00	86.00	0.00	105.00	105.00
TOTAL	24.60	237.26	261.86	50.00	287.00	337.00	25.00	288.10	313.10	150.00	285.00	435.00

FINANCIAL REQUIREMENTS
B - OBJECT - WISE CLASSIFICATION

(Rs. in lakhs)

Name of the Sub-Head	Actual Expenditure 2001-2002			Sanctioned Budget Grant 2002-2003			Revised Estimates 2002-2003			Budget Estimates 2003-2004		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
A) Revenue Section												
1. Salaries	0.00	128.82	128.82	0.00	131.00	131.00	0.00	129.50	129.50	0.00	140.00	140.00
2. Wages	0.00	0.94	0.94	0.00	0.50	0.50	0.00	0.50	0.50	0.00	0.75	0.75
3. Overtime Allowance	0	3.26	3.26	0.00	3.50	3.50	0.00	3.50	3.50	0.00	4.00	4.00
4. Domestic Travel Exp.	0.00	1.71	1.71	0.00	2.60	2.60	0.00	3.00	3.00	0.00	3.50	3.50
5. Office Expenses	22.86	27.46	50.32	25.00	65.00	90.00	25.00	65.00	90.00	15.00	65.00	80.00
6. Supplies & Materials	0.00	64.61	64.61	0.00	73.50	73.50	0.00	73.50	73.50	0.00	60.00	60.00
7. Minor Works	0.00	11.44	11.44	0.00	12.00	12.00	0.00	12.00	12.00	0.00	12.00	12.00
Total (A)	22.86	238.24	261.10	25.00	288.10	313.10	25.00	287.00	312.00	15.00	285.25	300.25
B) Capital Section												
Acquisition of equipment for Photo Division	0.00	0.00	0.00	25.00	0.00	25.00	25.00	0.00	25.00	100.00	0.00	100.00
Total (B)	0.00	0.00	0.00	25.00	0.00	25.00	25.00	0.00	25.00	100.00	0.00	100.00
Grand Total (A) + (B)	0.00	237.75	237.75	50.00	288.10	338.10	50.00	287.00	337.00	115.00	285.25	400.25

PUBLICATIONS DIVISION

The Publications Division is one of the largest publishing houses in the country. The books and journals brought out by the Division in Hindi, English and other major Indian languages are designed to broaden the understanding of the people of this country. The publications aim at disseminating information on the variegated pattern of life and culture of the country including information on the Five Year Plans and progress registered in different sectors in national economy. The important publications of the Division include the prestigious series of Collected Works of Mahatma Gandhi, speeches of national leaders and educative and informative books on subjects of national interest and literature for children and Employment News.

The mandate for the Division is production, sale and distribution of popular books, journals on matters of national importance for internal as well as external publicity, with a view to imparting to the general public at home and abroad up to date and correct information about India. While doing so, the Division aims to achieve the following objectives:-

- (i) Publish books on subject of national importance, which are otherwise not covered by other publishing houses and make them available to general public at affordable price.
- (ii) To strengthen and promote the concept and spirit of unity in diversity, communal harmony, national integration etc.

I. Targets and Performance during 2001-2002

FINANCIAL

(Rs. in lakhs)

Budget Estimates 2001-2002			Actual Expenditure 2001-2002		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
96.00*	1229.33	1325.33	91.14	1226.45	1317.59

*Includes Rs. 6.00 lakh for North-East

PHYSICAL

2001-2002					
			Targets	Achievements	
Journals	-	-	-	21	21
Annuals	-	-	-	3	3
Books	-	-	-	120	157

II. Targets and Performance during 2002-2003

FINANCIAL

(Rs. in lakhs)

Budget Estimates 2002-2003			Revised Estimates 2002-2003		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
60.00**	1171.60	1231.60	60.00*	1162.50	1222.50

**including Rs.5 Lakh for North East Region.

* including Rs.1 lakh for North East Region

PHYSICAL

2002-2003					
			Targets	Achievements	
Journals	-	-	-	21	21
Annuals	-	-	-	3	3
Books	-	-	-	120	96
					(up to 31.12.2002)

III. Targets for 2003-2004

FINANCIAL

(Rs. in lakhs)

Budget Estimates 2002-2003		
Plan	Non-Plan	Total
93.00*	1154.00	1247.00

*including Rs.1 lakh for North East Region.

PHYSICAL

IV. Targets for the year 2003-2004 are as follows:-

2003-2004 Target	
Journals	21
Books	120

V. ANNUAL PLAN 2003-2004

An amount of Rs.93.00 lakhs has been approved for Annual Plan 2003-2004 for the scheme "Publication Programme of Publications Division". The Financial break up of the activities to be undertaken by the Division is given below:

(Rs. in lakhs)

Marketing and Sales Promotion

Name of the component	Amount allocated
Modernisation of Publications Division	14.00*
HRD (Training) in Publications Division	1.00
Bringing out CDs on Historical Monuments and Paintings	11.00
Translation project of Books under the Builders of Modern India (BMI Series)	17.00
Publication of Collected Works of Pt. Deen Dayal Upadhyay.	50.00
TOTAL	93.00*

* including Rs.1 lakh for North East Region.

The Publications Division makes available its books to people through Sales Emporia/Outlets, book exhibitions and through a network of over 450 agents. The Sales Emporia are located at New Delhi, Mumbai, Hyderabad, Kolkata, Lucknow, Chennai, Patna and Thiruvananthapuram. The sales outlets are at Yojana Office at Bangalore, Guwahati and Ahmedabad and PIB offices at Bhopal, Indore and Jaipur. During the period from April 2002 to January 2003, the Division organised/participated in 60 book exhibitions/fairs all over the country which are as follows:

S.No.	Name of the Exhibition	Venue	Period
1.	National Book Fair	Muzaffarpur	12.4.2002 to 21.4.2002
2.	Pustak Mela	NTPC. Dadari (UP)	13.4.2002 to 15.4.2002
3.	World Book Bazar	Kolkata	23.4.2002 to 5.5.2002
4.	National Festival-cum-Purnea Book Fair	Purnea	26.4.2002 to 7.5.2002
5.	National Book Fair	Shimla (HP)	15.6.2002 to 23.6.2002
6.	Book Exhibition at Nanital	Nanital (UP)	1.6.2002 to 9.6.2002
7.	Coimbatore Book Exhibition	Coimbatore	26.7.2002 to 4.8.2002
8.	Neyveli Book Fair	Neyveli	2.8.2002 to 11.8.2002
9.	17th Student Book Fair	Chennai	3.8.2002 to 12.8.2002
10.	2nd Shillong Book Fair	Shillong	5.8.2002 to 10.8.2002
11.	Delhi Book Fair	New Delhi	24.8.2002 to 1.9.2002
12.	Mano Book Fair	Tiruvnellveli	2.9.2002 to 9.9.2002
13.	National Expo-2002	Kolkata	4.9.2002 to 11.9.2002
14.	SAARC Book Fair	Dhaka	26.9.2002 to 29.9.2002
15.	Indore Book Fair	Indore	27.9.2002 to 6.10.2002
16.	Lucknow Education & Book Fair	Lucknow	29.9.2002 to 9.10.2002
17.	Pustak Mela	Bhanpura (MP)	19.10.2002 to 21.10.2002
18.	Mumbai International Book Fair	Mumbai	4.10.2002 to 20.10.2002
19.	Special Book Exhibition	Bangalore	22.10.2002 to 31.10.2002
20.	Kashi Book Fair	Varanasi	18.10.2002 to 27.10.2002
21.	Special Book Exhibition	Mangalore	4.10.2002 to 10.10.2002
22.	Book Exhibition on the occasion of International Film Festival	New Delhi	1.10.2002 to 10.10.2002
23.	Book Exhibition on the occasion of 'Sankranti' Light & Sound Programme	Lucknow	13.10.2002 to 19.10.2002
24.	Special Book Exhibition	Kannur	4.11.2002 to 10.11.2002
25.	Children's Book & Activity Fair	New Delhi	14.11.2002 to 23.11.2002
26.	4 th Dibrugarh Book Fair	Dibrugarh	15.11.2002 to 24.11.2002
27.	National Book Fair	Nagpur	16.11.2002 to 24.11.2002
28.	Book Exhibition on the occasion of National Book Week	Kolkata	20.11.2002 to 26.11.2002
29.	Book Exhibition at N.M.	New Delhi	23.11.2002 to 29.11.2002
30.	20 th North Bengal Book Fair	Siliguri	26.11.2002 to 4.12.2002
31.	4th North East Book Fair	Guwahati	29.11.2002 to 10.12.2002
32.	6 th International Book Fair	Kochi	29.11.2002 to 8.12.2002
33.	National Book Fair	Jaipur	30.11.2002 to 8.12.2002
34.	Rajdhani Book Fair	Bhubaneswar	1.12.2002 to 11.12.2002
35.	11 th Imphal Book Fair	Imphal	15.12.2002 to 21.12.2002
36.	6 th Pondicherry Book Fair	Pondicherry	20.12.2002 to 29.12.2002
37.	Salem Book Fair	Salem	20.12.2002 to 29.12.2002
38.	25 th Bardhaman Book Fair	Bardhaman	11.12.2002 to 22.12.2002

S.No.	Name of the Exhibition	Venue	Period
39.	14 th Vijayawada Book Fair	Vijayawada	1.1.2003 to 11.1.2003
40.	Bokaro Book fair	Bokaro	4.1.2003 to 12.1.2003
41.	Gorakhpur Book Fair	Gorakhpur	4.1.2003 to 12.1.2003
42.	Deoghar Book Fair	Deoghar	5.1.2003 to 12.1.2003
43.	Special Book Exhibition	Kozhikode	8.1.2003 to 14.1.2003
44.	Book Exhibition on the occasion of Pravasi Bharatiya Divas	New Delhi	9.1.2003 to 11.1.2003
45.	26 th Chennai Book Fair	Chennai	9.1.2003 to 19.1.2003
46.	Rashtria Mahakaushal Pustak Mela	Jabalpur	10.1.2003 to 19.1.2003
47.	25 th National Book Fair	Lucknow	11.1.2003 to 19.1.2003
48.	17 th Guwahati Book Fair	Guwahati	16.1.2003 to 25.1.2003
49.	Book Exhibition at Karaikudi	Karaikudi	16.1.2003 to 26.1.2003
50.	Book Exhibition at Tiunelveli	Tirunelveli	22.1.2003 to 29.1.2003
51.	Kolkata Book fair	Kolkata	29.1.2003 to 9.2.2003
52.	World Book Day Book Exhibition	23.4.2002 to 30.4.2002 (in its 11 sales outlets)	
53.	Summer Book Exhibition	11.6.2002 to 20.6.2002 (in its 11 sales outlets)	
54.	Independence Day Book Exhibition	14.8.2002 to 22.8.2002 (in its 11 sales outlets)	
55.	Teachers Day Book Exhibition	05.9.2002 to 14.9.2002 (in its 10 sales outlets)	
56.	Hindi Pakhwara Book Exhibition	16.9.2002 to 27.9.2002 (in its 10 sales outlets)	
57.	Gandhi Jayanti Book Exhibition	1.10.2002 to 12.10.2002 (in its 10 sales outlets)	
58.	National Book Week Exhibition	13.11.2002 to 22.11.2002 (in its 10 sales outlets)	
59.	Christmas & New Year Book Exhibition	24.12.2002 to 2.1.2003 (in its 10 sales outlets)	
60.	Republic Day Book Exhibition	21.1.2003 to 31.1.2003 (in its 10 sales outlets)	

The Division earned a total revenue (excluding Employment News) of Rs.208.90 lakhs during April-December, 2002 through sales of books, journals and advertisements.

Besides its own publications & journals, the Division

also handles marketing of publications brought out by other Government Departments and Autonomous organizations such as National Book Trust, Sahitya Akademi, CSIR, ICAR, Indian National Trust for Art and Culture, ICCR, National Museum, National Gallery of Modern Art, Archaeological Survey of India and Ministry of Science & Technology.

PROGRAMME - WISE CLASSIFICATION

(Rs. in lakhs)

S. No.	Unit of Appropriation	SBG 2002-2003			Revised Estimates 2002-2003			Budget Estimate 2003-2004		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1.	Publications	—	250.00	250.00	—	227.45	227.45	50.00	200.00	250.00
2.	Sales and distribution	35.00	116.85	151.85	35.00	116.85	151.85	28.00	114.25	142.25
3.	Administration	25.00	804.75	829.75	25.00*	818.20	843.20	15.00*	839.75	853.75
	Total	60.00	1171.60	1231.60	60.00*	1162.50	1222.50	93.00*	1154.00	1247.00

*including provision for North-East Sector.

FINANCIAL REQUIREMENTS OBJECT-WISE CLASSIFICATION

(Rs. in lakhs)

S. No.	Unit of Appropriation	Actuals for 2001-2002			SBG 2002-2003			Revised Estimates 2002-2003			Budget Estimates 2003-2004		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1.	Salaries	—	621.25	621.25	—	655.75	655.75	—	664.50	664.50	—	685.75	685.75
2.	Wages	—	5.30	5.30	—	6.00	6.00	—	7.20	7.20	—	8.00	8.00
3.	Overtime Allowance	—	5.02	5.02	—	5.50	5.50	—	5.50	5.50	—	6.00	6.00
4.	Domestic Travel Expenses	—	13.83	13.82	—	15.00	15.00	—	16.00	16.00	—	16.00	16.00
5.	Office Expenses	89.27	45.06	134.32	—	45.00	45.00	—	45.00	45.00	—	45.00	45.00
6.	Rents, rates and taxes	—	9.34	9.34	—	15.00	15.00	—	15.00	15.00	—	15.00	15.00
7.	Publication	1.70	340.94	342.64	—	250.00	250.00	—	227.45	227.45	50.00	200.00	250.00
8.	Other Administrative Expenses	0.17	8.52	8.69	1.00	7.50	8.50	1.00	10.00	11.00	1.00	9.00	10.00
9.	Supplies & Materials	—	13.41	13.41	19.00	15.00	34.00	23.00	15.00	38.00	13.00	15.00	28.00
10.	Advt. & Publicity	—	111.26	111.26	—	92.60	92.60	—	92.60	92.60	—	90.00	90.00
11.	Prof. Services	—	27.21	27.21	—	24.25	24.25	—	24.25	24.25	17.00	24.25	41.25
12.	Other Charges	—	25.31	25.31	35.00	40.00	75.00	35.00	40.00	75.00	11.00	40.00	51.00
	TOTAL	91.14	1226.45	1317.59	55.00	1171.60	1226.60	59.00	1162.50	1221.50	92.00	1154.00	1246.00
	For the benefit of North-East Sector				5.00			1.00			1.00		

EMPLOYMENT NEWS / ROZGAR SAMACHAR

Employment News is a weekly published in English, Hindi and Urdu. It is the flagship publication of the Publications Division, Ministry of Information and Broadcasting, Government of India. In April 2003, Employment News will complete its 27th year of publication.

The weekly carries advertisements for jobs of Central and State Governments, Public Sector Undertakings, Autonomous bodies, Universities, reputed private organizations, foreign institutions like the Ford Foundation, the British Council, etc., admission notices for professional courses, examination notices and results of organizations like UPSC, SSC and other general recruitment bodies and mid-level enhancement career opportunities (deputations). Besides this, there is also an Editorial Section which carries: one main article on topical issues and events, The Career Guidance series containing new and upcoming fields professional activities with the information on the employment prospects in the area, qualifications required to enter the profession and the institution to avail the education and training.

The World of Science series, Indian History series, the States of India, Diary of Events, Major Events of the year, Interviews, General Knowledge Quiz and any other articles that may be deemed fit for the benefit of employment seekers. Four Special issues are brought out on 26th January—Republic Day, 1st April—Anniversary Issue, 15th August—Independence Day and 2nd October—Gandhi Jayanti. Special articles befitting each of these occasions are published in these special issues.

Eminent writers from various fields, experts, celebrity writers, senior government officials, Ministers, Judges, contribute articles for Employment News. The articles for the four special issues are generally commissioned.

The target group of the weekly are basically the Civil Service aspirants, candidates appearing for competitive exams and interviews, young people on the threshold of taking a decision on careers and professions. The mandate of the weekly is to inform and educate the young people so

that they can make wise choices in the life and careers.

Employment News tries to have specific articles on dedicated days like World Earth Day, Environment day, Population day, Children's Day, Women's Day and International Human Rights Day etc. in the issues coinciding with that particular week.

Besides fulfilling its social obligation for which the journal was started, Employment News/Rozgar Samachar has been earning substantial profits regularly. The journal, which has the distinction of being among the highest circulated weeklies, is available throughout the length and breadth of the country on every Saturday.

During the financial year 2001-2002, revenue achieved has been Rs.2903.38 lakhs with a total expenditure of Rs.1637.70 lakhs and having a net surplus of 1265.68 lakhs. The circulation is about 5.89 lakh per week on regular issues.

(i) Circulation

During the year 2001-02 the print order run averaged around 5.30 lakhs copies per week as against 5.39 lakhs copies per week of the last financial year 2000-01. The average circulation of the weekly upto issue dated 25.1.2003 is 5.89 lakh copies.

(ii) Advertisement Revenue

During the current financial year this journal is likely to earn the advertisement revenue of Rs. 1600.00 lakhs as against Rs.1552.36 lakhs of the last financial year 2001-02. Till December 2002 revenue to the extent of Rs.1133.10 lakhs has been earned.

(iii) Circulation Revenue

During this financial year Employment News is likely to earn a revenue on account of sale of journal of Rs.1400.00 lakhs as against Rs.1350.90 lakhs in the year 2001-02. Revenue to the extent of Rs.1100.62 lakhs has been earned till December 2002.

A. Financial Requirement:- The total financial outlay of Employment News is as under:-

(Rs. in lakhs - Non Plan)

S.No.	Activity Classification	Actual Exp. 2001-2002	Sanctioned Budget Grant 2002-2003	Revised Estimates 2002-2003	Sanctioned Budget Grant 2003-2004
1.	Material and Supplies	1088.40	1034.24	1034.24	1035.20
2.	Direction and Gen. Admn.	549.30	570.99	575.43	573.13
TOTAL		1637.70	1605.23	1609.67	1608.33

B. Objective Classification:-

Demand No.55, Major Head-2220,

60.112 – Employment News (Minor Head)

01 - Employment News Services

OBJECT HEAD-WISE CLASSIFICATION (EMPLOYMENT NEWS)

(Rs. in lakhs)

S.No.	Sub-Head	Actual Exp. 2001-02	SBG 2002-03	RE 2002-03	SBG 2003-04
1.	2.	3.	4.	5.	6.
1.	Salaries	53.69	56.00	59.00	60.00
2.	Wages	7.40	7.81	5.70	4.90
3.	OTA	2.15	2.90	2.90	2.90
4.	Travel Exp.	1.36	1.75	1.75	1.75
5.	Office Exp.	18.30	21.00	21.00	21.00
6.	R R & T	7.85	10.95	14.50	12.00
7.	Material & Supplies	1088.40	1034.24	1034.24	1035.20
8.	Advertising & Publicity	458.55	470.58	470.58	470.58
TOTAL		1637.70	1605.23	1609.67	1608.33

(B) This unit has earn revenue to the extent of Rs.2903.38 lakhs during 2001-02. It is proposed to earn the revenue to the extent of Rs.2900.00 lakhs during 2002-03 and Rs.3000.00 lakhs in 2003-04 till December 2002 revenue to the extent of Rs.2234.01 lakhs has been earned.

(III) General Performance

In spite of ban on recruitment in Government as well as semi-Government, the average circulation during the year 2002-03 is likely to touch 5.89 lakhs copies per week per issue. In the year 2003-04 it is likely to maintain 6.00 lakhs per week per issue.

REGISTRAR OF NEWSPAPERS FOR INDIA

The Office of the RNI, an attached office of the Ministry of Information and Broadcasting, came into being with effect from 1st July 1956, by an Act of Parliament amending the Press & Registration of Books Act. Its statutory functions under the Act are detailed below: -

- i) Maintenance and compilation of a register containing particulars of newspapers/periodicals published in India;
- ii) Issuance of Certificates of Registration in respect of Newspapers/Periodicals after verification of availability of Titles as recommended by District Magistrates concerned.
- iii) Ensuring that the Newspapers/Periodicals are published in accordance with the provisions of the Press & Registrations of Books Act;
- iv) Verification of circulation claims made by the publishers;
- v) Preparation and submission to the Government an Annual Report containing information and statistics about the Press in India and in particular the trends in different categories of newspapers/periodicals.

In addition, the RNI has to perform some functions, which are non-statutory in character. These are: -

- a) Issuance of Eligibility Certificates to enable the

newspapers to import and purchase of newsprint from the indigenous newsprint mills;

- b) Assessing and certifying the essential requirements of newspaper establishments in regards to printing and allied machineries and materials.

NEWSPRINT

The Newsprint Allocation Policy announced by Government (Ministry of Commerce) for the year 1998-99 was followed during the year 1999-2000 with a small change in the nomenclature of Authenticated Certificate of Registration which has been changed into Eligibility Certificate wherever it occurs. The same is followed in this financial year also.

During April 2002 to January 2003, 618 Eligibility Certificates for import of Newsprint were issued.

DEBLOCKING OF TITLES

In continuation of the exercise carried out during 1998-99, nearly two lakh titles verified upto December 1995 but not yet registered, were de-blocked. The titles verified during 1996, 1997, 1998 & 1999 but not yet registered with RNI have also been now de-blocked. Wide publicity was given to the proposed action. Titles in respect of which representations were received, have been saved while others have been de-blocked. Similar exercise is being undertaken for the titles verified during 2000.

OFFICE OF THE REGISTRAR OF NEWSPAPERS FOR INDIA

		(Rs. in lakhs)		
		PLAN	NON-PLAN	TOTAL
BUDGET ESTIMATES	2001-2002	219.72	219.72
ACTUAL EXPENDITURE	2001-2002	189.44	189.44
BUDGET ESTIMATES	2002-2003	60.00	212.10	272.10
REVISED ESTIMATES	2002-2003	60.00	215.40	275.40
BUDGET ESTIMATES	2003-2004	132.00	227.80	359.80

PHYSICAL

SI No.	Programme/Activity	2001-2002		2002-2003 upto 31.01.2003		2003-2004 Target
		Target	Achievement	Target	Achievement	
	A. Activities					
1	Title Clearance (Processing of requests)	20000	14290	22000	18619	22000
2	Registration	2700	4272 (3137-Fresh + 1135-Revised)	2700	3525 (2602-Fresh + 923-Revised)	3000
3	Circulation Check Claims	1200	2020	1200	848	1200
4	Allocation of Printing Machinery etc.					
	a) No. of Essentiality Certificate issued for import of printing machinery	***	01	***	09	***
	b) Certificates for exemption from Foreign Contributions Regulation Act	***	05	***	06	***
5	No. of Eligibility Certificates issued to the publishers for import of newsprint	***	625	***	618	***
	B. Programme					
6	Annual Report of RNI	2001 Report	2001 Report	2002 Report	2002 Report	2003 Report

Note: - *** Depending upon the applications/requests received from the Publishers. As Such no targets can be fixed in these categories.

OFFICE OF THE REGISTRAR OF NEWSPAPERS FOR INDIA

PLAN OUTLAY FOR 2001-2002	:	NIL
PLAN PERFORMANCE FOR 2001-2002	:	NIL
PLAN OUTLAY FOR 2002-2003	:	60.00 lakhs
PLAN PERFORMANCE FOR 2002-2003	:	NIL
PLAN OUTLAY FOR 2003-2004	:	132.00 lakhs

Name of the Scheme: Modernisation of RNI & Total Plan Outlay: Rs.192.00 lakhs

	2002-2003	2003-2004
1 Computerisation of RNI	Rs.27.50 lakhs	Rs. 44.50 lakhs
2 Renovation of RNI H.qrs office	Rs.32.50 lakhs	Rs. 87.50 lakhs
TOTAL	Rs.60.00 lakhs	Rs.132.00 lakhs

LATEST IT BUILD-UP IN RNI

Apart from the computerized processing of the title verification and registration, all the verified titles put on the RNI's website. The address is <http://rni.nic.in> With the introduction of this latest facility, any person/prospective publisher can have access to the existing titles and select a title of his/her choice. The data is available State/Language wise.

COMPUTERISATION AND RENOVATION

Further development of Computerisation, and renovation of the Office Complex have been proposed under the Tenth Five Year Plan. An amount of Rs.27.50 lakhs for Computerisation and Rs.32.50 lakhs have been earmarked for the year 2002-03.

AMENDMENT TO P.R.B. RULES

The PRB Central Rules have been amended to the extent of changing the cycle of annual statement required to be submitted by the newspapers from Calendar Year to Financial year.

TENTH PLAN SCHEME: MODERNISATION OF RNI

In the Xth Plan initially, RNI had proposed two new schemes which are – (i) Computerization of RNI and (ii) Modernization of RNI Headquarters, with the proposed Xth Plan outlay of Rs.137.00 lakhs and Rs.135.00 lakhs respectively. However, the two existing schemes have been merged together into a single scheme entitled 'Modernization of RNI' as under:

(i) COMPUTERISATION IN RNI

Computerization in RNI has been proposed to be undertaken during Xth Plan with an outlay of Rs.72.00 lakhs. The scheme will be completed during Annual Plan 2002-03 and 2003-04 respectively. 35 computers and 20 air conditioners are proposed to be procured out of which 3

computers and one air conditioner each is proposed to be provided in the three regional offices of RNI and the remaining computers and air conditioners would be installed in the RNI Headquarters.

Year-wise Phasing of Expenditure

(Rs. In lakhs)

Year	Outlay
2002-03	27.50
2003-04	44.50
Total:	72.00

(ii) RENOVATION OF RNI HEADQUARTERS

'Modernization of RNI Headquarters' has been proposed to be undertaken during the Xth Plan with an approved outlay of Rs.120.00 lakhs.

