



सत्यमेव जयते

GOVERNMENT OF INDIA

PERFORMANCE BUDGET 2005-2006

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 and Broadcasting depicts the functions, programmes and activities of the Ministry in relation to the budget allocations and expresses these 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 judgment 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 organizations 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).

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CHAPTER-I

INTRODUCTION

The main functions of the Ministry of Information and 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 organizations 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 organizations 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 organize 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 programme for overseas listeners.

(B) DOORDARSHAN

Over the last 45 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 it 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 Government 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 utilize 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 organized 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

This Division is a centralized photographic coverage 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 Government agencies, Missions abroad, Autonomous Bodies and public at large.

(VIII) REGISTRAR OF NEWSPAPERS FOR INDIA

The Registrar of Newspapers for India (RNI) maintains under the Press and Registration of Books Act, 1867 an up-to-date record and statistics of newspapers/ periodicals published in the country; clears titles of new publications; issues the certificates of registration; analyses the Annual Statements submitted by the publishers and prepares an Annual Report on the state of Print Media. The publication is titled "PRESS IN INDIA". The RNI also carries out checks

on the claims of circulation of newspapers. As a part of non-statutory functions, this Office issues eligibility certificates to enable the newspapers to import and purchase newsprint from the indigenous newsprint mills. In addition to this RNI certifies essentiality for import of printing machinery and allied materials required by the newspapers.

(IX) RESEARCH, REFERENCE AND 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

This Division is the central film producing organisation of the Government 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 organizing 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 and Broadcasting is also administratively in- charge 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 infrastructure for the film industry. It promotes theatre construction, 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

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.

(H) CENTRAL MONITORING SERVICES

The Central Monitoring Services is engaged in the task of monitoring news and news based programmes of important foreign Radio and TV networks and some Indian TV channels. The CMS also brings out a report every day containing all the material monitored on that day. It also brings out two weekly reports - Weekly Analytical Report giving an 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 TV networks on the Kashmir issue. These reports are sent to selected officers of the Government of India. It has been decided to transfer the Central Monitoring Services to National Technical Research Organisation (NTRO). This Ministry will, however have its own monitoring requirements for which a separate monitoring mechanism will be created.

CHAPTER – II

SUMMARY OF BUDGETARY PROVISIONS

For the year 2005-2006, one Demand No. 60 has been presented to Parliament on behalf of Ministry of Information and Broadcasting, Viz., Demand No. 60 – 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,

Films & 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 (Direct Budgetary Support) outlay for 2004-2005 and for 2005-2006 is as follows:-

(Rs. in crores)

2004-2005						2005-2006		
Budget Estimates			Revised Estimates			Budget Estimates		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
480.00	1034.21	1514.21	250.00	1142.40	1392.40	528.00	1075.06	1603.06

The Plan outlay and the expenditure for 2004-2005 in various sectors were as indicated below:-

Sector	Actuals 2003-2004	Outlay BE 2004-2005	Revised Estimates 2004-2005
Doordarshan	374.99*	643.10	300.00
Sound Broadcasting	120.26*	252.00	127.00
Film Media	13.73	24.70	13.19
Information Media	12.09	35.20	19.88
Total	521.07	955.00	460.07

* Includes IEBR generated by Prasar Bharati.

REVISED ESTIMATES 2004-2005

The reduction in RE amount in so far as Doordarshan is concerned is attributable to delayed approval of schemes for accommodation of staff, augmentation of infrastructure and security, non-receipt of approval of North East special package Phase – II, delay in “in principle” approval from Planning commission particularly for schemes under the heads of Studio production and new Satellite equipments, phasing of expenditure for software under the scheme production of Indian Classics.

The reduction at RE stage for All India Radio is owing to delay in approval of scheme for metro staff quarters, non-approval of North East special package Phase – II, non receipt of in-principle approval of Planning Commission for new projects, retendering of procurement of FM transmitters.

The shortfall in the Information Sector was mainly due to delay in construction of National Press Centre and

slow progress of building and housing project of IIMC. Shortfall in the Film Sector in Plan outlay is mainly due to less requirements of Satyajit Ray Film and Television Institute, Kolkata, Children’s Film Society, India, CBFC, DFF, NFAI and Films Division.

ANNUAL PLAN 2005-2006

The Plan outlay for 2005-2006 in various sectors is as under:-

(Rs. in crores)

Sector	DBS	IEBR	Total Outlay 2005-2006
Prasar Bharati			
Doordarshan	343.35	460.00	803.35
Sound Broadcasting	101.65	132.00	233.65
Films Media	35.00	—	35.00
Information Media	48.00	—	48.00
Total	528.00	592.00	1120.00

Out of the outlay of Rs. 83.00 crores for the year 2005-2006 in respect of Information and Films Sectors, a provision of Rs. 3.48 crores has been earmarked for projects/schemes for the benefit of North Eastern Region and Sikkim.

Out of the total Plan outlay of Rs. 1037.00 crores for the year 2005-2006 in respect of Prasar Bharati, the Plan support will be Rs. 445.00 crores including a component of Rs.111.15 crores for J&K Special Package and Rs. 107.77 crores for North Eastern region and Sikkim. The remaining amount will be met by Prasar Bharati out of its own resources.

CHAPTER – III

(Overall performance of 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, Kolkata, 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 are above 18 years 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 competent under the provision of the Act to order deletions in the films before certifying them;
- (vi) the Board is also competent to refuse certifications of films in their totality;

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 2005-2006 of CBFC includes the following schemes:

1. Establishment of Computerized management/ upgradation of infrastructure in CBFC
2. Opening of regional offices of the Board at New Delhi, Cuttack and Guwahati.
3. Monitoring and Modernization of Certification process.
 1. *The category – wise break – up of the number of certificates issued by the Board, both Foreign and Indian films during the last three years, has been indicated in Annexure– I.*
 2. *Statement indicating the films certified by the Board during the year 2004-2005 is at Annexure – II.*
 3. *The financial requirements is indicated at Annexure – III.*

(A) CENTRAL BOARD OF FILM CERTIFICATION

Year	INDIAN FILMS						FOREIGN FILMS					
	Celluloid Films			Video Films			Celluloid Films			Video Films		
	Feature	Short	Long Other than Feature	Feature	Short	Long Other than Feature	Feature	Short	Long Other than Feature	Feature	Short	Long Other than Feature
2002	942	1292	5	123	556	12	290	240	—	71	219	—
2003	877	1177	—	164	920	2	282	228	—	232	182	—
2004	934	1437	4	206	1944	4	285	222	—	303	208	1

Annexure II-A

STATEMENT INDICATING THE FILMS CERTIFIED BY THE BOARD DURING THE YEAR 2004

CELLULOID

	'U'	'UA'	'A'	'S'	TOTAL
INDIAN FEATURE FILMS	454	241	239	—	934
FOREIGN FEATURE FILMS	64	67	154	—	285
INDIAN SHORT FILMS	1300	76	61	—	1437
FOREIGN SHORT FILMS	76	78	68	—	222
INDIAN LONG FILMS OTHER THAN FEATURE	3	1	—	—	4
FOREIGN LONG FILMS OTHER THAN FEATURE	—	—	—	—	—
TOTAL	1897	463	522	—	2882

Annexure - II B

STATEMENT INDICATING THE FILMS CERTIFIED BY THE BOARD DURING THE YEAR 2004

VIDEO

INDIAN FEATURE FILMS	199	4	3	—	206
FOREIGN FEATURE FILMS	89	67	147	—	303
INDIAN SHORT FILMS	1611	177	153	3	1944
FOREIGN SHORT FILMS	147	35	26	—	208
INDIAN LONG FILMS OTHER THAN FEATURE	3	1	—	—	4
FOREIGN LONG FILMS OTHER THAN FEATURE	1	—	—	—	1
TOTAL	2050	284	329	3	2666

FINANCIAL REQUIREMENTS
Object-Wise Classification

(Rupees. in lakh)

S.No. Unit of Appropriation	Actual for 2003-2004		BE 2004-2005		RE 2004-2005		BE 2005-2006	
	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan	Plan	Non-Plan
1 Salaries	0.00	117.13	6.70	125.00	0.80	133.00	0.00	135.00
2 Overtime Allowance	0.00	0.13	0.15	0.15	0.05	0.15	0.00	0.15
3 Domestic Travel Exp.	0.16	7.78	2.00	8.40	0.15	8.00	0.00	9.00
4 Office Expenses	103.55	41.67	182.00	34.00	103.50	30.75	175.00	35.75
5 Minor Works	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6 Grants-in-aid	0.00	0.00	0.00	0.10	0.00	0.10	0.00	0.10
7 Professional Services	0.26	40.96	3.15	48.00	0.50	48.00	0.00	50.00
TOTAL	103.97	207.67	194.00	215.65	105.00	220.00	175.00	230.00
CAPITAL	0.00	0.00	75.00	0.00	10.00	0.00	156.00	0.00
FCAT	0.00	8.59	0.00	9.50	0.00	10.00	0.00	11.00
GRAND TOTAL	103.97	216.26	269.00	225.15	115.00	230.00	331.00	241.00

NORTH EASTERN REGION

	Actual 2003-2004	BE 2004-2005	RE 2004-2005	BE 2005-2006
CBFC	—	5.00	5.00	5.00

CHILDREN'S FILM SOCIETY, INDIA

INTRODUCTION

1. Children's Film Society, India (CFSI) is a Society registered under Societies Registration Act and is placed under the administrative control of the Ministry of Information and Broadcasting, Government of India. 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.

The governing body of CFSI is the Executive Council, members of which are nominated by the Government of India consisting of individuals from the field of cinema and experts from other related fields. There is also a General Body, which consists of the representatives of the States/ Union Territories and the Ministry of I&B and eminent individuals.

FINANCIAL REQUIREMENT

(Rs. in lakh)

Budget Estimates 2003-2004			Actual Expenditure 2003-04		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
600.00 621.00	15.00	615.00 636.00	402.67	15.00	417.67

(Rs. in lakh)

Budget Estimates 2004-05			Revised Estimates 2004-05			Budget Estimates 2005-06		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
432.00	15.00	447.00	200.00	15.00	215.00	519.40*	15.00	534.40*

* includes North East component of Rs. 10.00 lakh.

DETAILS OF ACTIVITIES:

CFSI undertakes the following main activities.

A) PRODUCTION AND PROCUREMENT OF FILMS AND SERIALS:

CFSI undertakes production as well as procurement of films and serials to cater to the special requirements of children and young people. These aim to provide inputs to develop a balanced approach to life amongst the young generations, providing healthy entertainment at the same time. Certain films/serials produced in the other countries which are considered good for children are also procured. The above software is then dubbed/subtitled in different languages to cater to the linguistic diversity in the country. CFSI lays special stress on animation, it being of special interest to children, and has consistently supported the animation activity in the country for over 25 years. In order to bring down the production costs, CFSI has created certain in-house facilities for production, dubbing and subtitling.

B) EXHIBITION/MARKETING:

CFSI has adopted a variety of methods such as state level district level package programme of screenings, exhibition through agents or show organisers at school levels and 'Film Circles' for children.

i) Organisation of 35mm/16mm shows:

CFSI organizes 35mm and 16mm film shows for the benefit of children and young audience all over the country. 16mm shows are also conducted in schools as well as remote rural areas as well as for the poorer sections of the society.

ii) Organisation of District & State level film festivals:

CFSI conducts mini-film festivals (which comprises of a package of 10 to 12 films) shown in various districts of the States in the country.

iii) Telecast of CFSI films :

CFSI shows its films on DD/Regional Kendras & Satellite Channels.

iv) Workshops:

CFSI organizes various types of Film Appreciation Workshops in the field of animation, Film-making and script writing in various parts of the country.

PERFORMANCE DURING 2004-2005:

A) PRODUCTION :

a) Films Completed During the year

1. AMMACHIYUDE MEEN - Priya Kurien & Shweta Mahapatra (NID Final year students)
Malayalam Short Animation
2. CHUTKAN KIMAHABHARAT - Sankalp Meshram
Hindi-Feature

b) Films Under Production (Carried forwards)

1. MA-A-AA-.....aaa - Chetan Sharma
Hindi short Animation
2. PERFECT MATCH - Dhvani Desai
Hindi Short Animation
3. NEELAWALA CHHATA - Mahesh Aney
Hindi-Feature

Sl.No.	Activity	No. of Shows	Audience
1.	Theatrical & Non-Theatrical Exhibition through NGOs and Schools (35mm & 16mm)	175	84,555
2.	Organising shows through Distributors	1911	7,29,198
3.	District Level Film Festivals/Municipal School shows	3,395	17,83,198
4.	Free Screenings	996	2,96,751
Total		6,477	28,93,739

b) State Level Film Festivals: A State level Film Festival was held in the State of Madhya Pradesh in all 48 districts. A Festival of Children's Films was held in the North East State of Tripura from 21st to 23rd December, 2004 and in Jammu & Kashmir (Srinagar) from 12th to 14th October, 2004. 32 districts of the State of Rajasthan will be covered by Jan. 05.

c) District Level Film Festivals: Municipal school shows were conducted in 38 districts of 10 different States.

d) Free Screenings: Our new scheme of free screening we have committed to arrange 200 shows through NYKs, DIPROs and NGOs in West Zone and at South Zone 200 shows will be held and total 1.50 lakh children benefited.

2. Animation & Film Writing Workshops:

A total of 16 Workshops have been planned during the year 2004-05. Out of these, 6 workshops have already been conducted during the period 1.4.04 to 31.12.04. The remaining 10 workshops will be completed by 31.3.2005.

3. Telecasts:

a) Telecast on Satellite Channels: So far, 6 feature films

4. LAPATA - Raghuvir Kulkarni
Hindi-Feature

c) New Films Under Production

1. COMMAND FOR CHOTI - Ramesh Asher
Hindi-Short
2. THE STORY OF NOKPOKLIBA - Meren Imchen
Nagami-Short Animation
3. SAB GOLMAL HAI - Pankaj Parashar
Hindi-Feature

d) Dubbing Completed During the Year

Dubbing of 20 versions of various films completed in all respects.

e) Dubbing taken up During the Year

1. PINKY & THE MILLION PUG - German to Hindi
2. TORA - Assamese to Hindi

B) Exhibition/Marketing :

1. Exhibition of Films;

Children's Film Society, India strives to reach maximum number of children in urban and rural areas through the following activities. The figures of this activity for the period April to December, 2004 are as under:

have been screened on Hungama TV fetching a revenue of 5.30 lakh. More CFSI films are proposed to be telecast by the end of March, 2005.

b) Telecast on DDK: One film titled "Senani Sane Guruji" based on the life of the freedom fighter was telecast on DDK, Mumbai on 14th November, 2004.

c) CFSI has signed agreement with MEASAT Broadcasting Network Systems SDN DHD (MBNS), Malaysia for our 7 films in Tamil version. CFSI will get license fee US\$, 11,100 towards this assignment.

4. Sale of VHS Cassettes and VCDs:

VHS Cassettes and CDs of CFSI's films have been sold for personal and community screenings/viewing. A total of 408 VHS cassettes & CDs have been sold.

5. Participation in International Film Festivals;

CFSI films have been sent for participation in 53 International Film Festivals so far, prominent among them being Canada, Sweden, USA, Spain and Czech.

PLAN SCHEMES:

A. Continuing Schemes:

Name of Scheme	Continuing Schemes
SCHEME-I	Film Production
	a) Production of feature & short films and T.V. serials
	b) Dubbing
	c) Subtitling of films
	d) Purchase of films
	e) Print Cost
SCHEME-II	Festivals
	a) 14th International Children's Film Festival (of CFSI)
	b) Participation in International Children's Film Festival held abroad
SCHEME-III	Modernisation & Augmentation
	a) Video
	b) Information Technology
SCHEME-IV	Animation & Script Writing Workshop
SCHEME-V	Audience Research & Market Survey & Marketing of CFSI films
SCHEME-VI	Digitalisation/Webcasting of CFSI films
	a) Digitalisation of CFSI films
	b) Webcasting of CFSI films
SCHEME-VII	Exhibition of Children's Films in Municipal Schools

EXPLANATION OF FINANCIAL REQUIREMENTS FOR 2004-2005:

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

(Rs. in lakh)

	BE 2004-05	RE 2004-05	BE (Annual Plan Outlay) 2005-06 (Proposed)
I. Production & Procurement of children's films/serials including dubbing and/or subtitling Modernisation and Augmentation of Production Facilities	352.00	144.00	352.00
II. Festivals			
(a) Organisation of International Children's Film Festival (Biennial Event)	5.00	2.50	100.00
(b) Participation in International Film Festival	10.00	7.50	10.00
III. Modernisation & Augmentation			
a) Video	10.00	0.00	0.00
b) Information Technology	2.00	2.00	2.80
IV. Animation & Script Writing Workshop	4.00	3.00	4.60
V. Audience Research & Market Survey	0.00	0.00	0.00
New Schemes:			
VI. (a) Digitalisation of CFSI films	0.00	0.00	0.00
(b) Webcasting of CFSI Library	1.00	1.00	0.00
VII. Exhibition of CFSI films in Municipal Schools.	58.00	40.00	50.00
	432.00	200.00	519.40

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 lakh	Proposed Target	Remarks
3. Proposed budget grant & performance targets for 2005-2006		352.00	Production: 5F+2S Purchase : 3 Films Dubbing : 10 Films Subtitling : 8 versions	
4. (a) Sanctioned Budget Grant and revised performance target for 2004-2005		352.00		
(b) Revised Budget for 2004-2005		144.00		
5. (a) Actual expenditure upto December, 2004		141.63		
(b) Expenditure to be incurred/booked for Jan-March, 2005 (proposed)		2.37		
6. Physical achievement and percentage for 2004-2005 anticipated by 31.03.2005		75%		

ANNEXURE – II

1. Name of the Scheme/Activity : Scheme II (Plan)	:	Festivals		
		a) Organisation of International Film Festival b) Participation in International 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 lakh	Proposed Target	Remarks
3. Proposed budget grant & performance targets for 2005-2006		a) 100.00 b) 10.00	a) Preliminary work has started for 14th ICFF b) Participation in 15 International Film Festivals	
4. (a) Sanctioned Budget Grant and revised performance target for 2004-2005		a) 0.00 b) 15.00		
(b) Revised Budget for 2004-2005		a) 2.50 b) 7.50		
5. Final Grant (proposed)		a) - b) -		
(a) Actual expenditure upto December, 2004		6.49		
(b) Expenditure to be incurred/booked for Jan-March, 2005		3.51		
6. Physical achievement and percentage for 2004-2005 anticipated by 31.03.2005		100%		

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 lakh	Proposed Target	Remarks
3. Proposed budget grant & performance targets for 2005-2006	2.80	a) Nil b) Purchase of new Computers for Branch offices including licensed Software.	
4. (a) Sanctioned Budget Grant and revised performance target for 2004-2005	a) 0.00 b) 2.00		
(b) Revised Budget for 2004-2005	a) 0.00 b) 2.00		
5. (a) Actual expenditure upto December, 2004	1.58		
(b) Expenditure to be incurred/booked for Jan-March, 2005	0.42		
6. Physical achievement and percentage for 2004-2005 anticipated by 31.03.2005	Cannot be evaluated in percentage terms.		

ANNEXURE – IV

1. Name of the Scheme/Activity : Scheme IV : **Animation & Script Writing Workshop**
 (Plan)
2. Description and objectives of the Scheme : To develop and sustain interest in the Children's Film Movement.

	Rs. in lakh	Proposed Target	Remarks
3. Proposed budget grant & performance targets for 2005-2006	4.60	Organisation of 16 Animation & Script Writing Workshops.	
4. (a) Sanctioned Budget Grant and revised performance target for 2004-2005	4.00		
(b) Revised Budget for 2004-2005	3.00		
5. (a) Actual expenditure upto December, 2004	1.58		
(b) Expenditure to be incurred/booked for Jan-March, 2005	1.42		
6. Physical achievement and percentage for 2004-2005 anticipated by 31.03.2005	75%		

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 lakh	Proposed Target	Remarks
3. Proposed budget grant & performance targets for 2005-2006	Nil		
4. (a) Sanctioned Budget Grant and revised performance target for 2004-2005	0.00		
(b) Revised Budget for 2004-2005	0.00		
5. Final Grant (Proposed)	—		
6. (a) Actual expenditure upto December, 2004	0.00		
(b) Expenditure to be incurred/booked for Jan-March, 2005	0.00		
6. Physical achievement and percentage for 2004-2005 anticipated by 31.03.2005			

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 cast on the web CFSI films which will help to disseminate information to Indian and foreign audiences/prospective buyers

	Rs. in lakh	Proposed Target	Remarks
3. Proposed budget grant & performance targets for 2005-2006	0.00	a) — b) Maintenance & upgradation of CFSI Website	
4. (a) Sanctioned Budget Grant and revised performance target for 2004-2005	a) 0.00 b) 1.00		
(b) Revised Budget for 2004-2005	a) 0.00 b) 1.00		
5. (a) Actual expenditure upto December, 2004	0.00		
(b) Expenditure to be incurred/booked for Jan-March, 2005	1.00		
6. Physical achievement and percentage for 2004-2005 anticipated by 31.03.2005	100%		

ANNEXURE – VII

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 lakh	Proposed Target	Remarks
3. Proposed budget grant & performance targets for 2005-2006	50.00	5000 shows to be organised to benefit 35 lakh children	
4. (a) Sanctioned Budget Grant and revised performance target for 2004-2005	58.00		
(b) Revised Budget for 2004-2005	40.00		
5. (a) Actual expenditure upto December, 2004	33.84		
(b) Expenditure to be incurred/booked for Jan-March, 2005	6.16		
6. Physical achievement and percentage for 2004-2005 anticipated by 31.03.2005	75%		

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 masses through different 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 the grass-root level are:

- (a) Newspaper 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 a 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.

Besides, DAVP has a network of 35 field units all over the country which organize exhibitions based on socio-economic and national themes to publicize government programmes and policies. The directorate maintains a mailing list of approx. 16.50 lakh addresses for sending publicity material all over the country.

(I) TARGET AND ACHIEVEMENTS FOR THE YEAR 2003-2004

FINANCIAL

(Rs. in lakh)

Budget Estimate-2003-2004			Actual Expenditure 2003-2004		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
286.00 *	5717.01	6003.01	368.87	5700.27	6069.14

* inclusive of Rs. 31.00 lakh NE region

PHYSICAL PERFORMANCE

PLAN

ANNUAL PLAN 2003-2004

During the year 2003-04, DAVP implemented ongoing Plan Scheme 'Developmental Publicity Programme: Conception & Dissemination' with a approved outlay of Rs. 286.00 lakh. In addition to this, a sum of Rs. 100.00 lakh was provided in RE which was subsequently reduced to Rs. 98.40 lakh in final grant i.e. total Rs. 382.40 lakh for the Annual Plan 2003-04. A sum of Rs. 368.87 lakh was incurred upto March 2004 with achievement 95.78% in terms of financial targets.

Under the scheme, the physical achievements through different publicity media are as follows:-

1. Outdoor Publicity:- 1150 Kiosks in Delhi, 100 Kiosks in Ghaziabad, 150 Bus Back Panels in Mumbai and 5 hoardings in Delhi on the campaign "Unity in Diversity" and 100 flex Hoardings were displayed in Chattisgarh State on "Sarva Shiksha Abhiyan".

2. Dissemination of Information & Electronic Media

(Video- Spot):- Video spots on "Azadi Aage Badhne Ki" and "Anti Terrorism," four 60 second video spots on 4 schemes of Central Government Kisan Credit Card, Mobile Phone, Rural Roads, National Highways were telecast, 3 video spots on Cleanliness and 4 spots on Government scheme were also produced and telecast on SAB TV.

3. Display & Classified Advertising:- Advertisement on Dr. B.R. Ambedkar Birth Anniversary was released throughout India including North Eastern parts of the country. Advertisement on CAS was also released in the Metropolitan cities of the country.

4. Printed Publicity- 2000 booklets and 2,20,000 copies of "Unique Initiative and Landmark Achievements" highlighting the achievements of the Government in various sectors, highways, rural roads, railways, telecom services, infrastructure of ports and airports, food and engineering etc. 6400 copies of 4 kinds of posters on CAS in English, Hindi and different regional languages were printed.

NON-PLAN

The Non-Plan Budget Target and achievements during 2003-2004 are given below.

Sl.No.	Particulars	Targets	Achievements
1	Exhibition	425	589
2	Display/Classified Advtg	16450	21490
3	Advertising on Radio/TV	5400	6764 *
4	Printed Publicity	200	233 **
5	Outdoor Publicity	350	280

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

** Consisting of 743 items in various languages.

(II) TARGET AND ACHIEVEMENTS FOR THE YEAR 2004-2005

BUDGET ALLOCATION

(Rs. in lakh)		
Plan	Non-Plan	Total
1315.00 *	5774.50	7089.50

* inclusive of Rs. 130.00 lakh for North East Areas.

PHYSICAL PERFORMANCE

A) PLAN:- Annual Plan 2004-05 has one ongoing scheme i.e. Developmental Publicity Programme: Conception & Dissemination having Rs. 1315.00 lakh as approved outlay inclusive of Rs. 130.00 lakh for North East areas. The Plan outlay has been reduced to Rs. 1065.00 lakh at RE stage. A sum of Rs. 751.77 lakh has been incurred upto 31.12.2004.

Achievements:-

The Plan Scheme envisaged in Annual Plan 2004-05 is being implemented through the media of Outdoor Publicity, Printed Publicity, Display & Classified Advertising and Dissemination of Information on Electronic Media.

1) Outdoor Publicity:- Through Outdoor Publicity, 71 hoardings, 3560 Bus Panels, 2250 Kiosks, 8 Animation Display Systems, 700 Decorative Railings have been displayed all over the country inclusive of North Eastern States on the campaign of "National Integration and Communal Harmony" and "Anti Tobacco".

2) Printed Publicity:- 3,25,000 posters on "Unity is Our Strength," 6,30,000 booklets on Union Budget 2004 & National Common Minimum Programme of UPA Government and 20,000 folders on "Freedom Struggle" have been printed.

3) Display & Classified Advertising:- Advertisement on Dr. B.R. Ambedkar Birth Anniversary, Gandhi Jayanti,

Independence Day, Birth Anniversary of Pandit Nehru, Death Anniversary of Indira Gandhi, New Senior Citizen's Saving Scheme have been released through various newspapers.

4) Dissemination of Information on Electronic Media:-

Production and telecast of video spots on Women Empowerment and other women related issues, telecast of video spot on Cleanliness, Telecast/broadcast of Video/Audio spot on Blood Donation, Telecast/Broadcast of video/Audio spot on Tobacco Control Act, production & telecast of Video spot on Diwali Pollution, Telecast of video spot on Road Safety, Petroleum Conservation, Consumer Affairs are main campaigns this year which are spread all over the country through Doordarshan and some private channels.

B) ACTIVITY-WISE ACHIEVEMENTS IN PHYSICAL TERMS (INCLUDING THAT ON BEHALF OF OTHER MINISTRIES/DEPARTMENTS)

Sl. No.	Particulars	Targets	Anticipated achievements upto 31.3.05
1	Exhibition	450	635
2	Display/ Classified Advtg.	18860	20513
3	Advertising on Radio/TV	5613	6722 *
4	Printed Publicity	176	168 **
5	Outdoor Publicity	300	302

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

** consisting of 463 items in various languages.

DAVP'S ANNUAL PLAN 2005-2006

The Annual Plan 2005-2006 has envisaged one ongoing scheme with Developmental Publicity Programme-Conception & Dissemination with a total outlay of Rs.309.00 lakh inclusive of Rs. 31.00 lakh for North Eastern States.

(III) TARGET FOR THE YEAR 2005-2006.**FINANCIAL****Budget Estimates**

(Rs. in Lakh)

PLAN	NON-PLAN	TOTAL
278.00(+)	31.00* = 309.00	5889.00
		6198.00

* For North-East Areas of the country.

PHYSICAL TARGETS**Activity Wise Physical Targets (including on behalf of Other Ministries/Departments)**

Sl.No.	Particulars	Targets
1	Exhibition	650
2	Display/Classified Advtg.	22571
3	Advertising on Radio/TV	5735
4	Printed Publicity	170
5	Outdoor Publicity	250

ANNUAL PLAN 2005-2006 (GENERAL ACTIVITIES)

(Rs. in Lakh)

Details of Scheme-wise allocation**Approved outlay (as per SFC) Rs 309.00 (lakh)**

Sl.no.	Name of the Scheme	Physical targets	Amount of Allocation (Revenue)
1	Developmental Publicity Programme: Conception & Dissemination	a) Outdoor Publicity b) Dissemination of information on electronic media c) Display & Classified Advertising (inclusive of Rs. 11.00 lakh for Impact Studies) d) Printing Publicity	67.50 90.60 105.50 14.40
		Total	278.00
	For the benefit of North-Eastern region		31.00
	Grand Total		309.00

ANNUAL PLAN 2005-2006 (NORTH-EAST AREAS)

(Rs. in Lakh)

Details of Scheme-wise allocation Total Outlay of Rs. 31.00 lakh**(i.e. 10% of the total approved outlay of Rs. 31.00 lakh)**

Sl.no.	Name of the Scheme	Physical targets	Amount of Allocation (Revenue)
1	Developmental Publicity Programme: Conception & Dissemination	a) Outdoor Publicity b) Dissemination of information on electronic media c) Display & Classified Advertising d) Printing Publicity	7.50 11.40 10.50 1.60
		Total	31.00

PHYSICAL ACHIEVEMENTS –ACTIVITY-WISE

The Directorate continued to render services during 2004-2005 for motivational campaigns relating to national and socio-economic themes. The focus of multi-media publicity has been on themes such as "National Integration & Communal Harmony, Unity is Our Strength, Freedom Struggle, "Yeh Gulistan Hamara", "Aakash Hamara Hai", "Diwali Pollution", "Cleanliness" "Civil Defence" "Anti

Tobacco" SC/ST welfare, Handicapped welfare scheme for Backward classes, Social & rural development programme entitled "Jeevan Hai Anmol", "Let's Talk", "Sanwanti Jayen Jeevan Ki Rahen", "Geet Gunje Gaon Gaon", "Nayee Ashayen Nayee Dishayen", "Ab Manzil Door Nahi", AIDS awareness, Blood Donation etc. Publicity on women & child development with entirely new campaign like Female Foeticide, Child Abuse, Harassment at Work Place, Girl Child, Girl Education, Dowry, Child Marriage, health and

family welfare entitled "Khushiyan Bhara Angan", consumer protection entitled "Jago Grahak Jago" and guidelines on Water Harvesting and Artificial Recharge "Hariyali", "Total Sanitation", "Indira Awas Yojana", Rural Housing, Petroleum Conservation etc. also formed integral part of DAVP's activities. DAVP also gave special emphasis on Union Budget 2004, booklets on National Common Minimum Programme of UPA Government, approach paper to Midterm Review of Tenth Plan, Indian System of Medicine, Election Commission of India for creating awareness regarding use of electronic voting machine and right of people to vote and 35th IFFI-2004.

EXHIBITIONS

(Rs. in lakh)

Actual 2003-2004			BE 2004-2005			RE 2004-2005			BE 2005-2006		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
-	67.23	67.23	-	66.00	66.00	-	70.00	70.00	-	100.00	100.00

Exhibition units of DAVP organised 485 exhibitions all over the country during 2004-05 spreading over 1697 days and 150 exhibitions are likely to be put-up during the remaining period of the financial year. Details are as under:

Evil face of Global Terrorism: On the occasion of Sadbhawana Divas on 21st May, Chennai unit organized the exhibition titled "Evil face of Global Terrorism" at Sriperumbudur. A good coverage was given to the exhibition by electronic and print media.

Freedom Struggle of India: Exhibition Division of DAVP put an exhibition on the theme of the Freedom Struggle of India on the eve of the Independence Day Celebrations. The exhibition portrays the historical events of freedom struggle through rare photographs and Hindi and English write-ups. The exhibition was inaugurated by the Hon'ble Minister for Information & Broadcasting Shri Jaipal Reddy on 14th August, 2004.

Mahatma Gandhi: Exhibition Division of DAVP put up an exhibition on the theme of Mahatma Gandhi at Grih Kalyan Kendra, BC Park, Sarojini Nagar, New Delhi on the occasion of the Birth Day Celebration of Gandhiji. The exhibition portrayed the historical events of Gandhiji's life.

This exhibition was inaugurated by Hon'ble Minister of Information & Broadcasting Shri Jaipal Reddy on 1st October 2004. Chennai exhibition unit also participated in Gandhi Jayanti celebration by putting up an exhibition under this title for a period of 3 days at Guindy, Chennai.

Tsunami : After the Tsunami devastation, DAVP organised exhibition in Chennai on the destruction of the killer waves and the relief measures undertaken.

Advertisements on important national/international days viz. Teachers Day- 2004, Road and Transport week, Pulse Polio Day, World Health Day, Indira Death Anniversary, Rajiv Gandhi Birth Anniversary, Mass Campaigns on Gandhi Jayanti, Sardar Patel Birth Anniversary, Independence Day and Income Tax advertisement was also carried to the masses through display/classified advertisements. Since DAVP caters to publicity requirements of client Departments, the annual targets fixed may always vary depending on the requirements of the clients.

NCMP : DAVP also put up an exhibition at Madurai in Tamilnadu on the National Common Minimum Programme.

Health Pavilion at ITPO: DAVP organised an exhibition on behalf of Ministry of Health & Family Welfare in Pragati Maidan on the occasion of India International Trade Fair to focus the vital information of Health aspects. An entirely new story line on the theme Happy Family was prepared and displayed. Colourful translites, dioramas and an audio-visual display added life to the exhibition. A children's play area, and live shows by "Song and Drama Division" were other highlights.

Jawaharlal Nehru: An exhibition on the legendary leader and the first Prime Minister of the country was prepared and displayed at National Stadium in the capital as a part of the Nehru Yuva Kendra programme.

Indira Priyadarshini: The exhibition set on the dynamic leader of the country was prepared with the collection of the photographs to be displayed in Amethi, U.P.

Exhibition for Parliament: The Exhibition wing of DAVP has been participating in several prestigious functions associated with Parliament. The Wing put up exhibitions such as Parliamentary Democracy: Our Heritage and Achievements, Orientation Programme of Lok Sabha and Rajya Sabha Member.

Apart from this, DAVP units put up Exhibitions in famous melas like Ardh Kumbh Mela at Haridwar, Nauchandi Mela at Meerut, Puri Car Festival, Muzaffar Nagar Agricultural Industrial Fair, Shrawani Mela in Ranchi, Chandausi Mela, Arogya Mela at ITPO, Dussera Festival at Mysore and Perfect Health Mela at Talkatora Garden.

DISPLAY & CLASSIFIED ADVERTISEMENTS

(Rs. In lakh)

Actuals 2003-2004			B.E 2004-05			R.E.2004-05			B.E.2005-06		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
205.01	3986.64	4191.65	555.00	4000.00	4555.00	455.00	3659.00	4114.00	105.50	4000.00	4105.50
9.10	-	9.10	60.00	-	60.00	60.00	-	60.00	10.50	-	10.50 *
214.11	3986.64	4200.75	615.00	4000.00	4615.00	515.00	3659.00	4174.00	116.00	4000.00	4116.00

* For the benefit of North Eastern States.

DAVP's major area of activity continues to be the press advertisements. Design and release of advertisements for Ministries/Departments and autonomous bodies to empanelled publications all over the country remained the core area of DAVP during the year 2004-2005. This has helped in spreading social messages and Government policy and programme to the people through small, medium and big newspapers.

During the current financial year, 16728 advertisements

have been released to various papers throughout the country from April to 31st December 2004. Out of these, 604 are display advertisements and 16124 are classified and display-classified advertisements. Some of these display advertisements include Road and Highway Transport Week, Pulse Polio Day, World Health Day, Indira Gandhi Death Anniversary, Sardar Patel's Birth Anniversary, Rajiv Gandhi's Birth Anniversary, Mass Campaigns on Gandhi Jayanti, Independence Day and Income Tax advertisements etc.

AUDIO AND T.V. COMMERCIALS

(Rs. in lakh)

Actuals 2003-2004			B.E 2004-05			R.E.2004-05			B.E.2005-06		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
55.95	14.70	70.65	450.00	12.00	462.00	300.00	10.00	310.00	90.60	12.00	102.60
4.32	-	4.32	50.00	-	50.00	50.00	-	50.00	11.40	-	11.40 *
60.27	14.70	74.97	500.00	12.00	512.00	350.00	10.00	360.00	102.00	12.00	114.00

* For the benefit of North Eastern States

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 viewers/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 has produced 227 radio spots and 4497 sponsored programmes and 381 TV spots during 2004-05 (till December- 2004). A total number of 39876 broadcasts and 12863 telecasts were made.

The major campaign this year has been for educating and informing people in general on various socially relevant issues are "Sanwanti Jayan Jeevan Ki Rahen" on welfare schemes for M/o Social Justice & Empowerment, "Khushiyon Bhara Angan" on Family Welfare scheme, "Geet Gunje Gaon Gaon", Nayee Ashayen Naye Dishayaen"

and "Ab Manzil Door Nahin" on various rural development schemes for M/o Rural Development. "Jeewan Hai Anmol" and "Let's Talk" on AIDS education for NACO, "Jago Grahak Jago" on consumer education for D/o Consumer Affairs, "Yeh Gulistan Hamara" for M/o Environment & Forest and "Aakash Hamara Hai" on women & child development issue for M/o Women & Child Development. These programmes are of 15-30 minutes duration and produced in Hindi & regional languages in interesting drama format. These are broadcast all over the country.

Campaign was also undertaken for Election Commission of India, for creating awareness regarding use of Electronic Voting Machine & right of People to vote, during the General Elections. Under the campaign video spots for films were produced which were disseminated all over the country through electronic media and State Governments. Video/audio spot was produced and telecast/broadcast in Tsunami affected States and also at national level regarding appeal to the public.

PRINTED PUBLICITY INCLUDING DISTRIBUTION

(Rs. in lakh)

Actuals 2003-2004			B.E 2004-05			R.E.2004-05			B.E.2005-06		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
48.26	399.56	447.82	45.00	315.00	360.00	45.00	310.00	355.00	14.40	315.50	329.90
1.96	-	1.96	5.00	-	5.00	5.00	-	5.00	1.60	-	1.60 *
50.22	399.56	449.78	50.00	315.00	365.00	50.00	310.00	360.00	16.00	315.50	331.50

* for the benefit of North Eastern states

The Directorate brought-out 1.09 crore copies of printed publicity material like folders, booklets, posters, calendar, diaries, planners etc. Multi-colour poster have been produced in different languages for promotion of campaigns like Anti-Tobacco, Blood Donation, Teacher's Day- 2004, Medicinal Plant and HIV/AIDS. Booklets on "Aao Deep Jalayen" on behalf of Min. of Social Justice & Empowerment, Water Harvesting and Artificial Recharge, guidelines on Hariyali, Total Sanitation, Indira Awas Yojna, Capacity Building on behalf of M/o Rural Development, guidelines on infant and young child feeding on behalf of Min. of Human Resource Development, Child Adoption on behalf of Min. of Social Justice & Empowerment and PM's speech on different subjects related to Government of India's policy have been printed and distributed all over the country. Folders on Healthy Family, AIDS, Blood Donation have been printed and distributed.

Engagement diaries on behalf of Ministry of Information and Broadcasting, Indian Army & Indian Air Force Additional Directorate General of Movements, Directorate General of Resettlement have been produced and distributed. Wall calendars- 2005 on behalf of Ministry of Information & Broadcasting, Road Transport & Highways,

Indian System of Medicine, Indian Army & Indian Airforce and Table calendar -2005 on behalf of Indian Army and Indian Air force have also been produced & distributed. Besides these Ayush Calenders on Indian System of Medicine and planners on behalf of NSI have also printed and distributed. DAVP brought out the 2005 calendar for Government of India on the renowned musicians of the country highlighting the rich cultural heritage. As many as 3.5 lakh copies of the calendar were printed and distributed by DAVP.

List of materials printed for distribution under sub-head "Printed Publicity".

Sl. No.	Type of Material	Quantity
1.	Posters	19,64,200
2.	Booklets	29,90,800
3.	Folders	31,65,500
4.	Calendars	12,14,500
5.	Diaries	1,07,500
6.	Others	14,68,800
Total:		1,09,11,300

OUTDOOR PUBLICITY

(Rs. in lakh)

Actuals 2003-2004			B.E 2004-05			R.E.2004-05			B.E.2005-06		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
37.66	24.22	61.88	135.00	50.00	185.00	135.00	45.00	180.00	67.50	50.00	117.50
7.44	-	7.44	15.00	-	15.00	15.00	-	15.00	7.50	-	7.50 *
45.10	24.22	69.32	150.00	50.00	200.00	150.00	45.00	195.00	75.00	50.00	125.00

* For the benefit of North Eastern States

The provision under this activity is made for publicity through 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 267 jobs till December-

2004 against the target of 300 jobs. Publicity of the same jobs through different outdoor media like Programme Boards, Decorative Railings etc are in the pipeline and will be executed during the remaining period of the financial year.

Break-up of the major Outdoor Publicity material displayed during the year (from 1.4.2004 to 31.12.2004) is as under:

Sl. No.	Types of Material	Nos.
1.	Hoardings	462
2.	Banners	40
3.	Kiosks	3760
4.	Bus Panels	4900
5.	Programme Board	02
6.	Railway Panels (Metro Train)	40
7.	Animation Display System	79

8.	Decorative Railings	700
9.	Bus Queue Shelters	16

Outdoor Publicity provides outdoor media support for the various campaigns to achieve the goal of creating awareness on themes like ISI symbol, Social Justice & Empowerment, EPF, Anti tobacco, Civil Defence, Arogya Health Mela, Athens Olympic Games, Freedom Struggle & Mahatma Gandhi Photo Exhibition.

Some notable features of Outdoor Publicity activity of this year are Arogya Health Mela, NICH, Anti-tobacco campaigns & campaign to join the civil defence. To educate the masses on Child Abuse, to help the old age and handicapped people and welfare of the SC/ST.

DIRECTION AND GENERAL ADMINISTRATION

(Rs. in lakh)

Actuals 2003-2004			B.E 2004-05			R.E.2004-05			B.E.2005-06		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
—	1207.09	1207.09	—	1331.50	1331.50	—	1377.00	1377.00	—	1411.50	1411.50

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.

I-OBJECTIVE CLASSIFICATION

(Rs. in lakh)

Sl. No.	Activity Classification	Actuals 2003-2004			Budget Estimates 2004-05			Revised Estimates 2004-05			Budget Estimates 2005-		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1	02 01 01- Salaries		860.43	860.43		960.00	960.00		985.00	985.00		1015.00	1015.00
2	02 01 02-wages		7.08	7.08		9.00	9.00		5.00	5.00		2.00	2.00
3	02 01 03-Over-time-allowance		10.61	10.61		12.00	12.00		10.00	10.00		12.00	12.00
4	02 01 11-Travel expenses		23.87	23.87		26.00	26.00		23.50	23.50		26.00	26.00
5	02 01 13-Office Expenses		131.69	131.69		130.00	130.00		149.00	149.00		145.00	145.00
6	02 01 14-Rent, Rates & Taxes		146.15	146.15		160.00	160.00		176.00	176.00		176.00	176.00
7	02 01 20-Other Admn. expenses		13.02	13.02		13.50	13.50		13.50	13.50		14.50	14.50
8	02 01 50-Other Charges		14.24	14.24		21.00	21.00		15.00	15.00		21.00	21.00
9	02 02 26-Exhibition		67.23	67.23		66.00	66.00		70.00	70.00		100.00	100.00
10	02 03 26-Display & Class. Advtg.	204.18	3987.47	4191.65	555.00	4000.00	4555.00	455.00	3659.00	4114.00	105.50	4000.00	4105.50
11	02 04 26-Radio Spots	55.95	14.70	70.65	450.00	12.00	462.00	300.00	10.00	310.00	90.60	12.00	102.60
12	02 05 26-Printed Publicity	48.26	319.88	368.14	45.00	250.00	295.00	45.00	225.00	270.00	14.40	225.00	239.40
13	02 06 26-Distribution expenses		79.68	79.68		65.00	65.00		85.00	85.00		90.50	90.50
14	02 07 26-Outdoor Publicity	37.66	24.22	61.88	135.00	50.00	185.00	135.00	45.00	180.00	67.50	50.00	117.50
Total		346.05	5700.27	6046.32	1185.00	5774.50	6959.50	935.00	5471.00	6406.00	278.00	5889.00	6167.00
For the benefit of North East Region		22.82	0.00	22.82	130.00	0.00	130.00	130.00	0.00	130.00	31.00	0.00	31.00
Total		368.87	5700.27	6069.14	1315.00	5774.50	7089.50	1065.00	5471.00	6536.00	309.00	5889.00	6198.00

II-FINANCIAL REQUIREMENTS

(Rs. in lakh)

Sl. No	Activity-wise Classification	Actuals 2003-2004			Budget Estimates 2004-05			Revised Estimates 2004-05			Budget Estimates 2005-06		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1	Exhibition		67.23	67.23		66.00	66.00		70.00	70.00		100.00	100.00
2	Display & Classified Advtg.	204.18	3987.47	4191.65	555.00	4000.00	4555.00	455.00	3659.00	4114.00	105.50	4000.00	4105.50
3	Radio/TV Commercial	55.95	14.70	70.65	450.00	12.00	462.00	300.00	10.00	310.00	90.60	12.00	102.60
4	Printed Pub. including Distribution	48.26	399.56	447.82	45.00	315.00	360.00	45.00	310.00	355.00	14.40	315.50	329.90
5	Outdoor Publicity	37.66	24.22	61.88	135.00	50.00	185.00	135.00	45.00	180.00	67.50	50.00	117.50
6	Directions & General Admn.		1207.09	1207.09		1331.50	1331.50		1377.00	1377.00		1411.50	1411.50
Total		346.05	5700.27	6046.32	1185.00	5774.50	6959.50	935.00	5471.00	6406.00	278.00	5889.00	6167.00
For the benefit of North East Region		22.82	0.00	22.82	130.00	0.00	130.00	130.00	0.00	130.00	31.00	0.00	31.00
Total		368.87	5700.27	6069.14	1315.00	5774.50	7089.50	1065.00	5471.00	6536.00	309.00	5889.00	6198.00

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. There are presently 22 Regional Offices and 268 Field Publicity Units which are doing extensive publicity coverage in rural areas, as the reach of the Directorate is quite extensive and even the remote 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 grassroot 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 :-

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

ANNUAL PLAN 2005-2006

The Annual Plan outlay for 2005-2006 (proposed) is Rs. 226.00 lakh. 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 Public Address systems etc.

The physical and financial projections in respect of Plan schemes for the year 2005-2006 are as under :-

S.No.	Name of the Scheme	Outlay 2005-06 (Rs. in lakh)	Targets
REVENUE :			
1.	Purchase of Films	30.00	As many Cassettes as possible within the approved outlay. (Approx. 8000-10000 cassettes)
2.	Modernisation & Updation of Capital Stock	196.00	18 Vehicles, 50 Wireless P.A. systems, 40 Data Projectors, 40 DVD Players, 10 Computers and peripherals, 5 training of Staff.
Total		226.00	

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 :-

(Rupees. in lakh)

	Actuals 2003-2004	SBG 2004-2005	R.E 2004-2005	B.E 2005-2006
FINANCIAL				
Plan	191.74	200.00*	97.60**	226.00***
Non-Plan	2045.42	2088.11	2227.00	2312.00
Total	2237.16	2288.11	2324.60	2538.00

* include Rs. 60.00 lakh for North East and Sikkim

** include Rs. 47.60 lakh for North East and Sikkim.

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

PHYSICAL

PROGRAMMES ACTIVITIES :

	2002-2003		2003-04		2004-05		2005-06
	Targets	Achievements	Targets	Achievements	Targets	Achievements	Target
Tour Days	37440	24669	36648	22365	36648	25948	36648
Films Shows	62400	44297	60000	38707	60000	44467	60000
Special Programmes	8000	10201	8040	10603	8040	6305	8040

REVIEW OF PERFORMANCE DURING ANNUAL PLAN -2003-04

During 2003-04, 22368 V.H.S cassettes of 88 Films were purchased in various Indian languages under the scheme "Modernisation and Updation of Capital Stock". 60 Wireless PA Systems, 27 vehicles, 10 computers, 10 Printers, 10 UPS and software were purchased. Five computer trainings for officers and staff of regional offices and headquarters and work on renovation of computer rooms in some Regional Offices were carried out under this scheme.

PLAN SCHEMES 2004-2005

In the Annual Plan 2004-05 the approved outlay for the two Plan Schemes viz (i) Purchase of Films/Cassettes; and (ii) Modernisation & Updation of Capital Stock is Rs. 200.00 lakh.

(Rs. in lakh)

S.No.	Name of the Scheme	Outlay for 2004-2005	RE 2004-2005	Targets 2004-2005	Expenditure 2004-2005 upto Dec, 04	Achievements	Head of Account
REVENUE :							
1.	Purchase of Films/Cassettes	50.00	15.00	As many cassettes as possible within the approved outlay (approx. 7000 cassettes)	Nil	Nil	Demand No. 60 "2220" Information & Publicity (Major Head, 60.106 Field Publicity (Minor Head), 01 Directorate of Field Publicity, 01.00.21-Supplies & Materials for the year 2004-05 (Plan) and the relevant heads in the subsequent years.
CAPITAL :							
2.	Modernisation & Updation of Capital Stock	150.00	82.60	50 nos. Wireless Systems, 15 data projectors, 15 DVD players and 21 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	43.88	50 Nos. of wireless PA system and 15 data projectors have been procured. Orders for purchase of 15 DVD players have been placed.	Demand No.60, "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 2004-05 (Plan) and in the relevant heads in subsequent years.
Grand Total :		200.00	97.60		43.88		

for Guhawali

ACTIVITY WISE CLASSIFICATION

(Rs. in thousand)

S No.	Sub-Head	Actual for 2003-2004			Budget Estimates 2004-2005			Revised Estimates 2004-2005			Budget Estimates 2005-2006		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1.	Direction and General Administration	—	261.72	261.72	—	241.00	241.00	—	241.50	241.50	—	258.40	258.40
2.	Field Publicity including Border Publicity	191.74	1783.70	1975.44	200.00	1847.11	2047.11	97.60	1985.50	2083.10	226.00	2053.60	2279.60
GRAND TOTAL		191.74	2045.42	2237.16	200.00	2088.11	2288.11	97.60	2227.00	2324.60	226.00	2312.00	2538.00

OBJECT - WISE CLASSIFICATION

(Rs. in lakh)

Sl. No.	Sub-Head	Actual for 2003-2004			Budget Estimates 2004-2005			Revised Estimates 2004-2005			Budget Estimates 2005-2006		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1.	Salaries	—	1517.11	1517.11	—	1498.11	1498.11	—	1700.00	1700.00	—	1750.00	1750.00
2.	Wages	—	0	0	—	0.25	0.25	—	0.00	0.00	—	—	—
3.	O.T.A.	—	10.47	10.47	—	12.00	12.00	—	12.00	12.00	—	12.00	12.00
4.	Travel Expenses	—	118.45	118.45	—	130.94	130.94	—	110.00	110.00	—	120.00	120.00
5.	Office Expenses	—	133.97	133.97	—	130.00	130.00	—	125.00	125.00	—	125.00	125.00
6.	Rents, Rates & Taxes	—	84.25	84.25	—	76.00	76.00	—	85.00	85.00	—	90.00	90.00
7.	Minor Works	—	39.05	39.05	—	57.33	57.33	—	40.00	40.00	—	50.00	50.00
8.	POL	—	118.3	118.30	—	148.48	148.48	—	120.00	120.00	—	125.00	125.00
9.	Supplies & Material	39.86	0.00	0.00	40.00	0.00	40.00	5.00	0.00	5.00	20.00	0.00	20.00
10.	Other Charges	—	26.21	26.21	—	35.00	35.00	—	35.00	35.00	—	40.00	40.00
11.	Advertising & Publicity	—	0.00	0.00	—	0.00	0.00	—	—	—	—	0.00	0.00
12.	Other Admn. Expenses	—	0.00	0.00	—	0.00	0.00	—	—	—	—	0.00	0.00
TOTAL (Revenue)		39.86	2047.81	2087.67	40.00	2088.11	2128.11	5.00	2227.00	2232.00		2312.00	2312.00
Capital													
(i)	Construction of office and residential etc.	—	—	—	—	—	—	—	—	—	—	0.00	0.00
(ii)	Acquisition of Equipment for DFP	107.86	—	—	10000	—	100.00	45.00	—	45.00	146.00	0.00	146.00
GRAND TOTAL		147.72	2047.81	2195.53	14000	2088.11	2228.11	50.00	2227.00	2277.00	166.00	2312.00	2478.00
Lump sum provision for the benefit of N.E. Region and Sikkim		44.20	0.00	44.20	60.00	0.00	60.00	47.60	0.00	47.60	60.00	0.00	60.00

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 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 the Government as and when required; and
- (f) Selection of Panorama films.

TARGETS AND ACHIEVEMENTS DURING 2003-2004

FINANCIAL

Revenue

(Rs. in lakh)

Actual 2003-2004			BE 2004-2005			RE 2004-2005			BE 2005-2006		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
214.07	381.14	595.21	265.00	430.50	695.50	208.00	483.00	691.00	348.00	488.00	836.00

Capital

(Rs. in lakh)

Actual 2003-2004			BE 2004-2005			RE 2004-2005			BE 2005-2006		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
118.50	—	118.50	200.00	—	200.00	15.00	—	15.00	200.00	—	200.00

TARGETS AND ACHIEVEMENTS FOR IMPORTANT ACTIVITIES DURING 2004-05

PHYSICAL

S.No.	Activities	Targets 2004-2005	Anticipated Achievements 2004-2005 upto December' 04	Targets 2005-2006
A	PLAN			
1.	Indian Panorama	01	01	01
2.	Film Festivals under CEP and other expositions in India and abroad			
	(a) In India	06	04	06
	(b) Abroad	06	05	06
3.	Participation in Foreign Film Festivals	45	19	45
4.	National Film Awards	01	01	01
5.	International Film Festival of India	01	01	01
6.	Preparation of subtitled prints of Indian panorama			
	(a) Feature Films	21	^21	21
	(b) Non-feature films	21	^20	21

*Jury selected only 21 feature and 20 non-feature films

FINANCIAL REQUIREMENTS

Object-Wise Classification

(Rs. in thousand)

S.No.	Unit of Appropriation	Actuals for 2003-04			BE 2004-05			RE 2004-05			BE 2005-06		
		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	0	5515	5515	0	6400	6400	0	6400	6400	0	6700	6700
2	Overtime Allowance	0	91	91	0	100	100	0	100	100	0	100	100
3	Domestic Travel Exp.	0	185	185	0	400	400	0	1250	1250	0	1200	1200
4	Office Expenses	0	1547	1547	0	2500	2500	0	2000	2000	0	1600	1600
5	Rents, Rates & Taxes	0	4193	4193	0	4500	4500	0	4500	4500	0	4450	4450
6	Minor Works	0	19773	19773	0	20000	20000	0	25000	25000	0	25000	25000
7	Cultural Exchange Programme	0	65	65	0	300	300	0	300	300	0	500	500
8	National Film Festival	195	6640	6835	0	8500	8500	0	8500	8500	0	9000	9000
9	Wages	0	120	120	0	300	300	0	200	200	0	200	200
10	Other Charges	0	0	0	0	50	50	0	50	50	0	50	50
II	Export promotion through Film Festival in India and abroad												
(i)	International Film Festival of India	20854	0	20854	15200	0	15200	15800	0	15800	22500	0	22500
(ii)	Participation in Foreign Film Festivals and Indian Panorama	0	0	0	9800	0	9800	4000	0	4000	10500	0	10500
III	Foreign Travel	358	0	358	1500	0	1500	1000	0	1000	1800	0	1800
IV	Film Festival Complex, Additions & Alternations	11850	0	11850	20000	0	20000	1500	0	1500	20000	0	20000
	Total	33257	38129	71386	46500	43050	89550	22300	48300	70600	54800	48800	103600

FILMS DIVISION

The Films Division is responsible for the production and distribution of documentaries, animation 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, Ministry of Defence and other Government Undertakings/ 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. Fourteen Chief Cameramen, and Two 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, 2004.

Films Division has collected a total Revenue of Rs. 770.27 lakh during the year 2004-2005 (upto December, 2004) amounting to about 44% of its Non-Plan Budget Outlay and against the actual revenue collection of Rs. 1211.80 lakh during 2003-2004.

EXPLANATION OF FINANCIAL REQUIREMENTS.

II. Regarding the Five Year Plan

The outlay for the 9th Plan was Rs.2944.64 lakh. The Expenditure incurred upto March 2002 was Rs. 2851.65 lakh.

The outlay for 10th Plan is Rs. 5245.00 lakh including Rs. 175.00 lakh for N.E. Component. The expenditure incurred during the 10th Plan period from April, 2002 to December, 2004 is Rs. 513.71 lakh.

Production (Activity)

The Physical and Financial Targets and Achievements in the Production side are given below:-

(Rs. In lakh)

	Actuals 2003-2004			BE 2004-2005			RE 2004-2005			BE 2005-2006		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Production	-	641.64	641.61	-	827.89	827.89	-	864.36	864.36	-	862.92	862.92

(A) DOCUMENTARIES (INCLUDING NEWS MAGAZINES)

		Achievements 2003-2004	Targets 2004-05	Achievements 2004-2005	Target 2005-2006
(I) In-House Production					
(A)	Non-Plan		*		
(i)	Newsmagazines	20	-	7	-
(ii)	Documentaries - Theatrical release.	30	26	12	26
(iii)	Documentaries- Non-Theatrical release	19	10	5	10
(iv)	Instructional Teaching and Training Films.	3	0	-	0
(v)	Production of special featurette films for rural audience through inhouse Directors & Ouside Producers	3	0	3	0
TOTAL		75	36	27	36

* FD undertake production of N.M.s only of VVIPs visit abroad and important national events. Hence, there is no fixed target as of now for production of News Magazines.

(II) Outside Production Through Outside Producers.

		Achievements 2003-2004	Targets 2004-05	Achievements 2004-2005	Target 2005-2006
(A)	Non-Plan (Documentaries)*	1	-	3	-
TOTAL		1	-	3	-

(*) No target fixed for production of Non-Plan (Documentaries) by outside Producers
Number of films, depend on the availability of funds.

(III) PLAN

	Achievements 2003-2004	Targets 2004-05	Achievements 2004-2005	Targets 2005-06
Production of special featurette films for rural audience through In-house directors and outside producers.				
Scheme discontinued from the year 2003-04				
TOTAL				

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

Department	Achievements 2003-2004	Targets 2004-05	Achievements 2004-05	Target 2005-06
1. FamilyWelfare films financed by Family Welfare Departments(24 reels) #	2	—	1	
2. Other Ministries / Departments	—	—	—	
TOTAL	2	—	1	

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 MAGAZINE.

(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 2004-2005, the Films Division produced 7 News Magazines.

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 exhibition feet) under the compulsory exhibition scheme.

(FINANCIAL):

(Rs. in Lakh)

Actual for 2004-2005 (upto Dember, 04)			Budget Estimate 2004-05			Revised Estimate 2004-05			Budget Estimate 2005-2006		
Plan	Non- plan	Total	Plan	Non- plan	Total	Plan	Non- plan	Total	Plan	Non- plan	Total
17.74	1782.10	1799.84	85.00	2299.70	2384.70	37.00	2401.00	2438.00	298.00	2397.00	2695.00

(Physical)

No. of Prints & Cassettes	Achievements 2003-2004	Targets 2004-2005	Achievements during 2004-2005	Targets 2005-2006
Theatrical Release *	20108	19084	14651	19084
Non-Theatrical release (35mm & 16mm)	157	250	90	300
Supply of VHS Cassettes to DFP	12875	15000	8363	15000
Supply of VCDs Cassettes to DFP	—	5000	—	5000
Supply of Prints to DFP**	—	—	—	—
Sale of Prints ***				
35mm / 16 MM (Colour)	—	20	0	20
35mm / 16 MM (B&W)	4	20	0	20
Sale of VHS / CD Cassettes	4012	7000	3265	10,000
U - Matic - FW	-	-	-	-
VHS - FW	1	10	0	10

* Supply of 367 prints from 4/04 to 8/04 & 362 prints from 9/04 to 3/05 every week i.e. 18824

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

*** In these days there is no sale in 35mm / 16mm format.

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

2003-2004	11728
2004-2005	10644
2005-2006	10588 (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. 362 prints are prepared every week for theatrical distribution during the year 2004-2005.

4. Films Division endeavours commercial distribution of its films in Foreign Countries through N.F.D.C. and other agencies. Apart from this, Films Division sells stock shots as well, for commercial and non-commercial use at the rate fixed 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 2003-2004 and anticipated revenue for 2004-2005 and 2005-06 are shown below:-

(Rs. in lakh)			
REVENUE			
Minor Head	Actual Revenue 2003-2004	Actual Revenue 2004-2005 (upto Dec., 04)	Anticipated Revenue 2005-2006
1. Rental	1104.96	707.26	1000.00
2. Sale of prints and Stock Shots	56.19	49.64	7.55
3. Other receipts	50.65	13.37	6.00
TOTAL	1211.80	770.27	1013.55

Note: Most of the Exhibitors have not come forward to clear dues demanded for the period 1995-1999 in view of the WPS/WAS filed before High Court of respective States.

More than 500 cinemas of UP, New Delhi, Punjab & MP have discontinued to take the approved films from Films Division during the financial year.

V. ADMINISTRATION EXPENSES:**(Rs. in lakh)**

Actual for 2003-2004			Budget Estimate 2004-05			Revised Estimate 2004-05			Budget Estimate 2005-2006		
Plan	Non- plan	Total	Plan	Non- plan	Total	Plan	Non- plan	Total	Plan	Non- plan	Total
—	231.74	231.74	—	298.96	298.96	—	312.13	312.13	—	311.61	311.61

VI. PARTICIPATION IN FILM FESTIVALS

During the period from 1.4.2004 to 30.11.2004, the Division participated in following major National & International Film Festivals:-

1. All Roads Film Project, National Geographic, Washington D.C.
2. 10th Holland Animation Film Festival, The Netherlands
3. 35th International Festival of Alpine films and Environment of Les Diablerets, 04.
4. 21st International Environmental Film Festival, OKOMEDIA, Germany
5. 9th International Environmental Film Festival, St. Petersburg, Russia.
6. Indian Panorama, 2004 (1st Phase)
7. 51st National Film Festival, 2004
8. International Documentary Film Festival, Amsterdam
9. Cochin International Film Festival, Mumbai
10. XXXI International Festival of Professional Films EKOTOPFILM'2004 in Bratislava
11. 29th Annual Banff Mountains Film Festival, Canada
12. 13th Tokyo Global Environmental Film Festival, Tokyo, Japan.
13. The Energy Film Festival, Lausanne, Switzerland

14. 1st Calcutta Short Film Festival, Kolkata
15. Indian Panorama, 2004 (2nd Phase)
16. The Ninth International Environmental Film Festival, St. Petersburg, Russia
17. 46th International Festival of Documentary, Spain
18. The All Roads Film Project Fall 2004 Festival, Los Angeles and Washington D. C. 2004
19. 9th International Film Festival of Kerala
20. 2nd Florence Indian Film Festival, Italy

The number of films entered in various Film Festivals are as under:-

	Number of Festivals	Number of films Entered
State Film Festivals	—	—
National Film Festivals	3	53
International Film Festivals	27	151
Rapa Awards	01	08
IDPA Awards	—	12
TOTAL :	31	224

Films Division has won various awards in national and international films festivals by entering its productions and the awards won during 2003 and 2004 are as follows :-

Year	Major award in International	Diploma & Certificate in International Film Festival	National Awards	Diploma / Certificates in National, other Indian Awards	Total
2003	Nil	Nil	3	2	5
2004	Nil	8	1	6	15
					20

“A” ACTIVITY-WISE CLASSIFICATION

(Rupees. in lakh)

S.No. Activity	Actual for 2003-2004			BE 2004-2005			RE 2004-2005			BE 2005-2006		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1 Production	0.00	641.64	641.64	0.00	827.89	827.89	0.00	864.36	864.36	0.00	862.92	862.92
2 Distribution	0.00	909.00	909.00	85.00	✓1172.85	1257.85	37.00	✓1224.51	1261.51	298.00	✓1222.47	1520.47
3 Administration	0.00	231.74	231.74	0.00	298.96	298.96	0.00	312.13	312.13	0.00	311.61	311.61
Total	0.00	1782.38	1782.38	85.00	2299.70	2384.70	37.00	2401.00	2438.00	298.00	2397.00	2695.00

“B” OBJECT-WISE CLASSIFICATION (CAPITAL)

(Rupees. in lakh)

S.No. Unit of Appropriation	Actual for 2003-2004			BE 2004-2005			RE 2004-2005			BE 2005-2006		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1 Modernisation and Replacement of obsolete equipments of FD.	45.54	0.00	45.54	375.00	0.00	375.00	324.00	0.00	324.00	105.00	0.00	105.00
2 International Documentary Short & Animation Film Festival	0.00	0.00	0.00	5.00	0.00	5.00	3.50	0.00	3.50	98.00	0.00	98.00
3 Webcasting & Digitisation of Films Division Films	0.00	0.00	0.00	80.00	0.00	80.00	33.50	0.00	33.50	*300.00	0.00	300.00
4 Setting up of Museum of moving images	0.00	0.00	0.00	100.00	0.00	100.00	10.00	0.00	10.00	744.00	0.00	744.00
TOTAL	45.54	0.00	45.54	560.00	0.00	560.00	371.00	0.00	371.00	1247.00	0.00	1247.00
Gross Revenue & Capital Deduct inter Account (*) transfer	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	45.54	0.00	45.54	560.00	0.00	560.00	371.00	0.00	371.00	1247.00	0.00	1247.00

*including Rs. 100.00 lakh for North East Sector

"C" -OBJECT-WISE CLASSIFICATION (REVENUE)

(Rupees. in lakh)

S.No. Activity		Actual for 2003-2004			BE 2004-2005			RE 2004-2005			BE 2005-2006		
No.		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1	Salaries	1.12	1150.93	1152.05	0.00	1100.00	1100.00	0.00	1210.00	1210.00	1.50	1200.00	1201.50
2	Overtime Allowance	1.25	6.67	7.92	0.00	7.00	7.00	0.00	5.65	5.65	1.50	5.85	7.35
3	Domestic Travel Exp.	8.63	29.30	37.93	3.00	30.00	33.00	1.80	35.00	36.80	12.00	38.40	50.40
4	Other Admn. Expenses	11.97	0.00	11.97	0.00	0.00	0.00	0.00	0.00	0.00	14.00	0.00	14.00
5	Office Expenses	8.63	154.37	163.00	6.00	157.50	163.50	7.10	136.00	143.10	23.00	140.00	163.00
6	Supplies & Materials	6.18	672.48	678.66	10.00	710.00	720.00	2.00	700.00	702.00	1.00	700.00	701.00
7	Payment to professional and Special Services	8.63	17.97	26.60	14.00	35.00	49.00	0.00	20.00	20.00	2.00	22.00	24.00
8	Rent, Rates & Taxes	0.00	34.46	34.46	0.00	28.00	28.00	0.00	34.00	34.00	0.00	31.15	31.15
9	Minor Works	0.00	87.31	87.31	0.00	100.00	100.00	0.00	100.00	100.00	0.00	100.00	100.00
10	POL	0.00	7.79	7.79	0.00	10.00	10.00	0.00	8.25	8.25	3.00	7.50	10.50
11	Foreign Travel Expenses	8.52	0.00	8.52	0.00	0.00	0.00	0.10	0.00	0.10	10.00	0.00	10.00
12	Adver., Sales & Publicity	3.34	14.53	17.87	1.00	16.00	17.00	1.60	12.00	13.60	3.00	12.00	15.00
13	Other Charges	41.68	126.89	168.57	51.00	191.00	242.00	24.40	140.00	164.40	227.00	140.00	367.00
14	Grant-in-aid	0.00	0.10	0.10	0.00	0.20	0.20	0.00	0.10	0.10	0.00	0.10	0.10
TOTAL		99.95	2302.80	2402.75	85.00	2384.70	2469.70	37.00	2401.00	2438.00	298.00	2397.00	2695.00

FILM & TELEVISION INSTITUTE OF INDIA, PUNE

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 started training Doordarshan employees in Television Production also and the Institute was renamed as "Film and Television Institute of India".

1) NO. OF STUDENTS UNDERGOING TRAINING IN THE FILM & TELEVISION DURING THE YEAR:

Three Year Diploma course in Film & Television:

2002 Batch

38 students were admitted to Third Year of Three Year Diploma Course in Film and TV commenced from 12th July, 2004. Course wise break-up of no. of students for Third Year of Three Year Diploma Course in Film & TV is as follows:

(1) Direction (Film & TV)	...	11
(2) Cinematography (Film & TV)	...	10
(3) Editing (Film & TV)	...	9
(4) Audiography (Film & TV)	...	8

The above students will complete Diploma Course in Film & Television by June, 2005.

2003 Batch

37 students were admitted to Second Year of Three Year Diploma Course in Film & TV commenced from 12th July, 2004. Course-wise break-up of no. of students for Second Year is as follows :

(1) Direction (Film & TV)	...	9
(2) Cinematography (Film & TV)	...	11
(3) Editing (Film & TV)	...	9
(4) Audiography (Film & TV)	...	8

This includes 3 foreign students and one NRI. Course-wise and Country-wise break-up of foreign students is as follows:

(1) Direction (Film & TV)	...	01
(2) Cinematography (Film & TV)	...	02
(3) Audiography (Film & TV)	...	01

The above students will complete Second Year of Three Year Diploma in Film & Television by June, 2005. After successful completion of the said course, students will be admitted to Third Year of Three Year Diploma Course in Film and Television commencing from July, 2005.

2004 Batch

39 students were admitted to First Year of Three Year Diploma Course in Film and Television commenced from 12th July, 2004. Course-wise break-up of no. of students for First Year is as follows :

(1) Direction (Film & TV)	...	11
(2) Cinematography (Film & TV)	...	11
(3) Editing (Film & TV)	...	11
(4) Audiography (Film & TV)	...	6

This includes six foreign students. Course-wise break-up of foreign students is as follows:

(1) Direction (Film & TV)	...	03
(2) Cinematography (Film & TV)	...	02
(3) Editing (Film & TV)	...	01

The above students will complete First Year of Three Year Diploma in Film and Television by the end of June, 2005. After successful completion of the said course, students will be admitted to Second Year of Three Year Diploma Course in Film and Television commencing from July, 2005.

TWO YEAR DIPLOMA COURSE IN ACTING :

20 students were admitted to First Year of Two Year Diploma Course in Acting which commenced from 12th July, 2004. They will complete first year of the said course by June, 2005. After successful completion of first year, they will be admitted to second year of Two Year Diploma Course in Acting from July, 2005.

ONE YEAR CERTIFICATE COURSE IN SCREEN PLAY WRITING :

12 students were admitted to One Year Certificate Course in Screen Play Writing that commenced from 12th July, 2004. They will complete the said course by June, 2005.

1. No. of students undergoing training in the TV Wing :

Sr.No.	Name of the Course	No. of Participants	Date from/To
1.	One year Certificate Course in Television.	28 (Including one NRI student)	12.7.2004 (for one year)
	1. Direction - 8 (1 NRI)		
	2. Cinematography - 7		
	3. Editing - 8		
	4. Audiography & - 5		
	TV Engineering		

2. Information relating to short term course is as below:

Sr. No.	Name of the Course	No. of Participants	Date from/To
2.	9 th Basic Videography Course	13	17.05.04 to 29.05.04
3.	Art Direction (Basic Level Course for DD Staff)	10	14.06.04 to 03.07.04
4.	Non-Linear Editing Course	12	14.06.04 to 3.07.04

5.	50 th Course in TV Production and Technical Operations for Doordarshan Staff	40	05.07.04 to 25.09.04
6.	Videography Course for DD Staff	9	27.09.04 to 09.10.04
7.	Introduction to DV Cam Operations for Doordarshan Staff	8	04.10.04 to 23.10.04
8.	Orientation Course in TV Production Techniques for the students of Journalism & Mass Communication, Punjabi University, Patiala	20	18.10.04 to 23.10.04
9.	Video Documetary Production for Doordarshan Staff	14	11.10.04 to 06.11.04
10.	10 th Basic Videography Course	11	22.11.04 to 04.12.04
11.	Videography Course for DD Staff	10	22.11.04 to 04.12.04
12.	Orientation Course in Multimedia Applications for TV Production for DD Staff	15	29.11.04 to 11.12.04
13.	5 th Non-Linear Editing Course	6	29.11.04 to 11.12.04
14.	Documentary Production for DD Staff	15	06.12.04 to 01.01.05

The TV Wing is involved in giving all the TV input for Diploma course in Film & Television.

Second Multimedia Lab. was set up this year to meet the demands of different courses in computer applications.

Schemes on Captive TV Channel and Community Radio Station, have also been taken up during the 10th Five Year Plan.

Keeping in view the requirement of up to date and effective training of the students and constantly changing technology in the Film and Television Industry, the following two plan schemes as part of the 10th Plan have been approved with the provision in 2004-2005 shown against each:-

(Rs. in lakh)		
S.No.	Name of the Schemes	RE 2004-2005
1.	Upgradation and Modernisation of FTII, Pune	251.00
2.	Human Resource Development	25.00

Financial Targets during 2003-2004

(Rs. in lakh)					
Budget Estimates			Revised Estimates		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
358.00	503.27	861.27	258.00	523.00	781.00

Financial Targets during 2004-2005

(Rs. in lakh)					
Budget Estimates			Revised Estimates		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
381.00	550.00	931.00	276.00	639.00	915.00

Financial Targets for 2005-2006

(Rs. in lakh)		
Budget Estimates		
Plan	Non-Plan	Total
220.60	617.00	837.60

SATYAJIT RAY FILM AND TELEVISION INSTITUTE, KOLKATA

Satyajit Ray Film & Television Institute, Kolkata was set up by the Ministry of Information & Broadcasting as a professional training institute. It is an autonomous organization, funded by the Government of India. The Institute was founded as part of the Government's welfare initiatives to make available intensive professional training in the field of film and television at affordable cost.

2. PURPOSE AND OBJECTIVES

The Institute accordingly caters to the need of film and television education by developing suitable pattern of teaching in all branches of film and television at post-graduate level. Objectives in terms of specific activities conducted by the Institute include:-

I. Running of Three-Year PG Diploma course in the following four disciplines:-

- (a) Direction and Screen-play Writing
- (b) Motion Picture Photography
- (c) Editing
- (d) Sound Recording.

The courses are designed to impart quality training to enable the students to work independently as professionals. The courses aim at imparting the students theoretical as well as hands on exposure to film techniques, handling of highly sophisticated state-of-the-art equipment used in production of films including the details of the subjects like arrangement within the image, lighting, camera distances and angles, sound recording and editing.

II. Organisation of periodic off line short/medium-term courses and in-service training programmes for films and television personnel/professionals.

III. Execution of research/promotional activities related to the creative field, including film and television and cooperate/collaborate with institutions at global level.

The earlier two Plan periods, viz., 8th and 9th witnessed growth of the Institute in terms of infrastructure development and acquiring of state-of-the-art training equipment bringing

the Institute to the stage where it can achieve and realize its objectives. Under the 10th Plan period, the Institute has got the following schemes with the total provision of Rs. 100.00 lakh as follows:-

(i). Training

- (a) Setting up of Community Radio Station at SRFTI, Kolkata – The proposed Community Radio Station (CRS) concept envisages establishment of a FM based radio station at the Institute with a view to facilitate hands on exposure in on-line broadcast for the students. The entire operation involved within the scheme is envisaged to be managed by the students with active association of the faculty. CRS will focus on programme of social relevance suited to the local interest.
- (b) Setting up of Captive TV Channel at SRFTI, Kolkata – The proposed Captive TV Software Production Centre is conceived to develop as a feeder base for the newly emerging captive television (narrow casting) concept introduced recently by Doordarshan to target specific audiences at local level. The underline objective of the project is to introduce the art and techniques of on-line telecast and the much needed hands on exposure to the students as a value addition to the training being imparted to them.

(ii) Scholarship programmes

- (a) HRD aspects including students exchange programmes – The scheme envisages instituting a support base for the deserving students of the Institute – To attune themselves to the emerging technology and techniques of film making through exposure in International Film Festivals/Forums and Students Exchange Programmes with reputed film schools abroad and financial assistance to afford the cost of such projects. The scheme draws strength from the emerging need of exposure for young film professionals to adapt themselves to the fast-changing audio- visual technology.