Year-wise Phasing of Expenditure:

(Rs. In lakhs)

Year	Outlay
2002-03	32.50
2003-04	87.50
Total:	120.00

Details of sub-head wise allocation for 2002-04 of the above are as under:-

Demand No.55. Major Head: 2220 – Information & Publicity 60-Others, 60-105- Registration of Newspapers, 01-Registrar of Newspapers for India a)010013 – Office Expenses b) 010027 – Minor Works

PLAN REVENUE

S.No.	MODERNISATION OF RNI	Office Expenses 01 00 13	Minor Works 01 00 27	Total Plan Outlay for the Year 2003-04	Category of Expenditure
1.	Computerization of RNI	44.50 lakhs	NIL	44.50 lakhs	Plan Revenue
2.	Renovation of RNF Headquarters	21.00 lakhs	66.50 lakhs	87.50 lakhs	Plan Revenue
Grand Total		65.50 lakhs	66.50 lakhs	132.00 lakhs	PLAN REVENUE

ACTIVITY WISE CLASSIFICATIONS

(Rupees in lakhs)

Sl. No.	Activity	Actual 2001-2002			Sanctioned Budget Grant 2002-2003			Revised Estimates 2002-2003			Budget Estimates 2003-2004		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1	Administration	0.00	189.44	189.44	60.00	212.10	272.10	60.00	215.40	275.40	132.00	227.80	359.60

The provisions required are for various activities of the office of RNI such as Administration, Title clearance, Registration of Newspapers, Verifying of Circulation and issuance of Eligibility certificates to enable the publishers for import & Purchase of newsprint from the Scheduled Newsprint Mills, De-blocking of Titles and to bring out the Annual Report, Press in India.

Demand No. 59, Major Head '2220' - Information, Films & Publicity, Sub-Major Head - 60 Others, Minor Head - 105 -
Registration of Newspapers, 01 - Registrar of Newspapers for India.

(Rupees in lakhs)

72

Sl No.	Activity		Actual 2001-2002			Sanctioned Budget Grant 2002-2003			Revised Estimates 2002-2003			Budget Estimates 2003-2004		
			Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1	Salaries	01.00.01	0.00	142.20	142.20	0.00	158.80	158.80	0.00	160.00	160.00	0.00	172.00	172.00
2	OTA	01.00.03	0.00	2.00	2.00	0.00	2.10	2.10	0.00	2.10	2.10	0.00	2.50	2.50
3	Domestic Travel Exp.	01.00.11	0.00	4.00	4.00	0.00	4.20	4.20	0.00	4.20	4.20	0.00	4.20	4.20
4	Office Expenses	01.00.13	0.00	40.53	40.53	27.50	45.00	72.50	27.50	47.00	74.50	65.50	47.00	112.50
5	Rent, Rates & Taxes	01.00.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6	Publications	01.11.16	0.00	0.71	0.71	0.00	2.00	2.00	0.00	2.10	2.10	0.00	2.10	2.10
7	Minor Works	01.00.27	0.00	0.00	0.00	32.50	0.00	32.50	32.50	0.00	32.50	66.50	0.00	66.50
TOTAL			0.00	189.44	189.44	60.00	212.10	272.10	60.00	215.40	275.40	132.00	227.80	359.80

RESEARCH, REFERENCE AND TRAINING DIVISION

Set up in 1945, the Research, Reference and Training Division functions as an information servicing agency for the Ministry of Information and Broadcasting, its media units and their field offices. It serves as an information bank as well as an information feeder service to the media units to help in their programming and publicity campaigns. It also studies trends in Mass Communication Media and maintains a reference and documentation service on Mass Communication. The Division provides background, reference and research materials and other facilities for the use of the Ministry, its media units and others engaged in mass communication. The Division also looks after the training aspects of the Indian Information Service (IIS) officers in collaboration with the Indian Institute of Mass Communication (IIMC). The mission of the organisation is to provide high-quality research and reference services to the Ministry of Information and Broadcasting and its Media Units for planning media policies, strategies and campaigns for effective mass communication and to develop human

resources of these media units to be at par with the best in the world. An important assignment of the Division is the compilation of "India" – A Reference Annual, an authentic work of reference on India and "Mass Media in India", a comprehensive publication on mass communication. Both publications are now brought out annually.

This Division's Tenth Plan Scheme on "In-service Training of IIS officers" has an approved outlay of Rs. 50 lakhs, with phasing out expenditure at the rate of Rs.10.0 lakhs for each year of the Plan Period 2002-07. During the first year of the Plan, i.e., 2002-03, seven training programmes have been envisaged out of which six have already been completed by January and the last one is slotted for February, 2003. The expenditure on the scheme is to be met from sanctioned budget grant of Ministry of Information & Broadcasting under Demand No. 55, Major Head '2220'; Information and Publicity; 60.003 Research & Training in Mass Communication : 02- Research, Reference and Training Division; 02.00.13 Office expenses.

FINANCIAL REQUIREMENTS

'A' ACTIVITY-WISE CLASSIFICATION

(Rs. in lakhs)

Sl	Activity Classification	Actuals for 2001-2002			Budget Estimates 2002-03			Revised Estimates 2002-03			Budget Estimates 2003-04		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.
1.	Research, Reference & Documentation	6.13	80.40	86.53	10.00	89.85	99.85	10.00	90.35	100.35	10.00	92.35	102.35

'B' OBJECT - WISE CLASSIFICATION

(Rs. in lakhs)

Sl	Activity Classification	Actuals for 2001-2002			Budget Estimates 2002-03			Revised Estimates 2002-03			Budget Estimates 2003-04		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.
1.	Salaries	-	62.20	62.20	-	70.00	70.00	-	70.00	70.00	-	72.00	72.00
2.	Overtime Allowance	-	00.63	00.63	-	00.70	00.70	-	00.70	00.70	-	00.70	00.70
3.	Domestic Travel Expense	-	00.91	00.91	-	01.00	01.00	-	01.50	01.50	1.00	01.50	02.50
4.	Office Expenses	6.13	16.66	22.79	10.00	18.15	28.15	10.00	18.15	28.15	0.50	18.15	28.65
5.	Minor Works	-	-	-	-	-	-	-	-	-	8.50	-	8.50
	TOTAL	6.13	80.40	86.53	10.00	89.85	99.85	10.00	90.35	100.35	10.00	92.35	102.35

Physical Achievements

The Division completed reference assignments on various topics, prepared speeches, briefs and other write-ups for senior officials of the Information and Broadcasting Ministry and brought out issues of various services relating to mass communication. In addition, material received from different Ministries/Departments, etc., for incorporation in "India 2003" – Reference Annual was also edited and compiled by the Division.

1. "INDIA" – A REFERENCE ANNUAL

This is a prestigious reference book on India and is compiled and edited by this Division. During 2002-2003, the forty-seventh edition of the reference annual, i.e., INDIA 2003, has been compiled and edited. The Reference Annual was published and released by the Hon'ble Minister of I&B Mrs. Sushma Swaraj on January 1, 2003.

2. BACKGROUND PAPERS AND RELATED SERVICES

The Division brought out 234 backgrounder papers, biographies, talking points/speeches, messages and special papers during March 2002 to January 2003. Twenty-four issues of the fortnightly "Diary of Events" were brought out. Twelve issues of 'Development Digest' were also brought out during the year.

3. TRAINING OF IIS OFFICERS

During the current Financial Year the Division organised various short-term training courses for IIS officials (both Groups A & B) in Indian Institute of Mass Communication, Satyajit Ray Film & Television Institute, Kolkata, Indian Institute of Management, Kolkata, National Institute of Financial Management, Faridabad and other recognised and reputed Institutes. Upto January 2003 nearly 55 officials have been trained. 20 more Group B officials will be given short-term training in the first week of February 2003 at IIMC, New Delhi.

4. NATIONAL DOCUMENTATION CENTRE ON MASS COMMUNICATION (NDCMC)

The Division has a National Documentation Centre on Mass Communication which was created in 1976 on the recommendation of an Experts Committee set up by the Ministry. Its main objectives are collecting, interpreting and disseminating information about the events and trends

in mass media, including press, radio, television, advertising, traditional and folk media and the media units of the Central and State Governments. It also disseminates information through seven regular documentation services. The Centre brings out a reference annual on mass communication, under the title **Mass Media in India**.

In addition, the division brought out 55 Documentation Services during 2002-2003 including 12 issues of Current Awareness Service, 12 issues of Bulletin on Film, one issue of Reference Information Service, 4 issues of Bibliography Service, one issue of WHO's WHO in Mass Media, one issue of Honours Conferred on Mass Communicators and 24 issues of Media Update.

5. MASS MEDIA IN INDIA – 2002

MASS MEDIA IN INDIA – 2002 was published and released during the year.

6. LIBRARY

The Division's Library is the hub of research activity. It is well-equipped with a large collection of documents on various subjects, bound volumes of selected periodicals and various reports of Ministries, Committees and Commissions. Its collection includes specialised books on subjects pertaining to journalism, public relations, advertising and audio-visual media, all prominent encyclopaedia series, year-books and contemporary articles. The library facilities are available to accredited press correspondents from both Indian and foreign press and government officials. This is the only library in the Central Media which caters to the daily needs of the Ministry of Information & Broadcasting, all its Media Units and the Accredited Press Correspondents and research scholars, etc., throughout the length and breadth of the country. It acquires about 175 Indian and foreign journals on regular basis. From April 2002 to January 2003, 338 new titles were added to the Library, including 112 books in Hindi on various subjects.

7. RR&TD WEBSITE

The Website for RRTD (www.nic.in/rrtd) is an information-rich site which provides "press of button" access to our services which include two annual publications, two fortnightly services, 3 monthly services and four other services of different periodicity. In addition, it contains a wealth of biographies and reference papers.

SONG AND DRAMA DIVISION

INTRODUCTION

The Division was set up in 1954 as small experimental unit to tap the abundant folk and traditional forms for communication purposes. The 'live media' as it is popularly known now, proved very effective because of its inherent advantage of instantaneous rapport with the masses and flexibility to incorporate contemporary issues, ideas and methods with conviction. The Division's scope and size, therefore, was enlarged to give it greater reach, access and impact in its efforts to communicate at the grassroots level, including inaccessible hilly terrains, desert and border areas.

OBJECTIVE

To achieve its objectives, the Division utilizes a wide range of folk and traditional forms, such as, folk and traditional dramas, ballets, operas, dance dramas, folk and traditional recitals, puppetry and even the skills of hundreds of magicians with age old tradition. In addition, the Division utilizes sound and light spectacle with modern techniques and hundreds of artistes for presenting programmes on important national themes such as Communal Harmony, National Integration, Secularism, promotion of Cultural Heritage, Health, Environment, Education etc.

By way of utilizing numerous folk and traditional forms available in different parts of the country, the Division on one hand has become a potent source of revival and sustenance to these forms and on the other hand is able to provide livelihood to thousands of performers by utilizing their skills in their own languages, idioms and dialects for purposeful communication.

The Division headed by Director functions at three levels viz (i) Headquarters at Delhi (ii) 12 Regional Centres located at Bangalore, Bhopal, Chandigarh, Chennai, Delhi, Guwahati, Kolkata, Lucknow, Pune, Dehradun, Raipur and Ranchi (iii) Seven border Centres headed by Asstt. Directors located at Darbhanga, Guwahati, Jammu, Jodhpur, Imphal, Nainital and Shimla (iv) Six Departmental Drama Troupes headed by Managers located at Bhubaneshwar, Delhi, Hyderabad, Patna, Pune and Srinagar(Jammu).

The various field units of the Division are responsible for preparation, presentation and monitoring of publicity oriented programmes. Besides these, the Division has nine troupes (eight at Delhi and one at Chennai) consisting of artistes under the AFEW scheme which is responsible for providing entertainment to Armed Forces in the far flung border and isolated areas.

EXPLANATION OF FINANCIAL REQUIREMENTS

Brief note about the 10th Five Year Plan

There are two schemes proposed for the 10th Five Year Plan

as follows :

(A) ICT Activities and Modernisation in S&DD

- (i) ICT activities in Hilly, Tribal, Desert, Sensitive and Border areas & Hiring of Vehicles each for Hqrs. and Regional Offices – Rs. 150.00 lakhs for 2002-03; Rs. 750.00 lakhs for the entire plan period.
- (ii) Presentation of sound & light shows on national/social themes Rs. 10.00 lakhs in SBG 2002-2003 and Rs. 360.00 lakhs for 2002-07 and Rs.90.00 lakhs for 2002-2003.
- (iii) Modernisation of Song & Drama Division- Rs. 4.00 lakhs for 2002-03 and Rs. 20.00 lakhs for 2002-07.

(B) Formation of Zonal/ Regional/Sub-Centres

- (i) Creation of two regional Centres (at Dehradun & Raipur)- Rs. 25.00 lakhs for 2002-03 and Rs. 125.00 lakhs for 2002-07.
- (ii) Creation of Sub-Centres at Agartala and Aizwal - Rs.11.00 lakhs for 2002-03. Rs. 55.00 lakhs for 2002-07.

An outlay of Rs.1320.00 lakhs has been approved for the 10th Five Year Plan and Rs.200.00 lakhs in Annual Plan 2002-03. The expenditure incurred during 2002-03 (upto Dec., 2002) is Rs. 33.04 lakhs and the remaining amount will be utilized during the current financial year. Under Annual Plan 2003-04 a sum of Rs. 280.00 lakh has been provided to the Division.

1. PROGRAMME UNDER NON-PLAN

The Division undertakes IEC activities under Non-Plan through Departmental Troupes, Border Publicity Troupes, Armed Forces Entertainment Wing and Private Registered Parties.

The Division presented programmes on issues of National Importance such as New Economic Policy, Revamped Public Distribution System, Rural Development, Health and Family Welfare, National Integration, Communal Harmony etc. Major Fairs and Festivals were covered by the Division all over the country.

2. BORDER PUBLICITY TROUPES

For effective and concentrated publicity in areas adjoining International Border, Border Publicity Troupes at Imphal, Jammu, Shimla, Nainital, Darbhanga, Jodhpur & Guwahati presented performances in the border villages in local dialects to provide education, information and enter-

tainment to foster the feelings of emotional and National Integration among the people living in these areas and to involve them in the National Developmental efforts. 825 programmes have been presented till Dec., 2002.

3. ARMED FORCES ENTERTAINMENT WING

This wing comprising of nine troupes (8 at Delhi and one at Chennai) was established for entertaining the Jawans in forward areas. These troupes presented entertainment programmes in co-ordination with Army Authorities. In addition, these troupes participated in Sadbhavana Samarohs, Light and Sound programmes and also various campaigns such as Pulse-Polio Immunization, Prevention of AIDS. 120 programmes (upto Dec. 2002) was presented by the troupes.

4. PRIVATE REGISTERED PARTIES

Presently approximately 700 Private Registered Parties are registered with the Division comprising of Folk Drama, Dance Drama, Ballad, Composite, Magic, Puppet and various traditional folk formats etc. These parties presented programmes mainly in rural areas in local dialects, idioms on various themes such as Rural Development, Health and Family Welfare, Public Distribution System, Adult Education, New Economic Policy, Communal Harmony, Prevention of AIDS, Prevention of Malaria, Pulse Polio Immunisation, Use of iodated Salt, etc. More than 21,500 (upto Dec.2002) programmes were organized under Non-Plan by these troupes.

5. DEPARTMENTAL DRAMA TROUPES

There are six Departmental Drama Troupes in the Division. These are located at Pune, Hyderabad, Srinagar(Jammu), Patna, Delhi and Bhubaneshwar. These Troupes are presenting programmes in the local languages for the benefit of the local people. 212 programmes (upto Dec.2002) have been achieved by these troupes.

Apart from the above activities the Division launched intensive campaigns on Rural Development, Pulse Polio Immunization, Malaria control, Use of Iodated Salt Prevention of AIDS and Social Justice and Empowerment.

PULSE POLIO IMMUNIZATION

The Division is organizing 1500 programmes on Pulse Polio Immunization in collaboration with Ministry of Health and Family Welfare to create awareness about the immunization programmes during Sept. 2002 to Feb., 2003 with financial support of Rs. 66.50 lakhs from the Deptt. of Family Welfare.

HEALTH AND FAMILY WELFARE PROGRAMMES

In coordination with the Ministry of Health and Family Welfare, the Division organized more than 4100 (upto Dec. 2002) programmes on various issues such as Public Health, Mother & Child Care, Family Planning, Girl

Child etc.

Total allocation	Target (Prog.)	Achievement
100.00 lakhs	5,000	4109 programmes (upto 12/2002)

Under Malaria Control Campaign 4710 Programmes (Rs. 205 lakhs from NEMP), Prevention of AIDS 2500 programmes (Rs. 100.00 lakhs from NACO), Social Justice and Empowerment 450 programmes (Rs. 25.25 lakhs) were presented during the year.

DESCRIPTION OF PLAN SCHEMES

Continuing Scheme

(A) ICT Activities and Modernisation in Song and Drama Division:

- (i) ICT activities in Hilly, Tribal, Desert, Sensitive and Border areas & Hiring of Vehicles each for Hqrs. and Regional Offices.
- (ii) Presentation of theatrical shows on national social themes, and
- (iii) Modernisation of Song & Drama Division.

Special publicity is undertaken by the Division in sensitive and inner line areas such as Jammu & Kashmir, Punjab and North-Eastern Region with a view to counter the propaganda from across the border and to bring the people of these areas into the national mainstream. All the Border Centres undertake special publicity campaigns in the respective areas with the help of Departmental Troupes, Private Registered Troupes and Empanelled Casual Artists in close coordination with Special Service Bureau (SSB), Border Security Force (BSF) and other Defence agencies.

The Division also presents programmes in Tribal, Hilly and Desert areas with a view to create awareness among the isolated tribes living in the hilly and desert areas regarding the developmental activities initiated for their welfare. These programmes aim at promoting amongst them a sense of belonging to the country and to encourage them for their participation in the on going developmental activities around them by devising programmes which intelligible to them. Performing troupes are created from amongst the local artistes who in turn perform programmes for their local people in their respective dialects and idioms and forms.

The Division proposes to present 4,000 programmes and hire Vehicles for effective monitoring and implementation with budgetary allocation of Rs.150.00 lakhs during the year 2002-2003.

(B) Presentation of theatrical shows on national/social themes:

The Sound and Light programmes of Song and Drama Division is a mobile system which is taken from place to place for a fixed lot of performances. The programme has a component of 25 to 30 technicians belonging to various disciplines of theatrical productions. This medium is used to educate the masses in general and youth in particular regarding cultural heritage of the country, lives, teachings and philosophy of great personalities and imparting knowledge regarding major historical events through this extremely effective visual medium. Involvement of local artistes and technicians ranging from 100 to 120 is one of the most significant aspect of this activity. The Bangalore unit will organize programmes in the identified places in Karnataka, Kerala, Tamil Nadu and Andhra Pradesh and the Delhi unit will mount programmes in other parts of the country as per the requirements from state and on the approval of the Ministry of Information & Broadcasting. For the entire 10th Five Year Plan period approved outlay is Rs. 370 lakhs for the said scheme with the budgetary provision of Rs. 10 lakhs in SBG for Annual Plan 2002-03 under the scheme "Presentation of sound & light shows on National themes".

(C) Modernisation of Song and Drama Division:

The Division proposes to fully computerize both its

Bangalore and Delhi Sound and Light Units within a reasonable period of time during the 10th Plan period. Similarly, the new centers already opened/proposed to be opened during 10th Five Year Plan to further strengthen activities of the Division, also need to be equipped with sophisticated and latest technical equipment along with other existing field units. A sum of Rs. 4.00 lakhs has been provided for 2002-03 and Rs. 20 lakhs for the entire 10th Five Year Plan period i.e. 2002-07 for modernization.

New Scheme

(B) Formation of Zonal/ Regional/Sub-Centres

- (i) Creation of two regional Centres (at Dehradun & Raipur)
- (ii) Creation of Sub-Centres at Agartala and Aizwal

In order to cater to the programme need of the newly created states Uttarakhand and Chhattisgarh two Regional Centres one each at Dehradun and Raipur are being created at an expenditure of Rs. 25.00 lakhs each year. To strengthen the publicity activity in North-East two sub-Centres one each at Aizwal and Agartala are envisaged to be created. An outlay of Rs. 11.00 lakhs has been provided in Annual Plan 2002-2003 and Rs. 55.00 lakhs during the 10th Plan Period. The expenditure will be incurred on the schemes on receipt of approval of the competent authorities.

Financial Target and Achievements

(Rs. in thousands)

Name of the Head	Actual 2001-2002			BE 2002-2003			RE 2002-2003			BE 2003-2004		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Salaries	0	99816	99816	0	107000	107000	0	107000	107000	0	110000	110000
Wages	0	229	229	0	270	270	0	270	270	0	300	300
OTA	0	632	632	0	720	720	0	720	720	0	720	720
DTE	14	9735	9749	0	10400	10400	0	10400	10400	0	10400	10400
OE	267	3929	4196	600	4000	4600	600	4000	4600	0	4000	4000
RRT	129	1218	1347	1000	2000	3000	1000	2000	3000	0	2000	2000
S&M	8537	4984	13521	1000	5000	6000	6000	4975	10975	9000	5000	14000
Prof. Services	12664	10047	22711	14000	10000	24000	14000	10000	24000	15600	10000	25600
Capital	494	0	494	400	0	400	400	0	400	400	0	400
Total	22105	130590	152695	17000	139390	156390	22000	139365	161365	25000	142420	167420
North East Area	0	0	0	0	0	0	3000	0	3000	3000	0	3000

BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED

1. Name of Scheme/Activity: BECIL Schemes/Activities are purely commercial, related to consultancy and turnkey jobs in specialized fields such as acoustics, audio, video systems, terrestrial transmission for radio and television broadcasting and satellite uplinking and down linking systems. BECIL does not get Budgetary Support except in the form of Equity and Interest bearing loans from the Government and generates its own resources.

2. BECIL's Budget is its own internal projection of receipts and expenditure related to consultancy and turnkey jobs secured through Competitive tender system in the open market. BECIL's Plans and Schemes also comprise of such jobs only. The list of consultancy and turnkey jobs completed during the year 2001-02, projects completed till date in the current financial year 2002-03, Projects in progress in 2002-03 and projections of business for the year 2003-2004 are given at Annexure-A, Annexure-B, Annexure-C and Annexure-D respectively.

3. The jobs/projects undertaken by BECIL are commercial propositions. They are being closely monitored

for execution within the time frame laid down so that time and cost overruns, which may erode profitability, are avoided.

4. The schemes of BECIL are consultancy/turnkey jobs and hence are not susceptible of bifurcation in physical and financial terms and details of each scheme such as inputs of manpower, material, equipment and machines cannot be given.

5. BECIL has not been entrusted with any Central/Centrally sponsored Schemes relating to women, North-East (including Sikkim), employment generation, rural component, Tribal Sub plan, Special Component Plan, Voluntary Sector, Information & Publicity, Broadcasting etc.

PERFORMANCE

Since its inception on March 24, 1995, BECIL has made significant progress in the performance by undertaking jobs for public and private broadcasters and also other agencies. The Company has been paying dividend to the Government right from its inception.

FINANCIAL POSITION OF THE PAST FIVE YEARS AT A GLANCE

SI No.	Particulars	97-98	98-99	99-2000	2000-01	01-02
	Liabilities					
				Rupees in lakhs		
1	Share Capital	36.50	36.50	36.50	36.50	136.50
2	Share Application Money	—	—	—	100.00	-
3	Reserves and Surplus	27.76	44.32	99.16	167.00	227.89
4	Loan funds	30.00	25.00	18.00	11.00	4.00
5	Current Liabilities and provisions	464.65	116.21	668.93	403.60	757.54
	Total	558.91	222.03	822.59	718.10	1125.93
	Assets					
6	Fixed Assets	18.52	20.71	36.77	41.65	38.08
7	Current Assets, Loans & Advances	536.58	197.97	785.29	676.02	1087.53
8	Miscellaneous Expenditure	4.81	3.35	0.53	0.43	0.32
	Total	559.91	222.03	822.59	718.10	1125.93

Financial Performance of the past five years at a Glance

Rupees in lakhs						
Sl.No.	Particulars	97-98	98-99	99-2000	2000-01	01-02
1	Sales	970.64	676.82	1,854.93	1349.23	818.76
2	Consultancy and Contract Income	27.70	112.25	230.25	255.01	397.33
3	Other Income	12.34	6.02	9.29	29.83	20.61
4	Total income	1,010.68	795.09	2,094.47	1634.07	1236.70
5	Expenditure	986.62	760.91	1,962.42	1488.19	1091.40
6	Profit before tax	24.06	34.18	132.05	145.87	145.30
7	Income tax	8.42	9.60	54.94	57.92	56.55
8	Profit after tax	15.64	24.58	77.11	87.95	88.75
9	Dividend including Dividend tax	8.03	8.03	22.26	20.11	36.17
10	Retained Earnings	7.61	16.55	54.85	67.84	52.58

During the year ended 31st March 2002 the company has posted an operating profit and net profit of Rs.145 lakh and Rs.89 lakh respectively as against Rs.146 lakh and Rs.88 lakh in the previous year. The company has posted an increased profit inspite of the fact that the turnover has decreased as compared to the previous year.

At present BECIL is having the orders amounting to approximately Rs.18 crore, in hand and most of them are expected to be completed before 31st March 2003. The company is also expecting consultancy income of Rs.1 crore during the remaining period of the current financial year. The un-audited provisional financial results for the period from 1st April to 31st December 2002 are as under:

PERFORMANCE HIGHLIGHTS

(Rs. In lakhs)		
Particulars	1 st April 2002 to 31 st December 2002# (Rs. In lakhs)	1 st April 2001 to 31 st March 2002 (Rs. In lakhs)
Paid up Capital	136.50	136.50
Income from Operations	559.83	1236.70
Expenditure	532.61	1091.40
Depreciation	7.35	11.58
Profit	27.21	145.30
Reserve & Surplus	*	167.00

The current year figures are unaudited and provisional subject to finalization of audit. Work in progress is not reflected in the account. The figures are based upon the completed projects only.

* No amount is transferred to reserve & surplus, as it will be done at the year-end.