4. Plan Programmes of work envisaged under the schemes activities in the year 2004-05.

Indices	Target and Achievement							
	2004-05 (Upto 31.1.05)				2005-06			
	Physical performance		Financial performance		Physical performance		Financial performance	
	Target	Output	Budget	Actuals	Target	Output	Budget	Actuals
Setting up of Community Radio Station			SBG/RE					
Project consultancy and provision of infrastructure	100%	Nil	15.00 lakh/ 7.50 lakh	Nil	-	NA	Rs. 5.00 lakh	NA
Equipment Procurement	80%	Nil		Nil	20%	NA		NA
Software production	30%	Nil		Nil	40%	NA		NA
Establishment and miscellaneous	20%	Nil		Nil	45%	NA		NA
N.B. Shortfall in physical and financial performance during 2004-05 is due to some technical reasons.								
Setting up of Captive TV Channel at SRFTI, Kolkata			SBG/RE					
Procurement of minor video production ancillary equipment	30%	30%	6.00 lakh/ 3.00 lakh	2.09 lakh	30%-	NA	Rs. 12.00 lakh	NA
Production of television programmes software	40%	Nil		Nil	40%	NA		NA
Management expenses	20%	Nil		Nil	20%	NA		NA
HRD aspects including scholarship and exchange programme			SBG/RE					
HRD Cell establishment expenses	100%	12%	15.00 lakh/ 7.50 lakh	0.81 lakh	-	NA	Rs. 20.00 lakh	NA
Expenditure on student expenses programme	50%	Nil		Nil	30%	NA		NA
Expenditure on invitation of international experts	30%	Nil		Nil	25%	NA		NA

Financial Targets and Achievement during 2003-04

(Rs. in lakh)

	Actuals 2002-03	Budget Estimates 2003-04	Revised Estimates 2003-04
Revenue(Plan)	0.00	0.00	0.00
Revenue(Non-Plan)	274.78	300.00	304.32
Capital (Plan)	0.00	30.00	30.00

Financial Targets and Achievement during 2004-05

(Rs. in lakh)

	Actuals 2003-04	Budget Estimates 2004-05	Revised Estimates 2004-05
Revenue(Plan)	-	36.00	18.00
Revenue(Non-Plan)	364.00	315.16	293.00
Capital (Plan)	00.00	00.00	00.00

Financial Targets during 2005-06

(Rs. in lakh)

Budget Estimates 2005-06	
Revenue(Plan)	37.00
Revenue(Non-Plan)	389.00
Capital(Plan)	00.00

INDIAN INSTITUTE OF MASS COMMUNICATION

ORGANISATIONAL SET-UP AND INTRODUCTION

The Indian Institute of Mass Communication (IIMC) was set up in response to a need for 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 17th 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 constitutes the IIMC Society and 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 38 years the Institute has grown and is today established as 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 endeavors 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 and also collaborate 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 endeavor 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) officers. 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.

FOUNDATION COURSE FOR JOURNALISTS FROM AFGHANISTAN

In response to the Ministry of External Affairs and the Ministry of Information & Broadcasting, the Institute launched an eight week Foundation Course for Journalists from Afghanistan. The third such course was conducted from 30 June to 22 August 2003, with 18 participants (including six 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. IIMC has successfully conducted 23 courses so far during 2003-04.

ADMISSION TO POST-GRADUATE DIPLOMA COURSES

IIMC constantly endeavors to enrich the content of its present courses. In order to add value 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.

ACADEMIC SESSION

IIMC aims to enrich the contents of its present courses to examine the feasibility of upgrading the existing courses to Master's Degree level. In order to add values to the present courses being run by the Institute, detailed interaction was carried out between the faculty and practitioners/specialists in the field of print media, electronic media, advertising, public relations, broadcasting and printing. Based on the inputs received from the industry, the courses are revamped to provide more practical inputs and knowledge. Specialists/practitioners, drawn from the field, took special lectures.

The notification for admissions to various Post-graduate Diploma Courses offered by the Institute was issued through leading newspapers in February 2004. A total of 4193 candidates applied for admission to Journalism courses and 2547 candidates applied for admission to PGD course in Advertising and Public Relations.

A total of 3570 candidates for Journalism courses and 2151 candidates for Advertising and Public Relations appeared in written test, held at 8 centres (including New Delhi) in different parts of the country. It was followed by personal interview. Final selection of candidates was announced on 8 July 2004 and results were also placed on IIMC website.

A total of 40 students joined Journalism (Hindi); 41 students in Journalism (English) at New Delhi and 34 students at Dhenkanal; 49 students joined Advertising and Public Relations; 34 students joined in Radio and TV Journalism and 14 students joined Oriya Journalism at Dhenkanal. These include NRI students as under:

Advertising and Public Relations	-	5
Radio and TV	-	5
English Journalism	-	3

All the PGD courses commenced from 3 August 2004.

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 42nd Diploma course in the series commenced from 5th January, 2004. Twenty two participants attended this course which ended on 30th April 2004.

The 43rd Course in the series (August-November) commenced on 4th August 2004 and ended on 29th November 2004. There are 15 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 IIMC students and faculty. This sophisticated LAN/WAN also enables workflow and knowledge management applications. This network is the backbone of IIMC's 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 its students. Over and above, it may be pointed out that the Centre for New Media Policy is promised on the optimum and efficient use of IT resources for community activities.

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 Betacom 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.

To keep with the development of technology in the field of Information and Communication and its application in the different areas of media education and research, the Institute had placed order with M/s BECIL to acquire the equipment like Digital TV Workstation with editing & graphic software, Digital Storage System of Servers, Ethernet Networking with update Path for Radio Studio, Digital VTR's for transferring shooting, Community Radio System for Digital Transmission and Studio Production etc. during the year 2004-05. The Institute had already acquired majority of the equipment and are in the process of installation and integration into the existing line of equipment.

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 2004-05:

Sponsored Studies

1. Kashir Channel - An Evaluation study - sponsored by DAVP, Ministry of I & B and
2. Impact of Press advertisements on Pulse Polio programme - sponsored by DAVP.

Studies conducted by IIMC

Film, TV Personalities and Politics; Recent Trends. A case study of Chandni Chowk Parliamentary Seat-Report submitted.

Studies Proposed

1. An impact study of DAVP's Outdoor Publicity - Sponsored by DAVP
2. Feed forward survey for setting up of FM Station at IIMC - by IIMC

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).

COLLABORATION WITH NAGALAND UNIVERSITY

As part of initiative in the North-East, Smt. Tara Sinha, the then Chairperson and Director, IIMC accompanied by Col. R.K. Dargan, Visiting Fellow visited Nagaland University between 8 and 10 October 2003 to formalize the collaboration with the University of Nagaland under the Plan Scheme "Collaboration with Regional Centres of Learning." They held meetings with the Hon'ble Chief Minister of Nagaland and other Ministers, senior officials and Vice-Chancellor of Nagaland University. As a follow up draft MOUs were exchanged by the two institutions on 18 October 2003 in a meeting between Director and the Vice-Chancellor, Nagaland University at New Delhi. The MOU between Indian Institute of Mass Communication and Nagaland University was signed on 17 September 2004.

As regards collaboration with the Patna University, the matter is under consideration of the Ministry of I&B.

So far as MG University, Kottayam is concerned, the matter is under consideration of the university and their response is awaited.

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 itself 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.

IIMC's future plan also include acquisition of video conferencing and teleconferencing which with e-mail and internet application will allow it to collaboratively deliver quality education to its centres located outside Delhi and interact with reputed centres all over the world.

While the Institute is attempting to enhance its teaching capabilities both with regard to the use of hardware and of software, in order 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 statement of allocation of funds for the Tenth Five Year Plan Schemes of IIMC as approved and statement indicating financial requirement for the year 2005-06 are enclosed.

(Figures in lakh of Rupees)

Sl. No.	Name of the Scheme	Approved 10 th Plan Outlay	Approved
1.	Building & Housing Project	565.00	115.30
2.	Modernization and Expansion of Facilities for Electronic/Print/Radio & TV Journalism	300.00	27.00
3.	Collaboration with Regional Centres of Learning	380.00	60.00
4.	i) Research & Evaluation Studies	35.00	7.50
	ii) Centres for New Media and Policy	125.00	21.00
	iii) Creation of Content and Study Material for Training in Mass Communication for Vernacular Language Courses	50.00	10.00
Total Rs. :		1455.00	240.80

BUDGETARY PROVISION

(Figures in lakh of Rupees)

	Actual Expenditure during 2003-04			SBG 2004-05			Accepted Revised Estimates 2004-05			Reasons for variations	BE 2005-06 (Accepted outlay)		
	Gross	Revenue Income	Net Grant	Gross	Revenue	Net Grant	Gross	Revenue	Net Grant		Gross	Revenue	Net Grant
Non-Plan	501.56	124.80	374.01	490.30	120.00	370.30	501.00	156.00	345.00	The gross budget estimate includes provision for payment of additional D.A. installments and Bonus sanctioned during the year to the staff, besides payment of property tax paid to MCD. Major part of excess expenditure will be met out of additional anticipated Income being generated by the Institute from Tuition Fee from training courses and income from sponsored training programmes etc.	521.00	160.00	361.00
Plan	158.94	-	159.92	395.00	-	395.00	110.00	-	110.00	-Due to non-receipt of clearance from JNU the construction of staff quarters could not be started for the construction work in hand, further funds are to be advanced to CCW, AIR after the earlier advanced amount is fully utilised by them. - Except in the case of Nagaland University collaboration with other centres/universities could not be finalised for want of clearance from respective centres/authorities.	240.80	-	240.80
Total	660.50	124.80	533.93	885.30	120.00	765.30	611.00	156.00	455.00		756.80	160.00	601.80

Sl. No.	Name of Scheme	2003-2004		2004-2005		2005-2006 Physical Targets
		Physical Targets	Achievements	Physical Targets	Achievements	
1.	Building and Housing Project	-To start construction work of staff quarters and completion of preliminary work of hostel building -To construct building and to acquire essential equipments.	-Soil investigations and topographical survey completed. -Site development for Staff quarters and connecting roads started -Tender Notice for construction of roads issued. -Detailed Estimates for earth filling obtained and preliminary drawings for hostel and staff quarters obtained. -Construction work of staff quarters to start.	-To continue construction work of staff quarters and 14-room hostel building -To undertake special and renovation works and security fencing around the campus and augment water supply in the campus. -Furniture and fittings of hostel and staff quarters, etc.	-Construction of Culvert and portion of approach road done. -Construction work of hostel building and Director's residence, which started during October 2004, is under progress. -Renovation work in teaching classrooms is in progress. -Submitted revised plan to JNU for construction of staff-quarters.	-To complete construction work of Hostel building and Director's Residence. -Furnishing of hostel building and Director's Residence to be started. -Construction work of staff quarters will be undertaken after obtaining clearance of JNU.
2.	Modernization & Expansion of facilities for Electronic/ Print/Radio & TV Journalism	To obtain approval of SFC for acquirement and to procure the required equipment	-Approval of SFC for acquiring equipment obtained. -Tender Notice for acquiring equipment issued in Institute Website. -Supplies of equipment ordered during 2002-03 received and the same will be commissioned.	To acquire accessories of Digital Print/Graphic Studio, Cameras and a van for field assignments and to acquire SPF and other Digital peripherals, Cool lights and Digital VCRs etc.	Action to procure teaching aid-equipment and a field van has been initiated and these will be procured.	To procure Automatic Screen Printing machine & TV studio Character Generator, Portal Video Editor, Subscription online data network, maintenance of Community Radio Project and upgradation work of Internet connectivity etc.
3.	Collaboration with Regional Centres of Learning	To collaborate with regional centers of learning for setting up of Institute of Journalism/ mass communication by State Governments.	-SFC approval for implementing the scheme obtained. -Final MOU for collaboration with Nagaland University submitted for signing.	-To collaborate with Regional Centres of Learning such as MG. University, Kottayam Nagaland University and Patna University etc. and provide necessary expertise/consultancy for organizing training courses, workshops and seminars on Mass Media related issues.	-MOU is respect of Nagaland University signed and transferred books and teaching aids to the University. -Efforts are being made to obtain clearance of Patna University, M.G. University in Kottayam and Kashmir University for collaborating. Proposals have also been received for collaborations with Goa University and this is being examined.	To collaborate with Regional Centres University, by providing consultancy, teaching aids, expertise, and organise short-term training courses/workshops at these centre for encouraging State Govts./Regional Centres/Universities to opt their own Centres of teaching and research in the field of Mass Communication/Journalism. The collaboration with Regional Centres of Learning will be possible after reaching to a agreement and signing of MOU with respective Centres.
4.	i) Research & Evaluation Studies	To obtain financial approval of SFC To conduct 2-3 Research studies in Mass Media related issues.	-SFC approval obtained. -Conducted Research studies "Role of Media in Delhi Assembly Elections 2003". -Undertaken Doordarshan Study (sponsored) "Kashir Channel".	To conduct 2-3 Research studies in Mass Media related issues.	-Work of 3 research studies on various aspects of mass communication is in hand and will be completed. -Digitalization work is in progress. -The Institute has been conducting sponsored research studies also on various aspects of Mass Communication.	To conduct 3-4 research studies on various aspects of Mass Communication.
	ii) Centre for New Media Policy	To provide appropriate hardware and human resource for the New Media Centre.	Action to acquire necessary hardware for the Media Centre is in hand. -SFC approval of the Scheme obtained.	To acquire hardware and to create Documentation/Media Centre which will act as a body of knowledge.		-Digitalization and procurement of Hardware/Software, furniture etc. for New Media Centre.

Sl. No.	Name of Scheme	2003-2004		2004-2005		2005-2006 Physical Targets
		Physical Targets	Achievements	Physical Targets	Achievements	
	iii) Creation of Content & Study Material for training in Mass Communication for Indian Language Courses	<ul style="list-style-type: none"> -To acquire study material for training in Hindi & Vernacular Language courses. -To translate English articles/books into Hindi -To obtain copyright for translation of books/articles -To complete the work of Developing Institute's Website. 	<ul style="list-style-type: none"> -Translation work of two books "Many Voices One World" and "India's Newspaper Revolution" translated into Hindi. -Study material for training in Hindi & India language being obtained. -Work of developing Institute's Website completed. 	<ul style="list-style-type: none"> -To create internet portal/website in Hindi. -Translation of books/articles from English to Hindi. -To obtain copyright for translation of books. -To bring out quarterly magazine, acquire books, monographs and essays on Mass Communication and to organize seminars/workshops to discuss issues relating to content creation in Hindi and regional languages. -Training of teachers and students of Mass Communication. 	<ul style="list-style-type: none"> -Orders placed for internet connectivity and procurement of computers for the New Media Centre Broadband connectivity for internet purpose is being installed. -Books entitled "Samachar Avadharna Aur Lekhan Prakriya": and "Bharat Ki Sanchar Kranti" printed in Hindi, brought out. Hindi translation work of two books on "Television" and "Crime Reporting and Editing" in progress. 	<ul style="list-style-type: none"> -Subscription to internet/broadband connectivity. -Translation of English books/articles in Hindi. -Training of teachers and students of Hindi Journalism -To award fellowship to eminent writers. -Procurement of essential reading and reference matter for training in Hindi Journalism.

ACHIEVEMENT AND TARGET OF THE COURSES

S. No.	Name of the Course	2003 - 2004		2004-2005		2005-2006	
		Target	Achievements	Target	Achievements	Target	Achievements
1.	Post-graduate Diploma course in Journalism (Delhi and Dhenkanal)	2 courses (40 + 40)	2 courses (39 + 36)	2 courses (40 + 40)	2 courses (38 + 34)	2 Courses (40 + 40)	
2.	Post-graduate Diploma course in Advertising & Public Relations	1 courses (45)	1 course (45)	1 course (45)	1 course (44)	1 course (45)	
3.	Post-graduate Diploma course in Journalism (Hindi)	1 course (40)	1 course (40)	1 course (40)	1 course (40)	1 course (40)	
4.	Post-graduate Diploma course in Radio & TV Journalism	1 course (30)	1 course (30)	1 course (30)	1 course (29)	1 course (30)	
5.	Nine-month Post-graduate Diploma Course in Journalism (Oriya at Dhenkanal)	1 course (15)	1 course (14)	1 course (15)	1 course (14)	1 course (15)	
6.	Diploma in Development Journalism	2 courses (25 + 35)	2 courses (22 + 20)	1 courses	1 courses (31)	2 courses	
7.	Foundation course in Communication for IIS Officers (Group 'A')	Foundation Course in communication - IIS Gr. A - 2002 batch	Foundation Course in Communication for IIS Gr. A - 2003 batch	Foundation Course in Communication for IIS Gr. A - 2003 batch 15 Dec. 2003 to Aug. 31, 2005 No. 3 officers	Foundation Course in Communication for IIS Gr. A in 2003 batch 15 Dec. 2003 to Aug. 31, 2005 No. 3 officers.		
8.	Orientation Course for IIS Officers	(Group 'B')		As per requirement of the Ministry from time to time			
B	SHORT COURSES/ WORKSHOPS/ CONFERENCES/SEMINARS /Short courses including sponsored)	25	23	25	18 upto Jan. 2005	30	

NATIONAL FILM ARCHIVE OF INDIA

Description and objectives of the Scheme / activities :

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 follow-up 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 2003-2004

FINANCIAL

(Rs. In lakh)

Budget Estimates 2003-2004			Actual Expenditure 2003-2004		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
122.00	110.98	232.98	71.96	109.70	181.66

PHYSICAL

The Archive acquired 366 films, 195 video cassettes, 476 books, 930 scripts, 4178 stills, 1198 wall posters, 159 song booklets, 1887 press clippings, 16 pamphlets, 707 slides, 287 disc records and 49 DVDs.

TARGETS AND ANTICIPATED ACHIEVEMENTS DURING 2003-2004

FINANCIAL

(Rs. in lakh)

Budget Estimates 2004-2005			Revised Estimates 2004-2005		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
322.00	111.08	433.08	111.00	111.00	222.00

PHYSICAL

During April – 2004 to December – 2004-372 films, 70 video cassettes, 241 books, 1434 scripts, 2201 stills, 559 wall posters, 87 song booklets, 5183 press clippings, 26 film folders, 284 slides, 59 audio CDs and 75 DVDs were acquired.

17 Indian films were subtitled in English.

Work has been awarded by AIR, CCW on 31.12.2004 towards construction of Phase-II building for NFAI at Pune.

SCHEMEWISE FINANCIAL ACHIEVEMENTS 2004-2005 (upto December, 2004)

					(Rs. in lakh)
Sr. No.	Name of the Scheme	Actual Expdr. 2002-03	Actual Expdr. 2003-04	Approved Outlay 2004-05	Actual Expdr. upto Dec 04
CONTINUING SCHEME					
1.	Acquisition and exhibition of archive films	71.84	71.96	72.00	66.44
NEW SCHEME					
1.	Construction of Phase-II building for NFAI Complex	0.00	0.00	250.00	10.00
Total:		71.84	71.96	322.00	76.44

Physical Targets 2005-2006

The annual Plan outlay for 2005-2006 is Rs. 472.00 lakh.

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

To subtitle 12 Indian films in English.

To monitor the progress of the construction of Phase-II building for NFAI at Pune.

Financial Targets 2005-2006

Plan	Non-Plan	Total
472.00	109.00	581.00

SUMMARY OF FINANCIAL REQUIREMENTS

OBJECTWISE CLASSIFICATION

(Rs. in lakh)

Sr. Programme/Object No.	Actuals 2003-2004			Budget Estimates 2004-2005			Revised Estimates 2004-2005			Budget Estimates 2005-2006		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1. Salaries	3.00	53.68	56.68	3.00	55.00	58.00	3.60	57.40	61.00	3.00	55.00	58.00
2. O.T.A.	0.00	0.08	0.08	0.00	0.08	0.08	0.00	0.10	0.10	0.00	0.08	0.08
3. Dom. Travel Exp.	0.49	2.48	2.97	0.50	2.30	2.80	0.40	2.30	2.70	0.50	2.22	2.72
4. Office expenses	8.50	33.04	41.54	8.50	33.00	41.50	7.00	30.50	37.50	8.50	31.00	39.50
5. Rent, Rates & Taxes	0.00	2.50	2.50	0.00	2.50	2.50	0.00	2.50	2.50	0.00	2.50	2.50
6. Minor Works	0.00	17.87	17.87	0.00	18.00	18.00	0.00	18.00	18.00	0.00	18.00	18.00
7. Other Charges	59.97	0.05	60.02	60.00	0.20	60.20	60.00	0.20	60.20	60.00	0.20	60.20
8. Construction of Phase-II building	0.00	0.00	0.00	250.00	0.00	250.00	40.00	0.00	40.00	400.00	0.00	400.00
Total -	71.96	109.70	181.66	322.00	111.08	433.08	111.00	111.00	222.00	472.00	109.00	581.00

NATIONAL FILM DEVELOPMENT CORPORATION LTD.

NFDC is the central agency established to promote good cinema movement in the country. The primary mandate before NFDC is to plan, promote and organise an integrated and efficient development of the Indian film industry. The objectives of the company, therefore embodies the spirit of service to the film industry and to undertakes to foster excellence in cinema. The functions of NFDC covers -

1. Financing and producing quality films with social relevance and aesthetic values.
2. Import and distribution of films through various channels.
3. Export of films and promotion of Indian Films abroad.
4. Providing pre-production and post-production technical project support services to the Indian film industry.
5. Promoting culture and understanding through Medium of Cinema by organising Film Festivals in collaboration with Film Societies, National Film Circle and such other fora both in India and abroad.
6. To provide welfare measures to the needy Cine Artistes of Yester-years through the Cine Artistes Welfare Fund of India (CAWFI) a Charitable Trust established by the Company.

1. FINANCING AND PRODUCTION OF FILMS

NFDC encourages the concept of low budget films, which are nevertheless high in quality content and thematic values. The films funded/produced by NFDC have won several National and International awards vouching the company's commitment in promotion of good cinema. The NFDC (including the erstwhile FFC) have so far produced / financed over 315 such films under different schemes.

During the year 2004-05, (upto Dec.2004), the production of two films ESHWARMINE CO. (Hindi) by Shyamanand Jalan and ANAND (Telugu) by Shekhar Kammulla have been completed.

Apart from these, SANSKAR (Bengali), by Nabyendu Chatterjee, GANDHI SE PEHLE GANDHI (Hindi) by Iqbal Durrani, and TENARA (Bengali) by Joydeep Ghosh., which are currently under production is expected to be completed during the year.

The revised target set under this activity for the year 2004-05 and the anticipated achievements there against both in physical and financial terms are as under:

Activity	Targets for 2004-05		Anticipated achievements 2004-05	
	(Physical)	(Financial) (Rs.in lakh)	(Physical)	(Financial) (Rs.in lakh)
Financing & production of films	8	350	4	160

Some of the award winning films produced by the Corporation are as under:-

The Film MARGAM (Malayalam) by Rajiv Vijay Raghavan won Indira Gandhi Award for the best first film of a Director of 2003 and won Swarna Kamal. This film also won seven Kerala State Film Awards such as Best Feature Film Awards, Best Actor Award, Best Script Writer Award Best Cinematographic Award Best Background Music Award, Best Sound Recordist Award, and Special Jury Award for the actress Meera Krishnan. This film also won Golden Dhow Award for best feature film in Zanzibar Film Festival, Tanzania. This film was also selected to the Indian Panorama Section of International Film Festival of India held in Goa during November - December, 2004.

The Film RAGHU ROMEO (Hindi) by Rajat Kapoor another film co-produced by the Corporation won the Rajat Kamal award for the best feature film in Hindi of 2003. This film was also screened at Pusan International Film Festival in Korea and was well received by the international audience and had wide screenings at various international festivals both in India and abroad.

The film DANCE LIKE A MAN (Kannada / English) by Pamela Rooks another film co-produced by the Corporation has evoked considerable interest among critics and film viewers. This film won Rajat Kamal an award for the Best Feature Film in English Language of 2003.

The Film 1:1.6 AN ODE TO LOST LOVE (English) by Madhu Ambat produced by the Corporation was selected for Indian Panorama Section of International Film Festival held in Goa on November, 2004.

2. IMPORT AND DISTRIBUTION OF FILMS

The Corporation during the year screened two of the well acclaimed films imported in earlier years in various festivals and theatrical circuits in India. These films are "Taking Sides" by Istwan Szabo and "The Soul Keeper" by Roberto Faenza which received enthusiastic response from the discerning audience.

3. EXPORT OF FILMS:

a) During the year 2003-04 (upto Dec.2004) 30 films were exported to various countries abroad and the export proceeds amounted to Rs. 50 lakh. The Corporation is expected to export about 50 films to various countries during the year.

The Corporation also regularly participates in the International Film Festivals/Markets by sending films and delegations. The Corporation also acts as a facilitator for various Indian companies for participation in major International Film Markets such as Cannes, Hong Kong and American Film Market. A big industry delegation participated

in Cannes Market 2004 and the Corporation in collaboration with confederation of Indian industries (CII), extended assistance to the participating companies. The Corporation also lead delegation of Indian companies for participation in FILMART 2004 held in Hong Kong. The Corporation also participated in American Film Market held in February 2004 and November, 2004 with a stall which provided a venue for Indian film buyers and sellers to negotiate and finalise business deals.

b) Promotion of Indian Films Abroad through Festival Participation

During the year 2003-04, the Corporation participated in about 38 International festivals across the globe showcasing 94 Indian films in different languages. During 2004-05 (upto Dec.2004) the Corporation participated in 13 International and regional film festivals showcasing 21 Indian films. NFDC has become a known name in the International Film Festival circuits with considerable goodwill.

As part of its efforts to increase export of meaningful Indian films to various countries, where Indian diaspora are present in a sizable number, the Corporation have been arranging festival of contemporary films in various countries. A week long Indian Film Festival was organized in Mauritius in association with the Mauritius Film Development Corporation in March, 2004 with created considerable media attention. A delegation from Mauritius Film Development Corporation and the Mauritius Broadcasting Corporation visited India to moot trade relations at the Film Bazar 2004.

A festival of Malayalam films was organized in Dubai, UAE in October 2004. This was the third year in succession Malayalam Film Festival was organized in Dubai which achieved resounding success. Similar festivals are also planned in Malaysia and various other countries with the co-operation of Indian Embassies and local authorities. The strategy is to create awareness of Indian films and thereby creat market potential and brand equity for Indian films in those countries.

4. SPECIAL TECHNICAL PROJECTS

Subtitling Centre, Mumbai is the first of its kind in Asia and the laser subtitling services provided by NFDC are of International standards. Subtitling in all the Latin Character foreign languages and Arabic are being done in this unit. Facility for subtitling in Chinese and Japanese languages are also available. The facility for subtitling of interpositive of films is also available so that the industry can take as many copies as needed from the dupe negative with subtitles in English or any of the language for simultaneous release abroad. The unit also undertakes video subtitling in various regional and foreign languages. The project apart from meeting the requirements of the film industry also caters to the requirements of the Ministry of External Affairs, Directorate of Film Festivals, National Film Archives, Doordarshan. Recently the DVD/VCD Mastering facilities have also been introduced.

Video Centre at Chennai undertakes telecine transfer, video duplication, multi lingual subtitling and Avid Non-linear Editing. The Centre has also started DVD authoring and is in the process of setting up a full fledged DVD recording unit.

16mm Film Centre at Kolkata is equipped with PL3, Arri 3 and 16mm Cameras and provides production /post production facilities to the film industry in the eastern region. Another Video Editing and Post Production Studio DHWANI was set up recently in Kolkata to provide the latest Beta, Digi-Beta and Non-linear Editing facilities and special effects which caters to the needs of the eastern region.

The projects Section in Mumbai and Delhi provides facilities for capsuling films for telecast on the National Network, which provides technical telecast support to Doordarshan. The centre at Delhi provides the technical facilities for the video servers at the prestigious IGNOU. Apart from the above, the Project Section, Mumbai provides hiring facilities for the Super 16mm, 16mm & ARR BLIII Cameras with latest Video Assists.

The revised target set under this activity for the year 2004-05 and the anticipated achievements both in physical and financial terms are as under:

Activity	Targets for 2004-05		Anticipated achievements 2004-05	
	(Physical)	(Financial)	(Physical)	(Financial)
		(Rs.in lakh)		(Rs.in lakh)
Modernization and replacement of Technical & Commissioning of new projects.	-	60	-	50

5. INDIAN PANORAMA AND NATIONAL FILM CIRCLE

The Corporation continue to assist Film Societies and State Govts. to organise film weeks at various centres during the year which evokes good response and received enthusiastic support, this being the only source for many to see good quality cinema apart from watching the same on Television.

During the year 2004-05(upto Dec.2004) NFDC funded/produced films were screened at 44 centres all over India.

The National Film Circle continued to be active during the year both in Nehru Centre and NCPA. During the year (upto Dec. 2004) 63 film shows were organised under this programme. NFDC films were also screened in eight Regional Film Festivals during the year.

6. CINE ARTISTES WELFARE FUND OF INDIA

The Cine Artistes Welfare Fund of India (CAWFI) the biggest ever trust in the Indian Film Industry set up by the

Corporation in 1992 extends financial assistance to needy cine artistes of yester years. The Corpus of the Trust as on date has grown to Rs. 4.48 crores. So far more than 885 cine artistes have availed of the pensionary and other benefits from the trust. Presently about 513 cine artistes are availing financial assistance from the trust. During the year and upto Dec. 2004 an amount of Rs.35.00 lakh have been disbursed as pension to cine artistes. An amount of Rs. 47.00 lakh is expected to be disbursed during the year as pensionary benefits to various cine artistes.

7. PLAN SCHEME AND PERFORMANCE

For the eight years, Corporation have been funding its Developmental Plan activities entirely out of its Internal Resources without any Budgetary support from Government. A statement showing the scheme-wise approved plan outlay for 2004-2005 together with physical targets and estimated achievements there against and the summary of plan proposals for the Annual Plan 2005-06 indicating the Financial and Physical Targets is enclosed. The financial losses suffered by

the Corporation for the last two consecutive financial years (2002-2003 and 2003-2004) were due to adverse market conditions viz.:

- (i) Discontinuing of free commercial time (FCT) marketing, the main business segment of the Corporation from September, 2003 resulting in reduction in revenue to the tune of Rs. 30.00 crores.
- (ii) The realization from the debtors of TV marketing coming down drastically due to discontinuation of FCT marketing activity resulting in liquidity crunch.
- (iii) The substantial provision made in the accounts for doubtful debts, resulting in adverse fund flow, since the Corporation is not getting a budgetary support for funding the developmental activities, which drained its internal resources and the same had its direct adverse impact in the achievement of plan targets. The Anticipated achievement projected for the F.Y. 2004-05 and BE 2005-06 would therefore largely depend upon the Government Sanctioning plan support for the purpose.

STATEMENT OF APPROVED PLAN OUTLAY FOR 2004-05 WITH PHYSICAL TARGETS AND ESTIMATED ACHIEVEMENT THERE AGAINST AND SUMMARY PLAN PROPOSALS FOR ANNUAL PLAN 2005-06 WITH FINANCIAL AND PHYSICAL TARGETS.

(RS. IN LAKH)

Sr. No.	Name of the scheme	Revised outlay for F.Y.2004-05		Anticipated achievements for 2004-05		Proposed outlay for Annual Plan 2005-06	
		Fin	Phy	Fin	Phy	Fin	Phy
1.	Production of films (Own Production, Co-production & Subsidy Scheme)	350	8	160	4	465	13
2.	Creation of own Exhibition Infrastructure in Metro Centres	-	-	-	-	110	1
3.	Modernisation and replacement of Technical & Commissioning of new Projects	60	-	50	-	150	-
4.	Creation of Market Infrastructure & Promotion of Indian Films abroad.	40	-	40	-	50	-
Total		450		250		785	

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 feedback to their assigned Ministries/Departments. 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. On this home page publicity material is made available for national as well as international use. 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. 1073 Correspondents and 309 Cameramen are currently accredited with Bureau's Headquarters besides 136 technicians and 65 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 on temporary basis till a complete structure is made available 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 lakh. The expenditure incurred during the Annual Plan (2003-04) was Rs. 150.44 lakh. The Annual Plan 2004-2005 outlay is Rs.650.00 lakh and Annual Plan 2005-2006 outlay is Rs. 1933.50 lakh. The performance of the Press Information Bureau in financial terms during the year 2003-2004 and 2004-2005 was as follows :-

(Rupees. in lakh)

	Plan	Non-Plan	Total
1. Actual Expenditure 2003-2004	195.81	1781.79	1977.60
2. B.E. 2004-2005	650.00	1853.02	2503.02
3. R.E. 2004-2005	117.40	1939.00	2056.40
4. Actual Expenditure 2004-2005 upto the end of Dec., 2004	68.23	1547.33	1615.56
5. B.E.2005-2006	1933.50	2012.00	3945.50

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 2003-2004 issued 51141 press releases. In 2004-2005 (upto Dec, 2004) the Bureau issued 68761 Press releases.

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 2004-2005 (upto Dec, 2004) the Bureau released 81544 photo prints to the newspapers.

XTH FIVE YEAR PLAN 2002-2007

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

(Rs. in lakh)

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 of 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*
	4750.00

* As Planning Commission did not give its 'in principle' approval, these two schemes had been discontinued from Plan from Sept., 2003 onwards.

PROGRAMME-WISE CLASSIFICATION

For the year 2004-2005, Demand No. 60 covered expenditure of the PIB and the Regional Branch Offices in the Information and Publicity Sector. Statistical data relating to PIB is given below :-

(Rupees. in lakh)

Object Heads	Actual for 2003-2004			B.E. 2004-2005		
	Plan	Non-Plan	Total	Plan (including NE)	Non-Plan	Total
1	2	3	4	5	6	7
OBJECT-WISE CLASSIFICATION						
Salaries	3.86	1286.68	1290.54	1.50	1350.00	1351.50
Wages	—	18.26	18.26	—	19.00	19.00
Over Time Allowance	0.01	15.01	15.02	0.25	15.00	15.25
Domestic Travel Expenses.	0.14	20.76	20.90	—	25.00	25.00
Office Expenses	61.95	267.48	329.43	60.16	260.00	320.16
Rents, Rates & Taxes	2.60	42.99	45.99	—	48.57	48.57
Publication	0.10	31.71	31.81	—	32.00	32.00
Other Admn. Expenses	0.54	19.02	19.56	—	25.00	25.00
Advertising & Publicity	—	37.25	37.25	—	35.00	35.00
Professional Services	0.04	40.10	40.14	—	40.00	40.00
Grants-in-Aid	—	0.15	0.15	—	0.15	0.15
Other Charges	—	2.38	2.07	—	3.30	3.30
REVENUE TOTAL	69.24	1781.79	1851.03	61.91	1853.02	1914.93
Acquisition of Equipments for PIB	119.38	-	119.38	83.09	-	83.09
Setting up of National Press Centre and Mini Media Centres of PIB	7.19	-	7.19	505.00	-	505.00
CAPITAL TOTAL	126.57	-	126.57	588.09	-	588.09

(Rupees in lakh)

	R.E (2004-05)			(Expdr. upto) 31-12-2004			B.E. 2005-06		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
OBJECT-WISE CLASSIFICATION									
Salaries	-	1420.00	1420.00	-	1163.39	1163.39	-	1500.00	1500.00
Wages	-	18.85	18.85	-	16.46	16.46	-	19.85	19.85
Over Time Allowance	-	15.00	15.00	-	11.13	11.13	-	15.00	15.00
D.T.E.	-	21.00	21.00	-	20.80	20.80	-	22.00	22.00
Office Expenses	40.00	280.00	320.00	31.24	194.08	225.32	69.10	280.00	349.10
Rent, Rates & Taxes	-	50.00	50.00	-	36.53	36.53	-	50.00	50.00
Publication	-	32.00	32.00	-	22.08	22.08	-	32.00	32.00
O.A.E.	-	34.00	34.00	-	24.94	24.94	-	25.00	25.00
Adv. & Publicity	-	35.00	35.00	-	29.51	29.51	-	35.00	35.00
Professional Services	-	30.00	30.00	-	26.83	26.83	-	30.00	30.00
Grants-in-Aid	-	0.15	0.15	-	-	-	-	0.15	0.15
Other Charges	-	3.00	3.00	-	1.58	1.58	-	3.00	3.00
Lump sum provision For NE Region	9.00	-	9.00	-	-	-	9.00	-	9.00
REVENUE TOTAL	49.00	1939.00	1988.00	31.24	1547.33	1578.57	78.10	2012.00	2099.10
Acquisition of Equipments for PIB	40.00	-	40.00	31.24	-	31.24	17.90	-	17.90
Setting up of National Press Centre and Mini Media Centres of PIB	15.00	-	15.00	5.75	-	5.75	1819.50	-	1819.50
Lumpsum provision for NE Region	13.40	-	13.40	-	-	-	18.00	-	18.00
CAPITAL TOTAL	68.40	-	68.40	36.99	-	36.99	1855.40	-	1855.40
GRAND TOTAL	117.40	1939.00	2056.40	68.23	1547.33	1615.56	1933.50	2012.00	3945.50

PRESS INFORMATION BUREAU (ACTIVITIES)

The Press Information Bureau's main activity is to function as the nodal and authentic agency of information of the Govt. of India's policies, programmes and achievements. Information is supplied by the Bureau to the Press and other media published from and operating in different parts of the country. Besides, the News Agencies, Radio and Television Organisations, both Indian and Foreign also use the Bureau's information services. A computer network with different Regional and Branch offices of the bureau helps simultaneous and fast dissemination of information throughout the length and breadth of the country. The information is also available on Internet.

2. Apart from dissemination of information to the media, the Bureau also provides feed-back to the Govt. on the reactions of the press on its various policies and programmes. This helps the Govt. to gauge the public reaction and make modification in its implementation process.

3. For the purpose of communicating authentic information to the Press, Publicity Officers of the rank of Addl. PIO/Dy. Principal Information Officers/Information Officers/Assistant Information Officers are attached to different Ministries to look after their publicity requirement as also to ensure feed-back services. These Officers also function as Information Advisors to the respective Ministries on various matters of topical importance.

4. The Bureau's present network consists of 43 Regional/Branch offices located at major newspaper centers/state capitals of the country.

HIGHLIGHTS OF PUBLICITY DURING 2003-2004

5. Material on Internet : Armed with a PIB window on the internet system (www.pib.in.in), 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 releases, 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 over 1,50,000.

6. 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.

7. 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. 81 special reports and digests have been prepared from April to December 2004.

8. 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.

9. 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.

10. Press Conferences: The PIB arranges Press Conferences for Ministers and Senior officials for enabling the Journalists to have a face-to-face dialogue. The Bureau arranged 890 Press Conferences during 2004-05 upto Dec., 04.

11. 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.

12. 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 FEATURES 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, ebroid 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 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 feedback 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
ACTIVITY-WISE CLASSIFICATION**

(Rs. in lakh)

Activity	Actual for 2003-2004			B.E 2004-2005			R.E.2004-05			Expdr. upto Dec.,31-12-04			B.E.2005-2006		
	Plan	Non - Plan	Total	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	16
Direction and General Admn.	187.13	1690.18	1877.31	630.00	1756.02	2386.02	95.00	1843.00	1938.00	66.98	1473.48	1540.43	1906.50	1925.00	3831.50
News & Feature Services	0.04	40.51	40.55	-	40.00	40.00	-	30.00	30.00	-	26.83	26.83	-	30.00	30.00
Press Facilities & conducted Tours	0.79	19.25	20.04	-	25.00	25.00	-	34.00	34.00	-	24.94	24.94	-	25.00	25.00
Feedback Services	0.06	31.85	31.91	-	32.00	32.00	-	32.00	32.00	-	22.08	22.08	-	32.00	32.00
Lumpsum Provision for NE Region	7.79	-	7.79	20.00	-	20.00	22.40	-	22.40	1.25	-	1.25	27.00	-	27.00
Total	195.81	1781.79	1977.60	650.00	1853.02	2503.02	117.40	1939.00	2056.40	68.23	1547.33	1615.56	1933.50	2012.00	3945.50

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 2004 to 31st March 2005.