ANNEXURE - A

List of Important Projects Completed during April, 2001 to March, 2002

S. No	Name, Location and type of project	Contract Value Rs. In lakh
1.	Consultancy on Architectural Acoustic Interior Design of Rajasthan Legislative Assembly Jaipur Rajasthan	4.50
2.	Consultancy on Design Installation and Commissioning of FM Broadcast centers at Indore and Ahmedabad for Bennett Coleman & Co. (ENIL)	64.00
3.	Consultancy on Design Installation And Commissioning of FM Broadcast Stations at	64.00
4.	Supply of 7/8" and 1 5/8" RF Cable with accessories to IGNOU	3.20
5.	Supply, Installation, Integration and commissioning of Equipment at IIMC New Delhi.	20.00
6.	Setting up of Uplink Earth Station Studios for Distant Education Project for Goa University	192.00
7.	Consultancy for Raj TV Teleport	15.00
8.	Consultancy for Fortune Media	12.50
9.	Installation of equipment and wiring of FM Studios at Bangalore and Lucknow for MBPL	7.00
10.	Installation of equipment and wiring of FM Studios at Indore and Ahmedabad for ENIL	7.00
11.	Consultancy on Setting up of DTH (Platform for Star India Ltd.)	6.75
12.	Supply of Sound Proof Doors and Observation Windows for FM Studios at Indore and Lucknow	4.75
13.	Consultancy/operation for Satellite Uplink for IGNOU	10.00
14.	Supply, Installation & Commissioning of Audio Equipment for National School of Drama	12.00
15.	Consultancy for Interior Design and furnishing of PTI Building for Prasar Bharti.	2.50
16.	Consultancy for Acoustic treatment, stage lighting/SRS for New Parliament Library Building, New Delhi.	2.50
17.	Consultancy for Acoustic treatment, Interior and stage lighting for Sirifort Auditorium New Delhi.	2.80
18.	Establishment of Gyanvani studios at Allahabad, Bhopal and Bangalore.	25.00
19.	Supply of 3" RF Feeder Cable to Doordarshan	195.00
20.	Conversion of DSNG uplink system from 140 configurations to 1 + 1 configuration for Doordarshan Chennai.	144.00
21.	Supply 7/8" / 1 5/8" Foam Dielectric RF Feeder Cable to Doordarshan.	101.20
22.	Dual Band DSNG Van to Doordarshan	333.00
Total		1228.7

ANNEXURE - B**List of projects completed during the current financial year (2002-2003)**

S.No	Name, Location and Type of Project	Contract Value (Rs. In lakh)
1.	Up gradation of NSD facilities for National School of Drama	10.00
2.	Pending work of Dual Band DSNG Van for Doordarshan	65.00
3.	Pending work of upgradation of C-Band & DSNG Unit for Doordarshan	15.00
4.	Supply and installation of Video Logger for Doordarshan	5.00
5.	Supply of 1 5/8" and 7/8" Cables for Doordarshan	15.00
6.	Rewiring and upgradation of earth station for IGNOU	16.00
7.	Studio wiring at Delhi, Kolkata and Mumbai for M/s. ENIL	6.00
8.	Non-Linear Editing System, TV Camera Equipment etc. for IIMC, Delhi	20.00
9.	Supply of 100 Nos. of R-DAT Recorders to All India Radio	292.00
10.	Supply of Circularly Polarized 12 Panels and 16 Panels Antenna to All India Radio	9.00
11.	Supply and Installation of Multimedia Projector for IIMC Auditorium, New Delhi	30.00
12.	Supply of Inmar Sat to All India Radio	35.00
13.	Studio wiring and acoustic treatment of Studio at Mumbai for M/s. MBPL	5.00
14.	Setting up of Gyanvani Studio at SNDT University, Mumbai	12.18
15.	Setting up of Gyanvani Studio at School of Distance Education, A.P. University, Vishakhapatnam	15.66
16.	Setting up of Audio / Video Studio for Karnataka State Open University, Mysore	28.00
Total		578.84

ANNEXURE - C**List of Projects in Progress (Year 2002-03)**

S.No	Name, Location and Type of Project	Contract Value Rs. In lakh
1.	Acoustic treatment in TV studio and other technical areas for Roop Kala Kendro, Kolkata	28.00
2.	Acoustic treatment and stage lighting for I.P. Collage, Delhi	15.00
3.	Stage lighting and stage furnishing for Roop Kala Kendro, Kolkata	32.00
4.	Consultancy for Stage lighting and furnishing and acoustic work for Railway Museum, Delhi	6.00
5.	Installation, testing and commissioning of Cable Head Ends at 160 centres in North-East Region	712.00
6.	Common FM Transmission Infrastructure for Private FM Broadcasters at Delhi, Chennai, Kolkata.	800.00
7.	Consultancy to M/s. ENIL for the FM project at Delhi, Kolkata Ahmedabad, Bhubaneswar, Cuttack, Hyderabad, Indore, Jabalpur, Lucknow and Pune.	50.00
8.	Computerization of National Seeds Corporation – Phase-II	17.50
9.	Studio wiring and acoustic treatment of Studio at Delhi for M/s. MBPL	5.00
10.	Operation & maintenance of IGNOU Uplink Station at New Delhi	10.92
11.	Operation & maintenance of SAC Uplink Station at Mysore	5.50
12.	Operation & maintenance of Gyanvani Studio at Bangalore	6.00
13.	Operation & maintenance of Audio Studio of KSOU, Mysore	6.00
14.	Operation & maintenance of Cable Head Ends in the North East	5.00
15.	Supply of R-DAT recorders to All India Radio	35.00
Total		1733.92

ANNEXURE - D**Prjection of Business for the year 2003-2004**

S.No.	Name, location and Type of Project	App. Value Rs. In lakh
1.	Supply of Set-top boxes to Doordarshan	95.00
2.	Operation & maintenance of Cable Head Ends in the North East	95.00
3.	Strengthening of Radio/TV network in Afghanistan	1000.00
4.	Establishment of community Radio Stations	100.00
5.	Operation & maintenance of IGNOU Uplink Station at New Delhi	10.92
6.	Operation & maintenance of SAC Uplink Station at Mysore	5.50
7.	Operation & maintenance of Gyanvani Studio at Bangalore	6.00
8.	Operation & maintenance of Audio Studio of KSOU, Mysore	6.00
Total		1318.42

of Rs. 7.00 lakhs has been approved.

84

NEW SCHEME UNDER MAIN SECRETARIAT

"Training for Human Resource Development in Institutions located Abroad"

The 10th Plan proposal of Ministry of Information and Broadcasting includes a new scheme "Training for Human Resource Development in Institutions located abroad" at a total outlay of Rs.2.00 crores.

PURPOSE AND OBJECTIVE

The Ministry of Information and Broadcasting is the nodal Ministry for information, broadcasting and film sectors. It is responsible for laying down the policies relating to the Media. Through its various Media Units, it is responsible for dissemination of information relating to Government policies and programmes, provide wholesome entertainment and spread awareness through various means of communication, including electronic media, print media and films. The Media units, autonomous bodies and PSUs of the Ministry assist it in the performance of its role. All the Media Units are manned by officers belonging to Engineering Services, Programming Services, Indian Information Service, Central Secretariat Service and Officers belonging to various other services, coming on deputation to the Ministry under the Central Staffing Scheme.

The training is proposed to be conducted at BBC, Thomson Foundation U.K., Medill School of Journalism, Asia Pacific Institute of Broadcasting Development, Kuala Lumpur, Malaysia, Sheridan College, Ontario, Canada, York University Toronto, London School of Economics and various other reputed institutes/Universities as per the need of different Media Units. The training is to be organized in these institutes against payment of fees/charges.

Each Media Unit specializes in the use of a particular means of communication to convey information to all segments of the population. With growing demand to make right to information a fundamental right and the proactive role that Media is playing today, the importance of dissemination of information in the correct perspective, considering the influence it exerts in shaping the world and domestic opinion, has become more relevant today. Rapid development in the field of broadcasting, communication and Information technology has given rise to the concept of global village. In the present socio-

economic and political environment, it has become all the more relevant that the policies relating to the Media meets the need of the common man in particular and the country as a whole, to project the correct image of India on the world stage. Every information, these days has cross-media implications which can boost or mar the interest of the country. It is perceived that this is one area where there is room for improvement in the absence of adequate training facilities for our officers. To give a global outlook and to train officers of the Ministry in different fields relating to various aspect of the Media, a need is being felt for sometime for exposing officers working in the Ministry to various training programmes in relevant fields being conducted by Institutions abroad.

After identifying the training needs of various officers of this Ministry, it is proposed to depute 10 officers abroad every year for such training. The expenditure involved is only Revenue expenditure. The training courses can be short term ones for 3-8 weeks duration or long term ones depending on the suitability of the course vis-a-vis the needs of the Ministry. Officers would be nominated by the Ministry for selected courses in organizations/Universities of repute.

This is a new scheme specifically designed for the officers of this Ministry keeping in mind their professional needs and there is no such other overlapping scheme in this or other Ministries.

Though the Budget Estimates for 2002-03 for this Scheme is Rs.40.00 lakhs, due to paucity of time, approval has been given to spend an amount of only Rs.10.00 lakhs for this scheme during the year 2002-03. The expenditure for the year 2002-03 will be met from the SBG of Ministry of I&B under Demand No.55, Major Head '2251' Sectt-Social Services; 00.090 Secretariat; 05 Ministry of Information & Broadcasting; 05.00.11 Domestic Travel Expenses; 05.00.12 Foreign Travel Expenses; 05.00.20 Other Administrative Expenses. The remaining amount will be phased accordingly during the remaining 4 years of the 10th Plan. The Budget Estimates for 2003-04 for this scheme is Rs.40.00 lakhs. During 2002-03, it is proposed to send 2-3 officers abroad on training in reputed organizations/institutions.

CENTRAL MONITORING SERVICE

I. Name of Scheme/Activity:

Upgradation and Revamping of Central Monitoring Service.

II. Description & objectives of Scheme

The present Central Monitoring Service was formed in 1988 by merging Monitoring Service of AIR and the Central Monitoring Cell of Press Information Bureau and was put under AIR as one of its Sub-ordinate Offices having headquarters at Aya Nagar, Delhi and field Offices at Jammu and Kolkata. After formation of Prasar Bharati in 1997, CMS continued to function under Prasar Bharati Act as per directions of the Government under Section 12(4) of Prasar Bharati Act 1990. Presently Central Monitoring Service is engaged in monitoring of foreign languages broadcast by various broadcasting organizations. News and news-based programmes of foreign Broadcasting Organizations containing anti-India propaganda and other interests are monitored. Presently Central Monitoring Service is being financed through Grants-in-aid to Prasar Bharati (Plan as well as Non Plan).

2. The Group of Ministers (GOM) on Internal Security (Intelligence Apparatus) Recommendation has recommended that

"....The Ministry of I&B already has a cell which collects open information. Its capability should be enhanced for monitoring of the print media and the World Wide Web (WWW), to serve as a mechanism for sharing the product with all the interested agencies and concerned Government Departments. This capability should be in the Ministry of I&B and not in Prasar Bharati."

Keeping the GOM recommendations in view, it has been decided with the approval of IBM to delink CMS from Prasar Bharati and bring the same under administrative

control of Ministry. It has also been decided to modernize and upgrade the Central Monitoring Service to meet exhaustive as well as prioritized requirements of different User Agencies of CMS.

III. Plan Programme of Work being undertaken in 2003-04

During the periods 2001-02 and 2002-03 CMS was being funded through Grants-in-Aid to Prasar Bharati. In order to meet requirements of User Agencies, capabilities of CMS are being strengthened. The following work has been projected under **Plan schemes** during 2003-2004;

- i. Automation of CMS during 2003-04
- ii. Replacement of various equipments including RF Cables and distribution system renovation and refurbishing of monitoring booths, control room and provision of additional booths
- iii. Upgradation of centralized TV monitoring system, from 60 channels to 104 channels.

Rs. 460.00 lakhs had been projected under Plan proposals for CMS during 2003-04. and against this an amount of Rs. 400.00 lakhs has been allocated to CMS for its Annual Plan 2003-2004.

Actuals for 2001-2002,	All subsumed,
BE for 2002-2003	in figures of AIR,
RE for 2002-2003	not separately indicated.

BE for 2003-04 (Plan) is 400 lakhs.

Budget estimates for 2003-04 under Non Plan is Rs 3,55,68,000 with following break-up:

01. Direction and Administration	Rs. 3,20,48,000.00
02. Other Expenditure	Rs. 35,20,000.00

SUMMARY OF OBJECTWISE CLASSIFICATION

(In thousands of Rupees)

Actuals 2001-2002		Budget Estimates 2002-2003		Revised Estimates 2002-2003		Object Head Code	Description	Budget Estimates 2003-2004		
Plan	Non Plan	Plan	Non Plan	Plan	Non Plan			Plan	Non Plan	Total
Revenue Section										
3903	757202	4525	786980	2700	802349	01	Salaries			
		0	0	0	0		Voted	3970	830986	834956
	5552	0	6359	0	6152		Charged	0	0	0
189	8385	152	8888	60	9218	02	Wages	0	6562	6562
4297	34707	818	36876	1470	38751	03	O.T.A.	272	9657	9929
1282	2937	2900	3700	2900	3700	11	Domestic Travel Exp.	4318	38747	43065
35165	115877	44144	122455	27275	123549	12	Foreign Travel Exp.	2500	3650	6150
						13	Office Expenses	50934	121880	172814
						14	Rent,Rates & Taxes			
769	36099	1262	43769	1597	52240		Voted	462	51325	51787
		0	0				Charged	0	0	0
177	37377	52	28860	15	26314	16	Publications	5052	23569	28621
2292	7347	2677	6001	2665	6121	20	Other Admn. Exp.	16077	6021	22098
15417	230931	8000	219274	13600	204249	21	Supplies & Materials	15500	206020	221520
402	11759	300	18459	300	18234	24	P.O.L.	0	15694	15694
2016	518183	23800	499367	23800	499242	26	Advertising & Publicity	24900	493501	518401
2687	21107	7920	50078	5920	52732	27	Minor Works	10650	50280	60930
14400	20132	17862	22496	18130	22496	28	Professional Services	19392	22494	41886
925164	8578185	663000	9292486	675003	9279352	31	Grants-in-aid	1173950	9101668	10275618
0	1440	0	2850	0	3026	32	Contributions	0	6500	6500
0	802	0	735	0	602	33	Subsidies	0	401	401
0	715	334975	2320	305900	2650	42	Lumpsum Provision	430250	2780	433030
33754	20627	47413	33847	139403	34723	50	Other Charges	35963	34647	70610
	0	0		—	—	63	Inter Account Transfer	40000	0	40000
	0	0	0	0	0		Central Monitoring Services	0	35568	35568
1041914	10409364	1159800	11185800	1130738	11185700		Total	1834190	11061950	12896140
Capital Section										
34718	—	48200	—	45700	—	52	Machinery & Equipment	86370	0	86370
43499	—	191500	—	495100	—	53	Major Works	70690	0	70690
44001332	—	2287500	—	2272500	—	54	Investments	0	0	0
0	—	463000	—	436500	—	55	Loan & Advances	1660000	0	1660000
44079549	—	2990200	—	3249800	—		For the benefit of North East & Sikkim	498750	0	498750
45120969		4150000		4586538	—		Total	2315810	0	2315810
							Grand Total	4150000		4150000

MEDIA-WISE CLASSIFICATION

Demand No. 59 - Ministry of Information & Broadcasting

(Rs. in thousands)

Name of Media Units/Activity	BE 2002-2003			RE 2002-2003			BE 2003-2004		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Revenue Section									
Major Head- '2251'-Secretariat Social Services									
1. Main Sectt. (including PAO)	15600	138300	153900	15600	145100	160700	16000	150400	166400
Major Head- '2205' - Art & Culture Certification of Cinematographic films for public exhibition									
2. Central Board of Film Certification	29200	16950	46150	10300	17150	27450	27400	18150	45550
3. Film Certification Appellate Tribunal	0	750	750	0	750	750	0	850	850
Total Major Head '2005'	29200	17700	46900	10300	17900	28200	27400	19000	46400
Major Head- '2220' - Information Films & Publicity									
4. Films Division	15500	258700	274200	19000	246230	265230	20700	247950	268650
5. Directorate of Film Festivals	20900	46055	66955	20900	44345	65245	25000	45125	70125
6. National Film Archive of India	7200	10898	18098	7200	10998	18198	7200	11098	18298
7. Satyajit Ray F.&T.I. Kolkata	500	33600	34100	500	30000	30500	0	30000	30000
8. Grants-in-aid to Children's Film Society, India (CFSI)	60000	1500	61500	45003	1500	46503	62100	1500	63600
9. Grants-in-aid to Film & Television Institute of India, Pune	24200	50327	74527	24200	50327	74527	3000	50327	53327
10. Grants-in-aid to Film Societies	400	0	400	400	0	400	0	0	0
11. Central Monitoring Service	0	0	0	0	0	0	40000	35568	75568
12. Research, Reference & Training Division	1000	8985	9985	1000	9035	10035	1000	9235	10235
13. Grants-in-aid to IIMC	39000	39777	78777	31500	33000	64500	15050	35000	50050
14. Directorate of Advertising & Visual Publicity	27000	568031	595031	27000	571490	598490	25500	571701	597201
15. Press Information Bureau	12225	171663	183888	10235	176750	186985	16490	178078	194568
16. Press Council of India	0	26250	26250	0	23500	23500	0	23874	23874
17. Subsidy in lieu of Interest on loan to PTI	0	735	735	0	602	602	0	401	401
18. Payment for Pro. & Spl. Services	0	2500	2500	0	2500	2500	0	2500	2500
19. Transfer to Journalists Welfare Fund	0	0	0	0	0	0	0	0	0
20. Directorate of Field Publicity	4000	199736	203736	4000	211475	215475	4000	212703	216703
21. Song and Drama Division	16600	139390	155990	21600	139365	160965	24600	142420	167020
22. Publications Division	5500	117160	122660	5900	116250	122150	9200	115400	124600
23. Employment News	0	160523	160523	0	160967	160967	0	160833	160833
24. Registrar of Newspapers for India	6000	21210	27210	6000	21540	27540	13200	22780	35980
25. Photo Division	2500	28810	31310	2500	28700	31200	1500	28525	30025
26. Contribution to International programme for the Development of Communication	0	1450	1450	0	1550	1550	0	1550	1550
27. Contribution to Asia Pacific Institute for Broadcast Development	0	1400	1400	0	1476	1476	0	4950	4950
Total: Major Head '2220'	242525	1888700	2131225	226938	1881600	2108538	268540	1931518	2200058
Total: Major Head 2251, 2205 and 2220	287325	2044700	2332025	252838	2044600	2297438	311940	2100918	2412858

(Rs. in thousands)

Name of Media Units	BE 2002-2003			RE 2002-2003			BE 2003-2004		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Capital Section									
Major Head- '4220'-Capital outlay on Information & Publicity									
A. Machinery and Equipment									
1. Acquisition of Equipment for Films Division	27500	0	27500	27500	0	27500	17500	0	17500
2. Acquisition of Equipment for Press Information Bureau	5800	0	5800	5800	0	5800	6770	0	6770
3. Acquisition of Equipment for Directorate of Field Publicity	12000	0	12000	9500	0	9500	10200	0	10200
4. Acquisition of Equipment for Song and Drama Division	400	0	400	400	0	400	400	0	400
5. Acquisition of Equipment for Photo Division	2500	0	2500	2500	0	2500	10000	0	10000
6. Acquisition of Equipment for Main Sectt.	0	0	0	0	0	0	0	0	0
7. Acquisition of Equipment for Indian Institute of Mass Communication	0	0	0	0	0	0	5700	0	5700
8. Acquisition of Equipment for Satyajit Ray Film and Television Institute, Kolkata	0	0	0	0	0	0	3000	0	3000
9. Acquisition of Equipment for Film and Television Institute, Pune	0	0	0	0	0	0	32800	0	32800
B. Buildings									
10. Multi storeyed building for Films Division - Major Works	10000	0	10000	10000	0	10000	2500	0	2500
11. Construction of Nitrate Vaults/Staff Quarters for NFAI	0	0	0	0	0	0	0	0	0
12. Construction of Phase II Building for NFAI Complex	20000	0	20000	2000	0	2000	5000	0	5000
13. Film Festival Complex - Additions and alterations - Major Works	26000	0	26000	2000	0	2000	20000	0	20000
14. Setting up of Film & Television Institute at Kolkata - Acquisition of Land & Construction of Building	1700	0	1700	1700	0	1700	0	0	0
15. Soochna Bhavan building - Major Works	40000	0	40000	40000	0	40000	7100	0	7100
16. Construction of office & Residential Accommodation for Field Publicity - Major Works	0	0	0	0	0	0	0	0	0
17. Setting up of National Press Centres and Mini Media Centre for PIB	91800	0	91800	9700	0	9700	21840	0	21840
18. Construction of Building for Press Council of India	2000	0	2000	100	0	100	0	0	0
19. Building & Housing project of IIMC	0	0	0	0	0	0	14250	0	14250
Investment									
Broadcast Engineering Consultants (India) Ltd.	0	0	0	0	0	0	0	0	0
Total - Capital Section Major Head '4220'	239700	0	239700	111200	0	111200	157060	0	157060
Loans for Broadcasting (Major Head)									
Loans to Public Sector and Other Undertakings									
Prasar Bharati									
Loans and Advances	2287500	0	2287500	2272500	0	2272500	1660000		1660000
Capital outlay on North East Areas other expenditure									
Project/Scheme for benefit of North Eastern Region and Sikkim									
Lump Sum provision	463000	0	463000	436500	0	436500	498750	0	498750
Total - Capital Section	2990200	0	2990200	2820200	0	2820200	2315810	0	2315810
Total - Demand No. 55	4150000	11185800	15335800	3950938	11185700	15136638	4150000	11061950	15211950

(Rs. in thousands)

Name of Media Units/Activity	BE 2002-2003			RE 2002-2003			BE 2003-2004		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Broadcasting (Major Head)									
Sound Broadcasting (Sub Major Head)									
Direction and Administration (Minor Head)									
Salaries	100	100	200	100	100	200	100	100	200
Television (Sub Major Head)									
Salaries	100	100	200	100	100	200	100	100	200
General (Sub Major Head)									
Prasar Bharati (Minor Head)									
Grants-in-aid	537300	9140900	9678200	571800	9140900	9712700	1091800	8960832	10052632
Total-Broadcasting	537500	9141100	9678600	572000	9141100	9713100	1092000	8961032	10053032
North Eastern Area other expenditure scheme for the benefit of North Eastern Region and Sikkim									
Lump Sum Provision	334975	0	334975	305900	0	305900	430250	0	430250
Total-Revenue Section	1159800	11185800	12345600	1130738	11185700	12316438	1834190	11061950	12896140

CHAPTER-IV

(Overall performance of the Media Units under Broadcasting Services)

PRASAR BHARATI: ALL INDIA RADIO

All India Radio informs, educates and entertains people through its programmes broadcast from various stations. It keeps the people all over the country informed about Government policies, plans, programmes and achievements through the medium of sound broadcasting by a variety of programmes on cultural, educational, scientific, health and hygiene, social and economic aspects. It also keeps the people in all parts of the country informed of the important events of topical interest. It also runs a commercial service (Vividh Bharati) which helps in promoting sale of goods and services through advertisements. It has external services programmes for overseas listeners.

The important facts relating to AIR are given below:

FACTS AT A GLANCE

S.No.	Broadcasting facilities	As on date
I. BROADCASTING CENTRES (213)		
a)	Full-fledged Stations	
i)	Local Radio Stations	77
ii)	Regional Stations	114
	Total	191
b)	Relay Centres	14
c)	Exclusive VB Centres	3C
d)	Community Radio Stations	5
	Total Stations:	213
e)	Recording Studios	1D
f)	Transmitting Centres for External services	11E
g)	VB centres excluding exclusive centres	36
II. NUMBER OF TRANSMITTERS (340):		
a)	Medium Wave	147
b)	Short Wave	55
c)	FM	138
	Total	340

LEGEND

- C. Chandigarh, Kanpur and Vadodra
- D. Bhubaneswar
- E. Delhi, Aligarh, Madras, Bombay, Calcutta, Jalandhar, Rajkot, Bangalore, Gorakhpur, Tuticorin and Panaji

III BROADCAST COVERAGE

a)	By Area	91.37%
b)	By Population	99.13%

GOALS AND OBJECTIVES

As a public service broadcaster, dedicated to the national building process, AIR has contributed significantly to the social, economic and cultural development of the nation and continues its endeavour:

- i) to augment the programme content for making radio more attractive and competitive.
- ii) to enhance the technical quality of broadcasts so as to make it more attractive by introduction of digital technologies.
- iii) to strengthen the radio coverage in the North-East, Jammu & Kashmir and other border areas by augmenting the existing facilities and upgrading the power of transmitters.
- iv) to provide additional channels at some of the stations for providing wider choice of programmes to the listeners.
- v) To replace the old transmitters with High Power Transmitters, as per ITU assignment, to overcome shrinkage and to strengthen the primary grade service.
- vi) To train and develop skilled manpower in various disciplines.
- vii) Execution of Science and Technology schemes, and
- viii) To modernise and upgrade the existing facilities at broadcasting stations by induction of latest state-of-the-art equipment to ensure superior programme production and transmission.

TENTH FIVE YEAR PLAN

The major thrust areas for AIR during the Tenth Plan are as under:

- Medium Wave Broadcasting services to be retained at the present level. Expansion of Medium Wave services to be taken up only for strategic border areas and difficult hilly terrain.
- FM radio to be expanded to achieve 50 percent of the population coverage by the end of the Tenth Plan
- Digitalisation of 50 percent production facilities by the end of Tenth Plan to ensure good quality convergence-ready content, which will also support interactive radio.
- Achieve 50 percent automation of studio facilities. All

FM transmitters and all MW transmitters of low power are proposed to be brought under automation.

- Emphasis on Internet Radio broadcasting, to put all AIR services on the internet during the Tenth Plan.
- Creation of high quality content with long shelf life, to enable AIR to fulfill its role of Public Service Broadcaster effectively.