STATEMENT OF CASES

1.	Cases pending as on 31.3.2004	587
2.	Cases filed between 1.4.2004 to 31.12.2004	580
3.	Cases expected to be filed between 1.1.2005 to 31.3.2005	200
4.	Cases adjudicated between 1.4.2004 to 31.12.2004	63
5.	Cases expected to be adjudicated between 1.1.2005 to 31.3.2005	41
6.	Cases disposed of by way of dismissal at preliminary stage between 1.4.2004 to 31.12.2004	Nil
7.	Cases expected to be disposed of by way of dismissal at preliminary stage between 1.1.2005 to 31.3.2005	337
8.	Expected pendency as on 31.3.2005	926

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

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

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

(Rs. in lakh)

	SBG 2004-2005	RE 2004-2005	BE 2005-2006
Gross Expenditure	241.70	218.21	230.00
Less: Collections of levy from Registered Newspapers and news agencies and Other Misc. receipts	46.70	51.21	40.00
Net Grant-in-aid	195.00	167.00	190.00

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 Newspapers in India and to D.A.V.P. for its exhibitions, 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 Departments, Public Sector Undertakings and to the Public under its "Pricing Scheme". The Division has four Regional

Offices 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.

Keeping in view the present changing scenario of the technological development, the Photo Division has a Plan scheme entitled 'Modernisation of Photo Division' in the 10th Plan.

The newly recast 10th Plan Scheme has the following components. It has a total approved outlay of Rs.250.00 lakh and Annual Plan allocation for 2005-06 is Rs. 110.00 lakh.

		(Rs. in lakh)	
Sl.No.	Name of the Schemes	Xth Plan 2002-07	Annual Plan 2004-05
1.	Digitalisation of the lab. of Photo Division at Sochna Bhawan by 2005-06	205.50	60.00
2.	Pilot project for archiving, indexing and cataloguing of the photographs in the digital lab	44.00	50.00
3.	Setting up of Photo counter in Parliament House Annexe.	0.50	-
Total. Rs. in lakh		250.00	110.00

FINANCIAL

TARGETS AND PERFORMANCE

2003-2004

			(Rs. in lakh)		
Sanctioned Budget Grant			Actual Expenditure		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
115.00	285.25	400.25	48.53	207.87	256.40

2004-2005

	(Rs. in lakh)		
	Plan	Non-Plan	Total
Sanctioned Budget Grant	70.00	240.90	310.90
Revised Estimates	16.00	227.00	243.00
Actual expenditure upto 12/04	3.44	179.75	183.19

BUDGET ESTIMATES 2005-2006

(Rs. in lakh)		
Plan	Non-Plan	Total
110.00	238.00	348.00

PHYSICAL

	2003-2004		2004-2005		2005-06
	Target	Achievements	Target	Achievements (upto 12/2004)	Targets
1. Assignments	5,000	4,590	5,000	2,808	5,000
2. B&W Prints	1,50,000	36,315	1,50,000	38,055	1,00,000
3. Colour Prints	3,00,000	1,88,270	3,00,000	1,26,908	2,00,000
4. Colour Slides	2,500	2,000	2,500	1,200	1,000
5. VIP Presentation photo albums	150	117	150	40	150
6. Digital Images	-	-	70,000	48,458	70,000

Reasons for variation in Targets and Achievements:

Downward trend of targets/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 subsequently 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 into internet. Now all the photographs which are 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, discouraging Black & White release, resulting in sharp drop in B&W targets.
- (b) Since putting the photographs in the net the number of release of colour photographs has also been reduced. 40 to 60 copies of Colour per release are being requisitioned by P.I.B. This will cross the target.
- (c) More number of colour photographs is in demand for the use in P.I.B website. Numbers of colour assignments have increased.

FINANCIAL REQUIREMENTS
A - ACTIVITY - WISE CLASSIFICATION

(Rs. in Lakh)

Name of the Sub-head	Actual Expenditure 2003-2004			Budget Estimates 2004-2005			Revised Estimates 2004-2005			Budget Estimates 2005-2006		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1. News & Features Photos	48.53	127.87	176.40	70.00	150.90	220.90	16.00	142.00	158.00	110.00	153.00	263.00
2. Pricing Scheme	-	5.00	5.00	-	5.00	5.00	-	5.00	5.00	-	5.00	5.00
3. Direction & General Administration	-	75.00	75.00	-	85.00	85.00	-	80.00	80.00	-	80.00	80.00
TOTAL...	48.53	207.87	256.40	70.00	240.90	310.90	16.00	227.00	243.00	110.00	238.00	348.00

FINANCIAL REQUIREMENTS
B - OBJECT - WISE CLASSIFICATION

(Rs. in Lakh)

Name of the Sub-head	Actual Expenditure 2003-2004			Budget Estimates 2004-2005			Revised Estimates 2004-2005 (Proposed)			Budget Estimates 2005-2006 (Proposed)		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan*	Non-Plan	Total
A) Revenue Section												
1. Salaries		129.90	129.90		140.00	140.00		144.00	144.00		150.00	150.00
2. Wages		0.32	0.32		0.40	0.40		0.40	0.40		0.40	0.40
3. Overtime Allowance		2.96	2.96		4.00	4.00		3.00	3.00		3.00	3.00
4. Dom. Travel Exp.		2.98	2.98		3.50	3.50		4.50	4.50		4.00	4.00
5. Office Expenses	8.41	39.10	47.51	10.00	40.00	50.00	6.00	30.00	36.00	50.00	30.00	80.00
6. Supplies & Materials		25.85	25.85		41.00	41.00		35.00	35.00		40.00	40.00
7. Minor Works		6.76	6.76		12.00	12.00		10.00	10.00		10.60	10.60
Total (A)	8.41	207.97	216.38	10.00	240.90	250.90	6.00	227.00	233.00	50.00	238.00	288.00
B) Capital Section												
Acquisition of equipment for PHOTO DIVISION	40.12	-	40.12	60.00	-	60.00	10.00	-	10.00	60.00	-	60.00
Total (B)	40.12	-	40.12	60.00	-	60.00	10.00	-	10.00	60.00	-	60.00
Grand Total A + B	48.53	207.87	256.40	70.00	240.90	310.90	16.00	227.00	243.00	110.00	238.90	348.00

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 of the 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 journals like Employment News Kurukshetra, Yojana, Aajkal, Balbharati.

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

- (i) Publish books on subjects 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 2003-04

FINANCIAL

(Rs. in lakh)

Budget Estimates 2003-2004			Actual Expenditure 2003-2004		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
92.00	1154.00	1246.00	39.09	1128.45	1167.54

PHYSICAL

2003-2004					
			Targets	Achievements	
Journals	-	-	21	21	
Annuals	-	-	3	3	
Books	-	-	120	152	

II. Targets and Performance during 2004-05

FINANCIAL

(Rs. in lakh)

Budget Estimates 2004-2005			Revised Estimate 2004-2005		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
66.50	1142.25	1208.75	19.00	1164.00	1183.00

PHYSICAL

2004-2005					
			Targets	Achievements	
Journals	-	-	21	21	
Books	-	-	110	107 (likely)	

II. Targets for the year 2005-06

FINANCIAL

(Rs. in lakh)

Budget Estimates 2005-2006		
Plan	Non-Plan	Total
46.00	1222.00	1268.00

IV PHYSICAL

Targets for the year 2005-06 are as follows :

2005-2006 Targets	
Journals	21
Books	110

V. ANNUAL PLAN 2005-06

The Division has been allocated a sum of Rs. 46.00 lakh only for one Plan Scheme i.e. 'Publication programme of Publications Division'. The financial break up of the activities undertaken by the Division is given below:

MARKETING AND SALES PROMOTION:

Name of the component	Amount allocated
Modernisation of Publications Division	3.00
Bringing out CDs on Historical Monuments and Paintings	25.00
Translation project of Books under the Builders of Modern India (BMI Series)	18.00
TOTAL	46.00

The Publications Division reaches its books to people through Sales Emporia/Outlets, book exhibitions and 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 in Yojana Offices at Bangalore, Guwahati and Ahmedabad and PIB offices at Bhopal, Indore and Jaipur. During the period from 1st April 2004 to 17th January, 2005, the Division organised/participated in 37 book exhibitions/fairs all over the country which are as follows:

S.No.	Name of the Exhibition	Venue	Period
1.	Special Book Exhibition	Bangalore	06.04.2004
2.	Special Book Exhibition	Aizwal (Mizoram)	15.6.2004 to 19.6.2004
3.	Special Book Exhibition	Bangalore	27.6.2004 to 30.6.2004
4.	Coimbatore Book Fair	Coimbatore	23.7.2004 to 1.8.2004
5.	Neyveli Book Fair	Neyveli	30.7.2004 to 8.8.2004
6.	10 th Delhi Book Fair	New Delhi	21.8.2004 to 29.8.2004
7.	18 th Book Fair	Tiruchirapalli	1.10.2004 to 10.10.2004
8.	8 th National Expo 2004	Kolkata	1.10.2004 to 10.10.2004
9.	Book Fair	Raipur (Chattisgarh)	1.11.2004 to 7.11.2004
10.	Book Exhibition at Bal Bhawan	New Delhi	14.11.2004 to 20.11.2004
11.	Book Exhibition	Madurai	14.11.2004 to 20.11.2004
12.	Independent Book Exhibition	Pune	15.11.2004 to 22.11.2004
13.	National Book Fair	Indore	26.11.2004 to 5.12.2004
14.	Book Exhibition on the occasion of International Film Festival Goa	Goa	29.11.2004 to 9.12.2004
15.	Book Exhibition on the occasion of Bhahuroopi Festival	Mysore	1.12.2004 to 5.12.2004
16.	International Book Fair	Kochi	3.12.2004 to 12.12.2004
17.	Book Exhibition	Faridabad	9.12.2004 to 10.12.2004
18.	Pondicherry Book Fair	Pondicherry	17.12.2004 to 26.12.2004
19.	National Book Fair	Nagpur	31.12.2004 to 9.1.2005
20.	Vijayawada Book Festival	Vijayawada	1.1.2005 to 11.1.2005
21.	28th Chennai Book Fair	Chennai	7.1.2005 to 17.1.2005

The Division organized "Insitu" Book Exhibition on important National Events as mentioned below: -

1.	World Book Day Book Exhibition	23.4.2004 to 30.4.2004 (in its 10 sales outlets)
2.	Summer Book Exhibition	14.6.2004 to 22.6.2004 (in its 10 sales outlets)
3.	Independence Day Book Exhibition	13.8.2004 to 20.8.2004 (in its 10 sales outlets)
4.	Teachers Day Book Exhibition	01.9.2004 to 9.9.2004 (in its 10 sales outlets)
5.	Hindi Pakhwara Book Exhibition	14.9.2004 to 27.9.2004 (in its 10 sales outlets)
6.	Gandhi Jayanti Book Exhibition	1.10.2004 to 12.10.2004 (in its 10 sales outlets)
7.	National Book Week Exhibition	10.11.2004 to 23.11.2004 (in its 10 sales outlets)
8.	Christmas & New Year Book Exhibition	24.12.2004 to 2.1.2005 (in its 10 sales outlets)

The Division also organised Book Exhibition through Mobile Book Van at Delhi and Outside Delhi.

The Division has also planned to organise/participate following Book Exhibitions/Fairs during 11.1.2005 to 30.3.2005

1.	Taj Pustak Mela	Agra	14.1.2005 to 23.1.2005
2.	4th National Book Fair	Ahmedabad	5.2.2005 to 13.2.2005
3.	Hyderabad Book Fair	Hyderabad	3.2.2005 to 13.2.2005
4.	National Book Fair	Rajkot	
5.	National Book Fair	Bhopal	
6.	Bhubaneswar Book Fair	Bhubaneswar	
7.	Agartala Book Fair	Agartala	
8.	Salem Book Fair	Salem	
9.	Mumbai International Book Fair	Mumbai	
10.	Govt. Library Book Exhibition Patna during Jan. 2005	Patna	
11.	Independent Book Exhibition at Ranchi during February 2005	Ranchi	

In addition the Division has also planned to organise Insitu Book Exhibitions at its sales emporia and sales counters the year 2004-2005 on the important National Events namely:-

1.	Republic Day Book Exhibition	21.1.2005 to 31.1.2005 (in its 10 sales outlets)
2.	Consumer's Right Day Book Exhibition	15.3.2005 to 24.3.2005 (in its 10 sales outlets)

The Division earned a total revenue (excluding Employment News) of Rs.188.58 lakh during April-December, 2004 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, State Governments and other Autonomous organizations such as National Book Trust, Sahitya Akademi, CSIR, ICAR, Indian National Trust for Art and Culture, ICCR.

The Division is expecting to be invited to participation in the following Exhibition during 2005-06.

S.No.	Name of the Exhibition	Venue		
1.	Special Book Sale cum Exhibition	Bangalore	16.	International Book Fair Kochi
2.	Special Book Exhibition	Aizwal (Mizoram)	17.	Book Exhibition Faridabad
3.	Special Book Exhibition	Bangalore	18.	Pondicherry Book Fair Pondicherry
4.	Coimbatore Book Fair	Coimbatore	19.	National Book Fair Nagpur
5.	Neyveli Book Fair	Neyveli	20.	Vijayawada Book Festival Vijayawada
6.	11 th Delhi Book Fair	New Delhi	21.	29 th Chennai Book Fair Chennai
7.	19 th Book Fair	Tiruchirapalli	22.	Taj Pustak Mela Agra
8.	9 th National Expo 2005	Kolkata	23.	4 th National Book Fair Ahmedabad
9.	Book Fair	Raipur (Chattisgarh)	24.	Hyderabad Book Fair Hyderabad
10.	Book Exhibition at Bal Bhawan	New Delhi	25.	National Book Fair Rajkot
11.	Book Exhibition	Madurai	26.	National Book Fair Bhopal
12.	Independent Book Exhibition	Pune	27.	Bhubaneswar Book Fair Bhubaneswar
13.	National Book Fair	Indore	28.	Agartala Book Fair Agartala
14.	Book Exhibition on the occasion of International Film Festival	Goa	29.	Salem Book Fair Salem
15.	Book Exhibition on the occasion of Bhahuroopi Festival	Mysore	30.	Mumbai International Book Fair Mumbai
			31.	Govt. Library Book Exhib., Patna Patna
			32.	Independent Book Exhib., Ranchi Ranchi

The Division will also organise “insitu” Book Exhibitions on important National Events as mentioned below:-

- | | |
|--|--|
| 1. World Book Day Book Exhibition | 23.4.2005 to 30.4.2005 (in its 10 sales outlets) |
| 2. Summer Book Exhibition | 14.6.2005 to 22.6.2005 (in its 10 sales outlets) |
| 3. Independence Day Book Exhibition | 13.8.2005 to 20.8.2005 (in its 10 sales outlets) |
| 4. Teachers Day Book Exhibition | 1.9.2005 to 9.9.2005 (in its 10 sales outlets) |
| 5. Hindi Pakhwara Book Exhibition | 14.9.2005 to 27.9.2005 (in its 10 sales outlets) |
| 6. Gandhi Jayanti Book Exhibition | 1.10.2005 to 12.10.2005 (in its 10 sales outlets) |
| 7. National Book Week Exhibition | 10.11.2005 to 23.11.2005 (in its 10 sales outlets) |
| 8. Christmas & New Year Book Exhibition | 24.12.2005 to 3.1.2006 (in its 10 sales outlets) |
| 9. Republic Day Book Exhibition | 21.1.2006 to 31.1.2006 (in its 10 sales outlets) |
| 10. Consumer's Right Day Book Exhibition | 15.3.2006 to 24.3.2006 (in its 10 sales outlets) |

Moreover, the Division will also organise Book Exhibitions through Mobile Book Van at Delhi and outside Delhi during 2005-06.

PROGRAMME - WISE CLASSIFICATION

(Rs. in lakh)

S.No.	Unit of Appropriation	SBG 2004-2005			Revised Estimates 2004-2005			Budget Estimate 2005-2006		
1	2	3	4	5	6	7	8	9	10	11
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1.	Publications	15.00	170.00	185.00	0.50	180.00	180.50	-	200.50	200.50
2.	Sales and distribution	43.00	130.00	173.00	10.50	112.00	122.50	43.00	133.00	176.00
3.	Administration	8.50	842.25	850.75	8.00	872.00	880.00	3.00	888.50	891.50
	Total	66.50	1142.25	1208.75	19.00	1164.00	1183.00	46.00	1222.00	1268.00

* including provision for North-East Sector.

FINANCIAL REQUIREMENTS OBJECT-WISE CLASSIFICATION

(Rs. in lakh)

S. No.	Unit of Appropriation	Actuals for 2003-2004			Sanctioned Budget Grant 2004-2005			Revised Estimates 2004-2005			Budget Estimates 2005-2006		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1.	Salaries	—	638.70	638.70	—	680.75	680.75	—	715.00	715.00	—	720.00	720.00
2.	Wages	—	7.17	7.17	—	8.50	8.50	—	8.00	8.00	—	8.50	8.50
3.	Overtime Allowance	—	6.00	6.00	—	6.00	6.00	—	5.50	5.50	—	5.00	5.00
4.	Domestic Travel Expenses	—	16.96	16.96	—	16.00	16.00	—	14.00	14.00	—	15.00	15.00
5.	Office Expenses	—	49.53	49.53	—	50.00	50.00	—	45.00	45.00	—	50.00	50.00
6.	Rents, rates and Taxes	—	8.96	8.96	—	12.00	12.00	—	10.00	10.00	—	10.00	10.00
7.	Publication	6.23	200.00	206.23	15.00	170.00	185.00	0.50	180.00	180.00	—	200.50	200.50
8.	Other Administrative Expenses	1.00	9.49	10.49	1.00	9.00	10.00	0.50	9.50	10.00	—	10.00	10.00
9.	Supplies & Materials	6.98	14.51	21.49	7.50	15.00	22.50	7.50	15.00	22.50	3.00	15.00	18.00
10.	Advt. & Publicity	—	99.45	99.45	—	98.00	98.00	—	80.00	80.00	—	98.00	98.00
11.	Prof.Services	13.88	99.45	113.33	18.00	32.00	50.00	6.50	32.00	38.50	18.00	35.00	53.00
12.	Other Charges	11.00	47.70	58.70	25.00	45.00	70.00	4.00	50.00	54.00	25.00	55.00	80.00
	TOTAL	39.09	1128.45	1237.01	66.50	1142.25	1208.75	19.00	1164.00	1183.00	46.00	1222.00	1268.00

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 & Broadcasting, Government of India.

The weekly carries advertisements for jobs of Central and State Governments, public sector undertakings, autonomous bodies, Universities, 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 midlevel career promotion opportunities (deputations). In addition to this, there is also an Editorial segment which carries one main article on topical issues and events. Also the Career Guidance series contains new and upcoming fields or professional activities with information on the employment prospects in the area, qualifications required to enter the profession and the institution to avail the education and training.

Employment News has been giving regular columns like 'Diary of Events' and 'Indiafiles'. 'Diary of Events' gives major national and international events of a particular week and 'Indiafiles' enlists category-wise lead articles appearing in prominent newspapers, which is very useful for research and reference purpose. Apart from this, a series on Indian History has also been started from January 2005. In addition, articles on different subjects related to science, general knowledge, interviews with experts in various fields are also given from time to time. Every year 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 occasion are published in the special issues.

Eminent writers from various fields - experts, senior government officials, ministers, judges etc. 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 other competitive exams and interviews and 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 their life and career.

Employment News also carries specific articles on dedicated days like World Earth Day, Environment Day, Population Day, Children's Day, Women's Day, National Youth Day, AIDS Day, SAARC Girl Child Day and International Human Rights Day etc. in the issues coinciding with that particular week.

It is pertinent to mention that besides fulfilling its social obligation for which the journal was started, Employment News/Rozgar Samachar have 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 2003-2004 revenue earned stood at Rs. 3375.61 lakh with a total expenditure of Rs. 2124.71 lakh and having a net surplus of Rs. 1250.90 lakh. The combined average circulation is about 6.90 lakh per week.

(1) Circulation:-

During the year 2003-04 the average combined print order was around 6.90 lakh copies per week as against 5.96 lakh copies per week during the financial year 2002-03. During the current year, the average circulation of the weekly (till issue dated 7.1.2005) has been 6.90 lakh copies.

(2) Advertisement Revenue:-

During the current financial year this journal is likely to earn the advertisement revenue of Rs. 1900.00 lakh as against Rs. 1685.77 lakh during last financial year i.e. 2003-04. Till December 2004, revenue to the tune of Rs.1727.50 lakh has been earned.

(3) Circulation Revenue:-

During this financial year Employment News is likely to earn a revenue on account of sale of journal of Rs. 1700.00 lakh as against Rs. 1689.22 lakh during the year 2003-04. Revenue to the tune of Rs. 1412.28 lakh has been earned till December 2004.

Financial Requirement

A. Activity Outlay:- The total financial outlay of Employment News is as under:-

(Rupees in lakh - Non Plan)

S.No.	Activity Classification	Actual Exp. 2003-2004	Sanctioned Budget Grant 2004-2005	Revised Estimates 2004-2005	Sanctioned Budget Grant 2005-2006
1.	Material and Supplies	1478.79	1346.00	1500.00	1500.00
2.	Direction and Gen. Admn.	645.92	654.25	753.00	806.00
	TOTAL	2124.71	2000.25	2253.00	2306.00

B. Objective Classification:-

Demand No. 60 Major Head-2220, 60.112-Employment News (Minor Head) 01 - Employment News Services

(Rs. in lakh-Non Plan)

S.No.	Sub-Head	Actual Exp. 2003-04	SBG 2004-05	RE 2004-05	SBG 2005-06
1.	Salaries	55.41	63.00	63.00	65.00
2.	Wages	2.76	3.25	3.00	3.00
3.	OTA	2.50	2.00	2.00	2.00
4.	Travel Exp.	2.10	2.00	2.00	2.00
5.	Office Exp.	20.98	21.00	20.00	21.00
6.	R R & T	12.17	13.00	13.00	13.00
7.	Material & Supplies	1478.79	1346.00	1500.00	1500.00
8.	Advertising & Publicity	550.00	550.00	650.00	700.00
TOTAL		2124.71	2000.25	2253.00	2306.00

(C) This unit has earned revenue to the tune of Rs. 3375.61 lakh during 2003-04. It is likely to earn the revenue around Rs. 3550.00 lakh during 2004-05 and Rs. 3650.00 lakh in 2005-06. Till December 2004 revenue amounting to Rs. 3139.93 lakh has been earned.

(II) General Performance:-

Despite constraints of less staff the weekly has maintained an average circulation of 6.90 lakh copies during the year 2003-04. In the year 2004-05 it is likely to maintain circulation at 7.00 lakh 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, 1867. 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 & Registration 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 nature. These are: -

- a) Issue of Eligibility Certificates to enable the newspapers to import and purchase of newsprint from the indigenous newsprint mills in accordance with the Policy and Guidelines in force.
- b) Assessing and certifying the essential requirements of newspaper establishments in regard to printing and allied machineries and materials.
- c) Issue of No Newspaper Certificate to various publication seeking registration under the Foreign Contribution Regulation [FC(R)] Act, 1976.

De-Blocking of Titles

During 1998-99, the de-blocking of unregistered titles was started. The titles verified upto 1995 were de-blocked and similar exercise was continued in respect of titles verified during 1996, 1997, 1998, 1999 & 2000 subsequently. During the year 2004-05, the titles verified upto 2001 but not registered were de-blocked.

FINANCIAL AND PHYSICAL DATA OF THE RNI:-

Financial

				(Rs. in lakh)
Name of the Activity	Year	Plan	Non-Plan	Total
Budget Estimates	2003-2004	132.00	227.80	359.80
Actual Expenditure	2003-2004	36.73	213.68	250.41
Budget Estimates	2004-2005	29.50	226.00	255.50
Revised Estimates	2004-2005	5.00	228.00	233.00
Budget Estimates	2005-2006	19.70	239.00	258.70

Computerisation and Renovation

Ministry of I & B have communicated their administrative approval for the 10th Plan Scheme namely 'Modernisation of RNI' at a total Plan Outlay of Rs. 92.00 lakh comprising two sub-components viz. I) Computerisation of RNI with an outlay of Rs.40.00 lakh and II) Renovation of RNI Headquarters Office with an outlay of Rs.52.00 lakh in September 2003. Against, a sum of Rs. 16.00 lakh for Computerisation and Rs.26.50 lakh for Renovation allotted for the year 2003-04 an expenditure of Rs. 36.73 lakh was incurred. In 2004-05, a sum of Rs. 29.50 lakh has been

allotted in S.B.G which has been reduced to Rs.5.00 lakh at the stage of Revised Estimates 2004-05.

Computerisation in RNI

Apart from the computerised processing of the title verification and registration, all the verified titles have been 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. In addition to the V SAT facility, ISDN facility has been installed for speedy Internet access.

Physical

Sl. No.	PROGRAMME / ACTIVITY	2003-2004		2004-2005		2005-06
		TARGET	ACHIEVEMENT	TARGET	ACHIEVEMENT	TARGET
	A. ACTIVITIES				Upto Jan.05	
1.	Title Clearance (Processing of requests)	22000	21608	22000	17857	22000
2.	De-Blocking of Titles	***	8155	***	15727	***
3.	Registration	3000	3533 2689-Fresh 692-Revised +152-Misc,	3000	2123 1607-Fresh 516-Revised	3000
4.	Circulation Check Claims	1200	855	750	498	750
5.	No. Of Essentiality Certificate issued for import of of printing machinery	***	12	***	06	***
6.	No Newspaper Certificates issued under F.C.R.A., 1976.	***	17	***	08	***
7.	No. Of Eligibility Certificates issued to the publishers for import of newsprint.	***	730	***	621	***
	B. PROGRAMME					
8.	Annual Report of R.N.I. (Press in India)	2002-03 Report	2002-03 Report	2003-04 Report	2003-04 Report	2004-05 Report

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

ACTIVITY-WISE CLASSIFICATION

(Rs. in lakh)

S. No.	ACTIVITY	Actuals: 2003-04			Sanctioned Budget Grant 2004-05			Revised Estimates 2004-05			Budget Estimate 2005-06		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1.	Administration	36.73	213.68	250.41	29.50	226.00	255.00	5.00	228.00	233.00	19.70	239.00	258.70

The provisions required are for various activities of the office of RNI such as Administration, Title Clearance, Registration of Newspapers, Verifying of Circulation Claims 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 2003-04.

OBJECT-WISE CLASSIFICATION

(Rs. in lakh)

S. No.	ACTIVITY		Actuals: 2003-04			Sanctioned Budget Grant 2004-05			Revised Estimates 2004-05			Budget Estimate 2005-06		
			Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1.	Salaries	01.00.01	0.00	160.17	160.17	0.00	170.00	170.00	0.00	172.00	172.00	0.00	183.00	183.00
2.	O.T.A.	01.00.03	0.00	2.50	2.50	0.00	2.50	2.50	0.00	2.50	2.50	0.00	2.50	2.50
3.	Domestic Travel Exp.	01.00.11	0.00	4.16	4.16	0.00	4.50	4.50	0.00	4.50	4.50	0.00	4.50	4.50
4.	Office Expenses	01.00.13	18.79	46.50	65.29	26.50	47.00	73.50	3.50	47.00	50.50	18.00	47.00	65.70
5.	Rent, Rates and 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	01.00.16	0.00	0.35	0.35	0.00	2.00	2.00	0.00	2.00	2.00	0.00	2.00	2.00
7.	Minor Works	01.00.27	17.94	0.00	17.94	3.00	0.00	3.00	1.50	0.00	1.50	1.70	0.00	1.00
TOTAL			36.73	213.68	250.41	29.50	226.00	255.50	5.00	228.00	233.00	19.70	239.00	258.70

RESEARCH, REFERENCE AND TRAINING DIVISION

Set up in 1945, the Research, Reference and Training Division functions as an information-serving agency for the Ministry of Information and Broadcasting and its media units. It serves as an information bank as well as an information feeder service to the media units to help their programming and publicity campaigns. It also studies media trends and maintains a reference and documentation service on Mass Communication. The Division also looks after the training aspect of the Indian Information Service (IIS) officers in collaboration with the Indian Institute of Mass Communication (IIMC) and some other institutions like IIMs, SRFTI and NAAA etc.

Apart from its regular service the 'Diary of Events', brought out every fortnight, the Division compiles two annual reference works, one titled '*India*', an authentic work of reference on India, and the other, '*Mass Media in India*', a comprehensive publication on mass communication in the country. *India* is simultaneously released in Hindi language under the title – *Bharat*. The 49th Edition of the Reference Annual '*INDIA-2005*' was released on 6 January 2005.

NATIONAL DOCUMENTATION CENTRE ON MASS COMMUNICATION (NDCMC)

The National Documentation Centre on Mass Communication (NDCMC) was created in 1976 as a part of the Division on the recommendation of an Expert Committee set up by the Ministry, for collecting, interpreting and disseminating information about the events and trends in Mass Media through its periodical services. The NDCMC documents all news items, articles and other information material available on mass communication. The current activities of the Centre range from collecting and documenting information, to dissemination, not only for the development of cross-country mass communication but also for participation in the international information flow.

Fifteen English and two Hindi daily newspapers and 31 national/international periodicals are scanned and marked for news and articles on mass media. In addition, the information collected is maintained and disseminated through services like '*Current Awareness Service*', - annotated index of select articles; '*Bulletin on Films*', - abstract of various developments in the film industry; '*Reference Information Service*', '*Who's Who in Mass Media*', - biographies of eminent media personalities, '*Honours Conferred on Mass Communicators*' and '*Media Update*' - diary of national and international media events. The Centre brought out 54 such services during the year.

The NDCMC also compiles and edits a reference annual *Mass Media in India*. It was first published in 1978 and so far twenty editions have been brought out and twenty first edition is under editing process. The annual

contains articles on various aspects of the mass media, information on the status of media organizations in Central Government, States and Union Territories. It also includes the general information on print and electronic media. The annual serves as a reference compendium for media practitioners, policy makers, researchers, teachers and students of journalism.

REFERENCE LIBRARY

The Division has a well-equipped library with a large collection of documents on various subjects, bound volumes of select periodicals and various reports of the Ministries, Committees and Commissions. Its collection includes specialized 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 correspondents from both Indian and foreign Press and to Government officials. So far around 315 new titles were added to the library during the year 2004-05, including books in Hindi on various subjects. It has a total membership of about 1,043 readers.

TRAINING

Training for the Indian Information Service (IIS) officers has been an area deserving attention. Appreciating the need, RR&TD has been specially entrusted with the Training aspect of IIS Officers under the Tenth Plan Period. During 2004-05, the Division has organized eight short-term courses for IIS Officers. A short-term training programme for SAG and JAG officers of IIS was organized from 30 August – 3 September 2004 in National Academy of Audit and Accounts, Simla, one of the premier institutes in the country. The training module was on "Audit Sensitization and Financial Management" and 10 officers attended the programme. Another short-term training programme on 'Media Relations' was organized in IIMC, Delhi from 6-11 September 2004. 24 officers participated in the programme. IIM, Lucknow conducted two short-term courses for SAG/JAG level officers of IIS. They were 'Management Development Course - Team Building' (13-17 September, 2004) & 'Management Development Course on Corporate Communications and Media Selections' (20-22 Sept., 2004). Two officers attended these courses. One more course for STS level officers was organized at the IIM, Kozhicode from 6-10 December, 2004 on "Management Course on Interpersonal and Communication Skills". Four officers attended the course. Three short-term courses were organized for Group A&B officers at IIMC, New Delhi and SRFTI, Kolkata on 'Campaign Planning', 'Audio-Visual Publicity and Film Appreciation' and 'Digital Communication – Presentation Skills'. Approximately 60 officers attended these courses.

The target was to train more than 75 people this year and about one hundred officers were trained. This is an ongoing project and it is intended to organize a number of short-term training courses for more than 350 serving officers during the entire Plan period.

VIGILANCE

The Research, Reference and Training Division is a subordinate Office of the Ministry of Information and

Broadcasting. The Joint Director (Admn.) is the Vigilance Officer of this Division. The Division does not have any field office.

As the Division does not deal with public and functions under the supervision of the Ministry, except for the normal day-to-day work, no area has been selected in particular for keeping under surveillance. No complaint/reference has been received during the period from 1st April 2004 to 31st December 2004.

FINANCIAL REQUIREMENTS

'A' ACTIVITY-WISE CLASSIFICATION

(Rs. in lakh)

Sl	Activity Classification	Actuals for 2003-2004			Budget Estimates 2004-05			Revised Estimates 2004-05			Budget Estimates 2005-06		
		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	9.75	79.96	89.71	10.00	90.35	100.35	7.00	83.00	90.00	15.00	86.00	101.00

'B' OBJECT - WISE CLASSIFICATION

(Rs. in lakh)

Sl	Activity Classification	Actuals for 2003-2004			Budget Estimates 2004-05			Revised Estimates 2004-05			Budget Estimates 2005-06		
		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	-	64.46	64.46	-	72.00	72.00	-	69.00	69.00	-	70.00	70.00
2.	Overtime Allowance	-	00.69	00.69	-	00.70	00.70	-	00.50	00.50	-	00.60	0.60
3.	Domestic												
	Travel Expense	-	00.6	00.6	0.50	01.50	02.00	-	01.00	01.00	0.50	01.40	1.90
4.	Office Expense	-	14.75	14.75	0.50	16.15	16.65	0.15	12.50	12.65	0.50	14.00	14.50
5.	Other Administrative Expenses	9.75	-	9.75	9.00		9.00	6.85	-	6.85	14.00	-	74.00
	TOTAL	9.75	79.96	89.71	10.00	90.35	100.35	7.00	83.00	90.00	15.00	86.00	101.00

SONG AND DRAMA DIVISION

INTRODUCTION

The Division was set up in 1954 as a small experimental unit to tap the abundant folk and traditional forms for communication purposes. The 'live media' as it is popularly known 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 and impact in its efforts to communicate at the grassroot levels, 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) Twelve Regional Centres located at Bangalore, Bhopal, Chandigarh, Chennai, Delhi, Guwahati, Kolkata, Lucknow, Pune, Dehradun, Raipur and Ranchi.
- (iii) Seven Border Centres headed by Assistant Directors located at Darbhanga, Guwahati, Jammu, Jodhpur, Imphal, Nainital & Shimla.
- (iv) Six Departmental Drama Troupes headed by Managers located at Bhubaneswar, Delhi, Hyderabad, Patna, Pune and Srinagar (Jammu).

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

Explanation of Financial Requirements

I. PROGRAMMES UNDER 'PLAN'

The approved Annual plan 2004-2005 is as under. All the schemes are continuing ones :-

	Scheme	Approved outlay in lakh of Rupees
1.	Information, Communication, Technology (ICT) activities in hilly, tribal, desert, sensitive and border areas+Impact assessment	656.00
2.	Presentation of theatrical shows on National Themes	90.00
	Total	746.00
3.	North Eastern Region & Sikkim	100.00
4.	CAPITAL (Modernisation of S&DD)	4.00
	Grand Total	850.00

An outlay of Rs.1320.00 lakh has been provided for the 10th Five Year Plan and for the Annual Plan 2004-05 Rs. 244.00 lakh. The expenditure incurred for 2004-05 up to December, 2004 is Rs. 117.74 lakh and the remaining amount will be utilized during the current financial year. Under Annual Plan 2005-06 a sum of Rs. 850.00 lakh has been proposed.

II PROGRAMMES 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.

1. BORDER PUBLICITY TROUPES

For effective and concentrated publicity in areas adjoining International Border; Border Publicity Troupes presented performances in the border villages in local dialects to provide education, information and entertainment 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. 852 programmes have been presented till December, 2006.

2. ARMED FORCES ENTERTAINMENT WING

This wing comprising of nine troupes presented entertainment programmes in co-ordination with Army Authorities. In addition, these troupes participated in Sound & Light programmes and also various campaigns such as Pulse-Polio Immunization, Prevention of AIDS etc. 100 programmes (upto December, 2004) were presented by the troupes.

3. PRIVATE REGISTERED PARTIES

Presently approximately 700 Private Parties are registered with the Division. They are meant for 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, Pulse Polio Immunisation, Use of Iodised Salt, etc. More than 1492 programmes (upto December, 2004) were organized under Non-Plan by these troupes.

4. DEPARTMENTAL DRAMA TROUPES

The Departmental Drama Troupes are presenting programmes in the local languages for the benefits of the local people. 302 programmes (upto December, 2004) have been achieved by these troupes.

Apart from the above activities the Division launched intensive campaigns on Pulse Polio Immunization, Use of Iodised Salt and Prevention of AIDS.

PULSE POLIO IMMUNIZATION:

The Division organised 1305 programmes on Pulse Polio Immunization in collaboration with Ministry of Health and Family Welfare to create awareness about the immunization programmes till December, 2004 with financial support of Rs. 57,52,500 only from the Deptt. Of Family Welfare.

HEALTH & FAMILY WELFARE

In coordination with the Ministry of Health & Family Welfare, the Division organized more than 1500 programmes (upto December, 2004) on various issues such as Public Health, Mother & Child Care, Family Planning, Girl Child etc.

Total allocation (April-December, 2004)	Achievement (Programme)
30.00 lakh	1500 (upto December, 2004)

Under Prevention of AIDS, 2500 programmes are being organized (Rs. 110.00 Lakh from NACO, 23 Lakh from Ministry of Health) 510 programmes on Iodized Salt are being presented by the Division during the year.

DESCRIPTION OF PLAN SCHEMES

Continuing Scheme:

(a) ICT Activities in Hilly, Tribal, Desert, Sensitive and Border areas & impact assessment

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 countering 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 campaign in the respective areas with the help of Departmental Troupes, Private Registered Troupes and Empanelled Artistes in close co-ordination 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 creating awareness among the isolated tribes living in the hilly and desert areas regarding the development activities initiated for their welfare. These programmes aim at promoting amongst them a sense of belonging to the country and to encourage them to participate in the on going development activities around 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 with effective monitoring and implementation with budgetary allocation of Rs. 150 Lakh during the year 2004-05.