ACTIVITIES UNDERTAKEN DURING 2002-03

AIR has taken several steps to upgrade its network and strengthen its coverage

a. Stations

Between April and December of 2002, five new radio stations were commissioned at Bhadarwah, Naushera, Rajouri & Khalsi in J&K and Shantiniketan in West Bengal. Besides 14 stations are technically ready and are expected to be commissioned shortly.

b. Strengthening of radio coverage in the North- Eastern Region:

- Radio coverage in the North-East region is being expanded. FM channels with stereo playback facilities have already been provided at Shillong, Imphal, Agartala and Aizawl and are under implementation at Kohima & Itanagar.
- Existing Uplink Facilities are being upgraded by digital uplink facilities at Guwahati, Itanagar & Shillong.
- New Radio Stations are being provided at Longtherai and Dharmanagar in Tripura.
- The existing 10 KW FM Transmitter at Jorhat and 100 KW MW Transmitter at Shillong are being replaced by new transmitters with state- of the- art technology.
- **North-East Package:** A special plan for boosting radio coverage in the North-East region is under consideration of the Government for financial approval.

c. Strengthening of radio coverage in Jammu & Kashmir:

A special plan to expand radio coverage in the border areas of J&K is under implementation. At Srinagar a 300 kW MW transmitter has been installed in place of the existing 200 kW. At Kargil a 200 kW MW transmitter is being provided. Relay stations have been set up at Naushera, Kupwara, Rajouri, Diskit, Khalsi, Nyomarp, Drass, Tiesuru and Padum. A 50 kW SW transmitter has been provided at AIR Jammu.

d. Digital Based Programme Production facilities

Digital based technology has been inducted in All India Radio to ensure superior production and transmission facilities. Computerised hard disc based recording, editing

and playback workstations have already been provided at major centres like Delhi, Chennai, Calcutta, Mumbai, Trivandrum, Imphal, Shillong, Agartala, Jalandhar, Jaipur and, Lucknow etc.

e. New Broadcasting House:

Studios equipped with latest state-of-the-art technical facilities are being provided in the New Broadcasting House complex which is coming up at Delhi for the External Services, News Services and Home Services.

f. Digital uplink and Downlinks:

All the broadcasting centres of AIR throughout the country have been networked through satellite for the relay of national and regional programmes. Uplinks at 22 places are available for uplinking the programmes in different state capitals to be used by the regional and local stations of respective states.

In the draft 10th Plan the existing analogue uplink and downlink facilities are proposed to be converted to digital mode.

g. Digital Audio Broadcast (DAB):

AIR has introduced two hour daily transmission of Digital Audio alongwith one FM channel on experimental basis. Regular digital audio broadcasting is now planned for the four metropolitan cities.

h. Upgradation of MW Transmitters by FM Transmitters.

In view of the growing popularity of FM band the 1 kW MW transmitters at Calicut, Dharwad, Mangalore, Mysore have been upgraded by 10 kW FM transmitters.

i. Upgradation of High Power Transmitters:

Higher power transmitters with the state of the art technology have been provided for boosting the coverage at the following places.

1. Indore - 200 kW MW Tr.(Rep.of 100 kW)
2. Nagpur-300 kW MW Tr.(Rep.of 100 kW)
3. Jodhpur-300 kW MW Tr.(Rep.of 100 kW)
4. Imphal-300 kW MW Tr.(Rep.of 50 kW)
5. Kohima-100 kW MW Tr.(Rep.of 50 kW)
6. Cuttack-300 kW MW Tr.(Rep.of 100 kW)
7. Port Blair-100 kW MW Tr.(Rep.of 20 kW)

j. Strengthening of External Services coverage

High power transmitters of 250 kW each have been provided at Aligarh (2 Nos) as replacement of the existing old transmitters and three High power transmitters of 250 kW each in place of 100 kW each are being provided at Delhi (Khampur).

k. Foundation stone for the permanent studio set up of AIR Leh:

Hon'ble Dy. Prime Minister Shri L.K. Advani laid the foundation stone for the permanent studio set up of AIR Leh on 31st May 2002.

l. Foundation stone for a new radio station at Bellary

Hon'ble MIB laid the foundation stone for a new radio station with 10 KW FM transmitter, studio and staff quarters at Bellary on 2nd August 2002.

m. A new 10 KW FM transmitter with stereo studio facilities at Raipur

Hon'ble MIB laid the foundation stone for a new 10 KW FM transmitter with stereo studio facilities at Raipur on 14th September, 2002.

n. Foundation stone for a new 10 KW FM transmitter with stereo studio facilities at Gulbarga

Hon'ble Dy. Prime Minister Shri L.K. Advani laid the foundation stone for a new 10 KW FM transmitter with stereo studio facilities at Gulbarga on 20th September, 2002.

o. United Nations Framework Convention on Climatic Change (UNFCCC)

Eighth Conference of Parties (COP-8) to the United Nations Framework Convention on Climatic Change (UNFCCC) was organised by Ministry of Environment and Forests in Vigyan Bhawan from 23rd October to 1st November, 2002. As desired by the Ministry of Environment and Forests, Radio Services were set up by All India Radio as host broadcaster.

STAFF TRAINING INSTITUTE (TECHNICAL):

Staff Training Institute(Tech.) at Delhi and Regional Staff Training Institute (Tech.), at Bhubaneshwar cater to the training needs of engineering personnel of AIR and Doordarshan.

Staff Training Institute (Tech.), Delhi

The institute established in 1948 is located at Kingsway, Delhi. It has since grown into a premier institute and is well staffed and equipped to provide quality training to the broadcast personnel in various areas of broadcast engineering and management. The institute conducts training courses for departmental candidates as well as for candidates of similar organisations outside the country. It also holds workshops at field offices for the benefit of staff from all over the country. The institute also conducts competitive examinations for recruitment and promotions of technicians, engineering assistants, senior engineering assistants etc.

Training Courses:

Number of courses conducted/scheduled at STI(T)	68
Number of courses conducted/scheduled outside STI(T)	41

Archival Work:

A very important work of conversion of precious old sound recordings from analogue tapes to digital formats onto Compact Disc is in progress.

Regional Staff Training Institute(Tech.), Bhubaneshwar

This institute was established on 17.07.2000 with minimum faculty at Bhubaneshwar. The institute is well-equipped with modern TV/Sound studios. Its main function is to conduct training courses for departmental candidates. 16 courses were scheduled during the period April,02 to December, 02. Five more courses are scheduled during the remaining period upto March,03.

INFORMATION TECHNOLOGY DIVISION

IT Division is responsible for all the activities related to IT Planning and computerization, introduction of new interactive computer based services and software development etc. in AIR network. Brief details of the activities of IT Division during the year are given below:-

- Central monitoring service (CMS Ayanagar) is responsible for monitoring of foreign broadcast. Monitoring activities at the centre have been computerised and software has been developed for compilation of various reports.
- An On-Line Document Management System has been set up for sharing of information among the various sections in the AIR Directorate and this facility is being extended to inter-station communication.
- Computerised facilities have been provided for preparation of various drawings required for Design and development of Plan Projects.
- A Web based software for on-line budget & expenditure monitoring system is being developed.
- Software has been developed for preparation and compilation of proforma account received from various AIR stations.

AIR RESOURCES

Prasar Bharati established Resources Centre in AIR Headquarters with an objective to generate revenue by undertaking profitable ventures in the field of broadcasting, computers and communications such as providing turn-key solutions in setting up FM Transmitters and other broadcast related activities to government organisations & private broadcasters, renting Prasar Bharati infrastructure namely land, building, towers, transmitters, studios etc.

Soon after its formation last year, AIR Resources finalised a MOU with IGNOU, signed on 2nd August, 2001, for setting up 40 FM Radio Stations for the Gyanvani Channel. AIR Resources has already started operations for

implementing these projects and so far six Gyan Vani stations of IGNOU have already become operational at Allahabad, Lucknow, Coimbatore, Bhopal, Vishakhapatnam and Mumbai and Installation works at 10 more places are in progress.

Prasar Bharati has also signed agreements with private broadcasters at Delhi, Kolkata, Chennai and Lucknow for the use of Prasar Bharati infrastructure at these places for setting up their FM Transmitters.

It has so far achieved a turnover of about Rs. 19 crores during 19 months since its inception.

RESEARCH AND DEVELOPMENT ACTIVITIES:

The Research Department of All India Radio & Doordarshan is engaged in Research and Development work incorporating state-of-art technology in Radio & Television Broadcasting. The technical activities undertaken in various labs during 2002-03 is as follows:

FM Transmission Manager

- Software and hardware developed in-house for the FM Transmission Manager is under field trials at Lucknow. Twelve such units would be installed at other Radio stations.
- **Low Cost Radio On Demand (ROD):** The Low Cost ROD system has been developed and regular ROD service has been started in all the four Metros.
- **Audio Routing Switcher:** 32x8 Audio Routing Switcher for Khampur has been fabricated and is installed.
- **2x5 W FM Exciter (Mono) and 10 W FM Exciter (Stereo):** The lab models have been developed and tested. The system has been rigorously tested at AIR, Mussorie and at AIR Raipur.

• Studio Automation System

The Studio Automation System, Studio 2K for hard disk recording, play back, scheduling on-air have been developed and installed in 13 AIR stations. The system is also proposed to be introduced in 40 more stations.

• News Room Automation

- Computerised News gathering and processing system has been developed. The system has been installed in Broadcasting House, Delhi and another system is proposed to be installed at Lucknow.

• COP-8 Projects

Eighth Conference of Parties (COP-8) to the United Nations Framework Convention on Climatic Change (UNFCCC) was organised by Ministry of Environment and Forests in Vigyan Bhawan from 23rd October to 1st November, 2002. Ministry of Environment and Forests hired the services of All India Radio as host broadcaster. All the hard Disc based recording system for this prestigious international conference was installed by R&D. The system included nine workstations (complete with CD Writers), External CD Writers and HS CD Duplicators and related software etc.

PLANNING AND DEVELOPMENT UNIT (AIR)

Planning and Development Unit of All India Radio is the think-tank of the organisation where the blueprints of all the plans for enhancement, augmentation and modernisation of existing facilities are prepared.

P&D Unit also prepares the blueprint of Five Year Plans outlining the hardware requirements of the plans. A System design of each project is prepared for smooth execution of the project by the Zonal Chief Engineers. It also guides the field units throughout the execution of the plan projects and also closely monitors the progress of their projects. Specifications for various types of equipment are drawn to help procurement of latest state-of-the-art equipment.

The broad aims and objectives of P&D Unit are:

- i) To carve out perspective plans for giving positive thought towards setting up of new radio stations to meet the needs of almost every potential listener in the country, both rural and urban.
- ii) To consolidate and expand existing services by setting up of new radio stations in uncovered areas/pockets and by upgrading the power of the existing transmitters whose coverage is threatened with service erosion because of ever increasing interference from the transmissions of neighbouring countries,
- iii) To devise steps for upgrading the network with the latest technology in the field of broadcasting to ensure superior programme production and transmission facilities, and
- iv) To meet the demand of staff quarters at the existing stations.

PHYSICAL TARGETS AND ACHIEVEMENTS IN RESPECT OF MAJOR SCHEMES OF AIR DURING 2002-03

Item	Targets for 2002-03	Achievements for 2002-03	Remarks
Studios	1 Delhi (New BH)	1 Anticipated by March 03	
Broadcasting Centres	3 BHADARWAH-6 kW FM Padum (J&K Spl Plan) Diskit (J&K Spl Plan)	3 Commissioned Technically Ready Technically Ready	Staff sanction awaited -do- -do-
Transmitters - FM	-	1 Raipur - 1 KW FM Tr. (Interim set up) commissioned	-
Transmitters - MW	2 Nazibabad-200 KW Bhuj-20 KW	2 Carried over to 2003-04 Anticipated by March 03	
Transmitter-SW	3 Delhi (Khampur)-250 KW Delhi (Khampur)-250 KW Delhi (Khampur)-250 KW	3 Commissioned Commissioned Commissioned	Staff sanction awaited -do- -do-
Total	9	9	

STAFF QUARTERS:

Physical Achievement during 2002-03

Year 2002-03		Year 2003-04		
Targets	Achieved	Targets carried Over from 2002-03	New Targets	Total Targets
38	8	30	30	30

Reasons for shortfall during 2002-03

38 staff quarters were proposed to be constructed during 2002-03. Out of these, 8 quarters at Kohima have been constructed and the balance 30 have been carried over to 2003-04 due to the reasons given below.

- Imphal-16 Nos.: - Work was rescinded. Balance work could not be awarded due to court case. Fresh tenders are now being called after the judgment by court.
- Tiruchirapalli-14 Nos.: - Award of work got delayed due to re-tendering. Work has since been awarded and is expected to be completed during 2003-04.

PHYSICAL TARGETS FOR THE YEAR 2003-04

Sr. No.	Place	State	Tr. Power	Tr. Type
1	Bellary	Karnataka	10 kW	FM
2	Hyderabad (Upd.)	Andhra	10 kW	FM
3	Nagpur (Upd.)	Maharashtra	10 kW	FM
4	Pune (Upd.)	Maharashtra	10 kW	FM
5	Cochin (Upd.)	Kerala	10 kW	FM
6	Jorhat (R)	Assam	10 kW	FM
7	Surat (Upd.)	Gujarat	10 kW	FM
8	Alwar (Upd.)	Rajasthan	10 kW	FM
9	Kurukshetra (Upd.)	Haryana	10 kW	FM
10	Banswara (Upd.)	Rajasthan	10 kW	FM
11	Chittorgarh (Upd.)	Rajasthan	10 kW	FM
12	Varanasi (MR)	U.P.	10 kW	FM
13	Kanpur (MR)	U.P.	10 kW	FM
14	Raipur	Chhatisgarh	10 kW	FM
15	Shimla	Himachal	10 kW	FM
16	Port Blair	A & N	10 kW	FM
17	Itanagar	Arunachal	10 kW	FM
18	Kohima	Nagaland	10 kW	FM
19	Kargil (J&K Spl. Plan)	J & K	200 kW	MW
20	Chhatarpur (R)	M.P.	20 kW	MW
21	Darbhanga (R)	Bihar	20 kW	MW
22	Jalgaon (R)	Maharashtra	20 kW	MW
23	Rewa (R)	M.P.	20 kW	MW
24	Udipi (R)	Karnataka	20 kW	MW
25	CES Ranchi	Jharkhand		
26	CES Raipur	Chhatisgarh		
27	CES Jalandhar	Punjab		
28	Upgrad. of CES Guwahati	Assam		
29	Upgrad. of CES Shillong	Meghalaya		
30	Upgrad. of CES Itanagar	Arunachal		
31	Upgrad. of CES Lucknow	U.P.		
32	Upgrad. of CES Srinagar	J & K		
33	Upgrad. of CES Patna	Bihar		
34	Upgrad. of CES Jaipur	Rajasthan		

LEGEND: MR - Replacement of MW with FM.

R - Replacement of FM with FM or MW with MW

Upd. : Upgradation.

NEWS SERVICES DIVISION

All India Radio now under Prasar Bharati has the distinction of being one of the major broadcasting organizations in the world. The News Services Division (NSD) of All India Radio disseminates news and comments to listeners in India and abroad. From just six Radio Stations in 1947, All India Radio has grown to a network of more than 200 Broadcasting Centres and NSD puts out 364 news bulletins daily from Delhi and its 45 Regional News Units for a total duration of 43 hours and 10 mts., apart from a number of news based programmes. Out of these, 84 news bulletins are broadcast in the home Services from Delhi for a duration of 12 hours and 20 minutes. The Regional News Units (RNUs) of NSD put out 187 news bulletins daily with a duration of 19 hours and 45 minutes in 64 languages/dialects. In the External Services, AIR broadcasts 65 news bulletins in 25 languages (Indian and Foreign) with the total broadcast time of 8 hours 57 minutes and 30 seconds. Seven External news bulletins are broadcast from four regional news units (RNUs) namely Mumbai, Kolkata, Hyderabad and Chennai. The News Services Division also puts out 65 news headline bulletins daily on FM-I channel from Delhi, Mumbai, Chennai, Kolkata, Bangalore and Lucknow. Some news bulletins and news based programmes are broadcast exclusively on AIR FM-II news and entertainment channel from Delhi, Mumbai, Kolkata and Chennai.

NSD started two new news bulletins this year. A ten minutes external news bulletin in Kannada was introduced from Delhi for gulf countries from July 1, 2002 while a five minutes news bulletins in Hindi has been started from the Regional News Unit Chandigarh from October 6, 2002.

AIR also broadcasts special bulletins such as sports news and youth bulletins. Two youth bulletins are broadcast from Delhi, one each in English and Hindi. AIR, Kolkata also broadcast two youth bulletins in Bengali. During the Haj period, a five minute Haj bulletin is aired from Delhi for the benefit of the Haj pilgrims. 'Comments from the Press' are broadcast every day. In addition, NSD puts out a number of news-based programmes and commentaries on topical subjects in Kashmiri, Dogri and Urdu. During the Parliament Session, reviews of the day's proceedings in both Houses are broadcast. Similarly, RNUs put out the views of the proceedings of their State Legislatures when in session.

To strengthen its news gathering effort, NSD has initiated action to engage 278 more Part-time Correspondents (PTCs) at various district headquarters in the country taking the total number of Part-time Correspondents to 524. The PTCs have been asked to meet the requirements of the Doordarshan news also. This is in addition to AIR team of about 90 regular Correspondents in India and seven in foreign countries.

Steps have also been taken to make the news bulletins more informative and listener-friendly by incorporating voice-casts and sound bytes in major bulletins.

Highlights of news coverage during this year

The News Services Division (NSD) of All India Radio mounted a large number of special programmes in connection with the Jammu and Kashmir elections. About 200 programmes were broadcast in English, Hindi and Urdu from Delhi and the Regional News Units in Jammu & Kashmir covering all aspects of holding of free and fair election in the state. In addition, a special capsule of about two minutes was included daily in the major news bulletins in Hindi, English and Urdu from Delhi from 19th of August, 2002 till the completion of the election process in the state. A special live programme of over six hours was put out on the day the results were announced. Special programme on the Gujarat Assembly elections were also mounted during December, 2002 and an eight-hour live programmes was broadcast on 15th December of the Gujarat Assembly results. A Radio Bridge programme analysing the election results in the State was put out the same day.

A series of special programme was mounted on the completion of three years of the Vajpayee-led NDA government at the Centre.

An hour-long bilingual Radio Bridge programme titled 'Year End Review' was broadcast on 29th December in which major events of the year were discussed.

Other important events covered during this year are:

1. Dr. A.P.J. Abdul Kalam assuming office as the President of the Indian Republic.
2. The swearing -in of Mr. Bhairon Singh Shekhawat as the new Vice-President of India.
3. Swearing-in of Mr. Justice V.N.Khare as the Chief Justice of India.
4. The Prime Minister Mr. Atal Bihari Vajpayee's address to the UN General Assembly Session in New York.
5. Mr. Atal Behari Vajpayee's address at the National Development Council(NDC) meeting and unanimous approval of the Tenth Five Year Plan document by the Council.
6. Launching of "Swajaldhara" scheme by the Prime Minister to provide safe drinking water in the rural areas.
7. The Prime Minister's visits to Singapore, Cambodia, Thailand, Laos, Kazakhstan, United States, Maldives, Denmark, Britain and Cyprus
8. The Deputy Prime Minister Mr. L.K.Advani's statement that the centre will soon start a dialogue with the elected representatives of Jammu & Kashmir.

9. The Centre's decision to withdraw troops from the international border with Pakistan.
10. Meeting of the Economic Advisory Council and the Prime Minister unveiling an eight point agenda to achieve eight per cent growth rate during the Tenth Plan
11. The first ever Mid-Year Economic Review tabled in Parliament
12. Inauguration of the first phase of Delhi Metro Rail Service by the Prime Minister, Mr. Atal Behari Vajpayee.
13. Government's efforts to tackle the situation following the failure of the Monsoon in the Northern States.
14. The Union Cabinet approving a special package of incentives for promoting industrial investment in J&K.
15. The terrorist attack on the Akshardham Temple in Gandhinagar in Gujarat killing at least 30 people.
16. Terrorist attacks on the Raghunath Temple in Jammu.
17. Celebration of completion of 50 years of Indian Parliament.
18. The election of Mr. Manohar Joshi as the new Speaker of Lok Sabha.
19. The 33rd International Film Festival held in New Delhi.
20. The train accident involving Howrah-Delhi Rajdhani Express near Raafiganj in Bihar killing over 100 people.
21. Three day State visit of the Russian President, Mr. Vladimir Putin to India and signing of joint declaration to strengthen economic, scientific and technological cooperation between the two countries.
22. The visit of US and British leaders such as Gen. Colin Powell, Mr. Richard Armitage, Mr. Geoffrey Hoon and Mr. Jack Straw in the wake of Indo-Pak tension along the Line of Control.
23. The earth summit at Johannesburg in South Africa.
24. The Asian Games held in Busan.
25. The Commonwealth Games held in Manchester (England).
26. Kapil Dev becoming Wisden's Indian cricketer of the century.
27. Vishwanathan Anand winning the world chess championship.
28. The 32nd National Games held in Hyderabad.

The major events likely to receive prominent coverage before 31st March, 2003 include:

The Prime Minister, Mr. Atal Behari Vajpayee's likely visit to China, the Non-aligned Summit in Kuala Lumpur, Republic Day Celebrations, presentation of the Union Budget in Parliament and the forthcoming State Assembly elections in Himachal Pradesh, Tripura, Meghalaya and Nagaland.

The Budget Estimate for NSD for all its activities and schemes for the Financial 2003-2004 is Rs. 29,12,97,000.00.

EXTERNAL SERVICES DIVISION

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

ESD broadcast in 27 languages (16 Foreign and 11 Indian languages) for 72 hours per day approximately reaching out to almost 100 countries in the world.

The broadcast structure of ESD is as follows:

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

The Indian languages are Hindi (5 hrs. 15 mts.), Tamil (5 hrs.30 mts.), Telugu (30 mts.), Bengali (6 hrs.30 mts.), Gujarati (1 hr.), Punjabi (2 hrs.), Sindhi (3 hrs. 30 mts.), Urdu (12 hrs.15 mts.), Saraiki (30 mts.), Malayalam (1 hr.) and Kannada (45 mts.).

The broadcast follows a composite pattern and generally comprises News Bulletins, Commentaries, Current Events and Review of Indian Press, Newsreel etc. Besides Magazine programmes on sports and literature, talks, discussions on social economic, political, historical, scientific and cultural subjects are also broadcast. Features on Developmental activities, important events and institutions, classical folk and modern music of India's diverse regions, form a major part of total programme output.

Major Programme Activities During 1st April 2002 to 6th Jan.'2003

During the period, extensive coverage was given to all Conferences, Seminars, Symposia and Festival of Films and Trade of National and international importance in the form of Commentaries, Radio Report and interviews. Coverage was also given to the visits of foreign dignitaries to India and of Indian leaders abroad. Special programmes

were also mounted on 50 years of Indo-Japan relations, Indo-US Joint Ventures, Indo-Kazakh joint ventures, Indo-Iraq ties, G-8 Summit, India in ASEAN Summit, Tri-nation pact against terrorism in South-East Asia, Singapore Conference on Asian Security, Almaty Conference, India's ratification of Kyoto Protocol, free and fair Elections in Jammu & Kashmir etc. Programmes were also broadcast exposing Pakistan's support for cross border terrorism in Jammu & Kashmir and the resultant tension in Indo-Pak borders and also the proxy war unleashed by the country against India. Extensive coverage was also given to the swearing-in of Dr. A.P.J. Abdul Kalam as the 12th President of India and World Summit on sustainable development held in Johannesburg.

Wide coverage was given to the various Press Conferences held by the External Affairs Minister Shri Jaswant Singh and the Defence Minister Shri George Fernandes during the eye ball to eye ball tension in Indo-Pak borders. Programmes were also b'cast on Richard Rumsfeld and Colin Powell's visit to the sub-continent for diffusing tension, visit of Srilankan Prime Minister to India, visit of Nepalese King, Ghana President's visit to India, Russian President Shri Vladimir Putin's visit to India, Tanzanian President's visit to India, Singapore President's visit to India, Prime Minister Shri Vajpayee's visit to US, his meeting with President Bush and address to 53rd UN General Assembly, Shri Yashwant Sinha's visit to Maldives, Srilanka, Afghanistan etc. were also duly covered. Wide coverage was given to the Pravasi Bhartiya Utsav.

GOS(English) and Hindi services were geared to mount wide publicity for the New Economic Policy of liberalisation giving all the details of Government Schemes and incentives for the New investment climate in India, specially for the non-resident Indians and Multi Nationals. Urdu Sindhi and Punjabi Services continue to project the image of modern progressive and resurgent India committed to the principle of democracy, socialism, international peace and co-existence.

DIGITAL SATELLITE SERVICE

From 15th August 2000, for the first time a Digital Sattelite Service through Afristar Satellite of World Space in English, Hindi, Urdu, Sindhi, Pushtu, Arabic and Gujarati languages in External broadcast of All India Radio was launched covering West Asia, Afghanistan, East and South East Asia, North East Asia, Srilanka, Austalia, New Zeeland, East Africa, UK, West Europe, West & North West Africa, Pakistan and Indian Sub-continent.

PROGRAMME EXCHANGE

External Services Division continues to supply recordings of Music, Spoken Word and composite programme to about eighty Foreign Broadcasting Organisations, under the Cultural Exchange programme.

USE OF INTERNET

At present External Services Division broadcast does not reach USA, Canada etc. Proposals are under active consideration for creating a dedicated Internet Service for ESD, to facilitate it to the growing number of listeners through Internet world over.

REVAMPING OF ESD

It is imperative to undertake periodic review of external broadcast to make it updated to the needs of the changing dynamics of our foreign policy and changing geopolitical requirements. The last such review however took place in the early 80s i.e. over two decades back. It was thus felt that External Services Division needs an immediate review to make it attuned to the need of the hour and redefining its relationship with the MEA. Associated with this is also the issue of possible funding of the ESD by the MEA in the line of BBC World Service which is funded by the British Foreign Office. Accordingly, action was initiated by the ESD to formulate strategies for restructuring of the ESD in consultation with the Ministry of External Affairs and Ministry of Information and Broadcasting.

REVIVAL/RESUSCITATION OF AUDIENCE RESEARCH UNIT

Till 1995, Audience research Unit - the vital wing of External Services Division used to analyse listeners letters from different parts of the globe. It was a major source of feedback. With the sudden withdrawal of this wing we are in dark and a huge gap has crept up between broadcasters and listeners abroad. It is important for the success of any broadcasting organization to have a hand on the listener's pulse, for this helps to know listener profile and effective programming. It is in this context that the revival of the ARU in External Services Division assumes great significance.

REVIVAL OF INDIA CALLING

External Services Division used to publish a monthly programme journal entitled "India Calling" (In English) providing advance information of the programmes broadcast in ESD. Sometime back, this unit too was wound up and we lost a direct rapport with listeners' abroad. There is an immediate need to re-start the magazine which contained selected talks, letters from listeners and other information and which was extremely popular among listeners abroad.

ENSURING EFFECTIVE MONITORING OF PROGRAMMES

Allocation of adequate fund for provision of special quality monitoring sets in ESD Duty Room like the one used by the monitoring Unit of AIR for effective on air monitoring of ESD Services.

The External Services Division of AIR has been a vital link between India and rest of the world, especially

with those countries where the interest of India are intertwined because of Indian population, staying in those countries. Indians, who left their home decades ago in search of better life today live in every part of the globe and are still interested to know what "The Country of their Birth" holds for them. Naturally External Services broadcast has been projecting the Indian point of view on matters of National and International importance through its various programmes.

SPORTS

During 2002-2003 All India Radio has provided effective coverage to International and National Sporting events held in India and Abroad viz: India vs West Indies One Day International Cricket Series in West Indies. FIFA World Cup Football Tournament in South Korea and Japan, Wimbledon Tennis Championship in London, NATWEST One Day International Cricket Series in England, 17th Commonwealth Games in Manchester in England Shivanti Gold Cup International Volleyball Tournament at Hyderabad, 2nd World Cup Chess Tournament at Hyderabad, Championship Hockey at Cologne, Germany, ICC One Day International Cricket in Sri Lanka, 14th Asian Games at Busan in South Korea, India vs Cricket Champions Trophy Hockey Tournament in Cologne, Germany, 14th Asian Games in Busan, South Korea, India vs. West Indies Cricket Series in India 32nd National Games in Hyderabad and India vs Newzealand One Day International Cricket Series in Newzealand etc. on the National hook up. All major sports events, National Championship and Tournaments of various disciplines were covered through Live Commentaries, Resumes, Voice Casts, Discussions and Interviews with the players.

Besides the above coverage, AIR proposes to cover the forthcoming World Cup Cricket in South Africa and 9th SAF Games in Pakistan.

In addition to the coverage of International and National Sporting events, AIR also encourages traditional games like Kabaddi, Kho-kho etc. in order to popularise them among the youth of the country and to encourage sports talents in the domain of Traditional Sports and Games.

POLICY

During the 2002-2003 live coverage was provided to the following prominent functions:-

1. Direct relay of the function held to mark the 150th years of Indian Railways at the National Rail Museum on 15th April, 2002.
2. Direct relay of the proceedings of the election of the speaker to the 13th Lok Sabha from Parliament on 10.5.2002.
3. Radio report on the function to mark the Golden Jubilee celebration of Parliament on 14.5.2002.
4. Direct relay of the Prime Minister's address to Jawans at Kupwara during his visit to J&K on 22-05-2002 and special programme on the Press Conference at Srinagar on 23-05-2002.
5. Manali Mein Rohtang Surang Ke Shilanyas Samaroh Mein Pradhan Mantri Ke Diye Gaye Bhashan Ki Recording (on 26.5.2002)
6. Prime Minister speech at CICA Conference at Almaty was broadcast on 4.6.2002.
7. Due coverage was also provided to the Goa assembly elections.
8. Direct relay of the unveiling of statue of Lok Nayak Jai Prakash Narayan by Hon'ble President Shri K.R.Narayanan from Parliament House on 03-7-2002.
9. Running commentary of the Rath Yatra festival (Puri) on 12-7-2002.
10. Direct relay of the meeting of the members of the both the Houses of Parliament to bid farewell to the President Shri K.R.Narayanan on 22nd July and President's address to the Nation on 24th July, 2002.
11. Direct relay of the swearing-in-ceremony of the President-elect Prof. A. P. J. Abdul Kalam on 25th July, 2002 and radio report thereon.
12. President's broadcast to the Nation on the eve of Independence Day and direct relay of Prime Minister's address to the Nation from the Ramparts of the Red Fort on 15th August, 2002.
13. Direct relay of swearing-in-ceremony of newly elected Vice President of India Shri Bhairon Singh Shekhawat from Rashtrapati Bhawan on 19-8-2002.
14. Direct relay of Special programme and Prime Minister's address to the U.N.General Assembly on 13-9-2002.
15. Special bilingual programme on the counting of votes for J&K Assembly on 10.10.2002.
16. Regional News bulletin in Hindi for a duration of 5 mts. was introduced from AIR, Chandigarh w.e.f. 6.10.2002. This news bulletin is relayed by AIR stations of Rohtak and Kurukshetra.
17. Direct relay of the Welcoming ceremony of the High Level segment of the 8th session of the Conference of Parties to the United Nation Framework Convention of Climate Change (UNFCCC) from Vigyan Bhawan on 30-10-2002 and coverage of the same by ESD and Delhi Station.
18. Recordings of Sardar Patel Memorial Lecture which was delivered by Shri J.N.Dixit, former Foreign

Secretary on the topic "Challenges to India's National Consolidation" broadcast on 31st October, 2002 and Dr. Rajendra Prasad Memorial Lecture broadcast on 3rd December, 2002 by Shri K.C.Sharma Bhikkhu on the topic "Hindi Ki Akhil Bhartiya".

19. Jan Sewa Prasaran Diwas (12th Nov.,2002) ke Avasar Par Akashvani Parisar Mein Aayojit Samaroh Ka Sidha Prasaran Aur Vibhinna Karyakramon par Radio Report.
20. Due coverage was also given to the Gujarat elections.

The following live coverages are also proposed:-

1. Live coverage of the inauguration of Pravasi Bhartiya Diwas by Hon'ble Prime Minister at Pragati Maidan, Delhi on 9.1.2003.
2. Live coverage will be provided to the Republic Day Celebrations.
3. Live coverage will be given to the presentation of Railway and General Budget in the Lok Sabha.

CENTRAL MONITORING SERVICES

The Central Monitoring Services (CMS) is engaged in the task of monitoring news and news based programmes of important foreign Radio and Television networks and some Indian TV channels. During the year (2002-2003) the CMS, on the average, monitored 114 broadcasts and 122 telecasts from 21 radio and 21 television networks every day. The CMS brought out a report every day containing all the material monitored on the day. It also brought out two weekly reports - Weekly Analytical Report giving on analysis of the important news of the week and a Weekly Special Report on Kashmir based on the anti-India propaganda of Pakistan's radio and television network on the Kashmir issue. These reports were sent to selected senior officers in Ministries of Home, Defence, External Affairs and Information and Broadcasting and also to the PMO and the Cabinet Secretariat with the purpose of keeping them abreast of the latest developments of interest/relevance to India.

CENTRAL EDUCATIONAL PLANNING UNIT

CEPU is a section of DGAIR producing a 52 episode serial entitled 'TARU' which is being broadcast from February, 2002 from a number of AIR Stations of Hindi belt. This serial is based on different problems of girl child in Indian society. It is in-house production, which will go up to March, 2003. The total expenditure on this serial of 52 episodes is approximately Rs. 8 lakhs. Last, but not the least the serial is also earning revenue to the tune of Rs. 52 lakhs, CEPU has planned another serial of 52 episodes on senior citizen for the forthcoming year.

DRAMA

All capital and regional stations of All India Radio broadcast plays in different languages. Radio adaptation of

outstanding novels, short stories and stage plays are also some of the highlights of radio broadcast. Besides plays, a number of All India Radio stations also broadcast family dramas which not only help establishing virtues in family life but also go a long way in the eradication of social evils and blind faiths.

The National programme of plays is broadcast every 4th Thursday of the month in Hindi and its regional language versions are also broadcast by non-Hindi stations. Special model plays of 30 minutes duration nomenclatures as chain are also broadcast on 3rd Friday of every month. All India Competition for Radio Playwright are organised in 19 prominent languages. The prize winning entries are subsequently translated into Hindi and then circulated to all stations for their language translation and production.

MUSIC

AIR, probably, is the only institution which preserves & propagates the glorious tradition of Indian Classical music through the broadcast of weekly programme of National Programme of Music on Saturday and Ravivasariya Akhil Bhartiya Sangeet Sabha on Sunday from 10 P.M. to 11P.M. These programmes feature not only the eminent & veterans but also provide opportunity to up-coming artistes. Efforts are made to bring to listeners artistes from far off and remote areas apart from artistes from metros & industrially rich places. 64 artistes were broadcast in this programme. The following artistes were main attractions :- Krishna Rani Choudhary, Anand Gopal Bandopadhyay, Rama Kant Pathak, R.P. Shastri, Gori Raj, Madhuri Oak, Dharam Nath Mishra, Gundecha Brothers, Budhdeo Das Gupta, T.N. Krishnan, Dr. Noohale Satyanarayana, R.K. Srikantan, Smt. Rajeshwari Padmanathan, V.V.Subramanian, Late K.V.Narayanaswami, Late Mani Krishnaswami & Late T.Viswanathan.

Beside this, special programme on 50th year of National Programme of Music based on Archival recording in Hindustani & Karnatak Music was broadcast on 20.7.2002.

AIR celebrated Public Service Broadcasting Day on 12th Nov.2002 A special musical Programme was broadcast from 10 pm to 11.30 pm. entitled "Bhartiya Shastriya Sangeet Ke Sahitya Rachnao Mein Shringar aur Bhakti Ras"

This year Akashvani Sangeet Sammelan was held on 19th October, 2002 before invited audience at 17 places spread all over the country featuring 39 artistes both Hindustani & Karnatak Music alongwith a number of accompanying artistes. These concerts were very well received by music lovers. Some of the eminent & upcoming artistes featured in this year's concerts were: Pt. Kishan Maharaj, Pt. Jagdish Prasad, Ustad Ali Ahmed Hussain, Pt. Ram Narayan, Sh. Sri Krishan Sharma, Vidushi Afroz Bano, Ustad Asad Ali Khan, Sh. Retwik Sanyal, Shruti Sadolikar, Ajay Pohankar, Pt. Debrata Choudhuri, K.L. Ginde, Vidushi

Sulochana Brahaspati, Pt. Mani Prasad, Pt. Gokulotsavji Maharaj, Thiruvizha Jayashankar, Smt Sugandha Kalamegham, T.S. Sankaran, Sanjay Subramanyan, M. Chandrasekaran, Madurai T.N. Seshagopalan, C. Saroj & C.Lalitha, A Durgaprasad & B.V.Balasai, O.S. Thiagarajan, Aniyampatti S. Ganeshan & Vellore Ramabhadran & others, Vmanda Sudharani, K.S.Gopalakrishnan, Dr. R.N. Sreelatha, A. Kanyakumari, M.S.Sheela, Kalyani Lakshmi Narayana.

The recordings of these concerts are being broadcast on National Hook Up every evening from 16th Nov.02 to 22nd Dec.02(10pm. to 11pm.) except 3rd Dec.02

AIR also encourage Light & Folk Music on every 1st Thursday of the month. AIR broadcast the National Programme of Regional and light music. Following were the attractions :- Traditional Ghazal by Suresh Wadekar, Joyful songs of Rajasthan, Rainy songs of U.P.Geet and Ghazals by Chandan Das, Festival songs of North-East etc..

AIR, Music Competition is a regular feature of AIR to search new talent among youths. Last year AIR introduced 47 new talents in the category of Hindustani and Karnatak Music. This year also the process of Music Competition has been started and final results will be declared on 9th Dec.02.

FARM & HOME

The commitment of All India Radio to the rural audience dates back to more than 50 years. All stations of All India Radio broadcast Farm & Home programmes directed at rural audience. In fact, special programmes have been designed to cater to the day to day seasonal needs of the farming community. To broadcast the latest technology and information for agricultural output is a continuous process of its Farm & Home programme. These programmes not only provide information about agriculture but also create awareness about the ways and means to improve the quality of their lives. The programmes are broadcast daily in the morning, noon and evening. The average duration of Farm & Home broadcast is 60 to 100 minutes per day. Farm & Home programmes also include programmes for Rural Women, Rural Children and Rural Youth.

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

The special programmes are devoted to the various schemes being implemented for the upliftment of rural farmers especially those living below the poverty line. All

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

Besides this, hints to farmers, market rates, weather report etc. are also broadcast at different times in the morning, afternoon & evening. These programmes are produced with the help of subject matter specialist. All India Radio maintains a very close liaison with the Ministries and Departments of agriculture & rural development of central & state governments. The programmes are mounted in local dialect from different stations. Local radio stations also broadcast regular programmes on rural development.

Different formats such as, dialogues, discussions, talks, interviews, features, serials, dramas, slogans, jingles, phone-in-programmes, musical features and farm school on the AIR etc. are used to get the message across to the listeners.

Environment

Keeping in view the importance of the subject, all the AIR stations broadcast a daily programme on Environment for 5 to 7 minutes duration and a weekly programme of longer duration for more than a decade. This is being discussed in our other programmes i.e. Health/Women/Rural Women/Youth & Children programmes also for making awareness about the environment. The AIR stations are broadcasting programmes on the subject on the basis of instructions and guidelines issued by the Directorate. In order to inform and educate the listeners living both in urban and rural areas for creating environmental consciousness among them on preservation of environment through development of forests, afforestation, social forestry, farm forestry etc., these programmes are mounted in interesting and imaginative way. These programmes are being broadcast in different formats like talks, discussions, features, new items, spots, serials etc. by all AIR stations in their local languages. More than 3000 programmes are being broadcast every month. AIR stations are advised from time to time to intensify and include the programmes on Environment in their future schedules.

There is a regular broadcast of programmes related to Environment & Forest Developmental Schemes launched by the Central/State governments. All India Radio has adopted a multilingual approach for its broadcasts of programmes on environment, forestry, wildlife and ecology etc. These programmes are broadcast in major languages and local dialects, spoken by various smaller communities.

In view of its importance, wildlife and forest conservation are treated by AIR as a challenge and emphasis is given on developmental activities as well as social rituals. All India Radio projects the success of governmental initiatives, which take place in forestry, wildlife conservation and ecological balance. As such, AIR is

broadcasting programmes on wildlife and care of animals through its various special audience programmes. Some special programmes were produced and broadcast on World Environment Day. A Daily programme "Vasundhara" is being broadcast from some of the stations.

In some of our special audiences programmes, like Rural Women & Youth Health programme we have registered audience groups and with their communications and during invited audience programmes they are asked to give their contribution to spread general awareness about this.

All the AIR stations are giving wider publicity to the legal factors towards Environment and Forestry. These programmes are being supervised by getting monthly information from all the stations.

The Hon'ble Supreme Court passed directions in the year 1991 for the promotion of environment awareness in the country. The Govt. assured the Hon'ble Court that a daily programme on Environment will be mounted for 5 to 7 minutes besides a weekly programme of longer duration. The heads of AIR stations were accordingly instructed to plan, produce and broadcast the programmes for creating environmental consciousness among the people of the area of the coverage.

FAMILY WELFARE PROGRAMME

All AIR stations broadcast family welfare programmes in the regional languages/ dialects of our country. In 22 AIR stations, full fledged family Welfare units are provided which include one Programme Executive (FW). One Transmission Executive (Scripts) and one Field Reporter, and in 14 AIR stations there are one Field Reporter(FW) each to cover the family welfare activities in the area.

Family Welfare units of AIR comprising other AIR stations broadcast more than 15,000 programmes on family welfare in each month covering a duration of about 25,000 minutes. The programmes were broadcast in general as well as special audience programmes like rural programmes, rural, women/children and general audience programmes etc. in the formats of talks, discussions, features, quiz jingles, sports, short stories, drama, success stories, phone-in programmes, etc. Apart from these, rests of AIR stations - including local radio stations are also mounting programmes on the themes mentioned below, regularly.

The themes covered were: raise in marriage age, delay the first child, space between two children, terminal methods, maternal care, child survival, women empowerment, promotion of inter-spouse communication/ male responsibility, neutralizing male preference syndrome, medical termination of pregnancy, non-scalpel techniques, vasectomy, tubectomy, promotion of institutional legal provisions, management of reproductive track infections (RTIs) and sexually transmitted infections (STIs), pre-natal

diagnostic techniques (Regulation and Prevention of (Misuse) Act-1994, AID's, drug abuse, breast feeding, child right, child labour, girl child, disability, T.B., leprosy and reproductive child health etc

Wide publicity has been given to Blood Donation and Eye Donation as well as suitable programmes have also been mounted against drug abuse, tobacco consumption, illicit trafficking, leprosy eradication and AIDS etc. Each AIR station broadcast once a week 'Health Forum' programmes of a duration of 15 minutes. Doctors are invited for providing information to the listeners on common diseases and ailments.

Several serials i.e. Swans, Tabtak, Patjhar, Bhorka Rahi, Deep Jalte Rahe, Ek Doctor Ki Dairy, Unmad, Murti Ki Rait & Chakravyuh had been commissioned by AIR to create awareness about AIDS. Swans serial has also been broadcast by some stations in their local languages, to emphasize the fact that the dreaded AIDS can be prevented with the proper information and knowledge, AIR mounted special programmes, such as 'Kavya Natika" (Opera)/ Folk song based programmes/ Phone-in programmes/ Interview of self experience of AIDS affected persons/ seminars/ plays and special invited audience programmes. Some stations had started 'Radio Lessons on AIDS' with registered listeners.

Several workshops on the issues related to 'Girl Child', 'Child Prostitution' and 'Sexual Exploitation' and 'Child Abuse' have been organized at Nanital, Darjeeling, Ranchi, Panaji, Jaipur and Shillong to sensitize the programme staff, special campaigns are being launched to make awareness in general public about the immunization programmes, and various camps being organized by the government from time to time were given full coverage.

Pulse Polio Immunization Programme

All India Radio has been providing its full communication publicity support to the Pulse Polio Immunization Campaigns organized in the country on 21.1.2001, 14.10.2001 and to be held on 2nd December 2001 & 20th January, 2002.

Special radio spots, announcements and information items in various programmes especially those addressed to women and rural audiences are being broadcast from all the stations of All India Radio.

Interviews with medical officers, medical practitioner, opinion leaders, programmes of talks/discussions, dialogues in support of immunization programme, highlighting that oral polio vaccine is safe and can be given to children who are even sick are being broadcast in a sustained manner during the campaign. The importance of immunization in helping to eliminate wild polio virus has been highlighted.

The publicity on Pulse Polio immunization Campaign was carried out in a sustained manner. The frequency of broadcasts of these messages stepped up during the days before the actual dates of immunization.

All AIR Stations have also been impressed upon to broadcast programme on family Welfare in almost all the formats like talks, interviews, discussions. Quiz, jingles, short stories, drama, success stories etc. in their regional languages.

Family Welfare Advisory Panel guides AIR stations having family welfare units on programme matters from time to time, and these suggestions are incorporated in programme schedules.

Central/State Health Education Bureau, Ministry of Health and Family Welfare are constantly in touch with AIR and provide background materials and expert advice from time to time.

Each year Akashvani Annual Award is given to the best programmes on family welfare.

Special Thrust: Keeping in view the National Population Policy-2000 and the National Communication Strategy, the more thrust is being given to promote motivational measures for adoption of the small family norms and reproductive Child health programmes. A copy of the Population Policy-2000 and National Communication Strategy have been sent to all major stations as a resource material to highlight the new communication strategy fresh instructions have been issued to all AIR stations to concentrate more on two child norms, importance of small family size, methods of prevention of pregnancy, sterilization, broadcast of field based programmes (interviews with beneficiaries of Family Planning), importance of Nutrition in food, child care immunisation, breast feeding and raising the age of marriage etc. stations have also been advised that their family welfare messages must be clear, concise and radiated everywhere, in the remote corners of the country in local dialects.

Plan of Action for Children

AIR with its vast network of 208 Radio stations spread over the whole of the country, broadcast programmes in a large number of languages and dialects. All stations broadcast programmes for children on regular basis. In the programmes addressed to women and general audiences, stress has been laid on programmes regarding health and care of mother and the child, programmes dealing with child health, reduction of mortality rate, universal immunization and primary health education form a regular part of our broadcasts.

Programmes are planned keeping in mind the following action points.

1. Protection of Rights of Children.
2. Care and support to disabled children.
3. Care and support to children under difficult circumstances.
4. Equal status of girls and equal rights to women.
5. Universal access to basic education to children and more attention to girls education.
6. Safe motherhood, responsible planning of family size.
7. Providing safe and supportive environment to children and encouragement of cultural life.
8. Improvement in the economic condition of family and self-reliant society.
9. National and international cooperation for better future of a child.
10. Safe drinking water facility and sanitary means of excreta disposal.

AIR broadcast from almost all its stations programmes for children of three categories, viz. programmes for children between the age of 5 to 7 years and 8 to 14 years age. Special programmes are also broadcast for rural children.

Special programmes focussing on the status and importance of the girl child in various formats such as discussions, compering, talks, short stories, jingles, spots, etc. are being broadcast during the transmission on a continuous basis at regular intervals, throughout the year to create social awareness to welcome the girl child's birth as that of boy.

In the year 1998-99, a year long campaign on Girl Child had been launched and AIR stations had broadcast special programmes. Stations had been provided a script of serial 'MEENA' of 10 episodes to be broadcast. The script of the serial had been finalized by the AIR producers during a workshop, held in collaboration with UNICEF.

Some of the programmes are broadcast on a weekly basis. Plays, short stories, features, choral songs, interviews, stories from epics etc. are part of these broadcasts.

Programme on Rural Children

Children, regardless of their educational and literacy status, participate in these programmes broadcast once a week from stations having farm & home units. Emphasis is given on educating and motivating children to be better citizens. All the items included in programmes for teenagers find place in these programmes. The messages of socio-economic activities are highlighted in all the programmes for teenagers.

Programmes for Tiny Tots (6-7 years)

The programmes are broadcast on a weekly basis and are relatively of short duration. Plays, features, choral songs,

interviews, travelogues, stories from epics, stories of different lands are the principal ingredients of these programmes with much encouragement given to children's participation in the programmes. The rights of the tiny tots come to the fore often in choral songs, stories, recitations, playlets and also interviews with children. Their right to free and healthy growth and development and to enjoy a clean environment and to participate in nation building as well as in the welfare of the family are discussed by them and their elders.

Women Programmes

AIR Stations broadcast programmes for rural women as well as urban women at the timing convenient for listening by the respective target groups.

The programmes directed to women listeners cover subjects related to socio-economic development of women, health and family welfare, food and nutrition, scientific home management, women entrepreneurship, education, including adult education, gender issue etc. These programmes also aim at creating wide social awareness about rights and privileges of women through the propagation of legal literacy.

All India Radio strives, through its programmes, to seek to raise the social consciousness of the country in regard to attitude towards women. Different traditional folk forms are used to communicate specially with the rural women audience. Programmes like the Mahila Samridhi Yojana, with the sole purpose of acquainting the women listeners with the opportunities available to them for attaining their economic development is broadcast regularly.

Besides the issues of women forming the main part of the women's programmes, the problems in general faced by women and the need for change in social attitude towards women also forms an integral part of the general broadcasts. Formats of the programmes like talks, plays, short stories, features, discussions etc. based on themes such as crime against women, preference for a girl child, evils of dowry system, gender inequity and female infanticide, improvement of the status of women are constantly being broadcast in the programmes meant for the general programmes.

A year long multimedia campaign on atrocities against women has been launched to create an atmosphere conducive to safety and security of women within and outside of the households for a safe and secure hygienic environment for women and children. Special programmes as well as general audience programmes are being broadcast focussing on the issue to change social attitudes and behavioral practices towards women.

Workshops are conducted regularly by the Staff Training Institute as well as in collaboration with

international Organizations for sensitizing the programmers about the latest issues and trends in broadcasting. Workshops on 'Radio for Women' and 'Expanding Partnership for adolescent Girls' have been organized.

Guidelines are issued to AIR programme heads from time to time to plan and produce programmes for women with the aim of their empowerment and to ensure that women's issues are projected as social issues rather than as issues concerning women only

As we all are aware the Government of India has declared the year 2001 as the year of Women Empowerment in order to highlight their rightful place in the mainstream of national development. The countries of the SAARC region have recently issued declaration recommending the celebration of the year '2001 as Women Empowerment Year'.

The objective of the Women's Empowerment Year is to create large-scale awareness of women's rights and to focus on issues and interventions, which can bring positive impact on their lives. The continuously declining sex ratio manifests a clear gender bias against female child. This is also exhibited in their poor health and literacy pointers. Low nutritional level of female child and marriage of girls at an early age are leading to prevalence of very high levels of anemia among adolescent girls/ mothers and a very high number of maternal deaths. Their participation in the economy continues to be still at low level. Violence against women is another very major area of concern. In this context, the year long activities on status of women and their rights, and launching of programmes for interventions, required to bring about a change, would build up an environment conducive to developing self-confidence and assertiveness among women and girls.

During the year, All India Radio has broadcast special programmes focussed on selected theme including economic empowerment of women, health, nutrition, education, violence against women and women in difficult circumstances.

Month-wise schedule of activities planned by DWCD has been circulated to all the AIR stations in order to mount special broadcast on Women Empowerment Year for one hour daily.

Every month more than 5000 programmes are being broadcast in this regard.

SPOKEN WORDS

During the year following programmes were organized and broadcast by All India Radio.

1. On 31st October, 2002, Sardar Patel Memorial Lecture was delivered by Shri J.N.Dixit,

2. Former Foreign Secretary on the topic "Challenges to India's National Consolidation".
3. On 3rd December 2002, Dr. Rajendra Prasad Memorial Lecture was delivered by Shri K.C.Sharma "Bhikku" on the topic "Hindi Ki Akhil Bhartiyata".
4. On the eve of Republic Day, National Symposium of Poets presented contemporary Indian poetry.

MARKETING DIVISION

Marketing Division, Delhi set up one and a half year ago to augment the overall revenue of Prasar Bharati had been able to procure business worth Rs. 20 crores during its first year from the various Govt. Ministries/Departments.

After the successful completion of the mega campaign of the Ministry of Rural Development undertaken by the Marketing Division, this year again the publicity campaign of this Ministry started with one sponsored programme being broadcast weekly from 128 Primary Channel/LRS in 16 languages. Plans have been finalised to broadcast five more sponsored programmes in a week shortly, which will earn revenue for Prasar Bharati to the tune of about Rs. 7 crores.

Other publicity campaign undertaken by the Marketing Division during the current year 2002-2003 are on behalf of Directorate of Adult Education, Ministry of HRD being done from 79 Primary Channel/LRS in three languages, Ministry of Railways, Ministry of Health & FW and various sports-events. Business done from these campaigns is Rs. 1.5 crores.