(b) Presentation of theatrical shows on National/Social themes:

The Sound & Light Unit of the Division is taken from place to place for for presenting 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 major historical events. The Bangalore unit organizes programmes in the identified places in Karnataka, Kerala, Tamil Nadu and Andhra Pradesh. The Delhi unit will mount programmes in other parts of the country as per the requirements from the States. It is proposed to present 56 programmes with the budgetary provision of Rs. 90 lakh during Annual Plan 2004-05.

(c) Modernisation of Song and Drama Division

The Division proposes to fully computerize both its Bangalore and Delhi Sound & Light units during the 10th Plan period. Similarly, to further strengthen activities of the Division, the new centres already opened/proposed to be

opened during 10th Five Year Plan also need to be equipped with sophisticated and latest technical equipments. On this count, a sum of Rs. 4 lakh has been provided for 2004-05 and Rs. 20 lakh for the entire 10th Five Year Plan period i.e. 2002-07 for modernization.

BUDGET & ACCOUNTS SECTION

The Head of Account is "Demand No. 60, Major Head '2220-Information and Publicity; 60-others; 60: 107 Song & Drama Services 01-Song and Drama Division".

The Actual expenditure for 2003-04, Budget Estimates 2004-05, Revised Estimates 2004-05 and Budget Estimates 2005-06 are shown below separately for Plan and Non-Plan.

Financial Requirements (Song & Drama Division)
Object-Wise Classification

(Rs. in lakh)

Sl.No.Unit of Appropriation		Actuals for 2003-04			SBG 2004-05			RE 2004-05			BE 2005-06		
1	2	3	4	5	6	7	8	9	10	11	12	13	14
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
1	Salaries	0.00	997.29	997.29	0.00	1050.00	1050.00	0.00	1107.00	1107.00	0.00	1050.00	1050.00
2	Wages	0.00	2.98	2.98	0.00	3.00	3.00	0.00	3.00	3.00	0.00	5.00	5.00
3	Overtime Allowance	0.00	7.00	7.00	0.00	7.20	7.20	0.00	6.50	6.50	0.00	7.00	7.00
4	Domestic Travel Exp.	0.00	103.65	103.65	0.00	110.00	110.00	0.00	110.00	110.00	0.00	110.00	110.00
5	Office Expenses	0.00	44.13	44.13	6.00	45.00	51.00	3.00	40.50	43.50	6.00	45.00	51.00
6	Rents, Rates & Taxes	0.00	24.50	24.50	1.50	25.00	26.50	1.50	25.00	26.50	1.50	25.00	26.50
7	Supplies & Materials	30.00	47.51	77.51	90.00	55.00	145.00	25.00	45.00	70.00	100.00	50.00	150.00
8	Professional Services	156.41	100.91	257.32	142.50	90.00	232.50	104.50	90.00	194.50	*738.50	100.00	838.50
9	Capital	3.87	0.00	3.87	4.00	0.00	4.00	4.00	0.00	4.00	4.00	0.00	4.00
TOTAL		190.28	1327.97	1518.25	244.00	1385.20	1629.20	138.00	1427.00	1565.00	850.00	1392.00	2242.00

*including Rs. 100.00 lakh for North-East Sector

BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED

Broadcast Engineering Consultants India Limited (BECIL) incorporated on 24th March 1995 with the objective of providing consultancy, turnkey projects in the field of acoustics, audio & video systems, terrestrial for radio and television broadcasting, satellite uplink and downlink systems. BECIL is a commercial organization & get business through competitive bidding. BECIL does not get any Budgetary support from Government of India except the investment by Government through subscription of Equity Capital.

The activities of the company can be divided into three categories i.e Sales, Consultancy & Income from Contracts. The income from sales is generated through trading business of broadcasting equipments. Consultancy contracts in which company provides the expertise knowledge to the companies. The income from contract includes the turnkey solution provided by the company.

BECIL generate funds for working from its internal resources. Company does not get any external support i.e. aid or subsidies or grants from Government. The company gets the business either through the direct marketing or through participation in tenders issued by various organizations. The direct Marketing is:

- 1) The company approaches the prospective clients for the business. Like in case of Community Radio, when the government decided to open the broadcasting sector for setting up Community Radio, the company approached various education institutions for the setting up station.
- 2) The prospective clients directly approach the company for the prospective business.

- 3) The company gets the orders based on past performance.

The other mode of getting the business is participation in various tenders issued by the organizations. The tenders are either global tenders or local tenders depend upon the policies of the organization. The management of the company closely monitors the projects as these projects generally have penalty clauses, to avoid cost overrun, which may erode the profitability of company.

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

The company has reflected growth in the current year & expected to double the turnover in the current financial year. The company has revised the funds availability through internal resources in the IBER report. BECIL has recently signed Memorandum of Understanding with Ministry of Information & Broadcasting for the Financial Year 2004-05 and management expects to achieve the target given in the MOU. BECIL has submitted the draft MOU for the financial Year 2005-06. The target in term of Financial & physical form are given in part III of the MOU. Copy of these targets is attached.

FINANCIAL HIGHLIGHTS

BECIL has made significant progress in the performance by undertaking jobs in India and overseas for public and private broadcasters and also other agencies. The Company has been paying dividend to the Government right from its inception. The financial position of the Company and its performance during the last five years is given below:

FINANCIAL POSITION OF THE PAST FIVE YEARS AT A GLANCE

						Rupees in lakh
Sl.No	Particulars	1999-2000	2000-2001	2001-2002	2002-2003	2003-2004
1	Share Capital	36.50	36.50	136.50	136.50	136.50
2	Share Application Money	—	100.00	—	-	-
3	Reserves and Surplus	99.16	167.00	227.89	287.10	364.81
4	Loan funds	18.00	11.00	4.00	8.95	268.43
5	Current Liabilities and provisions	668.93	403.60	757.54	1187.18	1022.81
	Total	822.56	718.10	1125.93	1619.73	1792.55
Assets						
6	Fixed Assets	36.77	41.65	38.08	33.40	96.41
7	Current Assets, Loans & Advances	785.29	676.03	1087.53	1585.15	1688.34
8	Miscellaneous Expenditure	0.53	0.42	0.32	1.18	7.80
	Total	822.59	718.10	1125.93	1619.73	1792.55
	Earnings per share	211.26	240.97	65.02	71.76	75.23

FINANCIAL PERFORMANCE OF THE PAST FIVE YEARS AT A GLANCE

						Rs. in lakh
Sl.No	Particulars	1999-2000	2000-2001	2001-2002	2002-2003	2003-2004
1	Sales	1,854.93	1349.23	818.76	770.33	808.76
2	Consultancy and Contract Income	230.25	255.01	397.33	284.55	314.45
3	Other Income	9.29	29.83	20.61	54.52	55.55
	Total income	2,094.47	1634.07	1236.70	1109.40	1178.76
4	Expenditure	1953.58	1488.19	1091.40	953.35	1005.57
5	Profit before tax	140.89	145.87	145.30	156.05	173.19
6	Income tax	54.94	57.92	56.55	59.08	70.50
7	Prior Period Adjustments	8.84	—	0.56	(7.95)	(0.04)
8	Deferred Tax Assets	—	—	—	0.98	5.92
9	Profit after tax	77.11	87.95	88.19	90.00	108.57
10	Dividend including Dividend tax	22.26	20.11	27.30	30.80	30.86
11	Retained Earnings	54.85	67.84	60.89	59.20	77.70

The turnover including deposit work for the financial Year 2003-04 is Rs 1,683.64 Lakh. During the year ending on 31st March 2004 the income from operation has increased from Rs 1,109 Lakh to Rs 1,179 Lakh, an increase of 6.31%. During the financial year, company has earned a gross profit of Rs 173.19 Lakh as against Rs 156.05 Lakh in the previous year, showing an increase of 10.98% in gross profit over the last year.

At present BECIL is executing order of Restoration/ Revamping of Information Set up in Afghanistan. The project is of international importance as it is the part of Govt. of India's Aid Programme sanctioned to Afghanistan. Besides this company has indigenously integrated dummy load for the transmitters supplied to All India Radio. The dummy load was integrated for the first time in the country. The

design is appreciated by not just inspection team of All India Radio but also the main equipment supplier. The un-audited provisional financial results for the period from 1st April 2004 to 15th December 2004 are as under:

Particulars	1 st April 2004 to 15 th December 2004 (Rs. in Lakh)(#)	1 st April 2002 to 31 st March 2003 (Rs. in Lakh)
Paid up Capital	136.50	136.50
Income from operations	1836.72	1109.40
Expenditure	1741.27	943.24
Profit	95.43	156.05

(#)The figures for the year 1st April 2004 to 15th December 2004 is provisional & subject to finalization to audit.

Detail of Orders Received from 1st April 2004

S.No.	Name of the Project	Name of Client	Value of Project
1	Supply of Audio Analyzer	All India Radio	Rs 311.30 Lakh
2	Consultancy for Hungama TV	United Home Entertainment P Ltd	Rs 3.00 Lakh
3	Supply of 2 X 20 kW UHF Antenna	Doordarshan	Rs 52.95 Lakh
4	Supply of 200 kW MW Tx	All India Radio	Rs 591.85 Lakh
5	Restoration/ Augmentation of Television Hardware in Jalalabad and Nangarhar Province	MEA/ Radio Television Afghanistan	Rs 663.27 Lakh
6	Supply of 1-5/8" Foam Dielectric Cables	Doordarshan	Rs 29.05 Lakh
7	Consultancy for TIMES TV	TIMES TV	Rs 12.00 Lakh
8	Supply of Single Dipole Antenna & Accessories (10-09-2004)	IGNOU	Rs 2.58 Lakh
9	Supply, Installation, Testing & Commissioning of Captive Earth Station at AIR Kolkata	All India Radio	Rs 139.00 Lakh
10	Supply of Equipment to M/s Amazon Info. Tec.	M/s Amazon Info. Tech	Rs 2.86 Lakh
11	Supply of 1-5/8" Foam Dielectric RF Feeder Cables	Doordarshan	Rs 5.81 Lakh
12	Supply of Combiner	IGNOU	Rs 43.64 Lakh
13	Up linking Facility to EBU	EBU	Rs 10.50 Lakh
14	Consultancy for establishment of TV News, Current Affairs & Information Channel at Guwahati, Assam	Sentinel Broadcasting Pvt. Ltd.	Rs 25.00 Lakh
15	Supply of 5 kW Mosfet VHF Tx	All India Radio	Rs 285.16 Lakh
TOTAL			Rs 2,177.92 Lakh

Detail of Project Carried from Last Financial Year

S.No.	Name of the Project	Name of Client	Value of Project
1	Restoration / Revamping of Information Set up in Afghanistan	MEA / Radio & Television Afghanistan	Rs 1,648.25 Lakh
2	Supply of 3 nos. of 100 kW Tx	All India Radio	Rs 897.26 Lakh
3	Supply and installation of 6 nos. of Captive earth Stations	All India Radio	Rs 224.59 Lakh
4	Studio Set up in Raipur	IGNOU	Rs 13.50 Lakh
5	CRS Jaipur	IIM Jaipur	Rs 25.06 Lakh
6	CRS IIMC	IIMC	Rs 15.00 Lakh
7	Supply of Equipment to National School of Drama	NSD	Rs 10.95 Lakh
8	Supply of Equipment to Photo Division	Photo Division	Rs 41.78 Lakh
9	CRS University of Pune	University of Pune, Pune	Rs 1.50 Lakh
10	Installation of Cable Head Ends in North East Region	Doordarshan	Rs 122.58 Lakh
11	Studio Set in Chennai	IGNOU	Rs 13.50 Lakh
12	Up Gradation of TV Monitoring Facility at CMS Ayanagar	CMS	Rs 260.00 Lakh
TOTAL			Rs 3,273.97 Lakh

Detail of Monthly Consultancy Project (Monthly)

S.No.	Name of the Project	Name of Client	Value of Project
1	Operation & Maintenance of IGNOU Uplink Station	IGNOU	Rs 0.87 Lakh
2	Operation & Maintenance of ANSSIRD Uplink Station, Mysore	ANSSIRD	Rs 0.45 Lakh
3	Operation & Maintenance of Educational TV Channel	All India Radio	Rs 0.87 Lakh
4	Operation & Maintenance of DD News, CPC, Akashwani		Rs 20.00 Lakh
5	Operation & Maintenance of Cable Head Ends	Doordarshan	Rs 7.45 Lakh
TOTAL			Rs 29.64 Lakh

PART II : COMMITMENTS OF THE PSE FOR THE FINANCIAL YEAR 2004-05

S.No.		UNITS	WEIGHT	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR
1	STATIC FINANCIAL PARAMETERS							
a)	Financial Performance Indicators							
ii)	Net Profit / Net Worth	(%)	0.08	0.23	0.21	0.19	0.17	0.15
iii)	Gross Profit/ Capital Employed	(%)	0.08	0.25	0.23	0.21	0.18	0.16
	Sub Total		0.16					
b)	Financial Indicators- Size							
i)	Gross Margin	(Rs in Lakh)	0.16	218	207	197	187	177
ii)	Gross Sales (Turnover including Deposit Work)	(Rs in Lakh)	0.08	3,697	3,512	3,336	3,170	3,011
iii)	Recovery of Current Dues	Percentage of Dues outstanding on 31st March	0.04	More Than 85%	More Than 75%	More Than 65%	More Than 55%	More Than 45%
	Sub Total		0.28					
c)	Financial Return							
i)	Value Addition/Gross Sales	(%)	0.08	4.00	3.96	3.87	3.75	3.62
ii)	PBDIT/Total Employment	(Rs. In Lakh)	0.04	2.87	2.73	2.60	2.46	2.34
	Sub Total		0.12					
2	DYNAMIC FACTORS							
i)	Development of Corporate Plan	Date	0.06	Dec-04	Jan-04	Feb-05	Mar-05	
ii)	Obtaining ISO Certification	Date	0.05	Oct-04	Nov-04	Dec-04	Jan-05	Feb-05
iii)	Establishment of Business Development / Market Strategy Group	Date	0.09	Feb-05	Mar-05			
iv)	R&D Projects (List of Projects)	(No. of Projects)	0.04	4	3	2	1	
	Sub Total		0.24					
3	SPECIFIC SECTOR PARAMETERS							
i)	Tie up with Foreign Parties for Execution of Projects	(No. of Projects)	0.10	3	2	1		
ii)	Foreign Bids/ Tenders	(No. of Projects)	0.10	6	5	4	3	2
	Sub Total		0.20					

PART III : PERFORMANCE EVALUATION PARAMETERS AND TARGETS FOR 2005-06

S.No.		UNITS	WEIGHT	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR
1	STATIC FINANCIAL PARAMETERS							
a)	Financial Performance Indicators							
ii)	Net Profit / Net Worth	(%)	0.10	23.39	22.28	21.17	20.11	19.10
iii)	Gross Profit/ Capital Employed	(%)	0.10	26.06	24.82	23.58	22.40	21.28
	Sub Total		0.20					
b)	Financial Indicators- Size							
i)	Gross Margin	(Rs in Lakh)	0.08	254	242	230	219	207
ii)	Gross Sales (Turnover including Deposit Work)	(Rs in Lakh)	0.06	4717	4492	4267	4054	3851
iii)	Recovery of Current Dues	Percentage of Dues outstanding on 31st March	0.04	More Than 85%	More Than 75%	More Than 65%	More Than 55%	More Than 45%
	Sub Total		0.18					
c)	Financial Return							
i)	Value Addition/Gross Sales	(%)	0.08	3.42	3.33	3.22	3.12	2.97
ii)	PBDIT/Total Employment	(Rs. In Lakh)	0.04	2.68	2.55	2.42	2.30	2.18
	Sub Total		0.12					
2	DYNAMIC FACTORS							
i)	Development of Corporate Plan	Date	0.09	Jul-05	Aug-05	Sep-05	Oct-05	Nov-05
ii)	Obtaining ISO Certification	Date	0.08	May-05	Jun-05	Jul-05	Aug-05	Sep-05
iii)	Establishment of Business Development / Market Strategy Group	Date	0.09	Jul-05	Aug-05	Sep-05	Oct-05	Nov-05
iv)	R&D Projects	(No. of Projects)	0.04	5	4	3	2	1
	Sub Total		0.30					
3	SPECIFIC SECTOR PARAMETERS							
i)	Tie up with Foreign Parties for Execution of Projects	(No. of Projects)	0.10	5	4	3	2	1
ii)	Foreign Bids/ Tenders	(No. of Projects)	0.10	8	7	6	5	4
	Sub Total		0.20					

SOOCHNA BHAVAN

Construction of Soochna Bhavan

For want of sizeable accommodation to house various Media Units of the Ministry, a decision was taken that the Ministry should construct its own building to accommodate different Media Units which are scattered at various places all over Delhi. The Planning Commission had approved the scheme and included it in the 5th Five Year Plan. The construction of this building is being done in phases by the Civil Construction Wing of All India Radio. So far Phase I, II and III have been completed. The expenditure incurred on the construction of Soochna Bhawan during 8th and 9th Plan period was Rs. 1.46 crores and Rs. 6.57 crores, respectively. Phase I, II and III have yielded a total space measuring about 8955 sq. mtrs. It has been allocated to various Media Units of the Ministry viz. Song & Drama Division, Photo Division, Publications Division, Research, Reference & Training Division and Civil Construction Wing of All India Radio. Construction of Phase IV of Soochna Bhawan is nearing completion which would yield a space of 4650 sq. mtrs. approximately.

2. The 10th Plan Outlay for the scheme is Rs. 4.71 crores. Out of which, a sum of Rs. 2.97 crores was placed at the disposal of the executing agency i.e. Civil Construction Wing till 2003-2004. For the current financial year 2004-2005, the entire annual plan outlay of Rs.1.70 crores was placed at the disposal of executing agency.

3. All the civil works pertaining to Phase IV construction are likely to be completed shortly. Wiring has been completed on all floors. Installation of Fittings in all floors of Pocket C & D has been completed. Electrical Sub-Station was commissioned on 20th November, 2004. Installation of two lifts has been completed. Installation of Sprinkler has been completed on all floors. Work relating to Fire Deduction System has been completed on all floors. Work relating to De-Watering Pump Set and Street Lights has also been completed. Diesel Generating Set has been supplied by the firm and will be installed after completion of re-tendering formalities.

4. There is no plan allocation in the Annual Plan 2005-2006.

TRAINING FOR HUMAN RESOURCE DEVELOPMENT

The 10th Plan proposal of Ministry of Information and Broadcasting includes a new scheme "Training for Human Resource Development" having two sub-schemes (i) "Training for Human Resource Development in institutions located abroad" at an allocation of Rs. 2.00 crores operated by the Main Secretariat and (ii) "In-Service training of IIS officers" operated by RR&TD at an allocation of Rs.0.50 crore.

1. "Training for Human Resource Development in institutions located abroad"

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 policies relating to the Media. Through its various Media Units, it is responsible for dissemination 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 the Indian Information Service, Engineering Services, Programming Services, 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 various reputed Institutes/Universities abroad as per the need of different Media Units. The Institutes /Universities like Columbia University, USA, Oxford University, U.K., National Union of Journalists, UK, City University, London, European Broadcasting Union, Geneva, Institute Pratique de Journalism, Paris, Canadian Broadcasting Corporation, Toronto, School of Journalism and Mass Communication, University of North Carolina, Harvard University, USA, John F. Kennedy School of Govt. Harvard University with the UN, AIBD (Asia Pacific Institute of Broadcasting Development), Kuala Lumpur, University of Melbourne, Australia, Central Queensland University, Australia have been approached to find out suitable courses. The training is to be organized in these institutes against payment of fees/charges.

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.

As regards the Main Sectt; the sub-scheme of "Training for HRD in institutions located abroad" under the 10th Plan scheme of "Training for Human Resources Development", is being implemented. The scheme has an allocation of Rs. 200.00 lakh. The 'In-principle' approval of the scheme by the Planning Commission was received only on 26.7.03. The scheme was finally approved by Secretary (I&B) on 24.10.2003. Since this is a scheme with no precedent, identification/finalisation of various institutes/universities as well as suitable training programmes took time. No amount could be spent against this scheme for the year 2002-03.

During 2003-04 one officer belonging to IIS was nominated for a 12 weeks training programme w.e.f. 20th June 04 in Thomson Foundation, Cardiff, U.K. and an amount of Rs. 6,57,760/- has been spent as course fee for this programme out of the Sanction Budget Grant of Rs. 40.00 lakh.

The SBG for the year 2004-05 for this scheme is Rs. 50.00 lakh. So far, an expenditure of Rs. 1.19 lakh towards air-fare incurred by the officer who attended the training at Thomson Foundation has been committed. However, under the R.E 2004-05, the amount has been reduced to Rs. 23.00 lakh.

The training programme for the year 2004-05 has since been approved and it is proposed to nominate one officer each for International Broadcasting Journalism and International Print Journalism courses in Thomson Foundation, U.K. It is also proposed to depute one trainer from Thomson Foundation to India to impart training on 'Editing, Writing and Interviewing' to 10-12 officers, in collaboration with IIMC. Expenditure towards payment of course fee to these training courses would be met from the sanctioned R.E provision of Rs. 23 lakh in RE 2004-2005.

As regards Annual Plan for 2005-2006, an allocation of Rs. 50.00 lakh has been made for the scheme.

CENTRAL MONITORING SERVICES

Central Monitoring Services was delinked from Prasar Bharati w.e.f. 1.4.2003 and put under the administrative control of Ministry of Information and Broadcasting. The organisation is engaged in the task of monitoring of foreign and Indian languages broadcasts by various broadcasting organizations. The organisation also meets the monitoring requirements of various user agencies.

2. During the year 2004-2005 the organisation on an average monitored 114 broadcasts and 122 telecasts from 21 TV networks everyday. The CMS brought out a report everyday containing all the material monitored on that day. It also brought out two weekly reports — (i) Weekly Analytical Report giving an analysis of the important news of the week and (ii) Weekly Special Report on Kashmir based on the anti-India propaganda of Pakistan's Radio and TV networks on the Kashmir issue. These reports were sent to selected officers, different Agencies/Ministries/Departments with the purpose of keeping them abreast of the latest developments of interest/relevance to India. In addition CMS also monitors the content aspect of TV channels to look into the violation of programme Advertisement Code under Cable Television Network (Network) Regulation Act, 1995.

3. The financial requirements of Central Monitoring Service under Non-Plan for the years 2004-2005 and 2005-

2006 are as under :-

	(Rs. in lakh)
SBG 2004-2005	405.67
RE 2004-2005	486.00
BE 2005-2006	510.00

4. As regards Plan, the scheme of "Upgradation and Modernisation of Central Monitoring Services" was undertaken during the year 2004-2005. The scheme provides for augmentation of monitoring, services automation of Radio and TV monitoring system at Aya Nagar, New Delhi. The financial requirements under Plan during the year 2004-2005 and 2005-2006 are as under:-

	(Rs. in lakh)
SBG 2004-2005	200.00
RE 2004-2005	100.00
BE 2005-2006	1000.00

5. It has been decided by the Government to transfer the officer of CMS to National Technical Research Organisation. This Ministry will, however, have its own monitoring requirements for which a separate monitoring mechanism will be created with the plan provision of Rs. 1000.00 lakh in BE 2005-2006.

SUMMARY OF OBJECT-WISE CLASSIFICATION

(Rs. in thousands)

Actuals 2003-2004		Budget Estimates 2004-2005		Revised Estimates 2004-2005		Object Head Code	Description	Budget Estimates 2005-2006		
Plan	Non Plan	Plan	Non Plan	Plan	Non Plan			Plan	Non Plan	Total
Revenue Section										
						01				
						01	Salaries			
1043	821124	1170	835486	640	886890		Voted	650	910600	911250
		0	0				Charged			
0	5980	0	6400		6125	02	Wages	0	6325	6325
126	8702	15	9153	5	7890	03	O.T.A.	150	8418	8568
1043	37922	750	40914	335	40030	11	Domestic Travel Exp.	1450	42252	43702
1253	3766	3200	4650	1710	4200	12	Foreign Travel Exp.	4500	4500	9000
21390	147678	29481	120165	17025	121175	13	Office Expenses	35010	124475	159485
						14	Rent,Rates & Taxes			
401	41418	150	43007	150	46050		Voted	150	46215	46365
		0	300	0	300		Charged		300	300
633	23333	1500	20650	50	21600	16	Publications	600	23650	24250
2278	7636	4150	6550	2235	7500	20	Other Administrative Exp.	5950	6750	12700
10753	224136	14750	215700	3950	229500	21	Supplies & Materials	12400	230500	242900
0	12373	0	15848	0	12825	24	P.O.L.	300	13250	13550
58300	519441	118600	514100	93660	487100	26	Advertising & Publicity	28100	532250	560350
1416	44599	300	50233	150	54310	27	Minor Works	170	54360	54530
15663	23457	17765	23250	11150	22900	28	Professional Services	65250	24100	89350
1146189	9056860	1602500	8357401	786000	9389635	31	Grants-in-aid	1687240	8630785	10318025
0	4527	0	1600		1600	32	Contributions		2100	2100
0	401	0	201		200	33	Subsidies		0	0
0	859	428460	980	428700	1000	42	Lumpsum Provision&N.E.Sec.	524200	1100	525300
16385	28519	48600	35200	38640	35170	50	Other Charges	74200	37670	111870
						63	Inter Account Transfer			0
		20000		10000			Central Monitoring Services	100000		100000
			40567		48600		Direction & Administration		51000	51000
1260488	11012731	2291391	10342355	1394400	11424600		Total	2540320	10750600	13290920
							Capital Section			
4828		116769	0	73400	0	52	Machinery & Equipment	73800	0	73800
15000		135500	0	25500	0	53	Major Works	327880	0	327880
20000		0	0	0	0	54	Investments	0		0
2289970		1695000	0	909100	0	55	Loan & Advances	1749700	0	1749700
		561340	0	97600	0	15.00.42	For the benefit of North East & Sikkim	588300	0	588300
2329798		2508609	0	1105600	0		Total	2739680	0	2739680
3590286	11012731	4800000	10342355	2500000	11424600		Grand Total	5280000	10750600	16030600

MEDIA-WISE CLASSIFICATION

Demand No. 60 - Ministry of Information & Broadcasting

(Rs. in thousands)

Name of Media Units/Activity	BE 2004-2005			RE 2004-2005			BE 2005-2006		
	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)	17000	155740	172740	14300	160100	174400	17000	173600	190600
Major Head- '2205' - Art & Culture Certification of Cinematographic films for public exhibition									
2. Central Board of Film Certification	19400	21565	40965	10500	22000	32500	17500	23000	40500
3. Film Certification Appellate Tribunal	0	950	950	0	1000	1000	0	1100	1100
Total Major Head '2205'	19400	22515	41915	10500	23000	33500	17500	24100	41600
Major Head- '2220' - Information Films & Publicity									
4. Films Division	8500	229970	238470	3700	240100	243800	29800	239700	269500
5. Directorate of Film Festivals	26500	43050	69550	20800	48300	69100	34800	48800	83600
6. National Film Archive of India	7200	11108	18308	7100	11100	18200	7200	10900	18100
7. Grants-in-aid to Satyajit Ray F.&T.I. Kolkata	3600	31516	35116	1800	29300	31100	3700	38900	42600
8. Grants-in-aid to Children's Film Society, India (CFSI)	43200	1500	44700	20000	1500	21500	50940	1500	52440
9. Grants-in-aid to Film & Television Institute of India, Pune	3000	55000	58000	2500	63900	66400	3000	61700	64700
10. Grants-in-aid to Film Societies	0	0	0	0	0	0	0	0	0
11. Central Monitoring Service	20000	40567	60567	10000	48600	58600	100000	51000	151000
12. Research, Reference & Training Division	1000	9035	10035	700	8300	9000	1500	8600	10100
13. Grants-in-aid to IIMC	11200	37030	48230	3500	34500	38000	5200	36100	41300
14. Directorate of Advertising & Visual Publicity	118500	577450	695950	93500	547100	640600	27800	588900	616700
15. Press Information Bureau	5531	185302	190833	4000	193900	197900	6910	201200	208110
16. Grants-in-aid to Press Council of India	0	19500	19500	0	16700	16700	0	19000	19000
17. Subsidy in lieu of Interest on loan to PTI	0	201	201	0	200	200	0	0	0
18. Payment for Pro. & Spl. Services	0	100	100	0	100	100	0	100	100
19. Transfer to Journalists Welfare Fund	0	0	0	0	0	0	0	0	0
20. Directorate of Field Publicity	4000	208811	212811	500	222700	223200	2000	231200	233200
21. Song and Drama Division	24000	138520	162520	13400	142700	156100	74600	139200	213800
22. Publications Division	6650	114225	120875	1900	116400	118300	4600	122200	126800
23. Employment News	0	200025	200025	0	225300	225300	0	230600	230600
24. Registrar of Newspapers for India	2950	22600	25550	500	22800	23300	1970	23900	25870
25. Photo Division	1000	24090	25090	600	22700	23300	5000	23800	28800
26. Contribution to International programme for the Development of Communication	0	100	100	0	100	100	0	100	100
27. Contribution to Asia Pacific Institute for Broadcast Development	0	1500	1500	0	1500	1500	0	2000	2000
Total: Major Head '2220'	286831	1951200	2238031	184500	1997800	2182300	359020	2079400	2438420
Total: Major Head 2251, 2205 and 2220	323231	2129455	2452686	209300	2180900	2390200	393520	2277100	2670620

Name of Media Units/Activity	BE 2004-2005			RE 2004-2005			BE 2005-2006		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
Broadcasting (Major Head-2221)									
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	1539500	8212700	9752200	756200	9243500	8975700	1622400	8473300	10095700
Total-Broadcasting	1539700	8212900	9752600	756400	9243700	8976100	1622600	8473500	10096100
North Eastern Area other expenditure scheme for the benefit of North Eastern Region and Sikkim									
Lump Sum Provision (Major Head - 2252)	428460	0	428460	428700	0	428700	524200	0	524200
Total-Revenue Section	2291391	10342355	12633746	1394400	11424600	11795000	2540320	10750600	13290920

Name of Media Units	BE 2004-2005			RE 2004-2005			BE 2005-2006		
	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	37500	0	37500	32400	0	32400	10500	0	10500
2. Acquisition of Equipment for Press Information Bureau	7469	0	7469	4000	0	4000	1790	0	1790
3. Acquisition of Equipment for Directorate of Field Publicity	10000	0	10000	4500	0	4500	14600	0	14600
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	6000	0	6000	1000	0	1000	6000	0	6000
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	12800	0	12800	5000	0	5000	5850	0	5850
8. Acquisition of Equipment for Satyajit Ray Film and Television Institute, Kolkata	0	0	0	0	0	0	0	0	0
9. Acquisition of Equipment for Film and Television Institute, Pune	35100	0	35100	25100	0	25100	19060	0	19060
10. Acquisition of Equipment for CBFC	7500	0	7500	1000	0	1000	15600	0	15600
B. Buildings									
11. Multi storeyed building for Films Division - Major Works	0	0	0	0	0	0	0	0	0
12. Setting up Museum of Moving Images (FD) Major Works	10000	0	10000	1000	0	1000	74400	0	74400
13. Construction of Nitrate Vaults/Staff Quarters for NFAI	0	0	0	0	0	0	0	0	0
14. Construction of Phase II Building for NFAI Complex	25000	0	25000	4000	0	4000	40000	0	40000
15. Film Festival Complex - Additions and alterations - Major Works	20000	0	20000	1500	0	1500	20000	0	20000
16. Setting up of Film & Television Institute at Kolkata - Acquisition of Land & Construction of Building	0	0	0	0	0	0	0	0	0
17. Sochna Bhavan building - Major Works	17000	0	17000	17000	0	17000	0	0	0
18. Construction of office & Residential Accommodation for Field Publicity - Major Works	0	0	0	0	0	0	0	0	0
19. Setting up of National Press Centres and Mini Media Centre for PIB	50000	0	50000	1500	0	1500	181950	0	181950
20. Construction of Building for Press Council of India	0	0	0	0	0	0	0	0	0
21. Building & Housing project of IIMC	13500	0	13500	500	0	500	11530	0	11530
Investment									
Engineering Consultants (India) Ltd.	0	0	0	0	0	0	0	0	0
Total - Capital Section Major Head '4220'	252269	0	252269	98900	0	98900	401680	0	401680
Loans for Broadcasting (Major Head)									
Loans to Public Sector and Other Undertakings									
Prasar Bharati									
Loans and Advances	1695000	0	1695000	909100	0	909100	1749700	0	1749700
Capital outlay on North East Areas other expenditure									
Project/Scheme for benefit of North Eastern Region and Sikkim									
Lump Sum provision	561340	0	561340	97600	0	97600	588300	0	588300
Total - Capital Section	2508609	0	2508609	1105600	0	1105600	2739680	0	2739680
Total - Demand No. 59	4800000	10342355	15142355	2500000	11424600	12900600	5280000	10750600	16030600

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:-

A: NETWORK GROWTH

At the time of independence, there were six radio stations and 18 transmitters, which covered 11% population and 2.5 % area of the country.

The network now comprises 215 stations and 337 transmitters, which provide radio coverage to 99.13 % of the population and reaches 91.42% area of the country.

B: OBJECTIVES AND THRUST AREAS OF TENTH PLAN

- 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 about 50 per cent of the population coverage.
- Digitalisation of about 50 per cent production facilities to ensure good quality convergence-ready content, which will also support interactive radio.
- To put AIR services on the internet.
- Creation of high quality content with long shelf life, to enable AIR to fulfil its role of Public Service Broadcaster effectively.

C: YEAR AT A GLANCE:

1. A new Relay Station with 20 KW MW transmitter (Tr.) at Kupwara was commissioned on 25th May, 2004 to strengthen the radio coverage in the border areas of J&K.
2. Hon'ble MIB laid the foundation stone for a 10 KW FM Tr. at Vijayawada on 6th September, 2004.

3. Bhasha Bharati Channel of AIR: Delhi is a metropolitan city with population speaking various regional languages. To cater to this linguistic population, a radio channel Bhasha Bharati was launched in Delhi recently from 20 kW Medium Wave transmitter. Programmes in 15 languages for duration of 30 minutes each are broadcast daily from 9.45 AM till 5.00 PM. The channel frequency is 1215 kHz.
4. Classical Music Channel: In order to promote the rich heritage of Indian Classical Music, All India Radio has recently launched an exclusive Classical Music Channel on FM Transmitter at Bangalore. The channel carries both Carnatic as well as Hindustani Music and is available during 6 to 10 PM daily. Similar service has been introduced at Lucknow and is available from 10 to 11 PM daily. AIR has received tremendous public response for this service.
5. Launch of Kisan Vani programme from 89 AIR stations.
6. Inauguration of 12 channel DTH-Radio by Prime Minister on 16 December, 2004. The service is available through Ku band DTH platform of Prasar Bharati.
7. AIR's Sound Archives has valuable recordings of national leaders and great maestros. These analog tapes are being converted into digital formats on Compact Discs to ensure the preservation of recorded material. Out of 43,000 CD's to be prepared, 41,600 have already been prepared and balance 1,400 would be prepared by January, 2005.
8. Besides the above, a list of projects targeted for achievement during 2004-05 is at annexure-I. Targets set for the year 2005-06 are at Annexure-II

D: NEW INITIATIVES

(1) Special package for Jammu and Kashmir:

A special package approved by the government for expanding radio coverage in the border areas of J&K has been implemented. At *Srinagar*, a 300 KW MW transmitter has been installed in place of the existing 200 KW. *Relay stations* have been set up at *Naushera*, *Kupwara*, *Rajouri*, *Diskit*, *Khalsi*, *Nyoma*, *Drass*, *Tiesuru* and *Padum*. At *Kargil*, a 200 KW MW transmitter has been installed.

(2) Special Package for North East and Island Territories:

- The special package is being implemented in two phases.

- Phase-I of the special package approved at a cost of Rs. 24.8 crore included 6 projects i.e. 10 KW FM Transmitters at Port Blair, Itanagar and Kohima and upgradation of existing uplinking facilities to digital system at Itanagar, Kohima and Guwahati. These projects have been completed except 10 KW FM Transmitter project at Kohima where an interim set up has been provided. Installation of permanent set up is also in progress and will be completed during this year.
- Phase-II of the special package awaits the approval of CCEA.

(3) Expansion of FM Services

In view of the superior quality of FM broadcasts it is gaining popularity in the country. AIR has, therefore, undertaken to expand its FM network to achieve about 50 per cent population coverage after the completion of ongoing Tenth plan.

(4) Digitalization of programme production and transmission facilities

(a) New Stereo studio set up at AIR, Leh:

New stereo studio set up for Leh with music, drama, talk, transmission studios alongwith dubbing and editing facilities has been planned. Construction of building is at a very advanced stage.

(b) Digital Uplinks

Captive Earth Stations with digital uplink capabilities are being provided in the AIR network. Six such stations are being provided at Kolkata, Trivendrum, Hyderabad, Ahmedabad, Bangalore and Bhopal by March, 2005.

(c) Digital Downlinks

Downlinks are being digitalized in phases. Fifty three stations are being provided with digital downlinks by March, 2005.

(d) Computer based recording, editing and playback system

This system has the advantage of high quality digital recording, reliability, facility for linear as well as non-linear editing, non-deterioration of signal quality with successive generation of sound dubbing. Such system has already been provided at 76 stations. More stations are being provided with this system in phases.

(5) Introduction of New Technology

(a) Direct to Home (DTH) Service through the Ku Band of Prasar Bharati:

12 AIR Radio Channels in different regional languages from various state capitals are available

countrywide through the Ku band DTH platform of Prasar Bharati benefiting the listeners all over India.

(b) Computerisation of Network:

A number of softwares have been developed for information exchange and improvement of efficiency in the working of various units of AIR. The softwares are :

i. Online Processing software

- On-line Information Exchange-"AIRNET"
- Personnel Management Information System(PMIS)
- Archives Management Information System(AMIS)
- Document Management System
- Budget and Expenditure Management System

ii. Stand alone Software

- Library Management Information System (LMIS)
- Artist Booking System(ABS)
- Window based Budget Management and Payroll System
- Royalty payment, Commercial Billing & Scheduling software
- Artist Payment Accounting System
- Proforma Accounts
- Processing SACFA Clearance Applications.

(c) AIR News-on-Phone Service:

The listeners can listen AIR's News highlights on telephone in Hindi and English by just dialing a specific telephone number at any time from anywhere in the world. The service is now operational in five cities: Delhi, Mumbai, Patna, Chennai and Hyderabad. It is planned to be introduced at 11 more stations.

(d) AIR's Interactive Radio Service(IRS):

Through the Interactive Radio Service, listeners can interact with the presenter of the programme and can request playback of desired song which can be done instantly. The service has been introduced on FM stations at Delhi, Kolkata, Mumbai, Jaipur, Vadodara, and Pondicherry.

(6) Staff quarters at Metros:

Proposal for construction of 916 staff quarters at Chennai, Delhi, Mumbai and Kolkata for Prasar Bharati staff has been approved recently by the Government.

E: ACTIVITIES OF 'AIR RESOURCES' :

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

- It is providing turnkey solutions to IGNOU in setting up FM Transmitters for their Gyan-Vani stations at 40 places and has also undertaken their operation & maintenance. During the year Gyan-Vani stations at Mysore, Raipur, Rajkot, Jabalpur and Bangalore have been implemented.
- Infrastructure i.e. land, building and tower has been leased out on rent to IGNOU, BSNL, and private broadcasters.
- Permission for hiring of playback studio by IGNOU at five places namely, Jabalpur, Varanasi, Rajkot, Shillong and Guwahati has been granted.
- One hour Airtime on FM transmitters (excluding Metros and Vividh Bharati) has been provided to Ministry of Agriculture for their 'Kisan Vani Channel'. This channel is now available from 89 stations.
- 'AIR Resources' is expected to earn a revenue of about Rs. 17 crore during the year.

F: STAFF TRAINING INSTITUTES (TECHNICAL)

Staff Training Institute (Tech.) at Delhi and Regional training institutes at Bhubaneswar & Shillong cater to the training needs of engineering personnel of AIR and Doordarshan.

(1) Staff Training Institute (Tech.), Delhi

The institute at Delhi was established in 1948 and has since grown into a centre of excellence for technical training in electronic media. A well-organised Library and a Computer centre with advanced multi-media equipment are available as part of the Institute. Its main functions are:-

- (i) Conducting training courses for departmental candidates as well as for candidates of similar foreign organizations.
- (ii) International Collaboration- Course have been conducted in collaboration with International Institutes and agencies like ITU, AIBD, Deutsche Welle Radio Training Centre (Germany).
- (iii) Conducting workshops at different field offices of AIR and Doordarshan for the staff from all over the country.

Areas Of Training:

1. Induction Course for directly recruited officials at various levels.

2. Skill upgradation courses.
3. Modern broadcasting technologies.
4. Management Courses for senior technical personnel.
5. Training on computer applications.
6. Training of senior engineering personnel through renowned Management Institutes like NITIE, NPC, ASCI, etc.

Training Courses:

The number of courses conducted/scheduled from April 2004 to October, 2004 is 152 and around 1300 personnel have been trained. Further, about 50 courses are scheduled during the period from November, 2004 to March, 2005 and around 600 persons are expected to be trained during this period.

(2) Regional Staff Training Institute (Technical), Bhubaneswar.

This Institute was established on 17th July, 2000 with minimum faculty at Bhubaneswar. This is a well-equipped Institute with modern TV/Sound studios. Its main function is to conduct training courses for departmental candidates.

Training Courses:

Courses conducted/scheduled during at this Institute for the period from April, to November, 2004 is 15 and around 240 engineering personnel were trained. During the period from December, 2004 to March, 2005, five courses have been scheduled and around 75 persons are expected to be trained.

(3) Regional Staff Training Institute (Technical), Shillong.

This Institute was established on 27-06-2004 with minimum facilities. The Institute has two class rooms, one multipurpose studio, one lab, a small hostel and staff quarters. Its main function is to conduct training courses for departmental candidates. Courses have been conducted on use of Computerized Hard Disc Based Recording, Editing and playback system.

G: RESEARCH AND DEVELOPMENT ACTIVITIES

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

(i) SMS based Studio Interface System:

The system provides an interface for communication between mobile listeners and the computer server located at the broadcast studio through SMS. The listener can send SMS for latest news highlights, city's traffic information, daily horoscope, weather information and cricket scores.

The system installed at Broadcasting House is under field trial.

(ii) News Room Automation:

The News Room Automation software developed in R&D integrates four stages of News Broadcasting viz. Gathering news items from agencies on computer, Editing, Reading News and archiving thereafter. The software has been installed at Regional News Unit, AIR, Mumbai.

(iii) Percentage Modulation Monitor (AM):

This unit is being developed for providing on screen bar graph of the percentage modulation of any AM Transmitter to check and maintain the Transmission quality. The unit has been fabricated and is under testing.

(iv) Data Radio Channel (DARC) System:

DARC- Data Radio Channel, is a broadcasting system based on the already existing FM infrastructure. It allows information providers to transmit data (text, picture or video) to any place within the coverage of the FM radio network. Software has been developed for communication with electronic LED Billboard via DARC for "Text only" billboard. Further testing is going on.

(v) Digital Radio Mondiale (DRM):

A project named "Experimental Studies on Digital Radio Mondiale (DRM) has been undertaken. This study will cover the most appropriate features of DRM such as Coverage Area, Special efficiency, Improvement in Audio Quality, Delivery of Value Added Services viz. data, text, etc.

(vi) 10 KW FM Transmitting Antenna:

The High Power FM Antennas are very costly and generally being imported in India. To overcome this, the field trial of a single bay of circularly polarized cross-V, FM transmitting antenna has been carried out. The

performance of the antenna is satisfactory and based on the results of field trial, a six bay high power FM antenna is under fabrication.

H: PLANNING AND DEVELOPMENT UNIT (AIR)

Planning and Development Unit (P&D) 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 which will be Achieved by March,05

[Total-38]

S. No.	Place	State	Project	
1	Najibabad	Uttar Pradesh	200 KW MW Tr.	
2	Shimla	Himachal Pradesh	1 KW FM Tr.	Interim set up
3	Gulbarga	Karnataka	1 KW FM Tr.	do
4	Madurai	Tamilnadu	1 KW FM Tr.	do
5	Udaipur	Rajasthan	1 KW FM Tr.	do
6	Gorakhpur	Uttar Pradesh	1 KW FM Tr.	do
7	Aurangabad	Maharashtra	1 KW FM Tr.	do
8	Rohtak	Haryana	1 KW FM Tr.	do
9	Kargil	J&K	200 KW MW Tr.	
10	Shillong	Meghalaya	100 KW MW Tr.	
11	Shimla	Himachal Pradesh	100 KW MW Tr.	
12	Cuddappah	Karnataka	100 KW MW Tr.	
13	Kolkata	West Bengal	Upgradation of CES	
14	Trivendram	Kerala	do	
15	Hyderabad	Andhra Pradesh	do	
16	Ahmedabad	Gujarat	do	
17	Bangalore	Karnataka	do	
18	Bhopal	Madhya Pradesh	do	
19 to 38	20 locations	J&K, Uttaranchal, NE, HP etc.	100 W LPT Relay Centres	

Physical Targets for 2005-06

[Total-63]

S.No.	Place	State	Project	Remarks
1 to 25	25 places	J&K, Uttaranchal, NE, HP, etc.	100W LPT Relay stations	
26	Delhi	Delhi	Upgradation of CES	
27	Mumbai	Maharashtra	Upgradation of CES	
28	Varanasi	U.P.	CES	
29	Delhi	Delhi	DSNG Mobile system	
30	Mumbai	Maharashtra	DSNG Mobile system	
31	Kolkata	West Bengal	DSNG Mobile system	
32	Chennai	Tamil Nadu	DSNG Mobile system	
33	Raipur	Chattisgarh	100 kW MW Transmitter (Tr) (Replacement)	
34	Delhi	Delhi	100 kW MW Tr. (Replacement)	
35	Baripada	Orissa	5 kW FM Tr.	
36	Kota	Rajasthan	20 kW MW Tr. (Replacement)	
37	Delhi	Delhi	20 kW FM Tr. (Repl.of 10 kW)	
38	Delhi	Delhi	20 kW FM Tr. (Repl.of 5 kW)	
39	Chennai	Tamil Nadu	20 kW FM Tr. (Repl.of 10 kW)	
40	Chennai	Tamil Nadu	20 kW FM Tr. (Repl.of 5 kW)	
41	Kolkata	West Bengal	20 kW FM Tr. (Repl.of 5 kW)	
42	Mumbai	Maharashtra	20 kW FM Tr. (Repl.of 5 kW)	
43	Rairangpur	Orissa	1 kW FM Tr. Studio & S/Q	
44	Thrissur	Kerala	Refurbishing of studio	
45	Silchar	Assam	Refurbishing of studio	
46	Banswara	Rajasthan	10 kW FM Tr. (Rep. of 6 kW)	
47	Alwar	Rajasthan	10 kW FM Tr. (Rep. of 6 kW)	
48	Chittorgarh	Rajasthan	10 kW FM Tr. (Rep. of 6 kW)	
49	Kurukshetra	Haryana	10 kW FM Tr. (Rep. of 6 kW)	
50	Surat	Gujarat	10 kW FM Tr. (Rep. of 6 kW)	

Physical Targets for 2005-06

S.No.	Place	State	Project	Remarks
51	Jorhat	Assam	10 kW FM Tr. (Rep. of 10 kW)	
52	Kochi	Kerala	10 kW FM Tr. (Rep. of 6 kW)	
53	Nagpur	Maharashtra	10 kW FM Tr. (Rep. of 6 kW)	
54	Chandigarh	Chandigarh	10 KW FM Tr.	
55	Hyderabad	Andhra Pradesh	10 kW FM Tr. (Rep. of 6 kW)	
56	Lucknow	Uttar Pradesh	10 kW FM Tr. (Rep. of 10 KW MW) & stereo studio	
57	Sholapur	Maharashtra	10 kW FM Tr. (Rep. of 1 kW MW) & stereo studio	
58	Vijaywada	Andhra Pradesh	do	
59	Jalandhar	Punjab	do	
60	Patna	Bihar	10 kW FM Tr., & stereo studio	
61	Bikaner	Rajasthan	10 kW FM Tr., & stereo studio	
62	Ranchi	Jharkhand	10 kW FM Tr., & stereo studio	
63	Tirunelveli	Chennai	10 kW FM Tr., & stereo studio	

MAJOR PROGRAMME INITIATIVES

During the period (2004-05), extensive coverage was given to the General Elections, all conferences, seminars, symposia and festival of sports, films and trade of national and international importance in the form of commentaries, radio reports, interviews and documentaries. Coverage was also given to the visits of foreign dignitaries to India and of Indian leaders abroad.

During the period, the coverage was provided to the following prominent events/functions:-

- i. Launch of Kissan Vani programme from 12 AIR stations from 1.4.04.
- ii. Coverage was given to Lok Sabha/Assembly Elections 2004.
- iii. Swearing-in ceremony of Prime Minister Shri Manmohan Singh and Council of Ministers on 22.5.2004.
- iv. Direct relay of unveiling of Rajiv Gandhi's Statute in Parliament.
- v. Coverage was given to Wimbledon Tennis/French open/US Open Tennis Tournaments -2004.
- vi. Direct relay of Railway Budget 2004-05 on 6.7.2004.
- vii. Direct relay of General Budget 2004-05 on 8.7.2004.
- viii. President's Broadcast to the Nation on the eve of Independence Day.
- ix. Prime Minister's Broadcast to the Nation from the Ramparts of Lal Quila on 15th August, 2004.
- x. Direct relay of the 38th International Literacy Day function.
- xi. Broadcast of President's Kalam's message on the eve of Teacher's day and radio report on the presentation of National Awards to Teachers 2003 by President of India on 05.09.2004.
- xii. The off/tube broadcast of the Prime Minister's First Press Conference on 4.9.2004 was discussed in detail.
- xiii. Direct relay of Srikrishan Janmasthami Celebrations from Mathura on 6.9.04.
- xiv. Live/highlights report on 28th Olympics from Athens.
- xv. Direct broadcast of Sri Guru Granth Sahib Prakash Utsav from Amritsar on 1.9.2004.
- xvi. Live Cricket Commentary on Asia Cup, Mini World Cup, ICC Champions Trophy matches 2004.
- xvii. Special Programme on Prime Minister's address to UN General Assembly on 23.09.2004.

- xviii. Live Relay of Rajiv Gandhi Khel Ratan, Dronacharya and Arjuna Awards on 21.9.2004.
- xix. Coverage of Assembly Elections in the state of Arunachal Pradesh and Maharashtra.
- xx. Radio Sangeet Sammelan of classical Music on 9.10.2004.
- xxi. Special programme on Maha Kaya on 13.10.2004.
- xxii. Union Home Minister's message on Hindi Divas on 14.9.2004.
- xxiii. Birth Centenary of Late Prime Minister Lal Bahadur Shastri Ji - 2.10.2004.
- xxiv. Lokseva Prasaran Diwas - 15.11.2004.
- xxv. Coverage of Tsunami disaster.
- xxvi. Inauguration of DTH Service - 16.12.2004.
- xxvii. Sarvabhasha Kavi Sammelan - 2005.
- xxviii. Republic Day functions - 26.01.2005.
- xxix. Coverage of Assembly Elections in Bihar, Jharkhand and Haryana.

MUSIC

This year, All India Radio is celebrating Golden Jubilee of Akashvani Sangeet Sammelan started in 1954. Concerts of Akashvani Sangeet Sammelan, 2004 were held on 9th and 10th October 2004 at 28 places all over the country featuring artistes both Hindustani and Karnatic Music along with a number of accompanying artists. Eminent artists like Dr. Ramani, Dr. N. Rajam, Pt. Uma Shankar Mishra, Pt. Gokulotsavji Maharaj, Ustad Asad Ali Khan, Pt. Anindo Chatterjee, artists of Vadya Vrinda, AIR, Delhi and Chennai, Vidushi Ashwini Bhide Deshpande, Ustad Ali Ahmed Hussain, Pt. D.K. Datar, O.S. Thyagarajan, M.S. Sheela, V.V. Subramanian, Dr. Yella Venkateshwara Rao, Lalitha & Hari Priya, P. Ganesh etc. featured in Akashvani Sangeet Sammelan, 2004 in addition to some new upcoming musicians of the country.

AIR is also introducing Akashvani Sangeet Sammelan of regional Folk & Light Music for the first time to project, promote and propagate the rich Folk culture heritage of the country.

AIR, Music competition is a regular feature of AIR to reach new talents among youths. This year AIR introduced 48 new talents in the category of Hindustani and Karnatic music.

Thyagaraja Aradhana celebrations, were relayed in the National Hook up on 29th and 30th January, 2005.

For the first time, Saint Narayana Thirtha Aradhana celebrations were relayed live on 13.2.2005 from 10.00 PM to 11.00 PM from Tiropoonthuruthy (Tamil Nadu).

DEVELOPMENT AND PUBLIC SERVICE BROADCAST

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 and 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 proves of its Farm and Home programmes. 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 and Home broadcast is 60 to 100 minutes per day. Farm and Home programmes also include programmes for Rural Women, Rural Children and Rural Youth.

AIR has stepped up its activity of Agriculture Broadcast with launch of exclusive Agriculture Channel 'Kisan Vani' from 15th Feb, 2004 in collaboration with Ministry of Agriculture to inform local farmers the daily market rates, weather report and day to day activities in their area at micro level. Presently 'Kisan Vani' is being broadcast from 24 AIR Stations.

There is a regular broadcast of programmes related to Environment and 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.

The Hon'ble Supreme Court passed directions in the year 1991 for the propagation of environment awareness in the country. The Government assumed 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 units and other AIR stations broadcast more than 15000 programmes on Health & Family Welfare in each month of a duration of about 25000 minutes. The programmes are broadcast in general as well as special audience programmes like rural, women/children and general audience programmes etc. in various formats like talk, discussions, features, quiz, jingles, spots, short stories, drama, success-stories, phone-in programmes etc. Apart from this, rest of AIR stations, including local Radio stations are also mounting programmes on their themes regularly. The themes covered are raise in marriage age, delay the first child, space between two children, terminal methods, maternal care, child survival, women empowerment, promotion of interpose

communication/male responsibility, neutralizing male preference syndrome, medical, terminal of pregnancy, promotion of institutional legal provisions, management of reproductive tract infections (RTIs) and sexually transmitted infections (STIs), pre-natal diagnostic techniques (Regulation and Prevention of Misuse) Act – 1994, AIDS, drug, breast feeding, child right, child labour, girl child, disability, T.B. leprosy and reproductive child health etc.

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

The programme 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 issues. 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.

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 the households for a safe and secured hygienic environment for women and children. Special programmes as well as general audience for programmes are being broadcast focusing on the issue to change social attitudes and behavioral practices towards women.

NATIONAL COMMON MINIMUM PROGRAMME

215 AIR Stations, originating programmes in 24 languages and 146 dialects, are focusing on "National Common Minimum Programme" as well as general chunks, jingles and promos. The thrust areas being employment opportunities, agricultural growth, education, health, women and children, food and nutrition, panchayti Raj, SCs and STs, social harmony and welfare of minorities, industry and infrastructure development.

BROADCAST OF AIR IN RESPECT OF TSUNAMI DISASTER

On 26th December, 2004 at 6.36 a.m., tremors were felt at Port Blair. At 6.40 a.m., first announcement was broadcast on earthquake, detailing necessary precautions to be taken by the public for safety. Immediately after the earthquake, AIR, Chennai started broadcasting information about what is happening around in all the channels i.e. Primary, FM rainbow, FM Gold and Vividh Bharati. Since the destruction was widespread through the coastal areas of

Tamil Nadu, all AIR Stations were linked together after 9.00 a.m. to provide a help line service.

All Stations of All India Radio in Southern States and east coast of India including Andaman & Nicobar Islands were instructed through satellite message on 26th December, 2004 to carry out programmes on relief operations mounted by the civil administration, the Army, Navy, Air Force and coast Guard Units, non-Government and voluntary organizations. All the Stations in the worst affected areas like Tamil Nadu, Pondicherry, Andhra Pradesh, Kerala and Andaman and Nicobar islands have re-organised their daily programme schedule in all the transmissions to accommodate programmes on relief and restoration measures with emphasis on health and hygiene since the priority is to check epidemic and other health hazards.

Special programmes with dignitaries and officials : From all the Radio Stations of affected areas, number of special programmes were broadcast incorporating latest developments from the disaster site in which a number of dignitaries participated. These include:

1. Voice cast of common people directed from the disaster site.
2. Voice cast of District authorities.
3. Voice cast of social workers, NGOs.

Special messages on relief measures and arrangements: Voice cast of Lt. Governors and Chief Ministers of the concerned states.

In all affected states, All India Radio stations have arranged to broadcast special news bulletins for the benefit of the listeners.

Spot Reports by victims: Spot report of rescue workers and voluntary organizations and witness account.

Expert Comments: Interviews with Geologists and other scientists, health authorities and Counselors.

All the Stations of All India Radio in the Southern States and the East coast of India including the Andaman & Nicobar islands are continuously broadcasting programmes regarding situations in the affected areas based on live input by District and State authorities from different locations.

AIR has also launched a help line information service on its website www.allindiaradio.org and has also opened an e-mail address helpline@air.org.in for collecting messages from public for broadcasting in the tsunami affected area with effect from 28th December, 2004 and is still continuing. Stations are also broadcasting messages about the need for contributing to the Prime Minister's Relief Fund and status of relief work at different places. Stations are continuously broadcasting SOS messages

received from general public in respect of missing persons.

DR. RAJENDRA PRASAD MEMORIAL LECTURE, 2004

Started in 1969 in the memory of India's first President, Dr. Rajendra Prasad, the Rajendra Prasad Memorial Lecture focuses on a subject of national, political, social or cultural relevance, aimed at assessing the nation's advances and outlook as also exploring future possibilities. Accomplished thinkers and prominent leaders have in the past delivered this prestigious lecture.

Dr. Rajendra Prasad Memorial Lecture, 2004 was delivered by Smt. Ela R. Bhatt, eminent social worker and founder of SEWA, Ahmedabad at National Museum Auditorium in New Delhi on 30th November, 2004. The recording of her lecture on "Azadi Se Swaraj Tak" was broadcast on the national hook up on 3rd December, 2004.

SARVA BHASHA KAVI SAMMELAN, 2005

As in the previous years, Sarva Bhasha Kavi Sammelan – 2005 was successfully organized at National Museum Auditorium, New Delhi on 19.1.2005 with usual traditional warmth. Eminent poets from different parts of India, participating in the Sammelan, presented their poems in 22 Indian languages followed by their Hindi versions presented by translator poets.

This year four more languages (Maithili, Bodo, Santhali and Dogri) were added to the usual list of 18 languages for the programme which has acquired the reputation of a creative expression depicting India's cultural and linguistic harmony.

The recording of the Sammelan was broadcast on the eve of the Republic Day i.e. on 25th January, 2005 at 10 p.m. from Indraprastha Channel of AIR on national hook up. Its language versions were broadcast by capital/regional stations concerned at the same time.

A.I.R. ON DTH PLATFORM

The 'Direct To Home' service of Prasar Bharati was inaugurated by the Hon'ble Prime Minister on 16th December, 2004. With DTH, the listener would get in a digital mode, through the medium of TV, his local/regional channel/Vividh Bharti/his nearest FM metro station, apart from nine other language channels of AIR currently. Currently, 12 language channels of A.I.R. i.e. Vividh Bharti, F.M. Rainbow and Gold, Hindi, Bangla, Punjabi, Gujarati, Marathi, Telugu, Tamil, Kannada and North-East language services are on DTH platform on a 24 hour basis. The number of radio channels would go up to 30 to include more languages and dialects.

SPORTS COVERAGE

During 2004-05, AIR has provided effective coverage to various National and International Sporting Events held

in India and abroad, viz: Indo-Pak Cricket Series (3 Tests and 5 ODIs) in Pakistan, Asia Cup Cricket in Sri Lanka, Triangular (India, Australia and Pakistan) Videocon Cup ODI Cricket Tournament in Holland, 4th ICC Champions Trophy Cricket (12 Nations) in U.K., India Vs. Australia Cricket series in India, India Vs South Africa Cricket series in India, One Day International cricket match between India and Pakistan to commemorate the Platinum Jubilee of the BCCI, French Open Tennis Tournament at Roland Garros in Paris, Wimbledon Tennis Championship in London, US Open Grand Slam Tennis Championship at Flushing Meadows in New York, ATP Challenger Tennis Tournament in Delhi, Indo-Pak Hockey Series in India, First Indo-Pak Punjab Games 2004 at Patiala, World Cup Qualifying Football Match (India Vs Japan) in Kolkata, 9th SAF games in Pakistan and 13th IAAF World Half Marathon Championship in Delhi.

The National Matches held in India, e.g. Santosh Trophy Football in Kolkata, Subroto Cup Football Tournament in Delhi, 110th IFA Shield Football Tournament in Kolkata, 59th Senior National Football Championship for Santosh Trophy in Delhi, Durand Cup Football Tournament in Delhi, Federation Cup Football in Bangalore, Beighton Cup Hockey in Kolkata, Surjett Singh Hockey in Jalandhar, Nehru Cup Hockey in Delhi, DSCL National Hard Court Tennis Championship in Delhi and various Tournaments of different disciplines were covered through live Commentaries, Resumes, Voice casts and Interviews etc.

In addition to the above coverages, AIR is planning to provide extensive and intensive coverage to the forthcoming Indo-Pak Cricket Series in India, India Vs. South Africa ODI Cricket Series in India, Australian Open Tennis Tournament at Melbourne Park, Australia, Senior National Volleyball Championship in Chennai, Mumbai Marathon and 42nd Bombay Gold Cup Hockey in Mumbai and Beighton Cup Hockey in Kolkata.

Besides the coverages of International and National Sporting Events, AIR also encourages traditional, rural and tribal games through broadcast of Running Commentaries, Radio Reports, Interviews and Discussions and players etc. in order to popularize them among the youth and to encourage Sports Talents in the country.

COMMERCIAL AND MARKETING ACTIVITIES –

Prasar Bharati while fulfilling its mandate as a 'Public Service Broadcaster' has also been making concrete efforts to augment its revenue generation by way of considerable and aggressive Marketing to its In-house programmes and also producing customized programmes. Setting up of Marketing Division at Mumbai, Chennai, Bangalore, Hyderabad, Delhi and Kolkata is a step in this direction.

A single window facility for all the channels of All India Radio and Doordarshan, Marketing Divisions cater to

all the needs of advertising. Reaching out to clients, preparing media plans according to their budget and requirements, executing their publicity campaigns and producing spots/jingles and sponsored programmes wherever the need be, are some of the important functions of Marketing Division. With AIR and Doordarshan's vast network and a reach beyond comprehension, Marketing Divisions, Prasar Bharati help the clients reach every nook and corner of the country and that too sitting at one place.

Some of our major clients include Ministries of Rural Development, Health & Family Welfare, Human Resource Development, Water Resources, Directorate of Income Tax, Insurance Regulatory and Development Authority, Ministry of Finance, Mahanagar Telephone Nigam Ltd., BSNL, Petroleum Conservation and Research Association & private clients such as LG, Pepsi, Maruti, Castrol, Dabur, Reliance, Nokia, Hamdard, All-out, Relaxo, Hindustan Lever and Hero Honda etc.

The gross revenue up to the end of December, 2004 is 90 crore.

Digitisation of A.I.R. Archive –

A special project was launched to digitalise all archival recordings in 2001. In a time-bound programme the project is progressing and is likely to be completed by the end of this year. By this, Akashvani would become one of the major digital libraries in the broadcasting network with modern tape numbering system in tune with the internationally accepted norms. Programmes transferred into digital medium are approximately 15900 hours.

Releases from AIR Archive: "Akashvani Sangeet"

Recently, AIR Archive came out with CDs and Cassettes from its precious collection. The releases include that of Pt. Omkarnath Thakur, Pt. D.V. Paluskar, Pannalal Ghosh, Dwaram Venkataswami Naidu, etc. Releases in the present year were recordings of Siddheswari Devi, Pt. V.G. Jog and a compilation of bhajans titled 'Bhajanavali'. There would be more releases in the coming six months, which includes recordings of great Carnatic maestros like Alathur Brothers, Ariyakkudi Ramanuja Iyengar and legendary singer, Badi Moti Bai.

INTERNATIONAL RELATIONS –

All India Radio has remained in the lime light during the year 2004 carrying out various international activities concerning broadcasting. A number of delegations of other broadcasting organizations have visited All India Radio and discussed the new techniques, formats etc. being applied in the field of Broadcasting including delegations from Voice of America and Radio Bulgaria.

All India Radio has been actively participating in International Awards competitions being held every year

and bringing laurels to its credit. AIR sent its entries for the Prix Marulic Festival, Croatia; AIBD Awards, Kuala Lumpur; CBA Awards, London; ABU Prizes, Kuala Lumpur and International Grand Prix, France. AIR has won first prize in the Children and Youth Category of ABU Prizes for the programme "Dhire Dhire Bahijaa Pavana" (Blow Blow Though Serene Air).

50 Stations of All India Radio carried out activities of International Children Day of Broadcasting on 12th December, 2004. The activities were funded by UNICEF.

All India Radio, Prasar Bharati is engaged in the preparation of Commonwealth Broadcasting Association Conference in February, 2006. Three hundred delegates

from different countries are likely to participate in this international event.

INTERNATIONAL RELATIONS UNIT

All India Radio has remained active during the year 2004, carrying out various international activities concerning broadcasting. A number of delegations of other broadcasting organisations have visited All India Radio and discussed the new techniques, formats, etc. being applied in the field of Broadcasting, including delegations from Voice of America (VOA) and Radio Bulgaria.

During the year the following conferences/workshops/seminars had participation of All India Radio's officials :

Conference/ workshop	Period	Venue	Participant (S/Shri)
1. CBA General Assembly	16-19 February, 2004	Fiji	K.S.Sarma, CEO
2. AIBD/FES regional workshop on Broadcast Management for middle managers	24-27 February, 2004	Colombo	Ms. B.V.Padma, ASD, AIR Bangalore
3. DW International workshop on the situation of Women, Challenges of Equality	7-12 March, 2004	Bangkok	Dr. Anita M.Kumar, PEX, DG:AIR
4. 22 nd SAARC Audio Visual Exchange Committee Meet	13-14 March, 2004	Thimphu	A.K.Padhi, DP(IR), DG:AIR
5. 3 rd Meeting of Heads of National TV/ Radio Organizations of SAARC countries	6-7 April, 2004	Dhaka	Brijeshwar Singh, DG, AIR
6. 4 th World Summit on media for Children and Adolescent	19-23 April, 2004	Brazil	V.L.Chhabra, DD, Marketing
7. Global Media business conference	12-13 May, 2004	Prague	Smt. V.L. Liani, DDG
8. 5 th IRBI Radio Festival	5-8 May, 2004	Holy city of Mashad (Iran)	Brijeshwar Singh, DG, AIR
9. EU-India Documentary Initiative on Conflict Transformation	From June 21 to July 2 in India and 3-13 July abroad	UK Finland	Balakrishnan Menon, PEX, AIR Kurnool Smt Basudha Banerjee, TREX, DG:AIR
10. UNESCO-ITU-ABU regional convention of Servicing communities through	26-29 July, 2004	Kuala Lumpur	J.Jayalal, SD, AIR Bangalore
11. DW workshop on Radio Management	6-24 September, 2004	Bonn (Germany)	Sudha Mishra, DD, STI(P), Bhubaneshwar
12. EU-India Documentary Initiative on Conflict Transformation	From Aug. 23-28 in India & Aug. 29 to Sept. 8 abroad	Ireland Austria	Abdul Rasheed, PEX, AIR Gulburga Ujjwal Maitra, TREX, AIR Delhi
13. 41 st ABU General Assembly	20-27 September, 2004	Almaty (Kazakhstan)	K.S.Sarma, CEO
14. 23 rd SAVE Committee Meeting (SAARC)	23-24 Nov., 2004	(Male Maldives)	A.K.Padhi, DDG(C)

Besides the above activities there have been two in-country workshops conducted by AIBD this year :

1. AIBD/ Thomson Foundation In-country workshop of Broadcast Management conducted in STI(P), Delhi from 29 September to 1 October 2004 with participation of 17 programme professionals from AIR and Doordarshan. The resource person was Mr. J.Philip Davies from Thomson Foundation, UK
2. The AIBD/ FES workshop on Peace journalism at STI(P), Delhi from 13-21 October 2004 with 16 professionals from NSD, AIR, DD(News) and All India Radio. The resource person was Ms. Alexandra Duval Smith from Radio France International.

All India Radio, Ahmedabad executed a joint production with Deutsche Welle, Germany on "Pollution of Megacities." Another joint production on "Educational opportunities and Globalisation" with AIR, Delhi and DW is likely to begin in April/ May 2005.

All India Radio has been actively participating in International Awards competitions being held every year and bringing laurels to its credit. AIR sent its entries for the Prix Marulic Festival, Croatia; AIBD Awards, Kuala Lumpur; CBA Awards, London; ABU Prizes, Kuala Lumpur and International Grand Prix France. AIR has won first prize in the Children and Youth Category of ABU Prizes for the programme "Dhire Dhire Bahijaa Pavana" (Blow Blow Thou Serene Air). This musical feature in Oriya was produced by Sh. Padmalochan Das, PEX, AIR Sambalpur. The Prize carries USD 2000, ABU Trophy and certificate.

Fifty Stations of All India Radio carried out activities of International Children Day by Broadcasting programmes on 12th December, 2004. The activities were funded by UNICEF.

All India Radio, Prasar Bharati is engaged in the preparation of Commonwealth Broadcasting Association Conference in February, 2006. Three hundred delegates from different countries are likely to participate in this international event.

All India Radio is actively participating in SAARC Meetings relating to broadcasting. A SAVE programme is being broadcast every month and SAARC News bulletin once a week.

EXTERNAL SERVICES DIVISION

All India Radio entered the realm of external broadcasting shortly after the outbreak of the Second World War on 1st of Oct., 1939 – when it started a service in Pushtu for listeners across – what was then the country's North-West Frontier. The service was designated to counter radio propaganda from Germany, directed to Afghanistan, Iran and Arab countries. With the end of the War, the need of continuing certain services was assessed and the number of

services was rearranged. The External Services Division of AIR has been a vital link between India and rest of the World, specially 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.

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

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

The broadcasts follow a composite pattern and generally comprise News Bulletins, Commentaries, Current Events and Review of the Indian Press. Besides Newsreel, Magazine programmes on sports and literature, talks and discussions on social, economic, political historical, scientific and cultural subjects. 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.

2. ORGANISATIONAL SET UP

The Division is headed by the Director, Station Director of JAG grade, assisted by the Additional Director, of JAG grade, Deputy Director {STS grade} Talks Officer, Supervisors of different foreign language units ,Assistant Station Directors (JTS grade), Programme Executives, Announcers, Translator-cum-Announcers, Transmission Executives, Administrative Officer, Hindi Officer, Accountant, Ministerial and Group 'D' staff.

3. THE BUDGET ESTIMATE FOR 2004-2005 AND 2005 - 06

An amount of Rs.5,26,88,000/- (Rupees Five Crore

Twenty Six Lakh Eighty Eight Thousand only) has been estimated for the period 2004-2005.

An amount of Rs.7,05,52,000/- (Rupees Seven Crore Five Lakh and Fifty Two Thousand only) has been estimated for the period 2005-2006.

Statement showing expenditure under IEBR is at Annexure III.

4. HIGHLIGHTS OF IMPORTANT EVENTS OF CURRENT FINANCIAL YEAR AND SIGNIFICANT POLICIES AND PROGRAMME OF ACTION FOR 2004-2005.

The dominant theme of all our programmes in External Services Division is to present the reality of India as a strong Secular Democratic Republic, Vibrant, forward looking and engaged in the task of rapid economic, industrial and technological progress. The fact of India's large technical manpower and its achievements and ecological balance are put across in easy and simple parlance.

Similarly, India's faith in non-violence, its commitment to restoration of human rights and international peace and its contribution to the creation of a new world economic order are frequently discussed.

The largest areas of External Services Division span almost all the continents and include areas of East, North-East and South-East Asia, West Asia, West, North-West and East Africa, Australia, New Zealand, U.K., Europe and of course the Indian Sub-Continent. In addition to the foreign languages, External Services Division also broadcast in Indian languages for our people settled in different parts of the Globe. The services in Hindi, Tamil, Telugu, Gujarati, Malayalam and Kannada are directed to Indians Overseas. While those in Urdu, Bengali, Punjabi and Sindhi are meant for the listeners in the Sub-continent and the bordering countries to project the image of modern progressive and resurgent India committed to the Principles of Democracy, Socialism, International Peace and co-existence.

Extensive coverage was given to all major National and International Conferences, Seminars, Symposia etc. in the form of commentaries, radio reports and interviews. SAARC Foreign Ministers' Meet, SAARC Health Ministers' Conference, SAARC Information Ministers' Meet and SAARC Summit at Islamabad were duly covered.

Coverage was also given to G-8 Summit, ASEAN Summit, WTO Talks at Doha and Cancun, 13th NAM Summit and CHOGM, ASEAN India Business Summit, CICA Conference at Almaty, Kazakhstan, Pravasi Bharatiya Utsav held at Mumbai from 7th to 9th January, 2005, broadcast of DTH channel for our listeners twice in each transmission of Urdu Service, Hindi Service and General Overseas Service, in popular chunks.

Due coverage was also given to President Dr.A.P.J.Abdul Kalam's visit to United Arab Emirates, UAE, Sudan and Bulgaria, Vice-President's visit to Myanmar, Prime Minister's visit to US and UK. Besides Prime Minister's address to the 54th UN General Assembly and his meeting with President Bush and President Pervez Musharraf were reported in our programmes.

Wide coverage was given to the visits of various Heads of States, Governments and other Foreign Dignitaries to India. South Korean President's visit, Sri Lanka's President's visit, Nepal PM's visit, Newzealand PM's visit, Singapore PM's visit, Canadian PM's visit, Malaysian PM's visit, Myanmar Head of State's visit, German Chancellor's visit, Chinese State Councillor and Senior leader's visit, Russian Foreign Minister's visit were some of the major highlights of our programme.

5. PROGRAMME EXCHANGE

External Services Division continues to supply recordings of music, spoken word and composite programmes to about 90 foreign broadcasting organisations under the **Cultural Exchange Programme**.

External Services Division's transmission directed to SAARC countries, West Asia, Gulf and South East Asian countries continue to carry the 9.00 p.m. National bulletin in English, originally meant for Home Services. External Services Division continues to beam UN News of different parts of globe on every Saturday.

6. THE PLANNED SCHEME AND PROGRESS MADE SO FAR:

(i) USE OF INTERNET

At present External Services Division broadcast is not targeted to USA, Canada etc. though there is freak listening. There is a plan to work out 12 hrs. of programme (English and Hindi) for feeding to the Internet for the benefit of the listeners in USA and Canada, subject to the availability of fund and creation of a separate cell for the same.

(ii) AUDIENCE RESEARCH UNIT (INDIA CALLING)

External Services Division banks on analysis of listener's letters as a major source of feed back. This has obvious limitations. Sometime back the ARU which was doing the pivotal role of publishing monthly programme journal (India Calling) as well as analysis of listeners letters was wound up creating a huge gap between Broadcasters of external broadcast and listeners abroad. As a result neither we are able to analyze the listeners' letters on regular basis nor we are able to send India Calling free of cost to listeners abroad. There is an immediate need to re-create this Audience Research Cell to restart the magazine which contained selected letters from listeners and other information and which was extremely popular among the listeners abroad.

(iii) AREA SPECIALISATION / LANGUAGE TRAINING:

The objective of area specialisation scheme is to provide an opportunity for the supervisory staff of External Services Division to visit countries to which our services are directed to enable them to study the needs of respective target audiences. The duration of this visit could be from 2 to 4 weeks. In the schemes of language training, Translators-Announcers working in the foreign language units and those who are of Indian origin will be sent for further advanced studies in the target countries to refine their languages skills. This is all the more essential that the phonetics, intonation and accent of language as spoken in the target country are properly reflected in our broadcast.

(iv) TRANSMISSION THROUGH CDs

The new BH complex has the most modern method of broadcasting and as such the traditional method of tapes, discs and records or very playback system has to undergo a change and all broadcasting material both spoken word and music have to be converted into CD disc. So far External

Services Division is concerned, the job is more extensive in the sense that ESD has 27 languages (16 foreign & 11 Indian languages) and each language has to develop its own computer programming.

(v) DTH CHANNEL FOR LISTENERS

English (GOS), Urdu & Hindi services of External Services are also going on air on DTH channel.

(vi) MEA's ROLE IN EXTERNAL BROADCAST BEING REDEFINED

Efforts are on to strengthen the signal as well as to consolidate the services to make the impact of the message more meaningful in different parts of the globe and also to involve the MEA more in the programming areas to indicate priorities and back up the funding of the external broadcast.

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

Annexure III

External Services Division

All India Radio: New Delhi

STATEMENT SHOWING THE EXPENDITURE IN RUPEES UNDER IE BR OF RE 2004-05 AND BE 2005-06.