Marketing Cell is in the process of negotiations with various other Ministries/Departments such as Rajiv Gandhi National Drinking Water Mission, Ministry of Water Resources, Ministry of Environment and Northern Railways. A good response is expected from these clients for the period January 2003-March 2003.

NLF SCHEMES

1. The NLF Schemes were created to utilise revenue derived from Commercial Service of Akashvani and Doordarshan with effect from 1-4-75 reducing the commission paid to advertising agencies and advertisers. Primarily the funds were to be utilised for improvement of hardware and Software facilities.

With introduction of new accounting system in Prasar Bharati w.e.f. 1.4.2000 the concept of NLF has been abolished and expenditure on these schemes is being booked under normal non-Plan (except on 'PPSS' and 'Royalty'). All the expenditure on 'PPSS', 'Royalty' and 'Advt. & Publicity' is being financed under IEBR for which the budget provision is as under:

(In thousand of Rs.)

Head	Approved SBG 2002-03	Approved RE 2002-03	Proposed BE 2003-04
IEBR	472200	472200	712968

2. Software Plan Schemes encompass three schemes namely Normal Software Plan Scheme, J & K Spl. Package and N. E. Spl. Package .

A sum of Rs. 11.5 crores for Normal Plan Scheme, Rs. 1 crore 40 lacs for N.E. Spl. Package and Rs. 1 crore for J & K Spl. package has been earmarked for the financial year (2002-03) .

Under this, programmes are produced by outside commissioning of producers and by undertaking Inhouse projects of high quality and archival value programmes.

The Programmes under Normal Software Plan focus on :

1. Radio Adaptation of World Classics.
2. Ancient Indian Literature.
3. Preserving our heritage.
4. Compilation and Cataloging of Tribal and Folk Music.
5. Popularising Classical Music.
6. Rivers of India.
7. Serving the under privileged sections of society.
8. Programme series on empowerment of women.
9. Programme series on Rural development.
10. Programme series on Child labour and child abuses.
11. Protection of Girl Child.
12. 20th Century -in Retrospect.
13. 100 years of Indian Music.
14. 100 years of Indian Drama.
15. 20th Century Achievement in Agriculture and Technology.
16. Centres of excellence in Karnatic Music, Hindustani Music, Radio Drama, Radio Features and Radio documentaries.

The basic aim of the J & K Package is to promote the spirit of national integration ensuring that the originality, identity and speciality of the region is not disturbed. The themes vary as follows :

1. Established work on Kashmir or by writers of the state.

2. Changing scenario in the state.
3. Programme on Developmental themes like advancement in the field of Education, Health, Agricultural, Tourism promotion etc.
4. Development of infrastructure.
5. Rich cultural heritage of state and allied topics.
6. Any other subject relevant to the state.
7. Programmes to counter day to day propaganda of Pak Radio.

The objective of N. E. Package is to highlight the north eastern states including Sikkim and bring them closer to the rest of the country. The programmes are based on the following format :

1. Land and the People.
2. History of the state.
3. Fair and Festival of the State.
4. Folk and Tribal arts.
5. Music of the State.
6. Art and Literature.
7. Tourism.
8. Eminent person of the state (Historical & Political)

9. History and culture.
10. History of freedom Movement.

3. Besides various programmes undergoing at the level of directorate, a special mention may be made to the on going in-house projects at the various AIR Stations all over India (including J&K & N.E. States) for which Rs.6 Crores approx. have been allocated. The aim of these in-house project is to produce high quality and archival value programmes. These funds are being likely to be utilised to maximum by 31.3.2003.

Another mention worthy proposal is the computerization in respect of Software infrastructure for which stations are being provided computer with data storage facility for upgradation of record libraries at AIR stations.

The Budget provision with r/o of Software Plan Scheme is as follows:

	S.B.G. 2002-03	R. E. 2002-03	B.E. (Proposed) 2003-04
Normal			
Software	11.5 Crores	10.9 Crores	11.5 Crores
J & K	1 Crore	1 Crore	1.50 Crore
N.E.	1 Crore	1.6 lacs	1.50 Crores

PROGRAMME ACTIVITY CLASSIFICATION (REVENUE)

(Amount in lakhs of Rs.)

S.No.	Description	Annual Expenditure 2000-2001		
		Plan	Non-Plan	Total
1	SALARIES	987.98	24337.79	25325.77
2	OVERTIME ALLOWANCE	7.29	650.57	657.86
3	DOMESTIC TRAVEL EXPENSES	21.62	642.26	663.88
4	FOREIGN TREVEL EXPENSES	0.00	20.37	20.37
5	OFFICE EXPENSES	119.87	3024.09	3143.96
6	PROFESSIONAL SERVICES	52.91	3134.82	3187.73
7	RENTS, RATES & TAXES	14.05	728.29	742.34
8	ROYALTY	0.00	251.33	251.33
9	ADVERTISING & PUBLICITY	7.43	187.40	194.83
10	GRANTS-IN-AID	0.25	2.47	2.72
11	HOSPITALITY	1.32	25.81	27.13
12	PENSIONARY CHARGES	26.25	2111.02	2137.27
13	MINOR WORKS	142.07	1565.61	1707.68
14	MACHINERY & EQUIPMENT	165.20	1202.36	1367.56
15	SUPPLIES & MATERIALS	604.42	2955.79	3560.21
16	MOTOR VEHICLES	36.38	949.61	985.99
17	OTHER CHARGES	285.90	9593.65	9879.55
18	SCHOLORSHIP & STIPENDS	0.00	3.12	3.12
19	PAYMENT TO PTI/UNI	0.00	1099.99	1099.99
20	INTEREST ON CAPITAL	0.00	0.00	0.00
TOTAL REVENUE EXP.		2472.94	52486.35	54959.29
21	PRASAR BHARATI	0.00	0.00	0.00
22	J&K SPECIAL PLAN	66.38	0.00	66.38
23	NE SPECIAL PLAN	6.76	0.00	6.76
GRAND TOTAL		2546.08	52486.35	55032.43

PROGRAMME ACTIVITY CLASSIFICATION (REVENUE)

(Amount in lakhs of Rs.)

S.No.	Description	Annual Expenditure 2001-2002		
		Plan	Non-Plan	Total
1	Direction & Admn.	670.40	2363.64	3034.04
2	Operation & Maint.	604.42	7872.17	8476.59
3	Programme Services	809.24	39695.98	40505.22
4	Planning & Development	265.46	1793.51	2058.97
5	Research & Training	123.42	761.05	884.47
Total Voted Expenditure		2472.94	52486.35	54959.29
6	PRASAR BHARATI	0.00	0.00	0.00
7	J&K SPECIAL PACKAGE	66.38	0.00	66.38
8	NE SPECIAL PLAN	6.76	0.00	6.76
Grand Total		2546.08	52486.35	55032.43

PROGRAMME ACTIVITY CLASSIFICATION (CAPITAL)

(Amount in lakhs of Rs.)

S.No.	Description	Annual Expenditure 2001-2002		
		Plan	Non-Plan	Total
1	BUILDING	1179.37	0.00	1179.37
2	EQUIPMENT	9926.12	0.00	9926.12
3	SUSPENSE	0.00	0.00	0.00
4	ESTABLISHMENT			
	SALARIES	1607.94	0.00	1607.94
	TRAVEL EXPENSES	132.63	0.00	132.63
	OFFICE EXPENSES	96.36	0.00	96.36
	PENSIONARY CHAR.	20.72	0.00	20.72
	MOTOR VEHICLES	48.06	0.00	48.06
	R.R.T.	11.78	0.00	11.78
	OTHER CHARGES	5.36	0.00	5.36
	TOTAL ESTABLISHMENT	1922.85	0.00	1922.85
	TOTAL	13028.34	0.00	13028.34
5	CHARGED	104.22	0.00	104.22
6	J&K SPECIAL PACKAGE	2289.32	0.00	2289.32
	GRAND TOTAL	15421.88	0.00	15421.88

PROGRAMME ACTIVITY CLASSIFICATION (CAPITAL)

(Amount in lakhs of Rs.)

S.No.	Description	Annual Expenditure 2001-2002		
		Plan	Non-Plan	Total
1	STUDIOS	674.56	0.00	674.56
2	TRASMITTER	7717.68	0.00	7717.68
3	STAFF QUARTERS	293.42	0.00	293.42
4	R&D	88.15	0.00	88.15
5	ADDL. FACILITIES INCLUDING MWS	2321.59	0.00	2321.59
6	ADMINISTRATION	1922.85	0.00	1922.85
7	MECH. & EQUIPMENT	10.09	0.00	10.09
8	SUSPENSE ACCOUNT	0.00	0.00	0.00
9	CHARGED	104.22	0.00	104.22
10	J&K SPECIAL PACKAGE	2289.32	0.00	2289.32
	TOTAL	15421.88	0.00	15421.88

SPORTS ACTIVITIES AND ACHIEVEMENTS DURING 2002 & 2003

During 2002-2003, All India Radio had provided effective coverage to International and National sporting events held in India and abroad viz.: India V/s West Indies One Day International Cricket Series in West Indies, FIFA World Cup Football Tournament in South Korea and Japan, Wimbledon Tennis Championship at London, NATWEST One Day International Cricket Series in England, 17th Commonwealth Games at Manchester in England, Shivanti Gold Cup International Volleyball Tournament at Hyderabad, 2nd World Cup Chess Tournament at Hyderabad, Championship Hockey at Cologne, Germany, ICC One Day International Cricket in Sri Lanka, 14th Asian Games at Busan in South Korea, India V/s West Indies Cricket Series in India, 32nd National Games in Hyderabad and India V/s Newzealand One Day International Cricket Series in Newzealand etc. on the National hook-up. All major sports events, National Championship and Tournaments of various disciplines were covered through Live Commentaries, Resumes, Voice Casts, Discussions and Interviews with the players.

Besides the above coverage, AIR proposes to cover the forthcoming World Cup Cricket in South Africa and 9th SAF Games in Pakistan.

In addition to the coverage of International and National Sporting events Air also encourages traditional games like Kabaddi, Kho-Kho etc. in order to popularise them among the youth of the country and to encourage sports talents in the domain of traditional sports and games.

VIVIDH BHARATI COMMERCIAL SERVICES

Vividh Bharati was commissioned in 1957 to wean away Indian listeners from Sri Lankan Broadcasting Service. Vividh Bharati was converted into a commercial channel on 1st November, 1967. Until 1985 the commercial advertisements were broadcast only on 10% broadcast time of Vividh Bharati. In 1985 commercials were introduced in the primary service of All India Radio also. FM broadcasting has given a fillip to the commercial earnings of All India Radio. The FM I and II channels in the four Metros and the FM channels at Lucknow, Bangalore, Jalandhar and Cuttack and the VB Service broadcast on FM mode from 26 stations have proved to be good grossers of revenue. AIR earned a total gross revenue of Rs.96.68 Crores during 2001-02 against the target of Rs.110.00 crores. During the current Financial Year AIR has earned a total revenue of Rs.48.67 crores till 31st October 2002. It is expected that in the remaining months the revenue will go up to at least Rs.100 crores by 31st March, 2002. Revenue projection for the next Financial Year i.e. 2003-04 is Rs.125.00 Crores.

DOORDARSHAN

ENGINEERING WING

Doordarshan is presently operating twenty five channels viz. National channel (DD 1), Metro channel (DD 2), DD Bharati, DD Sports, DD India (International channel), Gyan Darshan (Education channel), eleven regional channels and eight state networks. Satellite uplinking facilities for the above channels have been setup at various Doordarshan kendras in different parts of the country. Programmes of all these channels are available throughout the country and can be received with the help of appropriate dish antenna system or through Cable networks. Doordarshan programmes are available on Internet also, (Website – <http://ddindia.net>).

Terrestrial network of Doordarshan comprises 1365 transmitters of varying power installed throughout the country. Break up details of transmitters are as under:

- (a) DD 1 transmitters : 1160
- (b) DD 2 transmitters : 136
- (c) Other transmitters : 69

In terrestrial mode, DD1 channel coverage is estimated to be available to about 89.7% population of the country and DD2 (Metro channel) coverage to about 38.4% population. For in house programme production, there are 59 Studio centres in the country.

I. Achievements of Doordarshan during 2002-2003 (till 31st Jan.,2003)

1. New Doordarshan Kendras

Studio centre along with Satellite uplink facility has been commissioned at Hissar. With the commissioning of Satellite uplink at Hissar, the various LPTs in Haryana have been linked to DDK, Hissar for relay of regional service. Two more studio projects viz. Warangal and Madurai are expected to be completed around end of the current financial year.

2. Satellite uplinks

Satellite uplinks have been established at DDKs Raipur, Dehradun and Ranchi, the capital stations of newly created states of Chhatisgarh, Uttaranchal and Jharkhand. Satellite uplinks at Ranchi and Raipur have already been commissioned. The HPTs & LPTs in Jharkhand and Chhatisgarh have been linked to DDK, Ranchi and DDK, Raipur, respectively for relay of regional service. Total number of Satellite channels of Doordarshan has now increased to 25. DSNG units have also been provided at the above kendras. Satellite uplinking facility at Panaji has also been setup.

3. J&K Special Plan

Special emphasis has been laid on expansion of Doordarshan coverage in J&K. A special plan involving an outlay of Rs.234.44 crores (hardware) for expansion of Doordarshan coverage in Jammu & Kashmir was approved by the Government during the later half of 1999. In all, 112 TV projects were envisaged to be setup as part of this plan. During the current financial year (till 31st Dec, 2002), 37 transmitter projects including seven high power transmitters have been setup under the special J&K plan. With this, the number of projects set up under J&K plan has increased to 108. The remaining 3 transmitter projects are expected to be completed by the end of current financial year. Studio project at Rajouri is expected to be completed during 2003-04.

4. Expansion of coverage

For expansion of terrestrial coverage of DD1 channel, 32 transmitters (HPTs-6, LPTs-6 and VLPTs-20) have been commissioned during 2002-2003 (till 31st Jan., 2003). With the commissioning of above mentioned transmitters, the number of DDI transmitters in Doordarshan network now stands at 1160 (HPTs-108, LPTs-742, VLPTs-290 & Transposers-20). DDI channel coverage is presently estimated to be available to about 89.7% population of the country.

For expansion of Metro channel (DD 2) coverage, 18 transmitters including 11 HPTs have been commissioned (till 31st Jan., 2003) and with these, the number of DDII transmitters has increased to 136 (HPTs-52, LPTs-77 & VLPTs-7). The above transmitters provide coverage to an estimated 38.4% population of the country. For expansion of DD2 channel coverage in North East region, HPTs are under implementation at Itanagar, Imphal, Shillong, Kohima, Aizwal & Gangtok.

List of projects commissioned during 2002-03 (till 31.1.03) is given at Annexure-I.

Total number of Studio centres in Doordarshan network now stands at 59 and that of Transmitters at 1365 (DDI-1160, DDII-136, & Others-69).

5. Digital Terrestrial Transmission (DTT)

DTT offers multi channel operation; superior picture and sound quality; ghost free reception and single frequency networking.

For an experimental service, 4 digital terrestrial transmitters have been set up at Delhi, Mumbai, Kolkatta & Chennai and regular transmission is being given. Each of these transmitters is relaying five TV programmes and two

radio programmes. For receiving digital transmission, a set top box is required to be used with the TV set.

6. Special Package for North East region and Island territories

A special package for expansion and improvement of Doordarshan services in NE region and Islands of A&N and Lakshadweep was approved in principle by the Cabinet in Oct 2001 with the direction that the details of schemes be examined by EFC. Part package comprising the following schemes was approved by the EFC. Implementation of these schemes has been taken up.

- (i) Setting up of 160 cable headends (20 headends in each of 8 North Eastern states).
 - Work of installation of Cable headends has been entrusted to M/S BECIL. 35 Cable headends have already been commissioned and are operational.
- (ii) Upgradation of 5 HPTs (DD-1) from 1 KW to 10 KW (at Shillong, Kohima, Imphal, Aizawl and Itanagar).
 - Orders for transmitters have been placed. Projects are expected to be completed during 2003-04.
- (iii) Earth stations at Shillong & Aizawl.
 - Orders for equipment have been placed. Both the Earth stations are expected to be commissioned during 2003-04.
- (iv) Satellite videophones.
 - Orders for satellite videophones has been placed. Supply is expected before March'03.

EFC desired other technology options for expansion of coverage be looked into and that the full package be brought up for approval after finalisation of 10th Plan outlay. Revised package has been formulated and is under consideration of the Ministry.

7. Ku- band transmission

For demonstration purpose, Ku band satellite uplink facility has been setup at Todapur, Delhi by utilising available equipment in the network and test transmission in Ku band is being given. It is primarily to study the effect of rainfall on TV signals in Ku band in different parts of the country. Reception is being monitored at various places in the country.

8. Projects technically ready for commissioning

List of projects, which are technically ready is given at Annexure-II. Staff for these projects has not been sanctioned, so far. HPTs (DD1&2) and LPTs (DD2) are proposed to be commissioned with the help of available staff.

9. Additional transmitter projects to be completed during Feb'03-Mar'03

4 HPT and 15 LPT/VLPT projects are expected to be

completed during the remaining period of current financial year.

II. Targets for 2003-2004

Projects targeted to be completed during 2003-04 are as under:

- (a) Studios at Coimbatore and Delhi (Doordarshan Bhawan)
- (b) DD1 HPTs at Raichur and Vadodra
- (c) DD2 HPTs at Bundi, Rajamundry, Vadodra, Gangtok, Aizawl, Kohima, Shillong, Itanagar and Imphal.
- (d) Satellite Earth Stations at Shillong & Aizawl and digital Earth station at Guwahati.
- (e) MCPC uplink(Ku band) at Delhi.

In addition to the above, 10 LPTs/VLPTs would be setup and 8 old HPTs replaced by new HPTs. Also, 13 HPTs presently operating in interim setup are expected to be operationalised on full power on completion of tower works. A number of Cable Headends would be setup in uncovered areas. Implementation of Special package for NE and Island territories is planned to be taken up. Work relating to a number of other studio and transmitter schemes including modernisation and digitalisation of existing facilities, construction of staff quarters etc. would be in progress.

III. Training facilities

Doordarshan have laid emphasis on training of its staff especially in view of fast changing technology. Doordarshan is organising foreign training programmes as well as in country training programmes.

Most of the foreign training programmes are being arranged at the works of suppliers with whom equipment have been ordered by Doordarshan. During 2002-2003, 2 engineering offices have been deputed for such training courses. A few more engineers are expected to be trained during this financial year.

In country training programmes are being organised at the following institutes.

- (i) STI(T), Delhi – Induction training and equipment oriented courses besides staff management/executive development training programmes are being organised for various categories of engineering staff at STI(T). During 2002-2003, 727 engineering officials are expected to be trained.
- (ii) RSTI(T); Bhubaneshwar – At this institute, training is imparted to subordinate level engineering staff. During 2002-2003, 188 engineering officials are expected to be trained at RSTI(T).
- (iii) FTTL, Pune - During 2002-2003, 37 engineering officials are expected to be trained at FTTL.

- (iv) DTI, Lucknow – Doordarshan's training institute for Engineering Programmes and Admn. Staff has been set up at Lucknow. Staff for the institute is to be sanctioned. However, a few courses are being conducted at this institute by deploying staff on tour etc.
- (v) IIT, Kanpur – During 2002-2003, 2 engineers have been deputed for DIIT programme and 1 engineer for M.Tech programme.
- (vi) Training courses organised by manufacturers of equipment – 140 engineering officers have been provided training on various equipment by the manufacturing agencies.

IV. Tenth Plan of Doordarshan

Outlay of Rs. 3390.75 crores has been approved for Tenth Five Year Plan of Doordarshan(Capital-2563; Revenue

Software-642.75; Rev. Misc.-185). Thrust areas in 10th Plan are:

- (a) Provision of TV coverage to uncovered areas with a multichannel bouquet through transmission in Ku band.
- (b) Digitalisation and modernisation of Production facilities and Satellite broadcast equipment.
- (c) Replacement of old transmitters, studio and satellite broadcast equipment by new equipment.
- (d) Limited expansion of terrestrial coverage of DD1 and DD2 channels.
- (e) Automation of studios and transmitters.
- (f) Special package for NE states and island territories.
- (g) Digital terrestrial broadcasting
- (h) Software acquisition/ production.

Performance of Individual Schemes Under Capital

Achievements during 2001-2002	Targets for 2002-2003	Achievements during 2002-2003 (upto 31/12/2002)	Targets for 2003-2004
I Transmitter projects			
HPT projects -DD1			
1 HPT Berhampur - Project completed.		Transmitter commissioned	
2 HPT Guna - Project completed.			
3 HPT Warangal - Project completed.			
4 HPT Shahdol - Project completed.		Transmitter commissioned	
5 HPT Ratnagiri - Project completed		Transmitter commissioned	
6 HPT Chandrapur - Project completed			
7 HPT Shantiniketan - Tower work completed and transmitter commissioned with antenna on this tower, in pmt. setup.			
8 HPT Cannanore - Interim setup with temporary tower completed and transmitter commissioned.	Completion of tower work and commissioning of transmitter with antenna on this tower.	Tower foundation to be made. Delay in completion of tower works by TSL.	Completion of tower work and commissioning of transmitter with antenna on this tower.
9 HPT Surat - Construction of transmitter building completed. Tower foundation completed. Interim setup with temporary tower completed.	Completion of tower work and commissioning of transmitter with antenna on this tower.	Transmitter in interim setup commissioned. Tower erection to be taken up by TSL. Delay in completion of tower works by TSL.	Completion of tower work and commissioning of transmitter with antenna on this tower.
10 HPT Ambikapur - Interim set up with temp. tower completed.	Completion of tower work and commissioning of transmitter with antenna on this tower.	Tower erection in progress (80 M ht. attained). Project likely to be completed by March'03.	
11 HPT Balurghat - Construction of transmitter building completed. Tower foundation completed. Interim setup with temporary tower completed.	Completion of tower work and commissioning of transmitter with antenna on this tower.	Transmitter in interim setup commissioned. Tower erection to be taken up by TSL. Delay in completion of tower works by TSL.	Completion of tower work and commissioning of transmitter with antenna on this tower.
12 HPT Mysore - Construction of transmitter building completed. Tower work in progress. Installation works in progress.	Completion of project	Project completed	
13 HPT Krishnanagar - Tower work in progress. Pending completion of tower, interim set up with temp. tower commissioned	Completion of tower work and commissioning of transmitter with antenna on this tower.	Tower erected to full height. Antenna pannels mounted on tower. Junction boxes to be mounted. Project likely to be completed by March'03.	
14 HPT Fazilka - Tower erected to 174 M height.	Completion of permanent setup with 300M tower and commissioning of transmitter with antenna on this tower.	Tower erected to full height of 300M. Antenna pannels and feeder cable to be mounted on tower. Project likely to be completed by March'03.	
15 HPT Lakhimpur - Pending completion of tower work, interim set up with temp. tower commissioned.	Completion of tower work and commissioning of transmitter with antenna on this tower.	Tower erection in progress (117 M ht. attained). Delay in completion of tower works by TSL.	Completion of tower work and commissioning of transmitter with antenna on this tower.
16 HPT Ajmer - Pending completion of tower work, interim set up with temporary tower commissioned.	Completion of tower work and commissioning of transmitter with antenna	Tower erected to full height of 150M. Antenna pannels and feeder cable to be	

		on this tower.	mounted on tower. Project likely to be completed by March'03.	
17	HPT Pondicherry - Interim setup with temporary tower commissioned.	Completion of tower work and commissioning of transmitter with antenna on this tower.	Tower foundation completed. Delay in completion of tower works by TSL.	Completion of tower work and commissioning of transmitter with antenna on this tower.
18	HPT Kumbakonam - Pending completion of tower work, interim set up with temporary tower commissioned.	Completion of tower work and commissioning of transmitter with antenna on this tower.	Tower foundation to be made. Delay in completion of tower works by TSL.	Completion of tower work and commissioning of transmitter with antenna on this tower.
19	HPT Faizabad - Work of construction of building awarded and taken up.	Completion of project	Construction of transmitter building completed. Installation works in progress. Project likely to be completed by March'03.	
20	HPT Kharagpur - Construction of transmitter building in progress. Tower foundation completed.	Completion of project	Construction of transmitter building completed. Installation works in progress. Project likely to be completed by March'03 (int.).	Completion of tower work and commissioning of transmitter with antenna on this tower.
21	HPT Jalgaon - Work of construction of building awarded and taken up. Tower work in progress.	Completion of project	Construction of transmitter building completed. Installation works in progress. Tower foundation completed. Project likely to be completed by March'03 (int.).	Completion of tower work and commissioning of transmitter with antenna on this tower.
22	HPT Raichur - Work of construction of building awarded and taken up. Tower work in progress.	Construction of building to be completed. Installation works to be in progress.	Construction of transmitter building completed. Installation works taken up. Tower foundation completed.	Completion of project
23	HPT Vadodra - Work of construction of building awarded.	Construction of building to be completed.	Construction of transmitter building in progress.	Completion of project
24	HPT Barmer - Height of tower reduced from 300M tower to 100M. Order for 300M tower cancelled and fresh order for construction of 100M tower placed on TSL.	Tower work to be in progress.	There was no progress by TSL. Order for 100M tower placed with TSL cancelled. Fresh NIT issued.	Tower work to be awarded afresh and to be in progress.
25			HPTs at Hissar, Dharmapuri, Tirunelveli, Sagar, Bikaner, Dharamshala, Kolhapur, Radhanpur, Chattarpur, Mehboobnagar, Saharsa, Bilaspur & Karnal - Schemes sanctioned. PE for HPT building at Hissar sanctioned. Sites for projects at Saharsa, Karnal and Mehboobnagar being identified. Building plans/PEs for remaining projects under preparation.	Building and tower works to be awarded and to be in progress.
HPT projects -DD2				
26	DD 2 HPT at Gulbarga - project completed.		Transmitter commissioned	
27	DD 2 HPT at Jamshedpur - project completed.		Transmitter commissioned	

28	DD 2 HPT at Pune - interim setup (1KW) completed.	Completion of project (pmt setup)	Transmitter in interim setup commissioned. Order for tower modification work placed. Pmt. setup likely to be completed by March'03.	
29	DD 2 HPT at Gwalior - interim setup (1KW) completed and commissioned.	Completion of project (pmt setup)	Antenna for pmt setup to be mounted on tower. Tower modification to be done. Action in this regard being taken. Project expected to be completed by March'03.	
30	DD 2 HPT at Aurangabad - interim setup (1KW) completed.	Completion of project (pmt setup)	Project completed and commissioned.	
31	DD 2 HPT at Jalandhar - Equipment ordered and supplied. Interim setup (1KW) completed.	Completion of project (pmt setup)	Transmitter in interim setup commissioned. Tower modification work for mounting of antenna in progress. Pmt. setup likely to be completed by March'03.	
32	DD2 HPT at Visakhapatnam - Scheme sanctioned. Equipment ordered and supplied. Interim setup completed.	Completion of project (pmt setup)	Project completed.	
33	DD 2 HPT at Surat - Scheme sanctioned. Equipment ordered and supplied. Interim setup completed.	Completion of project (pmt setup)	Transmitter in interim setup commissioned. Tower erection to be taken up by TSL.	Completion of project (pmt setup)
34	DD 2 HPT at Dharwad - Part equipment supplied. Installation works in progress.	Completion of project	Interim setup completed.	
35	DD 2 HPT at Kodaikanal - Part equipment supplied. Installation works in progress.	Completion of project	Project completed	
36	DD 2 HPT at Rajkot - Scheme sanctioned. Equipment ordered. Part equipment supplied.	Completion of project	Interim setup completed and commissioned.	
37	DD 2 HPT at Kanpur - Scheme sanctioned. Equipment ordered.	Completion of project	Project completed	
38	DD2 HPT at Mysore - Scheme sanctioned. Equipment ordered. Part equipment supplied.	Completion of project	Project completed	
39	DD2 HPT at Vadodra - Work of construction of building awarded.	Construction of building to be completed.	Construction of transmitter building in progress.	Completion of project
40	DD2 HPTs at Gangtok, Shillong, Aizawl, Itanagar, Imphal and Kohima - Schemes sanctioned. Equipment ordered.	Supply of equipment and installation to be taken up.	Equipment supplied. Installation works at Shillong and Gangtok completed and in progress at Aizawl, Itanagar, Imphal and Kohima.	Completion of projects
41			DD2 HPTs at Bundi, Ajmer, Rajamundry, Kasauli, Ambajogai and Calicut - Schemes sanctioned. Equipment ordered.	Supply of transmitters. Completion of projects at Bundi and Rajamundry to be completed. Installation of remaining transmitters to be in progress.
42			DD2 HPTs at Bareilly.	Completion of building

43

Bhatinda and Kurseong - modification works. Equipment to be ordered.