S.NO.	SUB-HEAD	SBG 2004-05	RE 2004-05	BE 2005-06
1.	Payment of Foreign National Staff Artist	37,57,000	41,49,000	91,26,000
2.	Payment of Casual Booking under PP & SS	42,43,000	42,50,000	50,00,000
	TOTAL	80,00,000	83,99,000	1,41,26,000
3.	Royalty	10,000	20,000	30,000
	G. TOTAL	80,10,000	84,19,000	1,41,56,000

SPECIAL PACKAGE FOR JAMMU & KASHMIR

1.	Software Development Programme (Special Package of J & K)	10,00,000	8,00,000	8,00,000
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TRANSCRIPTION AND PROGRAMME EXCHANGE SERVICE

T&PES of All India Radio functions in four units

1. Sound Archives
2. Transcription Unit
3. Internal & Foreign Programme Exchange Unit

1. SOUND ARCHIVES

The Sound Archives of All India Radio can be called as the National Audio Archive of the nation as it is the treasure house of precious recordings of more than 15000 hours of duration containing music and spoken word recordings in different categories. It is the largest library of Indian Music recordings and it possesses more than 12000 tapes of Hindustani, Carnatic and various folk music traditions.

The library preserves a separate collection of Mahatma Gandhi's post prayer speeches. AIR Sound Archive preserves speeches of Pt.Jawaharlal Nehru in 3000 analog tapes.

The important voice recordings of eminent personalities like Rabindranath Tagore, Dr.B.R.Ambedkar, Sardar Patel, Maulana Abul Kalam Azad, Frontier Gandhi, Sarojini Naidu, Jai Prakash Narain, Shyama Prasad Mukherjee, Dr.Rajendra Prasad, Dr.S.Radha Krishnan, Lal Bahadur Shastri, Smt.Indira Gandhi, Mother Teresa, Dr.C.V.Raman etc. have also been preserved. Apart from this, award-winning radio dramas, features, documentaries etc. and recordings of Sardar Patel Memorial and Dr.Rajendra Prasad memorial lectures are available in the library. The library contains recordings of all the broadcasts by Presidents and Prime Ministers of India till date.

The library preserves a number of Radio Autobiographies of eminent persons from different fields like Science, Sports, Literature and Music etc. There are 125 Radio Autobiographies of various persons of eminence. Transcription of Baba Amte's Radio Autobiography has also been done during this year.

Digitalisation of AIR Archive

A special project for digitising the Central Archives of All India Radio commenced in November 2001. The project envisaged the transfer of medium of Archival recordings from analog mode to the compact Digital mode in tune with the emerging trends in the broadcasting network all over the world. This ensures a completely digitised data bank with easy access to all kinds of information available in the archives. An analog Archive has its own inbuilt drawbacks as far as preservation in magnetic tapes is concerned, as the recordings are likely to have problems in the long run. The digital medium has almost replaced the analog Archives. The project of

digitisation was meant for making preservation copies of Archival material in digital form. The project is completed in this year and by this All India Radio became one of the few all digitised audio archives of the world.

AKASHVANI SANGEET

In addition to the intention of preserving the rich audio heritage for posterity, Prasar Bharati has also worked on the commercially viable aspects of the Archives. All India Radio came out with CDs and cassettes of music recordings of past masters to the applause of the public. Pt. Omkarnath Thakur, Pt.D.V.Paluskar, Sidheshwari Devi, Semmangudi Srinivasa Iyer, Musiri Subrahmanya Iyer etc. Archives prepare the master CDs after proper refurbishing and pre-mastering by the Refurbishing unit in TPES. In this financial year Archives is coming out with new releases of legendary musicians Dr.M.S.Subbulakshmi, Ariyakudi Ramanuja Iyengar and Alathur Brothers. These releases under the banner 'Akashvani Sangeet' had already generated an impact among music lovers. In this regard detail of revenue earned by this office is given below: -

1.	Revenue earned by Sale of CDs/Cassettes	-	Rs.11,96,100/-
2.	Revenue earned by sale of Archival material	-	Rs. 3,06,200/-
Total Revenue earned by this office			Rs.15,02,300/-

2. The Transcription Unit

The Transcription Unit deals with transcribing the speeches of Prime Minister and President and other V.I.P's. The speeches available on tapes are dubbed on C.D. format and sent to Archives for safekeeping. The transcribed speeches on C.D. format are also supplied to Prime Minister's Office and President's Secretariat whenever demanded. It is a continuous process and done on regular basis and we are upto date in this matter.

3. Programme Exchange Unit (Inland and External)

The Programme Exchange Unit of Transcription & Programme Exchange service has been sending recordings for utilization in programmes. Plays, Features, Interviews, and talks etc are also provided for satellite feed including Community song (monthly) and Foreign programme (weekly basis). Scripts of Chain Play and National Programme of Plays are being circulated among identified AIR stations as per schedule. This unit supplies recordings to AIR stations on demand.

The Foreign Programme unit of the T&PES is responsible for the receipt and circulation of the Radio programmes from the foreign countries. The SAARC Audio

Visual Exchange (SAVE) Programmes from SAARC countries, Radio programmes from United Nations, Germany, France, Australia and other foreign countries under the Cultural Exchange Programmes are received and circulated through tapes, CDs and satellite feed for use by different AIR stations.

SOFTWARE PLAN SCHEMES AND I.E.B.R. OF REVENUE NON-PLAN

1. The NLF Schemes were created to utilise revenue derived from Commercial Services 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 Revenue Non-Plan (except "PP&SS", "Royalty", "Sports Events", "PTI/UNI Payment", "Advg. & Publicity", "Service Tax", "Replacement of Old Vehicles", "Kisanvani" and "DTH Advtg." is being financed under I.E.B.R. of Revenue Non-Plan for which the budget provision is as under:

(Rs. in thousand)

Head	Actuals 03-04	SBG 04-05	R.E. 04-05
I.E.B.R.	561571	630000	563000

2. Software Plan Scheme encompass three schemes namely Normal Software Plan Scheme, J&K Special Package and N.E. Special Package. A sum of Rs.8.50 crore for Normal Software Plan Scheme, Rs.2.20 crore for J&K Special package, Rs.2.30 crore for N.E. Special Package and Rs.5.00 crore for Classical Music Channel has been earmarked under S.B.G. 2004-05.

Under Software plan Scheme, the programmes are produced by outside commissioning of producers and by undertaking In-house projects of high quality and archival value.

The Programmes under Normal Software Plan focus on :

- i) Radio Adaptation of World Classics.
- ii) Ancient Indian Literature.
- iii) Preserving our heritage.
- iv) Compilation and Cataloging of Tribal and Folk Music.
- v) Popularising Classical Music.
- vi) Rivers of India.

- vii) Serving the under privileged sections of society.
- viii) Programme series on empowerment of women.
- ix) Programme series on Rural development.
- x) Programme series on Child labour and child abuses.
- xi) Protection of Girl Child.
- xii) 20th Century – in Retrospect.
- xiii) 100 years of Indian Music.
- xiv) 100 years of India Drama.
- xv) 20th Century Achievement in Agriculture and Technology.
- xvi) Centres of excellence in Karnatic Music, Hindustani Music, Radio Drama, Radio Features and Radio Documentaries.

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

- i) Established work on Kashmir or by writers of the state.
- ii) Changing scenario in the state.
- iii) Programme on Development themes like advancement in the field of Education, Health, Agriculture, Tourism promotion etc.
- iv) Development of infrastructure.
- v) Rich cultural heritage of stage and allied topics.
- vi) Any other subject relevant to the state.
- vii) Programmes to counter day to day propaganda of Pak Radio.

The objective of N.E. Special 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:

- i) Land and the people.
- ii) History of the state.
- iii) Fairs and Festivals of the state.
- iv) Folk and Tribal arts.
- v) Music of the state.
- vi) Art and Literature.
- vii) Tourism.
- viii) Eminent person of the state (Historical & Political).
- ix) History and culture.
- x) 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. The aim of these In House Projects is to produce high quality and archival value programmes. These funds are likely to be utilised to maximum by 31.03.05.

The budget provision in respect of Software Schemes of Revenue Plan is as follows:

(Rs. in thousand)				
Head	Actuals 03-04	SBG 04-05	R.E.04-05	B.E.05-06
Software Plan Schemes	116970	135000	135000	2400000

NEWS SERVICES DIVISION: ALL INDIA RADIO

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 into a network of more than 200 Broadcasting Centres. The News Services Division puts out 362* news bulletins daily in 66 Indian languages/dialects and 15 foreign languages including English in its Home, Regional and External Services for a duration of over 44 hrs. from Delhi and 45 Regional News Units (RNU) in the country. A total of 84 news bulletins are broadcast in the Home Service from Delhi. The Regional News Units (RNU) of NSD put out 221 news bulletins daily for duration of over 23 hours in 66 languages/dialects in the regional services. These also include news headline bulletins broadcast on FM Rainbow channels and some bulletins exclusively mounted on FM Gold channel. In the External Services, AIR broadcasts 65 news bulletins in 26 languages (Indian and Foreign) for a total duration of nearly nine hours. Apart from this, the News Services Division also puts out a number of newsbased programmes in English, Hindi and other languages.

News headline bulletins are aired on the popular FM Rainbow Channel round-the-clock from Delhi. FM headline news bulletins are also broadcast from Lucknow, Bangalore, Chennai, Panaji and Kolkata stations. In addition, news bulletins and news based programmes are broadcast on FM Gold Channel from Delhi, Mumbai, Kolkata and Chennai. The channel is on the air for about 18 hours a day from 6 a.m. to 10 minutes past 12 in the night.

Special bulletins for the Youth, Rural listeners, Business and Sports news are broadcast in English and Hindi from Delhi and RNU, Kolkata. During the Haj period, a five-minute Haj bulletin is aired from the Delhi Station of

All India Radio for the benefit of the pilgrims. 'Comments from the Press' are broadcast every day.

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

Steps have been taken to improve the quality of the news bulletins to make them more useful and attractive to the listeners. The format of the major news bulletins in Hindi and English has been changed to make them listener-friendly. Voice-casts of Correspondents, views of experts and actualities and analysis of the major news events are included in the newscasts to make the news more credible, comprehensive and interesting. 'Morning News' in English and 'Samachar Prabhat' in Hindi include a look at major news stories published in the newspapers. Changes have also been made in the morning Urdu news bulletin—'Khabarnama'.

The duration of the mid-day news bulletins in English and Hindi have been increased to half-an-hour each. The programme in English 'Mid-Day News' goes on the air from 2 p.m. to 2.30 p.m. The programme in Hindi, 'Dopahar Samachar' is aired from 2.30 p.m. to 3 p.m. Voice-casts of Correspondents, views of experts and actualities of the major news events of the day are included in the newscasts to make the news more credible, comprehensive and interesting. Local news from RNUs are also included in the programme through voice dispatches from Correspondents to give importance to regional news. These bulletins also include a review of the day's newspapers from the States. To give prominence to business and economic news, a segment called "Business News from National Dailies" was introduced recently. This adds colour and variety to the Mid-Day Hour.

Composite news programmes in Hindi and English originating from Delhi are exclusively broadcast every morning and evening for a duration of 30 minutes each on FM Gold. These include 'Samachar Savera' in Hindi and 'Breakfast News' in English in the morning and 'Samachar Sandhya' in Hindi in the evening. FM Gold has also specialised programmes like 'Market Mantra' (Business Magazine) and 'Sports Scan' (Sports Magazine). In Market Mantra Programme on every Saturday and Sunday, public participation has been introduced. The expert in the Studio replies to queries from the public on economic issues. Other news-based programmes mounted on FM Gold include 'Correspondent's Corner', 'Vaad Samvaad' and 'Countrywide' based on interviews with prominent personalities.

AIR 'News on Phone' service in Delhi provides the

* Non-daily news bulletins not included.

latest news highlights in Hindi and English to a listener anywhere from India or abroad on phone on dialing the specified numbers. 'News on phone' service is also available in Tamil from the Regional News Unit at Chennai, in Telugu from Hyderabad, in Marathi from Mumbai and in Hindi from Patna. AIR news is also available on the Internet. Besides, hourly bulletins are broadcast in Hindi and English.

The bulk of AIR news comes from its own Correspondents spread all over the country. There are 90 regular Correspondents in India and five foreign Correspondents at Colombo, Dhaka, Dubai, Kathmandu and Kabul. NSD has also initiated action to engage 278 additional part-time Correspondents (PTCs) at various district headquarters in the country taking the total number of PTCs to 524 for better coverage of events all over the country. The PTCs are to meet the requirements of Doordarshan News also.

NSD will be shifting to New Broadcasting House in Delhi in a couple of months which has "the state-of-the-art" equipment for news gathering, processing and compiling of the news bulletins. The Correspondents are being provided with mobile phones for immediate and on the spot filing of news stories and actualities.

A five minutes weekly news bulletin on the Sunday was introduced from Delhi on the 4th of January, 2004 on the developments in SAARC countries.

Highlights of news coverage during the year

During the year 2004, the News Services Division (NSD) of All India Radio mounted special programmes on all major events. The year under review was eventful as elections to the 14th Lok Sabha were held during the period, a new Government was sworn in and two budgets, interim and main, were also presented. These events were extensively covered and a number of programmes were mounted. The NSD: AIR made an exhaustive coverage of the General Elections. This included a live non-stop seven-hour bilingual (English/Hindi) programme from 9.10 am on 13th May, 2004 on the counting day. It comprised studio discussions with inputs from correspondents and political parties besides comments from experts in the radio bridge format linking state capitals. A similar programme of five-hour duration was broadcast on Andhra Pradesh Assembly elections on 11th May. Besides, a one-hour radio bridge discussion was aired at 9.30 pm on 13th May on the General Elections. To give representations to regions, Special Regional Radio Bridge programmes were broadcast for the first time. A special programme was broadcast on 16th October, 2004 to cover the results of Maharashtra Assembly elections, linking AIR Mumbai, Nagpur, Pune, Aurangabad with the Delhi Studio. A composite programme was broadcast on the swearing in of the UPA government including live commentary followed by studio discussion on the shape of Prime Minister

Manmohan Singh's cabinet on 22nd May. Similar programmes were broadcast on the Railway Budget on the 6th of July from 11.30 am to 2 pm and on the Union Budget on the 8th of July from 10.30 am to 2 pm. Both budgets were also provided exhaustive coverage in other regular programmes. Prior to the Union Budget, a new series called 'Budgetary Terms' was broadcast in the day and evening major bulletins wherein experts explained to the listeners the Budget terms in a simple manner. Similarly, special Current Affairs programme in Hindi on Olympics was broadcast. Programmes on environment, anti-terrorism, health, women and social welfare were also broadcast both in Hindi and English, time to time besides regular programmes on major political developments. A special Newsreel programme of extended duration was broadcast on Independence Day to mark the celebrations all over the country. Another special half an hour extended newsreel programme was broadcast on 26th January, 2005 highlighting the celebrations of 56th Republic Day in the State capitals. Teams of Correspondents are deputed whenever the President and the Prime Minister visit abroad to provide adequate coverage. A special yearly round-up 'Year End Review' was also broadcast on the New Year Eve, highlighting the major events during the year.

The important events covered during the period include:

- ✓ The run up to the five phase election for the Lok Sabha and some State Assemblies, issuing of notification by the Election Commission and other relating activities.
- ✓ General Elections, the defeat of the NDA and the victory of the Congress-led alliance, election of Mrs. Sonia Gandhi as the leader of CPP, her refusal to become the Prime Minister and instead nominating Dr. Manmohan Singh as the Prime Ministerial candidate.
- ✓ The constitution of the 14th Lok Sabha.
- ✓ The swearing-in of Dr. Manmohan Singh as the new Prime Minister and of his Cabinet.
- ✓ The unanimous election of Sh. Somnath Chatterjee as the new Speaker of the 14th Lok Sabha.
- ✓ The election of Smt. Sonia Gandhi as Chairperson of the Coordination Committee of United Progressive Alliance (UPA).
- ✓ The ruling United Progressive Alliance (UPA) and its supporting Left Parties agreeing on a Common Minimum Programme.
- ✓ The President, Dr. A.P.J. Abdul Kalam's address to the joint session of Parliament.
- ✓ Re-appointment of Mr. Sher Bahadur Deuba as the Prime Minister of Nepal.

- ✓ The Parliament unanimously passing the Motion of Thanks on the President's address to the joint session of Parliament.
- ✓ The swearing-in of Justice Ramesh Chander Lahoti as the new Chief Justice of India.
- ✓ The Supreme Court order for the disbursement of over 15,000 crore rupees for the welfare of Bhopal Gas Tragedy victims.
- ✓ The Cabinet Committee on Economic Affairs approving a 200-million dollar investment proposal to lay an oil pipeline in Sudan.
- ✓ The first ever conference of Asian Oil Ministers held in New Delhi.
- ✓ Reconstitution of Planning Commission with Dr. Montek Singh Ahluwalia as its Deputy Chairman.
- ✓ The third and fourth round of Indo-China border talks held in New Delhi and Beijing respectively.
- ✓ The Singapore Prime Minister, Mr. Goh Chok Tong receiving the prestigious Jawaharlal Nehru award for International Understanding in New Delhi.
- ✓ Dr. Manmohan Singh's visit to Bangkok to attend Bangladesh, India, Myanmar, Sri Lanka and Thailand Economic Cooperation (BIMST-EC) summit meeting.
- ✓ The Prime Minister's first ever address to the Nation from the ramparts of Red Fort. Dr. Manmohan Singh calling for a code of ethics in public life and promises a new deal for rural India.
- ✓ Dr. Manmohan Singh announcing a number of measures including revamping the Regulatory Framework, a Committee to Monitor Infrastructure Projects and Reconstitution of Council on Trade and Industry to re-energise the economy to achieve 7-8 per cent growth.
- ✓ The government hiking the minimum support price of the Kharif crops.
- ✓ India joining the coveted club of countries with Intermediate Range Ballistic Missiles (IRBM), as Agni-II is test-fired successfully.
- ✓ The successful test-flying of indigenously developed civilian Aircraft 'SARAS' in Bangalore.
- ✓ The Induction of India's main battle tank 'Arjun' into the Army.
- ✓ Formation of Sh. Y.S.R. Reddy-led Congress government in Andhra Pradesh.
- ✓ Return of the BJP-led government headed by Sh. Navin Patnaik in Orissa.
- ✓ Swearing-in of Sh. Dharam Singh of Congress as Chief Minister of Karnataka.
- ✓ The five-day visit of the Nepalese Prime Minister, Mr. Sher Bahadur Deuba. Both the countries resolve to fight terrorism jointly.
- ✓ The visit of South Korean President, Mr. Roh Moo-Hyun to India with a high level delegation.
- ✓ The visit of German Chancellor Gerhard Schroeder to India.
- ✓ The visit of Gen. Than Shwe from Myanmar to India.
- ✓ The visit of the Chilean President, Mr. Ricardo Lagos Escobar to India.
- ✓ The Presidential election in USA and swearing-in of Mr. George W. Bush as US President for the second term.
- ✓ The election of Mr. Hamid Karzai as the first democratically elected President of Afghanistan.
- ✓ The swearing-in of Mahmoud Abbas as President of the Palestinian authority in the West Bank town of Ramallah.
- ✓ The Israel and Palestine leaders agreeing on a ceasefire after four years of bloodshed.
- ✓ The three-day visit of Russian President, Mr. Vladimir Putin to India.
- ✓ The two-day visit of Pakistani Prime Minister, Mr. Shaukat Aziz to India to push forward the composite dialogue process.
- ✓ A state of emergency declared in Nepal and the King Gyanendra assuming power sacking the Sher Bahadur Deuba government plunging the country into a political crisis.
- ✓ The former Navy Chief Lakshminarayan Ramdas getting the Magsaysay Award for Peace and International Understanding with Abn Abdur Rehman of Pakistan.
- ✓ The conferring of the prestigious Dada Saheb Phalke Award on the noted film maker Mrinal Sen.
- ✓ Indo-Pak joint statement after the Ministerial-level talks held in New Delhi to discuss the bilateral issues.
- ✓ India easing Visa norms for Pakistani nationals to strengthen people-to-people contact.
- ✓ The release of seven truck drivers including three Indians by the Iraqi captors after six weeks of uncertainty and anxiety and the situation in war-torn Iraq.

- ✓ Russia observing a two-day national mourning after the killing of more than 300 people including in the siege at a school in Beslan.
- ✓ The death of Palestinian leader, Mr. Yasser Arafat.
- ✓ Washington lifting export control on nuclear equipments to India and liberalise high-tech trade including those related to space science.
- ✓ The World Bank offering a nine billion dollar loan to India for developmental activities.
- ✓ The President, Dr. A.P.J. Abdul Kalam's eight-day State visit to Tanzania and South Africa.
- ✓ The Prime Minister, Dr. Manmohan Singh's address at the UN General Assembly in New York.
- ✓ Dr. Manmohan Singh's visits to the Hague to attend the India-EU summit and Laos to attend the 10th ASEAN meeting.
- ✓ The Prime Minister's maiden visit to Jammu and Kashmir and the beginning of reduction of troops deployment in the State as announced by Dr. Manmohan Singh.
- ✓ The Prime Minister extending open invitation for talks to the banned outfit ULFA and other insurgent groups in the North East. Dr. Manmohan also reiterated commitment for peace and development of the region.
- ✓ The Winter Session of Parliament: Passing of the Bills to repeal POTA and amend the Unlawful Activities (Prevention) Act.
- ✓ The President addressing the nation through AIR/Doordarshan on the eve of 56th Republic Day. Dr. A.P.J. Abdul Kalam taking a salute at a grand parade in the capital to celebrate the Republic Day.
- ✓ The Finance Minister, Mr. P. Chidambaram presenting the Mid-Year Review of the current fiscal year in Parliament.
- ✓ The India-Economic summit held in New Delhi.
- ✓ The Reserve Bank of India hiking the cash reserve ratio of Banks in a bid to check inflation.
- ✓ The announcement of first-ever Foreign Trade Policy by the Centre.
- ✓ Setting up of Disinvestment Commission by the Centre to woo foreign investments.
- ✓ The Centre providing relief for flood and drought-hit States.
- ✓ The Tsunami tragedy and the large scale destruction caused across Southern Asia including India. The continued massive relief and rehabilitation operations in the Tsunami affected areas and emergency summit of Tsunami hit countries held in Jakarta discussing rebuilding measures.
- ✓ An all-party meeting held in New Delhi discussing relief and rehabilitation measures in the Tsunami affected areas. The Prime Minister, Dr. Manmohan Singh's visit to the affected areas of Tamil Nadu and Andaman & Nicobar Islands.
- ✓ The three-day Pravasi Bharatiya Diwas held in Mumbai.
- ✓ The constitution of a National Minority Committee for Minority Education by the Centre.
- ✓ The Assembly elections held in Maharashtra and Arunachal Pradesh and the Congress party retaining power in Arunachal Pradesh and in coalition with Nationalist Congress Party in Maharashtra.
- ✓ Sh. L.K. Advani taking over as the BJP President.
- ✓ The State Assembly elections held in Haryana and electioneering picking momentum for the 2nd and 3rd phase of Assembly election in Jharkhand and Bihar.
- ✓ The arrest of Kanchi Shankaracharya, Swami Jayendra Saraswathi by the Tamil Nadu Police in an alleged murder case.
- ✓ The shooting of sandalwood smuggler Veerappan in an encounter with Special Task Force. (STF) in Tamil Nadu.
- ✓ Celebration of Golden Jubilee of Akashvani Sangeet Sammelan.
- ✓ The 31st International Film Festival of India held in Panaji, Goa.
- ✓ India finishing at the top of the Ninth South Asia Federation (SAF) Games winning 101 gold medals.
- ✓ The 13th World Half Marathon held in New Delhi.
- ✓ The test and one-day international cricket series between India and Australia, test series between India and South Africa and test series between India and Bangladesh.
- ✓ Indian women lifting the Asian Hockey title beating Japan.
- ✓ Prasar Bharati bagging cable and terrestrial rights as well as Radio rights for the Athens Olympics.
- ✓ The Olympic torch coming to New Delhi after four decades and the coverage given to the Athens Olympic Games. Special Correspondents were deputed to cover the biggest sports event.

- ✓ The double trap shooter Rajyavardhan Singh Rathore becoming the first ever Indian since independence to clinch a Silver Medal in the individual event.
- ✓ India's Vishwanathan Anand winning the Mainz Classic Chess Tournament.
- ✓ Bula Choudhary conquering all seven seas; crosses the Palk Straits.
- ✓ The Champions Trophy One-Day Cricket Tournament held in England.
- ✓ The announcement of prestigious Arjuna and Rajiv Gandhi Khel Ratna Awards.
- ✓ India's Rahul Dravid getting 'Player of the Year' and

'Test Player of the Year' trophies at the first ICC Awards ceremony held in London.

- ✓ Ms Sania Mirza creating history by entering the third round of Australian Open Tennis Championship held in Melbourne.

- ✓ The Champions Hockey Trophy held in Islamabad.

The major events likely to receive prominent coverage before 31st March, 2005 are: the Budget Session of Parliament including the presentation of Union and Railway Budget for the year 2005-06, the Assembly elections being held in Haryana, Bihar and Jharkhand one-day international test cricket series between India and Pakistan etc.

Actual Expenditure 2004-05 (Non-Plan) upto Jan.' 05.

Head	Expenditure (Figures in Rupees)
1. Salary G.O. (IRLA)	1,78,33,800.00
2. Salary G.O. & N.G.O (Non-Irla)	4,92,17,900.00
3. Medical Treatment	10,17,500.00
4. TA (Domestic)	6,57,300.00
5. TA (Foreign)	2,79,700.00
6. Office Expenses	1,12,34,900.00
7. Other Admn. Expenses	14,900.00
8. Motor Vehicles	21,03,900.00
9. OTA	5,42,800.00
Total	8,29,02,700.00

Actual Expenditure 2004-05 (IEBR) upto Jan.'05.

Head	Expenditure (Figures in Rupees)
Professional Services	
1. Pay of Staff Artist and payment of Casual Assignees.	1,46,46,900.00
2. Agencies Payment.	4,33,69,600.00
Total	5,80,16,500.00

Sanctioned Budget Grant & Revised Estimates for the year 2004-05 (Non-Plan).

(Figures in Rupees)

	Head	SBG	RE
1.	Salary G.O. (IRLA)	2,50,00,000.00	2,14,88,000.00
2.	Salary G.O. & N.G.O (Non-Irla)	5,51,00,000.00	5,64,41,000.00
3.	Medical Treatment	17,00,000.00	30,00,000.00
4.	TA (Domestic)	8,70,000.00	18,30,000.00
5.	TA (Foreign)	7,20,000.00	32,33,000.00
6.	Office Expenses	1,44,20,000.00	2,92,42,000.00
7.	Other Admn. Expenses	15,000.00	1,00,000.00
8.	Motor Vehicles	27,00,000.00	68,24,000.00
9.	OTA	6,00,000.00	11,00,000.00
	Total	10,01,25,000.00	12,32,58,000.00

Sanctioned Budget Grant & Revised Estimates for the year 2004-05 (IEBR).

(Figures in Rupees)

	Head	SBG	RE
Professional Services			
1.	Pay of Staff Artists and payment of Casual Assignees.	1,90,00,000.00	2,69,51,000.00
2.	Agencies payment	12,00,00,000.00	12,94,56,000.00
	Total	13,90,00,000.00	15,64,07,000.00

Budget Estimates for the year 2005-06 (Non-Plan)

Head		Amount (figures in Rupees)
1.	Salary G.O. (IRLA)	2,84,91,000.00
2.	Salary G.O. & N.G.O (Non-Irla)	6,57,67,000.00
3.	Medical Treatment	40,00,000.00
4.	TA (Domestic)	29,68,000.00
5.	TA (Foreign)	47,33,000.00
6.	Office Expenses	3,43,87,000.00
7.	Other Admn. Expenses	1,10,000.00
8.	Motor Vehicles	84,40,000.00
9.	OTA	13,00,000.00
Total		15,01,96,000.00

Budget Estimates for the year 2005-06 (IEBR)

Head		Amount (figures in Rupees)
Professional Services		
1.	Pay of Staff Artist and payment of Casual Assignees.	2,70,76,000.00
2.	Agencies Payment.	12,92,52,000.00
Total		15,63,28,000.00

VACANCY POSITION OF STAFF IN NSD: AIR AS ON 10/02/05

S.NO	POST	SANCTIONED STRENGTH	FILLED	VACANT
1	DG(NEWS)	1	1	0
2	ADG	4	1	3
3	DIRECTOR/JDNs	7—1	5	1
4	PB SPL. CORRESPONDENT	7	5	2
5	NEWS EDITOR	32(33-9+8)	30	2
6	ASSTT. NEWS EDITOR	60(84+2-26)	43+2	17(15)
7	REPORTER(ENG.)	12	8	4
8	REPORTER(HINDI)	4	4	0
9	DDA	1	1	0
10	SR./ADMINISTRATIVE OFFICER	2	2	0
11	HINDI OFFICER	1	1	0
12	PRIVATE SECRETARY	1	0	1
13	STENOGRAPHER	95	65	30
14	PEX	4	4	0
15	TREX	13	6	7
16	* REFERENCE ASSISTANT	0	0	0
17	NRT	136	76	60
18	HEAD CLERK	2	1	1
19	ACCOUNTANT	1	1	0
20	UDC	22	20	2
21	LDC	28	23	5
22	HINDI TRANSLATOR	1	1	0
23	LIB.&INF. ASSTT.	1	1	0
24	HINDI TYPIST	1	1	0
25	TECHNICAL ASSTT.	2	1	1
26	TRANSPORT ASSTT.	3	1	2
27	ASSTT. TRANSPORT SUPERVISOR	1	1	0
28	HEAD MOTOR MECHANIC	1	1	0
29	MOTOR MECHANIC	2	0	2
30	MOTOR DRIVER	23	21	2
31	PEON	61	61	0
32	FARASH	6	5	1
33	SAFAIWALA	5	5	0
34	SR.GO	2	2	0
35	JR. GO	5	5	0
36	DAFRY	10	9	1
37	MESSANGER	6	4	2
38	MOTOR CLEANER	2	2	0
Total		564	420	144

* The Post of Reference Assistant is Abolished

PROGRAMME ACTIVITY CLASSIFICATION(REVENUE PLAN & NON PLAN) 2003-04

(Rs. In lakh)

S.NO.	NAME OF SUB HEAD	PLAN	NON-PLAN	TOTAL
1	DIRECTION & ADMN.	833.76	2820.97	3654.73
2	OPERATION & MAINT.	301.27	7137.5	7438.77
3	PROGRAMME SERVICES	464.77	39917.39	40382.16
4	PLANNING & DEVELOPMENT	257.57	1444.81	1702.38
5	RESEARCH & TRAINING	59.82	803.41	863.23
	TOTAL	1917.19	52124.08	54041.27
1	PRASAR BHARTI	0.00	0.00	0.00
2	SOFTWARE NORMAL	916.75	0.00	916.75
3	J&K SPL. PACKAGE(OTHERS & SW)	161.20	0.00	161.20
4	NE SPL. PLAN	178.01	0.00	178.01
	TOTAL	1255.96	0.00	1255.96
1	BUILDING	1332.92	0.00	1332.92
2	EQUIPMENT	5238.72	0.00	5238.72
3	SUSPENSE	0.00	0.00	0.00
	TOTAL	6571.64	0.00	6571.64
	<u>ESTABLISHMENT</u>			
1	SALARIES	1610.02	0.00	1610.02
2	LEAVE SALARY	148.04	0.00	148.04
3	TRAVEL EXPENSES	118.93	0.00	118.93
4	OFFICE EXPENSES	102.90	0.00	102.90
5	PENSIONARY CHARGES	225.06	0.00	225.06
6	MOTOR VEHICLE	53.46	0.00	53.46
7	R.R.T.	12.73	0.00	12.73
8	OTHER CHARGES	6.02	0.00	6.02
	TOTAL	2277.16	0.00	2277.16
1	CHARGED	4.76	0.00	4.76
2	J&K SPECIAL PACKAGE	307.49	0.00	307.49
3	NE/SHIKIM	133.29	0.00	133.29
	GRAND TOTAL	8853.56	0.00	8853.56
1	STUDIOS	1687.65	0.00	1687.65
2	TRANSMITTER	1854.01	0.00	1854.01
3	STAFF QUARTERS	268.27	0.00	268.27
4	ADDL. FACILITIES INCLUDING MWS	2419.89	0.00	2419.89
5	ADMINISTRATION	2277.16	0.00	2277.16
6	MECH. & EQUIPMENT	34.33	0.00	34.33
7	SUSPENSE ACCOUNT	0.00	0.00	0.00
8	CHARGED	4.76	0.00	4.76
9	J&K SPECIAL PACKAGE	307.49	0.00	307.49
	TOTAL	8853.56	0.00	8853.56

PROGRAMME ACTIVITY CLASSIFICATION(REVENUE-PLAN & NON PLAN) 2003-04

(Rs. in lakh)

Sl.No.	Name of Sub-head	PLAN	NON-PLAN	TOTAL
1	2	3	4	5
1	SALARIES	628.73	25519.28	26148.01
2	LEAVESALARY	42.14	787.60	829.74
3	O.T.A.	1.65	543.05	544.7
4	PEN. CHARGES	53.66	2411.21	2464.87
5	D.T.E.	27.79	661.68	689.47
6	F.T.E.	0.00	28.07	28.07
7	O.EXP.	79.70	2887.40	2967.1
8	R.R.T.	4.82	354.84	359.66
9	HOSPITALITY EXP.	1.32	0.00	1.32
10	GRANT-IN-AID	0.97	2.22	3.19
11	SUPP. & MAT.	245.9	1466.52	1712.42
12	ADV. & PUB.	5.18	97.50	102.68
13	MINOR WORKS	74.18	1300.43	1374.61
14	OTHER CHARGES	542.22	11025.72	11567.94
15	MOTOR VEHICLE	17.37	930.27	947.64
16	M.E.	136.19	953.23	1089.42
	TOTAL	1861.82	48969.02	50830.84
17	J&K SPL.PLAN(OTHERS)	86.26	0.00	86.26
18	NE SPL. PLAN(OTHERS)	55.37	0.00	55.37
	TOTAL HARDWARE	2003.45	0.00	2003.45
19	SOFTWARE NORMAL	916.75	3155.06	4071.81
20	J&K SPL.PLAN(S/W)	74.94	0.00	74.94
21	NE SPL. PLAN (S/W)	178.01	0.00	178.01
	TOTAL SOFTWARE	1169.7	3155.06	4324.76
	GRANDTOTAL	3173.15	52124.08	55297.23

The Budget provision in respect of software Plan Scheme is as follows:

(Amount in thousand Rupee)

	SBG (04-05)	RE(04-05)	BE(05-06)
Software Normal	1,35,000	1,35,000	22,10,000
J&K Spl. Package	22,000	22,000	including above
NE Spl. Package	23,000	23,000	24,00,000
	1,80,000	1,80,000	24,00,000

DOORDARSHAN

ENGINEERING WING

I. CURRENT STATUS

Doordarshan, a Public Service Broadcaster, is among the largest terrestrial television network in the world. The service was started on 15th September 1959 to transmit educational and development programmes on an experimental basis with half an-hour programming. Presently, Doordarshan has 27 channels made up of 7 all India channels (DD-1, DD-News, DD-Bharati, DD-Sports, DD-Gyandarshan, DD - Lok Sabha and DD- Rajya Sabha) 1 international channel (DD-India), 11 regional language satellite channels (Malayalam, Tamil, Oriya, Bengali, Telugu, Kannada, Marathi, Gujarati, Kashmiri, Assamese & North-East and Punjabi) and 8 State network channels (Rajasthan, Madhya Pradesh, Uttar Pradesh, Bihar, Himachal Pradesh, Jharkhand, Chattisgarh and Haryana).

Twenty-five and a half transponders on different satellites are used to disseminate the programmes of these channels. DD-1 and DD-News channels are also telecast terrestrially through a network of 1403 transmitters. Their breakup is: -

DD- 1 transmitter	: 1135 (117 HPTs; 736 LPTs; 263 VLPTs; 19 Trps)
DD-News transmitter	: 159 (70 HPTs; 83 LPTs; 6 VLPTs)
Regional service transmitter	: 103 (3 HPTs; 9 LPTs; 91 VLPTs)
Other transmitters	: 6 (4 LPTs for DTT and 2 LPTs for Parliament)

DD-1/DD- News Transmitters provide coverage to about 90.7 / 45.9 percent population of the country respectively. The state-wise details of Doordarshan's studios and transmitters are given in Annexure I.

II. ACHIEVEMENTS DURING 2004-05

The following are the main achievements during 2004-05: -

• DTH Service of Doordarshan

Free to air DTH service of Doordarshan (DD Direct +) was inaugurated on 16.12.2004 by the Hon'ble Prime Minister. The DTH bouquet presently comprises 33 TV channels (19 Doordarshan channels and 14 private channels) besides 12 All India Radio channels. DTH signals, which are available in the entire country (except A&N island), can be received with the help of a small sized dish receive unit. Thus, all areas of the country, which were hitherto uncovered by terrestrial transmission, now have access to a multi-

channel TV/Radio service. There is only one time investment on the part of the viewers towards cost of the dish receive unit without any monthly subscription. For demonstration purposes, 10000 Dish receive units will be provided in the uncovered villages of Himachal Pradesh, Rajasthan, Uttaranchal, Karnataka, Chattisgarh, Gujarat, Madhya Pradesh & North Eastern states. So far, 5770 units have already been installed.

The number of TV /Radio channels in the DTH bouquet is envisaged to be increased to 50/30 respectively. An additional 5000 dish receive units are also envisaged to be installed in uncovered villages.

• New Satellite Channels

Two new Satellite Channels viz. "DD - Lok Sabha" and "DD - Rajya Sabha" were inaugurated on 14.12.2004. These are up-linked in C-band as well as Ku-band (part of the DTH bouquet).

• Digitisation

Digitisation of Doordarshan network is one of the main thrust areas of 10th Plan. Seven major Studio centres at Bangalore, CPC (Delhi), Chennai, Delhi, Hyderabad, Kolkata, and Mumbai, have been made fully digital. In addition, 8 small Studio centres at Daltonganj, Gangtok, Gulbarga, Jammu, Panaji, Pondicherry, Port Blair, and Raipur, have been partially digitised. Digitisation of the Studio centres has resulted in enhanced technical quality of programme production.

Satellite earth stations at Agartala, Aizawl, Guwahati, Itanagar, Kohima, Lucknow, Shillong, and Shimla have been digitised. Currently, 24 channels of Doordarshan out of total 27 channels are digital. The remaining three channels will be digitised before the end of 2004-05.

• Terrestrial Coverage

The following 14 transmitters were commissioned to expand the coverage of DD-1:

HPT	: Kharagpur, Krishnagar, Surat, Tithwal, Gurez.
LPT	: Bhabhua, Cherrapunji, Madugula, Miryalaguda, Shirdi, Talkondapally.
VLPT	: Masrakh, Maripadu, Vasantgarh.
HPT	: Ambajogai, Bareilly, Bundi, Gurej, Dharwad, Gwalior, Kasauli.
LPT	: Darbhanga

In addition, 20 KW transmitters have replaced the HPT's for DD1 & DD News at Pitampura, Delhi.