DD2 HPT at Hissar - Building and tower works to be awarded and to be in progress.

HPT Replacement projects

44 Replacement of HPTs at Patna and Ranchi - equipment ordered and supplied. Completion of projects at Patna and Ranchi.

Projects completed.

45 Replacement of HPT at Dwarka - equipment ordered and supplied. Completion of project

Installation works in progress. Project likely to be completed by March'03.

46 Replacement of HPTs at Gorakhpur, Bhopal, Cuttack, Rajkot and Vijayawada - Schemes sanctioned. Equipment ordered. Supply of equipment. Installation works to be taken up. Completion of 3 projects at Bhopal, Rajkot and Vijayawada

47 Replacement of HPTs at Bhatinda, Kurseong, Delhi (DD1 & 2) and Mumbai (DD1 & 2) - Schemes sanctioned. Completion of building modification works. Equipment to be ordered.

48 LPT/VLPT projects Installation of 50 LPT/ VLPT projects completed. Installation of 50 LPT/ VLPT projects. Installation of 33 LPT / VLPT projects completed. Remaining projects are at different stages and expected to be completed by March'03. Installation of 10 LPT/ VLPT projects.

49 Projects under J&K Plan Installation of DD2 HPT at Poonch(int.) and aug. of HPT Amritsar (int.) completed & transmitters commissioned. Installation of DD2 HPT at Amritsar (int.) and HPTs (DD 1&2) at Kupwara(int.) and Gurez(int.) completed. Installation of 7 LPTs and 38 VLPTs (including augmentation of 7 VLPTs) completed and transmitters commissioned. Completion of 6 HPT projects (DDI-3, DDII-3); 2 LPT projects and 20 VLPT projects (including augmentation of 1 VLPT) Completion of pmt. HPT setups (DD1&2) at Gurez and Kupwara. Completion of pmt. DD2 HPT at Poonch. Installation of 4 HPTs at Naushera (DD1&2) and Samba (DD1&2) in interim setup completed & transmitters commissioned. Installation of HPTs (DD1&2) at Tithwal in progress and expected to be completed by March'03. Work in progress at HPT (DD2) Poonch pmt. setup and likely to be completed by March'03. 2 LPTs and 19 VLPT projects completed and transmitters commissioned. Remaining one VLPT project is in progress and expected to be completed by March'03. Orders for towers at Gurez and Kupwara placed earlier with TSL cancelled. Work to be awarded afresh. Completion of pmt. HPT setups (DD1&2) at Gurez, Samba and Kupwara.

50 Projects under Spl. NE Package -

Schemes of replacement of 1KW HPTs at Shillong, Aizawl, Kohima, Itanagar and Imphal with 10KW HPTs sanctioned. Equipment ordered. Completion of projects

II Studio facilities

1 Studio Gangtok -

	Project completed			
2	Studio Dehradun - Project completed and Studio commissioned.			
3	Studio Calicut - Project completed.			
4	Studio Hissar - Construction of technical areas of studio building in progress.	Completion of project	Project completed and commissioned.	
5	Studio Warangal - Construction of technical areas of studio building completed.	Completion of project	Departmental installation works in progress. Project likely to be completed by March'03.	
6	Studio (Doordarshan Bhawan) Delhi - Work of building construction awarded afresh. Civil works in progress. Departmental works in progress in technical areas which have been completed.	Completion of project	Building works (civil and electrical) at advanced stage and are likely to be completed around middle of 2003. Project likely to be completed by March'03.	Completion of project
7	Studio Madurai - Construction of technical areas of studio building in progress.	Completion of project	Construction of technical areas of studio building completed and installation works are in progress. Project likely to be completed by March'03.	
8	Studio Coimbatore - estimate for construction of studio building sanctioned and work taken up.	Construction of technical areas of studio building to be completed.	Construction of technical area of studio building in progress.	Completion of project
9	Project under J&K Plan - Studio Rajouri - Scheme sanctioned.	Completion of project	Building taken over. Extensive modification required to be carried out. Estimate for building modification obtained and is being processed. Project expected to be completed during 2003-04.	Completion of project
10			Schemes of permanent Studio centres at Dehradun and Gorakhpur and augmentation of Studio centres at Ranchi and Raipur sanctioned.	Construction of building at Gorakhpur, Ranchi and Raipur to start. Site for Dehradun studio to be taken over.

III Satellite related schemes

- 1 Project under J&K Plan - Earth station at Leh - Project completed and earth station commissioned.
- 2 Earth station at Shimla - project completed and Earth station commissioned.
- 3 Earth station at Gangtok - Installation works in progress. Equipment installed and under test.
- 4 Earth station at Ranchi -

Project completed			
5	Earth station at Hissar Scheme sanctioned. Equipment ordered.	Completion of project	Project completed and Earth station commissioned.
6	Earth station at Panaji - Equipment being arranged	Completion of project	Project completed
7	Earth station at Raipur - Scheme sanctioned. Equipment ordered.	Completion of project	Project completed and Earth station commissioned.
8	Earth station at Dehradun - Scheme sanctioned. Equipment ordered.	Completion of project	Project completed
9			Scheme of digital Earth Station at Guwahati sanctioned. Equipment ordered.
			Completion of digital Earth station project at Guwahati
10	Projects under Spl. NE Package -		Schemes of Earth stations at Shillong and Aizawl sanctioned. Equipment ordered.
			Completion of projects at Shillong and Aizawl.

PROJECTS COMMISSIONED DURING 2002-03

(upto 31st Jan 2003)

STATE		PROJECT	STATE		PROJECT
A&N ISLANDS	VLPT	Kalighat		VLPT	Sudh Mahadev
	VLPT	Swaraj Gram		VLPT	Tatapani
				VLPT	Tilel
ANDHRA PRADESH	HPT	Visakhapatnam (DD II)		VLPT	Boniyar
	LPT	Kakinada (DD II)		VLPT	Gulmarg
	VLPT	Madipadu		VLPT	Manigam
CHHATISGARH	HPT	Ambikapur (int.)		VLPT	Pulwama
GUJARAT	HPT	Surat (int.)		VLPT	Thathari
	HPT	Rajkot(DD II-int.)		VLPT	Tral
	HPT	Surat(DD II-int.)		VLPT	Yusmarg
	LPT	Jamnagar (DD II)	JHARKHAND	HPT	Jamshedpur(DD II)
HARYANA	Studio	Hissar		LPT	Bokaro (DD II)
	LPT	Hissar (DD II)	KARNATAKA	HPT	Gulbarga(DD II)
JAMMU & KASHMIR	HPT	Naushera (int.)		LPT	Bellary (DD II)
	HPT	Samba (int.)		LPT	Davangere (DD II)
	HPT	Naushera (DD II-int.)		VLPT	Kudligi
	HPT	Samba (DD II-int.)	KERALA	VLPT	Erattupetta
	LPT	Dharamsal		VLPT	Mundakayam
	LPT	Patan	MAHARASHTRA	HPT	Aurangabad (DD II)
	LPT	Patnitop		HPT	Pune (DD II-int.)
	LPT	Uri		HPT	Ratnagiri (int.)
	VLPT	Arnas	PUNJAB	HPT	Amritsar (DD II-int.)
	VLPT	Bani		HPT	Jalandhar (DD II-int.)
	VLPT	Basgo	SIKKIM	VLPT	Zorethang
	VLPT	Chanani	TAMILNADU	LPT	Tirupattur (DD II)
	VLPT	Dhar	TRIPURA	LPT	Jolaihari
	VLPT	Doongi Grati	UTTARANCHAL	LPT	Bachher
	VLPT	Gujjaron Nagrota		VLPT	Manila
	VLPT	Jajjar Kotli	WEST BENGAL	HPT	Balurghat (int.)
	VLPT	Keri		LPT	Baghmandi
	VLPT	Mohra			
	VLPT	Nagrota			
	VLPT	Nimu			
	VLPT	Sansaar			

PROJECTS TECHNICALLY READY (AS ON 31.01.2003)

		LOCATION	DISTRICT	STATE
Studios	3	Patiala	Patiala	Punjab
		Gangtok	East District	Sikkim
		Calicut	Kozhikode	Kerala
HPTs	8	Guna	Guna	Madhya Pradesh
		Chandrapur	Chandrapur	Maharashtra
		Kanpur (DD II)	Kanpur	Uttar Pradesh
		Dharwad (DD II-int.)	Dharwad	Karnataka
		Gurez (Int.)	Baramulla	Jammu & Kashmir
		Gurez (DD II-int.)	Baramulla	Jammu & Kashmir
		Mysore	Mysore	Karnataka
		Mysore (DD II)	Mysore	Karnataka
LPTs	21	Satarsal	Dhubri	Assam
		Pirawa	Jhalawar	Rajasthan
		Punganur	Chittoor	Andhra Pradesh
		Nellore (DD II)	Nellore	Andhra Pradesh
		Mudhol	Bijapur	Karnataka
		Shindhnur	Raichur	Karnataka
		Trichur (DD II)	Thrissur	Kerala
		Madurai (DD II)	Madurai	Tamil Nadu
		Erode (DD II)	Erode	Tamil Nadu
		Tirunelveli (DD II)	Tirunelveli K.	Tamil Nadu
		Vadodra (DD II)	Vadodra	Gujarat
		Bhavnagar (DD II)	Bhavnagar	Gujarat
		Sindhwa	West Nimar	Madhya Pradesh
		Pandaria	Bilaspur	Chhatisgarh
		Kolhapur (DD II)	Kolhapur	Maharashtra
		Akola (DD II)	Akola	Maharashtra
		Sangli (DD II)	Sangli	Maharashtra
		Amravati (DD II)	Amravati	Maharashtra
		Nasik (DD II)	Nashik	Maharashtra
		Nanded (DD II)	Nanded	Maharashtra
		Malegaon (DD II)	Nashik	Maharashtra

DOORDARSHAN NETWORK

(as on 31.01.2003)

Sl. No.	State /UT	Studios	Primary Coverage (DD 1) Trs.					Metro Channel (DD 2) Trs.			
			HPTs	LPTs	VLPTs	Trp	TOTAL	HPTS	LPTs	VLPTS	TOTAL
1	Andhra Pradesh	2	9	70	0	1	80	3	5	0	8
2	Arunachal Pradesh	1	1	3	43	1	48	0	1	0	1
3	Assam	4	3	20	1	1	25	2	1	0	3
4	Bihar	2	3	32	0	0	35	2	0	0	2
5	Chhatisgarh	2	3	15	7	0	25	1	0	0	1
6	Goa	1	1	0	0	0	1	1	0	0	1
7	Gujarat	2	5	58	3	0	66	3	2	0	5
8	Haryana	1	0	12	0	0	12	0	8	0	8
9	Himachal Pradesh	1	2	8	36	2	48	1	1	0	2
10	Jammu & Kashmir	3	8	11	71	1	91	6	3	1	10
11	Jharkhand	2	3	17	1	1	22	2	2	1	5
12	Karnataka	2	6	48	0	0	54	2	4	0	6
13	Kerala	2	4	20	0	0	24	2	2	0	4
14	Madhya Pradesh	3	5	63	5	0	73	4	0	0	4
15	Maharashtra	3	6	79	20	1	106	4	3	0	7
16	Manipur	1	2	1	4	0	7	0	1	1	2
17	Meghalaya	2	2	2	2	1	7	1	1	0	2
18	Mizoram	1	2	1	2	1	6	0	2	0	2
19	Nagaland	1	2	2	6	1	11	0	2	0	2
20	Orissa	3	5	61	17	1	84	2	7	2	11
21	Punjab	1	4	5	0	1	10	2	0	0	2
22	Rajasthan	1	6	67	18	2	93	2	5	0	7
23	Sikkim	0	1	0	6	0	7	0	1	0	1
24	Tamil Nadu	1	4	46	0	2	52	1	6	0	7
25	Tripura	1	1	4	1	1	7	1	1	0	2
26	Uttar Pradesh	7	10	53	3	0	66	5	13	1	19
27	Uttaranchal	1	1	15	31	2	49	1	1	0	2
28	West Bengal	3	7	20	1	0	28	3	2	0	5
29	A.&N. Islands	1	0	2	12	0	14	0	1	0	1
30	Chandigarh	1	0	1	0	0	1	0	1	0	1
31	Dadar & Nagar Haveli	0	0	1	0	0	1	0	0	0	0
32	Daman & Diu	0	0	2	0	0	2	0	0	0	0
33	Delhi	2	1	0	0	0	1	1	0	0	1
34	Lakshadweep Islands	0	0	1	0	0	1	0	0	1	1
35	Pondicherry	1	1	2	0	0	3	0	1	0	1
Total		59	108	742	290	20	1160	52	77	7	136

Note 1.: In addition to above transmitters, 68 Other transmitters are in operation.

Regional transmitters	-	63	(HPTs-3; LPTs-8; VLPTs-52)
Lok Sabha & Rajya Sabha	-	2	(LPTs)
Digital transmitters	-	4	(HPTs)
Total No. of transmitters —		1365	

PROGRAMME WING

Doordarshan is functioning on the guidelines as per Prasar Bharati (Broadcasting Corporation of India) Act. 1990. The Programming of Doordarshan is mainly guided by the provisions of the Act. It is to organize and conduct Public Service Broadcasting to inform, educate and entertain the public and to ensure a balanced development of broadcasting on Doordarshan.

To implement the above objectives Doordarshan operates 25 channels – 5 All India channels, 11 Regional Language Satellite Channels (RLSC), 8 Hindi Region Kendras and one International channel. Except for the Hindi Belt Kendras (DD-14,15,16,17 and 19) and DD-12 which have daily limited transmission, all other DD channels broadcast round the clock. The total transmission in a week is around 2800 hours.

All India channels:

- | | |
|--------------------|---|
| 1. DD-1 | National Channel |
| 2. DD-2 | Metro Entertainment Channel |
| 3. DD-Sports | Sports Channel |
| 4. DD-Bharati | Edutainment Channel |
| 5. DD-Gyan Darshan | Education TV Channel
launched with Ministry of
HRD. |

Regional Language Satellite Channels:

- | | | |
|-----------|------|--|
| 6. DD-4 | RLSC | Malayalam |
| 7. DD-5 | RLSC | Tamil : Podigai |
| 8. DD-6 | RLSC | Oriya |
| 9. DD-7 | RLSC | Bengali |
| 10. DD-8 | RLSC | Telugu |
| 11. DD-9 | RLSC | Kannada : Chandana |
| 12. DD-10 | RLSC | Marathi : Sahyadri |
| 13. DD-11 | RLSC | Gujarati |
| 14. DD-12 | RLSC | Kashmiri (DDK Srinagar) |
| 15. DD-13 | RLSC | Assamese and Languages of
North East. |
| 16. DD-18 | RLSC | Punjabi |

Hindi Region Kendras:

- | | |
|-----------|-------------|
| 17. DD-14 | DDK Jaipur |
| 18. DD-15 | DDK Bhopal |
| 19. DD-16 | DDK Lucknow |
| 20. DD-17 | DDK Patna |
| 21. DD-19 | DDK Shimla |

- | | |
|-----|-------------|
| 22. | DDK, Ranchi |
| 23. | DDK, Raipur |
| 24. | DDK, Hissar |

International channel:

25. DD-India

NATIONAL CHANNEL (DD-1)

National channel of Doordarshan (DD-1) is a Public Service Broadcaster incorporating information, education and entertainment in a balanced manner for entire India. Accordingly, the telecast timing are so devised that most of the educative programmes are being telecast on national segment in the morning transmission. Daily Soaps on socially relevant issues and family dramas are being telecast during mid-Prime Time and sponsored serials, historical, mythological are getting Prime Time slots.

Regional Kendras of various linguistic zones have been given a window for development telecast, News and Current Affairs in the regional language and entertainment programmes in the idiom of the region concerned.

The night transmission begins with News in Hindi and English followed by Prime Time entertainment programmes including serials of various genres and feature films. Late night programming is devoted to current affairs programmes. News and Current Affairs programmes are the flagship of Public Service Broadcaster. It informs the people about the programmes and policies of the Govt. It also provides a balanced projection of views without sensationalizing the issues. Different genres of DD News & Current Affairs programmes include: (i) **Political** (ii) **International** (iii) **Business/ Economics** (iv) **Sports** (v) **Science and Technology** (vi) **Health** (vii) **Youth** (viii) **Personalities** (ix) **Travel** (x) **Human Interest stories** (xi) **Arts and Culture** (xii) **Information Technology** (xiii) **NRIs and Indian Diaspora**. DD News is at present catering to over 30% of daily programming on DD National (DD-1). Daily, 25 News Bulletins are produced from Headquarters. Regional News Units, across the country, are producing 61 Bulletins in 16 languages.

Hindi feature films are being telecast on Friday and Saturday nights. Award winning feature films in regional languages are being shown on Sunday nights. Children feature films are telecast on Saturday on the national Channel of Doordarshan.

The National Channel also carries Sports Hours in the afternoon covering various sports activities. The service of National Channel is available in both terrestrial and satellite mode from 5.30.AM to 00.05 post mid-night and thereafter in Satellite mode till 5.30 AM.

DD-METRO (DD-2)

DD- Metro Network Service was started to supplement National services of Doordarshan. It began on 1st April, 1993 by Terrestrial mode in the major Metro cities. The profile of the Metro Channel is of an entertainment channel. It covers a wide spectrum of programme genre that includes Family Dramas/ Serials, Detective Serials, Fiction, Talent Hunt Shows, Children's programmes, Animated programmes, Variety Shows, Talk Shows, Youth programmes, Music programmes including Light Music and Devotional Music.

In the effort to revamp and improve the channel, open bids were invited in early 2000 for 7.00 p.m Prime slot. M/s Nine Network Australia bagged the bid offering 121 Crore Rupees. Nine Network came on air with quality software in a bigway in 7 to 9 p.m. slot w.e.f. 10.9.2000 and in 9 to 10 p.m slot w.e.f. 15.10.2000. The exercise improved reception quality and TRPs tremendously. Metro Channel has been an important tool of the open sky policy of the Govt. It was created to give a challenge to the foreign channels whose Foot Prints cover this Sub-Continent. Regular efforts have been made from time to time to re-vamp and augment Metro Channel so as to generate a consistent audience profile that cherishes Indian values, philosophy and thought.

Majority of the programmes presently being telecast on the Metro Channel reflect the ethos of Indian values. All the Social Dramas, focusing on family relationships are produced keeping in mind our inherited social value system. This is the precise reason that in spite of Metro Channel's fluctuating popularity, it has never lost its dedicated audience.

In the **Morning Transmission**, DD Metro telecasts Music programmes that include Bhakti Sagar, Sur Sarovar, entertainment and information based programmes like Good Morning Metro and Aradhana. The **Day transmission** has a mix of Social and Comedy-Drama, Music and daily Soaps. The **Evening transmission** is predominantly dedicated to children where Animated programmes including famous Cartoon Serials which are very popular with the children are being telecast. The **Night transmission** is studded with popular Mythological & Social Dramas/ Serials that have a very high viewer-ship equally.

DD-SPORTS

In the history of broadcasting, for the first time a dedicated Indian Sports satellite channel was launched on 18th March 1999 by the Prime Minister of India. the duration of the transmission was increased from 6 hours to 12 hours a day from 25th April 1999 and made round-the-clock from June, 2000. The channel has been encrypted from 15th September, 2000. It has gone bilingual bringing commentaries, presentations as well as anchoring both in English and Hindi.

It is to the credit of DD-Sports channel that in a short span of 3 years it has brought to the audience Sydney Olympics 2000 in Australia, FIFA Cup 2002, Commonwealth Games-2002, Busan Asian games 2002, Asian archery championship, WTA International Tennis, Davis Cup, YMCA International Boxing Championship, Winter Olympics 2002, BCCI Cricket matches held in India, ICC Knock out, Davis Cup, Australian Open, French Open and many more. DD-Sports has also entered into agreements with about 15 National Sports Organisations/Federations including Board of Control for Cricket in India, All India Tennis Association, Indian Hockey Federation, All India Football Federation etc on a long term basis for smooth and well planned live coverage of the major events organized by them.

All the international cricket matches played in India are also being covered by Doordarshan as per its 5-year agreement with BCCI. The objective of DD-Sports has always been to give equal opportunities to all sporting events including the rural sports and just not cricket.

The recently concluded National Games was another testimony to the efficacy of the DD-Sports channel. It was a colossal event which staged events from various stadia simultaneously. Doordarshan with its fine infrastructure covered all these events exceedingly well by putting into action a large complement of equipment like ENG units, number of OB Vans and a host of professionals to work round the clock to make the events as live as it was on the field. The feedback from the field about the coverage has also been overwhelming.

The thrill and excitement of the World Cup Cricket Match at South Africa could be seen from the cozy atmosphere of drawing room- courtesy Doordarshan. Sixteen matches live on DD-1 and Forty-three matches on a delayed basis on DD-Metro, will be one of the important offerings by Doordarshan for the World Cup.

DD - BHARATI

The Prasar Bharati launched a new edutainment channel DD-Bharati on 26th January 2002. The channel is on PAS-10. It has been made a mandatory channel to be shown by cable operator in Hindi belt along with DD-1 and DD-2. The channel has completed one year and its first anniversary was celebrated.

The focus is on health, children, music, dance and heritage. The slot details are:

Children's Slot

Envisaged from the point of view of healthy upbringing of children both at home and in schools. Directed at a target group of 6 to 18 years of age for an all round growth, physical and mental, in other words to bring up a thinking society. Its endeavour is to motivate them towards all that is desirable for a wholesome personality.

There are programmes on adventure series, quiz contests, fine arts/ paintings, crafts and designs, cartoons, talent hunts etc. Besides these, "MERI BAAT" an hour long, phone-in 'live' show with young people has attracted the attention of viewers not only in India but also in other parts of the world.

Health slot

DD Bharati is telecasting many programmes on health and spreading awareness about how to keep healthy. In this effort, four-hour segment is being telecast on this channel, which is emphasizing a healthy life style and focusing on prevention rather than cure, both in our traditional and modern forms of medicine.

Art & Culture slot

In this slot, classical dances and the top class artists of national and international fame are featured. Programmes on theatre, literature, music, paintings, sculpture & architecture are also being shown.

Collaboration with organizations like IGNCA, CEC, Sahitya Academy, Delhi Public School, Salvan Public School etc., have been tied up. The Regional Doordarshan Kendras are contributing from their rich treasure of archives and will also provide extensive coverage to cultural events for telecast on DD-Bharati in addition to planning some new content.

Under commissioned programmes an amount of Rs. 3 crores has been earmarked and 560 proposals have been received. Good software will be acquired through commissioning during 2003-2003.

Still in-house production remains the major source of content. As much as 65% of the programming in DD-Bharati is done in-house.

DD-Bharati also telecast 'Vision of India', a programme with the President interacting with the children from all over the country. 400 hours of live concerts and cultural events across the country were telecast live. The major live coverages during 2002-2003 include Tansen Samaroh from Gwalior, Golden Jubilee of Sangeet Natak Akademi, Chembai festival from Guruvayoor, Thyagaraja Aradhana from Thiruvaiyaru and Mahabharat Utsava at Kurukshetra.

DD-INDIA (Formerly DD-World channel)

Doordarshan opened its windows to the world by launching the International Channel on 14th March, 1995 through a transponder on ASIASEAT-1. **DD India** began a **24-hour transmission from 27th December, 1999** with 8-hours of fresh programming repeated twice. From **August, 2001, DD India began transmitting 18-hours of fresh programming reaching out to 146 countries** through PAS-10 and PAS-9 satellites.

DD India- programming perspective

The International Channel beams live, national events like Republic Day and Independence Day celebrations for its global audience. These programmes are extremely popular among Indians living abroad.

The programming repertoire of DD India aims at offering an update on the Indian social, cultural, political and economic scene. The Channel carries 'live' news bulletins in Hindi, English, Sanskrit and Urdu, hourly news headlines, features on topical events and discussions on issues of national and international significance. DD India began telecasting regional language news bulletins from 12th November, 2002. In the first phase, Bulletins in Malayalam, Gujarati and Tamil have been introduced.

DD India also beams many Indian entertainment programmes, serials, theatre, music and dance besides two feature films, daily. In addition to programmes in Hindi and English, programmes in regional languages such as Punjabi, Urdu, Telugu, Tamil, Kannada, Bengali, Malayalam, Gujarati, Kashmiri and Marathi, form essential ingredients of International Channel's offering to its audience worldwide.

DD India now telecasts 18-hours of fresh programming as a result of the policy change in August, 2001 for sponsored programmes. Under this policy all sponsored programmes of DD1 and DD2 are available for a free run on DD India within a week from their date of telecasts.

NORTH EAST CHANNEL

The 24 hours Satellite Service viz. North East Satellite Service was started to bring more areas under the coverage of its service zone. Programmes on developmental themes, cross-border terrorism, magazine programmes on events and achievements of North East region were commissioned with the help of Ministry of Home Affairs.

The Government has approved in principle allotment of Rs. 122.55 crores for production of software in the North-East during the 10th Plan.

KASHIR CHANNEL

The aim of the channel is to attract and integrate the minds of the people of Jammu and Kashmir and promote a feel good attitude towards the rest of the country. The Channel, as such, is an entertainment channel. To make the channel credible, non-propagandist, educative, simple and direct, attractive and entertaining and above all to counter the Pakistani propaganda, a subtle approach is adopted. The channel was started on 26th January, 2000.

It is always the endeavour now to telecast programmes which are hard-core in nature. Although the regional News Unit of DDK, Srinagar is producing regular News Bulletin in Kashmiri and Urdu, which are being telecast in Kashir

Channel as well on the main channels, there are other News Magazine programmes which are telecast for countering the false propaganda of Pakistan.

In accordance with the draft approach papers on Media strategy on Jammu and Kashmir, many programmes in current affairs format are on air. About 450 proposals under Commissioned Programmes have been approved during 2002-2003 and they will be produced and scheduled for telecast during 2003-2004.

35 producers have been shortlisted for producing programmes on Counter Propaganda themes.

It is also the endeavour that topics like economic and political deprivation in POK, Pakistan the failed state, Evils of the fundamentalism, Distortion of Jihad, Mercenary phenomenon in J&K, Economic, Social and Political bankruptcy in Pakistan is concerned, these are commissioned in consultation with Ministry of Home Affairs.

Efforts are being made to attract and involve the local dialectical programmes on daily basis which would highlight the Kashmir culture and Tradition, folklore, Folk theatre etc. Programmes on Minority languages like Pahari, Sheena, Bhaderwahi, Punjabi, Pushto, Balti, Dogri, Gojri etc., have also been commissioned during 2002-2003.

EDUCATIONAL CHANNEL (Gyan Darshan)

Gyan Darshan is an exclusive Satellite Channel of Doordarshan, which at present gives 24 hours continuous service. The channel was started on 26th January, 2000 in collaboration with the Ministry of Human Resource Development and Indira Gandhi National Open University (IGNOU).

With the launch of the Technology Education Channel on 26th January, 2003, we now have two educational satellite channels – Gyandarshan-I and Gyandarshan-II – in the country.

Besides the satellite channels, the two and a half hour slot continues to be available to the viewers on DD-1 in the terrestrial mode: 5.00 a.m to 5.30 a.m. Gyandarshan for secondary schools, 6.00 a.m to 6.30 a.m. UGC countrywide classroom, 6.30 a.m to 7.00 a.m IGNOU Distant Education and 10.30 a.m to 11.00 a.m SIETs. The programmes of Gyandarshan are publicized on the terrestrial network of DD.

NARROWCASTING – A NEW CONCEPT IN INDIAN TELEVISION

Doordarshan has been so far telecasting programmes for national and regional audiences and at the state and local networks level, programming did not receive due attention.

- Broadcasting targets wider audiences
- NARROWCASTING targets local audiences and their participation in programming.

- Narrowcasting designed for local audiences to meet their aspirations and participation.
- Started since November, 2002 as a pilot project in selected Low Power Transmitters areas which cover 15 Kms around the transmitter, with weekly half-an-hour programming
- Subjects covered are agriculture, rural development, rural health, education and other allied topics of local interest.
- Offers enormous scope for programming which would accelerate the process of development; social and economic – thus fulfilling the objective of aiding the process of national development.

LPTs which do narrowcasting are : Palakkad (Kerala), Amalapuram (Andhra Pradesh), Bellary (Karnataka), Hissar (Haryana), Bilaspur (Chhatisgarh), Coimbatore (Tamil Nadu), Akola (Maharashtra), Patial (Punjab), Hazaribagh (Jharkhand) and Ferozepur (Punjab).

Four others would start by February, 2003 at Nainital (Uttaranchal), Sagar (Madhya Pradesh), Malappuram and Manjeri (Kerala) and Manipal (Karnataka) which is to be started in April, 2003.

Doordarshan had offered the facilities for narrowcasting (transmission) to agriculture universities and state departments of agriculture. Programmes could be produced by them using their resources and Doordarshan was to provide the platform – but the response was poor. Hence DD on its own is now carrying out this work by stretching its own manpower and resources. IT Mission, Government of Kerala has availed Doordarshan's offer to utilize narrow casting from Malappuram District commencing from February, 2003. **A golden opportunity that Doordarshan is offering to reach the grassroots segments of the population.**

FEATURE FILMS ON DOORDARSHAN

Doordarshan telecasts Hindi feature films on DD-1 & DD-2 on Minimum Guarantee basis/sponsorship basis with a view to maximize revenue and increase the popularity of the channels. These films are selected on the basis of their suitability for family viewing, their entertainment and social values and only those films are shown on Doordarshan, which have got "U" certificate from Central Board of Film Certification (CBFC). DD also telecasts popular films on the National Network on certain gazetted holidays like 26th January, 15th August, Dussehra, Diwali etc. and Award winning films in the regional languages and children's films and films in English and other foreign languages with English subtitles in different designated slots.

From 22nd August 2002, DD embarked upon a novel project to promote literacy in the Hindi language by adopting the World Bank awarded project in the form of

Same Language Subtitling (SLS) in its weekly programme of film songs "CHITRAHAAR".

During the year 2002, Hindi Block buster film such as "SARFAROSH", "SOLDIER", "BADE MIYAN CHOTE MIYAN", "DILJALE", "VIRASAT", "YES BOSS", "MAST", "BANDHAN", "KARANARJUN", "BAADSHAH", etc. were telecast on Doordarshan, due to which TRP rating had been improved considerably. Since viewership of DD improved, better revenue offers through bids were received for regular slots such as DD-1 (Friday) & DD-1 (Saturday) as well as Holidays slots.

DD-1 (Friday)	2001-2002	Rs. 81.00 Lakhs
	2002-2003	Rs. 82.00 Lakhs
DD-1 (Saturday)	2001-2002	Rs. 21.50 Lakhs
	2002-2003	Rs. 28.00 Lakhs
DD-2 (Saturday)	2001-2002	Rs. 2.6 Lakhs
	2002-2003	Rs. 3,16,501/-
DD-2 (Sunday)	2001-2002	Rs. 2.61 Lakhs
	2002-2003	Rs. 3,21,750/-

During this year, more revenue was earned from Holiday feature films compared to last year.

During the year 2002, Doordarshan telecast National and State awarded regional language feature films such as 'THAI SAHEBA' (Kannada) 'BHOOTHAKANNADI' (Malayalam), 'TERRORIST' (Tamil) etc. on National Network.

During the NRI week, Hindi films like 'PARDES', 'SALAAM BOMBAY', 'DARD PARDESAN DE' (Punjabi), 'AMERICA AMERICA' (Kannada), 'MUMBAI TE MAURITIUS' (Marathi) were telecast on National and from the respective regional Kendras of Doordarshan.

AUDIENCE RESEARCH UNIT

The Audience Research Wing of Doordarshan is manned by professional researchers and is involved in studies on various aspect of broadcasting since 1976. In all, 19 Doordarshan Kendras have Audience Research Units at present and its research activities is coordinated at the Directorate – as well as at the Kendra – level. The main function of this Unit is to provide research support for the programming on different channels of Doordarshan network. It also monitors voluntary feedbacks received from viewers and maintains Data Bank at the National – Kendra- level. Further, it brings out compilations of all available information periodically about the media in the country.

The Audience Research Unit also analyses the viewership data received from TAM Media Research on a weekly basis and prepares reports regularly highlighting the performance of the programmes on various Doordarshan channels vis-a-vis private satellite channels. This data is supplied to senior officers at the Directorate/Ministry for making policy decisions. The programme/channel-managers and advertisers also derive benefit from this viewership data.

During 2002-2003, Doordarshan, set-up a Research Advisory Committee (RAC) to advise on developing an appropriate research methodology and evaluation techniques in carrying out audience research in a scientific manner. It will also aid and advise Doordarshan on positioning of channels and their programmes.

Baseline survey for Kalyani-I and a feedback survey for Kalyani-II was conducted. The viewership survey of National Games and DD-Sports Channel was also undertaken. Annual book on Doordarshan for 2002 was brought out. Several Kendras carried out DART analysis since they were not covered by TAM. Currently the survey on the ensuing insurance project is underway. A campaign to drive home the message that the reach of Doordarshan is far too great to be ignored by the potential advertisers is on the cards. Setting up of Doordarshan Viewers Clubs, which would give feedback and suggestions to improve quality of programmes is also contemplated.

The A.R. Unit proposes to continue with several such studies that will bring out the impact of the programme, particularly in terms of knowledge gain, its usefulness, and, benefits in terms of attitudinal and behavioural correction.

Since the budget estimate for the year 2002-2003 encompasses payment to TAM and NRS during the next financial year, in addition to in-house research the total budgetary requirements will be approximately Rs. 3.70 crores.

COMMERCIAL SERVICE

Commercial advertisements were introduced on Doordarshan from 1st January, 1976. Besides work relating to advertisements, the Commercial Service is also involved in billing of commercial time, collection of payments, finalization of rates etc. for sponsorship, telecast fee, spot rate and minimum guarantee programmes.

The revenue earned during the last ten years is furnished below:

Year	Gross Revenue (Rs.in crores)
1993-94	372.98
1994-95	398.02
1995-96	430.13
1996-97	572.72
1997-98	490.15
1998-99	399.32
1999-00	610.29
2000-01	637.51
2001-02	615.21
2002-03 (upto January, 2003)	343.00
Target for the year	550.00

Doordarshan telecasts advertisements for goods and services but the acceptance of advertisements is governed by a comprehensive code. Commercial advertisement of

cigarettes, tobacco products, liquor, wine and other intoxicants are, not accepted. However, surrogate advertisement is allowed.

Normally, advertisements in Hindi are telecast on the National Network while advertisements in regional languages are telecast on the Regional Kendras. Bookings are normally accepted through registered and accredited agencies. The agency commission is 15%. The accredited agencies get a credit facility while the registered agencies make payment in advance.

DEVELOPMENT COMMUNICATION DIVISION

All India Radio and Doordarshan, since their inception have been providing support to national development through a wide variety of programmes, reaching the widest possible audience in the country. For several years a number of campaigns have been undertaken by both media units on their own or on behalf of various ministries and departments of Government of India.

Consequent upon formation of Prasar Bharati – an autonomous body, Doordarshan and All India Radio are expected to earn a sizeable revenue and yet be the public service broadcasters. To meet the twin objectives in a more focused manner, a Cell has been created in Prasar Bharati in the name of *Development Communication Division*. This Cell is marketing Prasar Bharati to various Ministries and departments as a production house and also as a public service broadcaster.

Beginning March 2001, the Cell has undertaken a country-wide campaign to highlight various schemes of the Rural Development Ministry. This campaign has been conceptualized to be the **first ever bi-media campaign** in the country creating synergies not only between two media units but also with the field units and extension workers of Rural Development network.

Rural Development campaign is targeted at approximately **600 districts and 6 lakhs villages** in the country for whom, the programmes are being broadcast in 29 languages and dialects. Approximately, 2000 personnel from Prasar Bharati are engaged in this campaign from 150 AIR stations and 32 Doordarshan Kendras. Approximately, 1003 programmes and 233 spots have been produced for this campaign until 15th November. In order to create a network for field agencies and to have close interactions with target audience – thus bringing credibility to the media and to the national schemes, a series of orientation workshops were organized at national and regional levels training approximately 600 participants from Prasar Bharati and concerned Ministries and departments. Before broadcast media messages were pre-tested in the field by Audience Research Unit of Doordarshan and All India Radio to evaluate the comprehension and effectiveness of the message designed and also to improve upon the production quality

of the programmes to be aired. Audience Research Wings also undertook the task of having a baseline survey to know the awareness levels of the target audience about the schemes of Rural Development Ministry.

DCD produced 1007 programmes and 233 spots on Rural Development Campaign in 29 languages in 2001-2002 which were telecast from 32 Doordarshan Kendras. It also produced spots on campaign on 'Health issues', 'Population & Poverty', 'Pulse Polio', 'Blood Donation', 'World Aids Day', 'Iodine Deficiency Day', 'IT in the Service of Citizen', 'Investors Protection', and 'Insurance in all languages and dialects in 2002-2003. Bi-weekly health magazine KALYANI telecast from 9 States is the second most watched programme after regional bulletins in Orissa, U.P. and M.P.

DCD procured 52 programmes entitled 'Gramin Bharat (Ministry of Rural Development), 302 programmes entitled Adult Education (Ministry of HRD) 52 programmes entitled Documentaries on Tribes (Ministry of Environment & Forest), 12 Programmes entitled Grahak Dost (Ministry of Consumer Affairs), one programme each from National Productivity Council and National Thermal Power .

PERFORMANCE OF CENTRAL COMMISSIONING UNIT

In the 40th meeting of the Prasar Bharati Board held on 5-11-2002, the programme series on Indian Classics project was discussed in detail and a core-committee, headed by Prof. Vidya Niwas Mishra, Member, Prasar Bharati Board was constituted to identify and select the classic works of all major Indian languages for production of the series. This core-committee has co-opted various experts from each Indian Language and through the series of meetings at New Delhi, Bhopal, Guwahati, Bangalore and Mumbai, has selected the classic works (mostly short stories) from 14 Indian languages to produce a series of 13 episodes in each language.

II. In the 50th meeting of the Prasar Bharati Board, held on 15-11-2002, the Board has approved the selection of classics for final production of the series as recommended by the Core Committee on Indian Classics. As approved by the Prasar Bharati Board, 190 episodes in 14 Indian languages will be produced in this series as decided in the Board meeting, some of the episodes in each language will be produced by the concerned regional Kendras as in-house production and rest of the episodes will be assigned to outside producers/production houses for commissioning. The final ratio of in-house production and commissioning of programmes will be communicated to the Kendras in due course.

III. **REQUIREMENT OF BUDGET:** A consolidated budget provision of Rs. 2.00 lakhs for each episode will be required for in-house production and Rs. 3.00 lakhs per

episode will be required for commissioning. As such a total of Rs. 5.20 crores have been kept for production of 190 episodes of the present series on Indian Classics

IV. PRODUCTION PROCESS AND FACILITIES: To maintain the high standards of production of the series on Indian Classics, Kendras will identify a dedicated production team who can undertake such prestigious production and will provide all possible support and facilities for these productions. Kendras will be allowed to hire any production/post-production facility or professional services on prescribed rates and norms, which are not available or accessible at their Kendra for such quality productions. In exceptional cases, they will also be allowed to hire any facility or service on higher rates, which is not available on normal prescribed rates with the approval of the Directorate of Doordarshan.

V. COMMISSIONING PROCESS: For commissioning of the Indian Classics, each regional Kendra will invite the proposal from experienced outside producers and production houses with all relevant details. The details of selected classic of each language will centrally be publicized through DD website and through screen publicity in terrestrial transmission.

VI. ACQUIRING RIGHTS OF THE CLASSICS: The exclusive rights of each classic will directly be acquired by the concerned Kendra along with the authentic text of the creative work selected for this series by approaching the writer directly on the basis of prescribed fee and norms.

VII. LANGUAGE VERSIONS: Each Indian Classic will originally be produced in the language concerned along with the sub-titles versions in Hindi and English for national and international telecast.

To start with, Directors of the Kendras should immediately approach the concerned writers/authors of the classics to acquire the rights, whose creative work has been selected for production in the series. Kendras should also identify 5 to 6 stories/works, which they would like to undertake as an in-house production and should immediately start the production process so as to utilize the funds within the financial year.

VIII. In addition a series on Indian Paintings: of 26 episodes has been produced under commissioned category. The 19 episodes have been received & remaining episodes are awaited from the Producer of the series Shri Benoy K. Behl.

IX. PSBT: Doordarshan has been aware of the implications of this process on a social, cultural and political level and always looked for the opportunities wherein we as a National Public Broadcaster associate with the intelligentsia which is perceptive to the negative effect that the enormous commercialization has brought on

dissemination of the public needs and desires for a responsive television programming.

The Prasar Bharati's association with the Public Service Broadcasting Trust of Public Service Broadcasting initiative is step forward to the achievement of fulfilling our collective responsibility. That idea has now transformed into reality. This association will produce and broadcast quality documentaries on the National Network in prime time slots.

Doordarshan is making this modest beginning by telecasting our jointly produced documentaries at 10.30 PM on DD-I. In all, the trust will produce 52 half an hour documentaries in a year which the Prasar Bharati will telecast on Sundays at 10.30 PM.

Guidelines for Sponsored programmes, commissioned programmes and acquisition of programmes:

In order to make the system more transparent and accountable, guidelines for sponsored programmes and commissioned programmes for Doordarshan have been revised and got printed in booklet form. Besides, guidelines for acquisition of programmes have also been formulated.

DOORDARSHAN ARCHIVES

Doordarshan Archives has selected the best of recordings keeping in view the saleability of the programmes as also the image of the organization as the reservoir of the best of Indian Culture.

The objective : Doordarshan archives is a treasure house of many memorable performances of the great artists who have contributed to India's rich music and dance heritage. This is an endeavour to bring some of the exquisite performances of enduring beauty to reach out to a larger audience.

- Digitizing the archival material to increase their shelf life.
- Commercial exploitation of the holdings.
- To provide more flexibility of viewing and listening to the connoisseurs.
- To create interest in learners and young practitioners of Indian culture.
- To make the treasure available to Indian Diaspora.
- To make the performances of our great artists available to cultural institutions in India and abroad.
- To send it to our high commissioners all over the world to spread the message of our cultural heritage

Partnership Modality with ICCR:

- Doordarshan prepared the pre-masters by designing the content on Beta SP tapes and DVC tapes.

- ICCR got the old recordings cleaned up and got prepared the VCD, CD, DVD masters, with the help of technical experts from Doordarshan.
- ICCR got prepared the stamper and the final product of 1000 each of 4 titles of VCD, 1000 each of 2 titles of CD, 500 each title of DVD and 1000 each of 2 titles of Audio Cassettes.

Future Plan

- To transcribe the introduction given by great masters for background material of the proposed book.
- To transcribe the interviews recorded for programme "100 years of recorded Music".
- To transcribe all interviews in the archives related to this project.
- To create a database as per the internationally accepted software used by professional libraries dealing with non-print material archiving for easy storage and retrieval.
- To produce at least 4 titles every month out of the material available.
- To expand the archives by adding holdings preserved at major Kendras.
- Updating archives every month on the basis of information given by the Kendras about their latest productions.
- To build distribution network through the Kendras and other agencies who specialize in marketing similar products.
- To bring out a brochure at the end of the year, listing all the productions of archives.
- To bring out a book commemorating 100 years of recorded music.

News and Current Affairs Section:

Large-scale changes were introduced in News and

Current Affairs since 2002. Following the closure of DD-News channel, the entire news programming had been restructured in DD-National channel so that news gets greater visibility.

Newsroom headquarter had been made operational 24 hours and the round of clock news bulletin were introduced.

The headquarter produces 25 news bulletins daily and consumes 218 minutes time on National Channel. 3 more regional news units were opened during the year at Ranchi, Hisar and Raipur. The regional news units produced 61 bulletins daily in 16 languages. A 5-minute news bulletin has been introduced in Sanskrit.

New Anchors (Correspondent-cum-Newsreaders) were engaged on a purely annual contract basis in order to bring freshness into bulletin and more rhetoric bulletin.

Live reporting inputs in the bulletins have increased with continuous and regular hot switching & phone ins from various kendras.

Bilingual scrolls have been introduced in the major bulletins. The entire news programming has been made in-house as a policy.

Major highlights

1. The changes made, increased the viewer ship of Doordarshan's news bulletins. As on day Doordarshan News commands a share of over 90% amongst all news channels in all homes and over 65% in C&S homes.
2. Successfully produces 3 Live Special Programmes on the Assembly Elections held for UP, Uttaranchal, Punjab, Manipur, J&K, Gujarat.
3. Successfully produced the Union Budget Programme 2002, earned a revenue of over Rs. 1 Crore. Live Production of Union Budget and Railway Budget.
4. Live Coverage of PM's Visit to US/UN and PM's all other foreign visits.

ADMINISTRATIVE WING

The requisite information in respect of actual/estimated strength of staff in Doordarshan is as follows: -

Category	Year 2002 (Actual)	Year 2003 (Estimated)	Year 2004 (Estimated)
Gazetted	3261	3792	4171
Non-Gazetted	18520	21440	23584

PROGRAMME ACTIVITY CLASSIFICATION (REVENUE)

Actual expenditure for the year 2001-2002

(FIG. IN LAKHS)

SL.NO.	DESCRIPTION	PLAN	NON-PLAN	TOTAL
1	Direction & Admn.	00.00	1987.16	1987.16
2	Operation & Maintenance	2094.22	15001.89	17096.11
3	Programme Services	12049.46	33199.33	45248.79
4	Total	14143.68	50188.38	64332.06

SUB-HEADWISE REVENUE EXPENDITURE

Actual expenditure for the year 2001-2002

(FIG. IN LAKHS)

Sl. No.	Name of Sub-heads	Plan	Non-plan	Total
1	Salaries	1631.33	21816.42	23447.75
2	Overtime Allowance	50.82	780.65	831.47
3	Domestic TA	67.32	667.12	734.44
4	Foreign TE	0.00	133.78	133.78
5	Office Expenses	195.65	1717.75	1913.40
6	Professional Services (Normal)	104.34	0.00	104.34
7	Professional Services (J&K)	540.30	0.00	540.30
8	Rent, rate and taxes	143.05	720.82	863.87
9	Royalty (Normal)	0.00	0.00	00.00
10	Royalty (J&K)	250.00	0.00	250.00
11	Advertising & Publicity	0.04	0.00	0.04
12	Sattelite Payment	2649.44	0.00	2649.44
13	Grants in aid	0.00	2.54	2.54
14	Other Admn. Expenses	0.80	7.30	8.10
15	Pensionary Charges	144.55	1830.00	1974.55
16	Minor Works	52.68	655.82	708.50
17	Machinery & Materials	71.50	609.27	680.77
18	Supplies & Materials	100.05	2899.97	3000.02
19	Motor Vehicles	78.88	1039.20	1118.08
20	Other Charges	586.27	5594.14	6180.41
21	Scholarship & Stipends	0.00	3.46	3.46
22	Commissioning (Normal)	3820.53	0.00	3820.53
23	Commissioning(J&K)	2371.49	0.00	2371.49
24	Commissioning(North-East)	1284.64	0.00	1284.64
TOTAL		14143.68	38478.24	52621.92

EXPENDITURE FROM IEBR (NON-PLAN):2002-02

(Figures in lakhs)

1	Royalty	1662.24
2	Advt. & Publicity	116.38
3	Professional Services	2531.10
4	Payment to Sports Events	7400.42
TOTAL		11710.14

REVENUE

REVENUE IS DERIVED FROM TWO MAIN SOURCES

- i) Commercial Receipts
- ii) Other Misc. Receipts

(In thousands of Rupees)

Source	Actuals 2001-02	Budget Estimates 2002-03	Revised Estimates 2002-03	Budget Estimates 2003-04
i) TV Commercial Receipts	61521	55000	55000	55000
ii) Other Misc. Receipts	964.44	726.36	726.36	700
TOTAL	62485.44	55726.36	55726.36	55700

DOORDARSHAN

PROGRAMME/ACTIVITY-WISE
 CLASSIFICATION – CAPITAL SECTION
 NO. 55 MINISTRY OF INFORMATION & B'CASTING

(RS. IN LAKHS)

MAJOR HEAD "4221" CAPITAL OUTLAY ON B'CASTING

SL. NO.	DESCRIPTION	2000-01		2001-02		2002-03
		SBG	ACTUAL	SBG	ACTUAL	SBG
1	M&E	65.00	33.00	50.00	33.00	50.00
2	STUDIO	9458.00	9472.00	8346.00	5442.00	8030.00
3	TRNS.	17207.00	12292.00	17116.00	16390.00	20515.00
4	MWS	5160.00	4321.00	4552.00	4067.00	15555.00
5	ESTT.	2110.00	2062.00	2400.00	2113.00	2395.00
6	ARBITRATION	44.00	151.00	36.00	96.00	5.00
7	TOTAL	34044.00	28331.00	32500.00	28141.00	46550.00

DOORDARSHAN**OBJECT WISE CLASSIFICATION (CAPITAL SECTION FOR 2001-2002)****MAJOR HEAD "4221" CAPITAL
OUTLAY ON B'CASTING**

(FIG. IN LAKHS OF RS.)

SL. NO.	DESCRIPTION	ACTUAL EXPENDITURE DURING 2001-2002 PLAN
1	Major Works	3822.02
2.	New Eqpt.	22109.49
3.	Expenses met from NLF	0.00
TOTAL		25931.51
4. ESTABLISHMENT		
i)	Salaries	1594.95
ii)	Domestic TE	125.33
iii)	Office Expenses	243.03
iv)	Pensionary Charges	56.76
v)	Motor Vehicle	83.64
vi)	Rent, Rate and Taxes	9.40
TOTAL		2113.11
5.	Arbitration Award	96.38
GRAND TOTAL		28141.00