• **Production facilities**

A new Studio centre was commissioned at Gangtok, raising the number of DD Studio centres in the country to 60.

• **Projects in North East region**

In North East region, the HPT's at Shillong, Aizawl, Kohima, Imphal and Itanagar were upgraded from 1KW to 10KW. The Earth station projects at Shillong, Aizawl and Guwahati were completed and the earth stations commissioned.

Schemes included in Special NE package (Phase II) were considered by the EFC on 30th July 2004. The package awaits the approval of the CCEA.

III. TRAINING

Mindful of the fast changing technology, Doordarshan continued to lay emphasis on training of staff - foreign training programmes as well as in country training programmes.

During 2004-05 (till December 2004), 1039 Engineering Officers were provided training: -

1. STI (T), Delhi	-	661
2. RST I (T), Bhubaneswar	-	151

3. FTII, Pune	-	12
4. Equipment Manufacturers	-	215

In addition, 3 officers were deputed for the M.Tech. programme at IIT Kanpur.

IV. MAJOR TARGETS FOR 2005-06

The following are the Major targets for 2005-06:

- Complete digitisation of Studio centres at Patna, Ahmedabad, Jaipur & Guwahati.
- Partial digitisation of Studio centres at Bareilly, Ranchi, Vijaywada, Muzaffarpur, Pune & Guwahati (PPC).
- Installation of HPT's (DD1) at Bikaner, Dharmapuri, Chhattarpur, Sagar, Tirunelveli, Saharsa, Dharamshala & Radhanpur.
- Automation of 50 LPT's.
- Integrated news automation for DD News channel.
- Installation of 5000 DTH receive units in uncovered villages.
- Procurement of 12 nos. of DSNG units (C-band & Ku-band).

ANNEXURE - I

DOORDARSHAN NETWORK

(As on 31.12.2004)

Sl. State /UT No.	National Channel (DD 1)						News Channel (DD News)				Regional Channels (RLS)			
	Studios	HPT	LPT	VLPT	Trp	TOTAL	HPT	LPT	VLPT	TOTAL	HPT	LPT	VLPT	TOTAL
1 Andhra Pradesh	2	9	73	0	1	83	4	7	0	11	0	0	10	10
2 Arunachal Pradesh	1	1	3	43	1	48	1	0	0	1	0	0	0	0
3 Assam	4	3	20	1	1	25	2	1	0	3	0	0	0	0
4 Bihar	2	3	33	1	0	37	2	2	0	4	0	0	0	0
5 Chhatisgarh	2	3	16	7	0	26	1	0	0	1	0	0	0	0
6 Goa	1	1	0	0	0	1	1	0	0	1	0	0	0	0
7 Gujarat	2	5	54	0	0	59	3	4	0	7	0	0	3	3
8 Haryana	1	0	12	0	0	12	0	8	0	8	0	0	0	0
9 Himachal Pradesh	1	2	8	39	2	51	2	1	0	3	0	0	0	0
10 Jammu & Kashmir	3	10	9	73	1	93	8	3	1	12	1	9	18	28
11 Jharkhand	2	3	17	2	0	22	2	2	1	5	0	0	0	0
12 Karnataka	2	8	45	0	0	53	4	2	0	6	0	0	7	7
13 Kerala	2	4	20	0	0	24	2	3	0	5	0	0	4	4
14 Madhya Pradesh	3	6	63	5	0	74	4	0	0	4	0	0	0	0
15 Maharashtra	3	8	79	0	1	88	5	10	0	15	0	0	20	20
16 Manipur	1	2	1	4	0	7	1	0	0	1	0	0	0	0
17 Meghalaya	2	2	3	2	1	8	2	0	0	2	0	0	0	0
18 Mizoram	1	2	1	2	1	6	1	1	0	2	0	0	0	0
19 Nagaland	1	2	2	6	2	12	1	1	0	2	0	0	0	0
20 Orissa	3	5	61	4	1	71	2	7	2	11	0	0	12	12
21 Punjab	1	4	5	0	1	10	2	0	0	2	0	0	0	0
22 Rajasthan	1	6	66	17	2	91	4	4	0	8	0	0	0	0
23 Sikkim	1	1	0	6	0	7	1	0	0	1	0	0	0	0
24 Tamil Nadu	1	4	46	0	1	51	2	9	0	11	1	0	7	8
25 Tripura	1	1	4	1	1	7	1	1	0	2	0	0	0	0
26 Uttar Pradesh	7	11	52	3	0	66	7	11	1	19	0	0	0	0
27 Uttaranchal	1	1	15	34	2	52	1	1	0	2	0	0	0	0
28 West Bengal	3	8	19	0	0	27	3	2	0	5	1	0	1	2
29 A.&N. Islands	1	0	2	12	0	14	0	1	0	1	0	0	0	0
30 Chandigarh	1	0	1	0	0	1	0	1	0	1	0	0	0	0
31 Dadra & Nagar Haveli	0	0	1	0	0	1	0	0	0	0	0	0	0	0
32 Daman & Diu	0	0	2	0	0	2	0	0	0	0	0	0	0	0
33 Delhi	2	1	0	0	0	1	1	0	0	1	0	0	0	0
34 Lakshadweep Islands	0	0	1	0	0	1	0	0	1	1	0	0	8	8
35 Pondicherry	1	1	2	1	0	4	0	1	0	1	0	0	1	1
Total	60	117	736	263	19	1135	70	83	6	159	3	9	91	103

Note 1. : In addition to the above transmitters, 6 other transmitters (2 LPTs in Parliament & 4 digital transmitters at metros) are in operation.

Total transmitters — 1403

Performance of Individual Schemes under Plan (Capital)

Scheme/ Category	Targets for 2004-05	Achievements during 2004-2005 (till Dec'04)	Targets for 2005-2006
I. STUDIO			
a) Studios (augmentation)	Ranchi Raipur	Building works in progress Construction of technical area of building completed. Departmental works being taken up.	
b) Digitisation (100%) of 5 major Studio Centres	Delhi, CPC, Mumbai, Bangalore & Hyderabad.	Seven Studio Centres at Delhi, CPC, Mumbai, Bangalore, Hyderabad, Chennai & Kolkata made fully digital.	Digitisation (100%) of four major Studio Centres at Patna, Ahmedabad, Jaipur & Guwahati.
c) Partial digitisation of eight Studio Centres	Jammu, Daltonganj, Panaji, Raipur, Gulbarga, Pondicherry, Portblair & Gangtok.	All the eight Studio Centres at Jammu, Daltonganj, Panaji, Raipur, Gulbarga, Pondicherry, Portblair & Gangtok partially digitised.	Partial digitisation of six Studio Centres at Breilly, Ranchi, Vijaywada, Muzaffarpur, Pune & Guwahati.
II. TRANSMITTER			
a) HPTs	Vadodara (DD I & News) Hissar (DD I & News) Karnal (DD I) Bhatinda (DD News & DD replacement) Kasauli (DD News) Calicut (DD News) Kurseong (DD News & DD I (Replacement)) Delhi (DD I & News replacement)	Transmitter equipment installed. Tower foundation completed and erection to be taken up. Building works completed. Transmitter under installation. Tower works in progress. Building works completed. Transmitter under installation. Tower works in progress. Building works completed. Transmitter supplied and installation being taken up. Transmitter installed and commissioned. Transmitter installed. Work of mounting of antenna on tower in progress. Building works nearing completion. Transmitters supplied. Both the transmitters replaced with new transmitters which have been commissioned.	HPT Bikaner (DD I) HPT Chhatarpur (DD I) HPT Dharmapuri (DD I) HPT Dharmshala (DD I) HPT Radhanpur (DD I) HPT Sagar (DD I) HPT Saharsa (DD I) HPT Tirunelveli (DD I)
b) HPTs (permanent set up) DDI	Pondicherry, Cannanore, Kumbakonam, Balurghat, Kharagpur, Barmer & Jalgaon.	Interim set ups already operationalised at all the seven locations. Foundation work of towers at Pondicherry, Balurghat, Kharagpur & Jalgaon completed. Work of 100 M tower at Barmer awarded.	
DD News	Dharwad, Rajkot & Surat	Permanent set-ups at Dharwad & Surat commissioned. Installation works in progress at Rajkot.	
c) LPTs	Marhaura (DD I) Modgula (DD I) Darbhanga (DD News) Fatehabad (DD I) Ambassa (DD I) Devbhog (VLPT)	Commissioned. Commissioned. Commissioned. Installation completed. Site taken over. Site taken over. Installation being taken up.	
d) Automation of LPTs	43 LPTs	25 LPTs supplied and installation works being taken up.	Automation of 50 LPTs
III. SATELLITE			
a) Earth Stations	Ku-band Shimla Lucknow Bhopal Srinagar Jaipur	Earth Station commissioned and DTH service launched. Earth Station installed and commissioned. Earth Station installed and commissioned. Installation completed. Equipment installed and under test. Equipment installed and under test.	

	MCPC 3+1	Tenders for equipment received and being evaluated.	
b) Ku-band receive systems	Installation of 5000 units	5808 units installed.	Installation of 5000 units.

IV. J&K Plan

a) HPT	Srinagar (Kashir channel upgradation & DDI replacement	Transmitter equipment supplied. Work of tower modification awarded. Installation works taken up.
b) HPT (permanent set up)	Tithwal, Samba, Kupwara & Gurez	Permanent set-ups at Tithwal & Gurez commissioned. Interim set up at Samba & Kupwara already operational. Foundation work of tower at Samba completed. Foundation work of tower at Kupwara to be taken up.

UNDER CAPITAL GRANT DOORDARSHAN

(Rs in Lakh)

Annual Plan 2004-05	Actual Exp. 2003-04	Budget Estimate (2004-05)	Revised Estimate	Budget Estimate (2005-06)
1	2	3	4	5
Total Capital (Continuing plus 10 th Plan Schemes)	21846.27	3400.00	14309.00	37000.00

DD-I CHANNEL

Doordarshan's National channel, DD-I is the largest terrestrial network in the world. Presently the population covered by it in the country is 90.7%.

Being a public service broadcaster, it has made a significant contribution to accelerate socio-economic changes, promote national integration, stimulate scientific temperament, disseminate knowledge, educational programmes through Gyan-Darshan, public awareness, means of Population control, messages on family welfare, preservation of environment and ecological balance, measures for women welfare, Children and under-privileged etc.

It also promotes sports, and the Artistic and Cultural Heritage of the country.

Apart from Public service broadcasts it is also an entertainment channel which telecasts many popular tele-series on different subjects of social relevance. These serials are produced by outside producers on sponsorship/commercial basis, which earn revenue. Programmes commissioned by Doordarshan are also telecast on this channel.

Besides this, programmes are also produced and telecast by different Doordarshan Kendras.

Many National and International events are also covered live e.g.

- Live coverage of important events related to President of India, Prime Minister, Army Day' Parade, Defence Services, NCC Rally, Beating Retreat etc.
- Coverage of elections to the Parliament and State Legislatures.
- Various Sports events.
- Observance of Anniversaries, festivals and National Events such as Republic Day Parade, Independence day address to the nation by the Prime Minister.
- Live Coverage of Parliament Sessions, (Question Hours) of Lok Sabha, Rajya Sabha activities.
- Coverage of Union Budget, Railway Budget and reactions of the people thereto.
- President's address to Joint Session of Parliament.
- Coverage of various developmental programmes of Govt. Departments, developmental programmes and socially relevant special programmes viz. Pulse Polio, Cancer, Leprosy, Tuberculosis, Dengue and other health related issues, Special campaign for Primary Education for all.
- Coverage of the Third Pravasi Bharatiya Diwas.

Besides above, Regional Kendras of various linguistic zones have been given a window for developmental telecast, news & current affair programmes and entertainment

programmes in the respective regional languages with focus on regional concerns/needs.

The service of National Channel is available in terrestrial and satellite mode from 5.30 AM till past midnight and thereafter in the satellite mode till next morning up to 5.30 AM.

DD - SPORTS

The Prime Minister of India launched a dedicated Indian Sports channel on Doordarshan on 18th March 1999. The transmission increased from 10 hours to 12 hours a day from 25th April 1999 considering its popularity ultimately resulting in a round the clock bilingual channel from June 2000.

Some of the achievements (despite staff constraints) during last two years were the telecast of a number of major National & International events, LIVE & Recorded, on DD-I apart from the Sports Channel. These include the 1st Afro Asian Games at Hyderabad, National Games 2003, Commonwealth Games, World Cup Cricket Tournament 2003, Videocon cricket test Series, TVS Cup Triangular Cricket Series between New Zealand-Australia-India (ODIs), Women's Cricket Series (ODI and Test Matches), Under 19 Commonwealth Cricket Tournament, Athens Olympics 2004, Asia Cup cricket 2004, Indo-Pak Cricket series 2004, India- Australia and India-South Africa Cricket Series 2004, Champions Trophy Hockey at Malaysia, 6th Men's Asia Cup Hockey at Amsterdam Netherlands, LG Cup Asian Football Tournament, National Football League Matches, Chess, Athletics, Swimming, Polo, Archery, Badminton, Lawn Tennis, Golf, Sports Talk-a news oriented in house programme and not forgetting rural sports.

During the Tri Series (New Zealand-Australia-India), an in-house production "4th Umpire" was aired. Besides earning revenue the programme was well received and it helped in increasing the TRP of the sports Channel.

GYANDARSHAN

In its quest to increase the reach of educational telecasts, the Ministry of Information and Broadcasting, in collaboration with the Ministry of Human Resource Development (HRD) and the Indira Gandhi National Open University (IGNOU) introduced on January 26, 2000 a satellite channel- Gyandarshan - dedicated to education. On air round the clock, this channel beams programmes acquired from UGC, National Council for Educational Research & Training (NCERT), and Central Institute for Educational Technology (CIET), State Institute of Research and Training (SIERT) and IGNOU.

Gyandarshan, as it entered its 4th year on 26th Jan. 2004 went completely digital and expanded into a bouquet of channels:

GD-1: Best selections from other channels

GD-2: Interactive Distance Education Channel

GD-3: 'EKLAVYA' – Technology channel

GD-4: 'VYAS' – Higher Education Channel.

Gyandarshan-2 is a one-way video and two-way audio satellite-based interactive system operating on the C-Band of INSAT 3C. The Gyandarshan-3 channel - Eklavya – dedicated to technical education was started on 26 January 2003 in collaboration with the Department of Technical Education of the HRD Ministry and IITs with the IIT, Delhi as the Nodal Institution using the Gyandeep link at IGNOU. The fourth channel in the bouquet of Gyandarshan channels, 'Vyas' brings quality education to the students pursuing higher education throughout the country.

Selected programmes of DD-Gyandarshan are also telecast on the National Network of DD-1 in the terrestrial mode. For viewers of different groups, DD-1 telecasts educative and informative programmes on various subjects such as agriculture, consumer affairs, health, hygiene and fitness, social values, science, information technology, environment, discipline and superstitions etc. The contents of these programmes also provide entertainment along with information and education.

In an effort to make educational programmes more attractive and commercially viable, Doordarshan continued collaborative arrangements with other Ministries and Government Departments for the production of such programmes in diverse fields.

DD-INDIA

Doordarshan opened its window to the world by launching its international channel on 14 March 1995 through a transponder on ASIASEAT-1. It was a modest beginning with a transmission of 3-hours daily, 5 days a week.

In July 1996, Doordarshan acquired transponders on PANAMSAT (PAS-4 & PAS-1), and daily service was introduced with the transmission of 4 hours a day,

The transmission was further extended to 18 hours in November 1996. It consisted of a 9-hour capsule and its repeat telecast. The DD India channel was later moved on to transponders PAS -10 & PAS -9 to cover 146 countries and it became a 24 -hour channel from 27 December 1999 with 8-hours of fresh programming repeated twice. From 3 July 2000, DD India started transmitting 16-hour of fresh programming everyday.

The programming repertoire aims at offering an update on Indian social, cultural, political and economic scene. The channel carries news bulletins in Hindi, English, Urdu, Sanskrit, Gujarati, Malayalam and Telugu, hourly news headlines, features on topical events and discussions

on issues of international significance. It also beams many entertainment programmes, serials, theatre, music and dance besides feature film. Programmes in regional languages such as Punjabi, Urdu, Telugu, Tamil, Bengali, Kannada, Malayalam, Gujarati and Marathi form an essential ingredient of the International Channel. Live coverage of national events, like Independence Day, Republic Day Celebrations, the Budget presentation and other happenings of national and international importance are shown regularly.

Sponsored programmes of DDI and DD News are being accessed for telecast on DD India within a week from their date of telecast, free-of-cost. DD India also includes programmes from DD Bharati, CCU, CPC Regional Kendras, besides its own library.

In house production began with a half-hour weekly programme 'Yours Truly' and programmes for Event's and at 5.30 PM daily, are also regularly produced in-house. Initiatives have also been taken to enhance quality in-house production of talk show and interview based programmes.

The channel has also invited global tenders for the distribution of DDI-India, DD News, Regional channels and 12 Radio Channels in 49 countries around the world.

DD NEWS

DD News Channel has completed more than a year after being launched on 3rd November 2003 by converting DD Metro into a 24 hours News Channel.

The Channel telecasts 19 hours of live bulletins daily in Hindi and English. News headlines, News updates, breaking News are scrolled continuously during the transmission. Stock tickers also run continuously during the weekdays to show stock listings.

Besides news in Hindi and English, and news-based programmes, the channel is telecasting daily news bulletins in Sanskrit and Urdu. Delhi Metro Samachar, Rajyon Se Samachar, State Scan, Metro Scan (featuring news from other Metros) Sports News, Business News, Press Review, Issue of the day, Development News, SAARC News, and News for the Hearing Impaired are also telecast.

Crime Reports, Bollywood News, Weekly Cultural round-ups, Magazine programmes on Health and Medicine, Talk shows/Career oriented programmes for specific audiences especially the youth, sponsored Current Affairs programmes also find place on the channel.

The Assembly Elections in four states in December 2003 were the first big challenge for the channel. Besides wide coverage of the Elections and run up to the Elections, DD News beat all other channels in disseminating results top viewer. DD News maintained this performance level in the recently held elections to the Maharashtra and Arunachal Pradesh state Assemblies.

The General Elections for the 14th Lok Sabha were also handled comprehensively. The thrust was for an extensive nation-wide coverage, including the Northeast, with a massive deployment of 23 DSNG's. The programme titled JANADESH 2004 featured diverse, election related developments, news and analysis, discussions and debates, constituency profiles, interviews with political party representatives. Daily programmes 'Vote Ganit' and 'Vote Count' were mounted with comprehensive psephological inputs. Other programmes included CHUNAV KI HULCHUL, HUM SAATH SAATH HAIN - 24 hours with politicians, Genext - interface of youth with political leaders etc.

New sets including Virtual sets have given a contemporary look to the channel. Programme promotion, channel promotion with new montage and signature tune, channel tag line were the other highlights.

During 2003-04 the channel earned revenue of Rs 10 crores.

DD BHARATI

Prasar Bharati launched a new edutainment channel DD Bharati on 26th January 2002. This channel on the PAS-10 satellite is one of three Doordarshan channels whose carriage is mandatory by cable operators in the Hindi belt along with DD-I and the erstwhile DD-News channel. The channel has completed 3 years in January, 2005.

The focus of the programming on this channel is on health, children, music, dance and heritage. The slot details are:

Children's Slot

Targeting the age group of 6 to 18 years of age, the programmes adventure, 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.

DD Bharati also telecast "Vision of India", a live programme in which the President interacted with thousands of children from all over the country.

Health Slot

DD Bharati is also telecasting many programmes on health and spreading awareness about how to keep healthy. In this effort, a four-hour segment is being telecast on this channel, emphasizing a healthy life style and focusing on prevention rather than cure, both in our traditional and modern forms of medicine.

Art & Culture Slot

Classical dance/music performances by top class artists of national and international fame are featured in

this segment. Programmes on theatre, literature, music, paintings, sculpture & architecture are also shown.

The channel also telecasts programmes in collaboration with organizations like IGNCA, CEC, IGNOU, and Sahitya Academy. The AIR Sangeet Sammelans are covered extensively. Contributions made by the Regional Doordarshan Kendras are telecast regularly live/recorded.

65% of the programming in DD Bharati is produced in-house.

DD - ARCHIVE

Doordarshan Central Archive has approximately 40,000 hours of programmes on Analogue Video tapes. As this technology is phasing out, Doordarshan has drawn a massive plan for digitising all its holdings. The plan includes-

- Digital migration.
- Facilitate broadband convergence.
- Commercial exploitation of the holdings.
- Printing DVDs/CDs/VCDs 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 India Diaspora.
- To make the performances of our great artists available to cultural institutions in India and abroad.
- To sent it to our high commissioners all over the world to spread the message of our cultural heritage.

Doordarshan Archive has already started transferring its analogue content on digital tapes with detailed Metadata.

As and when the necessary infrastructure is in place, a complete digital migration will take place. DVD/VCD projects are a great success in the market bringing back more than the actual expenditure and enhance the image of Doordarshan. A marketing network has already been worked out with all the Kendras. Some of them have identified agencies that specialize in marketing similar products. In this project the partnership with ICCR has come to an end and Doordarshan is independently bringing out DVD/VCD titles.

Doordarshan Archives has also drawn a plan for using the broadband technology optimising the use of archival content as part of convergence. 400 titles have been identified for the DD MTNL Broad band project. These are exclusive content relating to culture, travel, personalities, historical places, health, fitness, lifestyle, crafts, etc.

NORTHEAST SPECIAL PACKAGE

Special package of schemes of improvements of

Doordarshan and All India Radio services in the North Eastern Region (Including Sikkim) was approved in principle by the government for implementation in the 10th Five Year Plan. Originally an amount of Rs. 122.55 crores was approved, mainly for up-gradation of programme service for a 24 hours Satellite channel for the Northeast, which was launched on 27th December 2000.

Special Package funds provided under Northeast special package in the Annual Plan 2005-06 will be utilized to achieve the following objective.

- a). Emotional and cultural integration of the North East with rest of the country.
- b). Publicity of development projects in various fields particularly centrally sponsored schemes.
- c). Mounting counter insurgency programmes dispelling sense of alienation.
- d). Preservation of forest environment and wildlife in North East
- e). Folklores and folk tales of North East.
- f). Development of tourism in North East.
- g). Eminent personalities/achievers of North East.
- h). Film based programmes.

Long running serials on the following subject/themes -

- a). Women Empowerment
- b). Programmes pertaining to youth & college students.
- c). Programmes for school student
- d). Family Drama
- e). Comedy
- f). Adventures/detectives stories
- g). Love stories.

Cultural magazine programmes produced by producers from Northeast are also telecast on the National Channel. It is felt that cultural magazine telecast on National Channel plays a very important role in disseminating information about the North East to the rest of the country.

CENTRAL COMMISSIONING UNIT (CCU)

The Central Commissioning Unit deals with the programmes commissioned by Doordarshan at the national/regional levels, the Indian Classics project, programmes produced under the collaboration with the Public Service Broadcast Trust (PSBT), and the Self Finance Commissioned Scheme.

Activities conducted during 2003-04

Series on Indian classics: Programmes (190 episodes)' based on the classics of 14 major Indian languages were identified and selected during the year long

core-committee meetings organized at New Delhi, Bhopal, Guwahati, Bangalore and Mumbai.

As approved by the Prasar Bharati Board, this series has been produced in the ratio of 30:70 as in house production: commissioned programmes, in each language except Hindi and Sanskrit.

TV serial 'KADAMBARI' (Sanskrit classic) directed by G.V. Iyer was telecast on DD-I and DD-Bharati.

'Tehreer Munshi Prem Chand Ki' directed by Sh. Gulzar was telecast on DD-1.

12 major regional Kendras -Jaipur Bhopal, Lucknow, Kolkata, Bhubaneswar, Shimla, Hyderabad, Bangalore, Thiruvananthapuram, Mumbai, Chennai and Jammu were resourced to create good software on their regional culture, development activities, life-styles and problems of rural people and welfare activities of women, children and weaker sections of the society.

140 episodes/programmes have been received under the Doordarshan- PSBT association.

AUDIENCE RESEARCH UNIT

Audience Research Wing of Doordarshan called as Audience Research Unit is manned by professional researchers and is involved in studies on various aspects of broadcasting since 1976. The unit has 19 field units all over the country and each field unit is attached with a Doordarshan Kendra. This unit provides research input/support for the programming of Doordarshan. The unit also monitors voluntary feed back received from viewers through letters, Press etc. and maintains a data bank at Directorate as well as Kendra level. Further, it brings out or assists to bring out a compilation of all available information about Doordarshan in the country periodically in the form of Annual Report of Doordarshan/Prasar Bharati.

During the year 2004-05 the Audience Research Unit conducted:

1. Evaluative study on Rural Development programme including Gramin Bharat at 8 places,
2. 2nd round evaluative study on the Health programme 'Kalyani' at 8 places,
3. General TV viewer-ship survey at DDK, Bareilly
4. Revived DART survey for collecting viewer-ship data through diaries since July 04 providing programme rating of DD programmes on weekly basis,
5. Compiled materials/information about Doordarshan for inclusion in the Annual Report of Prasar Bharati and of Ministry of I&B for the year 2004 and
6. Analysed TAM TRP data on weekly basis.

Besides this, an evaluative study on Agricultural programme (Kisan channel) at 12 places and a general TV viewer-ship study at 18 places in the country are in progress.

DART viewer-ship data and programme rating especially in rural audience are very useful for programme development as well as for the agencies who sponsor and provide funds for development/welfare programmes and since no such data on rural audience are available from other agencies including TAM Media research.

The Audience Research Unit proposes to continue the DART and other studies which will bring out the impact and effectiveness of the programmes in terms of knowledge gained, and change in attitude/behaviour, with a view to make the programme more effective and useful.

In view of continuing DART and other programme evaluative studies, utilising TAM data, purchasing IRS and NRS reports etc. the total budgetary requirement will be around 3.5 crores rupees.

ROBOCON INDIA

Robotics is a field born out of the desire to automate. Making things happen by themselves is easier said than done. This is a field of science with varied application ranging from plausible to downright Science Fiction for common man.

Robocon, Kicked off in Tokyo in the year 2002, was organised by Asia Pacific Broadcasters Union, which has membership of more than 100 broadcasters from 50 countries around the world. Doordarshan – India is one of the broadcast members of ABU. Thus, "Doordarshan Robocon India" was born.

Doordarshan Robocon India started in the year 2002 with four teams participating from reputed institutes. This number increased to twelve in 2004.

During the year, DD Robocon 2004 was held on 26th & 27th June 2004 at Nirma University, Ahmedabad. The complete expenditure towards the contest was borne by Nirma University. The student's team from Vivekanand Education Society's Institute of Technology, Mumbai (VVSIT), being the winner of the Doordarshan Trophy, represented India in the 3rd ABU Robocon contest at Seoul (Korea) in September 2004.

FILMS

In 2004 Doordarshan telecast most of the major blockbusters films in Hindi, beginning "Dilwale Dulhaniya Le Jayenge." The films that were shown during the festival season from Dussera to New Year eve featured the blockbusters like "Hum Dil De Chuke Sanam, Kabhi Kushi Kabhi Gum, Kuch Kuch Hota Hai, Mohabateen, Dil To Pagal Hai".

The year also saw DD inviting the offers from right holders of film and acquiring films directly adopting a viable eligibility and rate structure to accommodate films of all hues and colours from fifties-sixties vintage to releases of 2004. The film section was shifted to Mumbai to synergize its activity with the Marketing Division located there in the optimal exploitation of this property in order to maximise its revenue potential for DD.

The year also saw an increase in frequency of films on national network through the introduction of new conceptual slots like "Bioscope" in which a popular Hindi film is shown in three parts on 3 consecutive days with anchoring from 11.00 to 12.00 pm on Monday, Tuesday & Wednesday, and another slot titled "ANMOL FILMOTSAV" in which the retrospective of Raj Kapoor films were shown on every Sunday from 12 noon to 3.00 pm.

DD also started acquiring films for Hindi Belt Network (Delhi+LPT) from 10th of October 2004.

Apart from this, DD continued its policy to award winning regional language feature films with English subtitles which have won the Rajat & Swarna Kamal national awards on its national network.

To up date the acquiring of films from right holders and to maintain the flow of even recent films for its viewers DD will regularly now call for offers of films from right holders. Also encouraged by the popularity of retrospective of artists DD is planning a regular retrospective of Directors and Artists which will include such legendary artists as Guru Dutt to the present heart throb like Shahrukh Khan in 2005.

KASHIR CHANNEL

The Kashir channel was launched on 26th January 2000 initially for 14-1/2 hrs. It was converted into a 24 hours channel with effect from 15th August 2003. The objectives of the Channel are to educate, to inform and to entertain the viewers and above all to popularize the cultural ethos of the land. Emphasis is also laid on mounting "Counter Propaganda" programmes to expose the false Pakistani propaganda. For this purpose, special slots have been earmarked and programmes like -Pukhta Saboot, PTV-Such Kya Hai, Sarhad Ke Do Rukh. Kashmir Nama, Kashmir Now, Dateline Kashmir and Pakistani Reporter are being telecast. Besides this, programmes on entertainment to cater to the aspirations of the people are also telecast.

The Regional News Unit DDK, Srinagar is producing regular News Bulletins in Kashmiri and Urdu, which are being telecast on Kashir Channel as well as on the National Channel.

Efforts continue to be made to attract younger talent in increasing numbers. DDK, Srinagar is acquiring programmes on CBR (Complete Broadcast rights) also. Besides commissioned programmes in dialectical, minority languages

like Pahari, Dogri, Ladhakhi, Punjabi, Gojri, Pushtu, Sheena and Balti are also being telecast on the channel.

Producers empanelled on fast track produced 35 programmes on Counter Propaganda Themes during 2002-2003 to 2003-2004.

Hindi feature films and film-based programmes are also a special feature of the channel.

DEVELOPMENT COMMUNICATION DIVISION (DCD)

The DCD was established in March 2001 with a view to catering to the communication needs of Government Departments and Organizations. It serves as a single-window facility for programme production, generation of creatives, media planning and implementation for the public sector.

DCD has contributed immensely in creating awareness amongst people on various socially relevant issues through its strategic thinking, meticulous planning, consistent efforts and numerous innovations. It has undertaken several media campaigns in accordance with the requirements of the client Departments.

DCD secures funds from Government Ministries and Departments. Collaborations are designed to facilitate regular interface with policy makers, service providers and field staff up to village level for message creation and to share feedback for improvement in the service delivery. The Division demonstrates how media can act as a catalyst to generate demand for better services.

DCD introduced a model of collaboration with target audience to create receptive environment and to achieve greater impact of the communication initiatives. 'Doordarshan Kalyani Health Clubs' (1360 in nos. with 24,980 members) established with the purpose of taking the health programme "Kalyani" beyond TV screen for a continuous debate and feedback is a brilliant example of this initiative.

For the organisation, DCD has addressed issues critical to Public Service Broadcasting. The Division has revived in-house productions in project mode with research-based programming and impact-oriented communication strategy. It has assumed responsibility for upgrading the skills of creative teams, and for enhancing co-ordination among different wings like programming, engineering, administration and research at the headquarters and in the field. Initiatives such as these have led to improvements in infrastructure, streamlined procedures, capacity building and most importantly optimum utilization of existing resources.

DCD's contribution to Public Service Broadcasting has been recognized nationally and internationally. The uninterrupted extension of the Ministry of Health's health campaign Kalyani for 3 years is a shining testimonial to its contribution.

DCD's contributions to HIV/AIDS were presented to the Prime Minister of India in January 2005 and to UN Secretary-General in January 2004.

DOORDARSHAN COMMERCIAL SERVICE

Doordarshan Commercial Service was established for airtime marketing in respect of sponsored programme/ advertisement on Doordarshan w.e.f. 1st January 1976. The main function of commercial division is to accept contracts for the telecast of sponsored programme/ advertisement on Doordarshan. Its other functions are to procure Telecast Certificates from DD Kendras, raise bills for commercials, and collection of payments against those bills, monitoring of outstandings, finalizing the rate card for commercial advertisement / sponsorship, all policy matters concerning commercial activity of Doordarshan, accreditation and registration of agencies, approval of advertisements for telecast etc.

The details of revenue earned during the last 10 years are as under: -

Financial year	Amount (Rs in crore)
1995-1996	430.13
1996-1997	572.72
1997-1998	490.15
1998-1999	399.32
1999-2000	610.29
2000-2001	637.51
2001-2002	615.21
2002-2003	553.81
2003-2004	530.23
2004-2005(till Dec.'04)	371.44
	(Estimate: 525.00)
2005-2006 (Estimated target)	525.00

It also ensures compliance of the advertisements for goods and services telecast on DD with the provisions of the Doordarshan's Advertisement code through a system of prior approval of the storyboard of advertisements etc. Advertisements of cigarettes, tobacco products, liquor, wine and other intoxicants are not accepted.

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% for all agencies. The accredited agencies get a credit facility while the registered agencies make payment in advance.

Administrative Wing

Category of staff	Year	
	2004 Actual	2005-2006 Estimated
Gazetted	3261	4460
Non-gazetted	18522	25258

REVENUE

Doordarshan derives its Revenue from two main sources -

1. Commercial Receipts
2. Other Misc. Receipts

(Rs in lakh)				
S. No.	Source	Actuals 2003-04	Budget Estimates 2004-05	Budget Estimates 2005-06
1.	TV Commercial	53023.00	52500.00	52500.00
2.	Other Misc. Receipts	329.47009	685.54	690.00
	Total	53352.47	53185.54	53190
				53159.544

SUB-HEAD WISE REVENUE EXPENDITURE
Actual expenditure for the year 2003-04

Rs. in Lakh

S. No.	Name of Sub-heads	Plan	Non-Plan	Total
1	Salaries	238.40	25818.79	26057.19
2	Overtime Allowance	9.99	788.05	798.04
3	Domestic TA	21.70	731.06	752.76
4	Foreign TE	0.00	29.59	29.59
5	Office Expenses	280.75	1786.5	2067.25
6	Professional Services (normal)	0.00	0	0
7	Professional Services (North-East)	203.31	0	203.31
8	Professional Services (J&K)	9.99	0	9.99
9	Rent, Rate and Taxes	4.96	745.63	750.59
10	Royalty (North-East)	71.78	0	71.78
11	Royalty (J&K)	29.65	0	29.65
12	Advertising & Publicity	0.00	0	0
13	Satellite Payment	2501.60	0	2501.6
14	Grants in Aid	0.00	0	0
15	Other Admn. Expenses	0.28	8.13	8.41
16	Pensionary Charges	14.87	1835.27	1850.14
17	Minor Works	114.83	607.26	722.09
18	Machinery & Materials	91.83	595.94	687.77
19	Supplies & materials	756.03	2294.73	3050.76
20	Motor Vehicles	40.70	1030.89	1071.59
21	Power Supply	253.32	5176.44	5429.76
22	Armed Guards	12.52	718.62	731.14
23	Other Charges	274.05	777.13	1051.18
24	Leave Salary	9.34	185.34	194.68
25	Scholarship & Stipends	0.00	8.83	8.83
26	Software acquisition/Production	4424.10	0	4424.1
27	Commissioning (J&K)	3312.63	0	3312.63
28	Commissioning (North-East)	2320.94	0	2320.94
29	Revenue Misc. (J&K)	568.17	0	568.17
30	Revenue Misc. (North-East)	133.09	0	133.09
31	DD News	0.00	1960.82	1960.82
Total		15698.83	45099.02	60797.85

EXPENDITURE FROM IE BR (NON-PLAN) 2003-04

S.No.	Name of Sub-heads	Amount (Rs in Lakh)
1	Royalty	568.27
2	Advt. & Publicity	64.37
3	Professional Services	1648.00
4	Payment to Sports Events	13009.32
5	Service Tax	1323.49
	Total	16613.45

PROGRAMME ACTIVITY CLASSIFICATION (REVENUE)

Actual expenditure for the year 2003-04

				(Rs in Lakh)
S.No.	Name of Sub-heads	Plan	Non-Plan	Total
1	Direction & Admn.	76.9	1961.56	2038.46
2	Operation & Maintenance	1773.42	17436.01	19209.43
3	Programme Services	13848.5	42314.90	56163.41
	Total	15699	61712.47	77411.3

Object wise Classification (Capital Section for 2003-04)

			(Rs. in Lakh)
S.No.	Description	Actual expenditure during 2003-04	
1.	Major Works	2210.18	
2.	New Equipment	17556.35	
3.	Expenses met from NLF	—	
	Total	19766.53	
4.	Establishment		
i)	Salaries	1509.70	
ii)	Domestic TE	113.79	
iii)	Office Expenses	214.36	
iv)	Pensionary Charges	64.85	
v)	Leave Salary Contribution	74.39	
vi)	Motor Vehicle	80.73	
vii)	Rent, Rate, Taxes	4.73	
	TOTAL	2062.55	
5.	Arbitration Award	17.19	
	Grand Total	21846.27	

PROGRAMME / ACTIVITYWISE CLASSIFICATION - CAPITAL SECTION

(Rs. in Lakh)

Sl. No.	Description	SBG 2003-04	Actual 2003-04	SBG 2004-05	RE 2004-05	BE 2005-06
1	M&E	55.00	40.60	59.00	42.97	57.0
2	STUDIO	8135.00	7887.95	14624.00	3780.77	12992.00
3	TRANSMITTER	13475.00	6538.06	8466.00	6272.62	9007.00
4	MWS	11645.00	5299.92	8441.00	1752.94	12414.00
5	ESTT.	2296.00	2062.55	2392.00	5415.55	2514.40
6	ARBITRATION	4.00	17.19	18.00	44.15	15.60
7	TOTAL	40000.00	21846.27	34000.00	14309.00	37000.00

PRASAR BHARATI (DOORDARSHAN)

Sub Head Wise classification Revenue Non Plan (Grants-in-aid)

(Rs. in thousand)

S.no.	Name of Sub-head	Actuals 2003-04	SBG 2004-05	RE 2004-05	BE. 2005-06
1	2	3	4	5	6
1	Salaries	2383073	2450000	2554700	2653000
	Medical treatment		0	6378	25000
2	Overtime Allowance	71120	50200	45180	50200
3	Domestic Travel Exps.	66320	45000	40500	45000
4	Foreign Travel Exps.	2959	3000	2700	3000
5	Office Expenses	162706	120000	108000	120000
6	Rent, Rates & Taxes	68839	43800	39420	63800
7	Hospitality	758	725	652	725
8	Tools & Plants	53942	30000	27000	30000
9	Minor Works	55483	30000	27000	30000
10	Motor Vehicles	94371	55000	49500	55000
11	Pensionary Charges	166226	0	0	0
12	Scholarships	693	475	427	475
13	Power supply	454037	450000	450000	456500
14	Armed Guards	60076	52000	46800	52000
15	Other Charges	75586	37500	33750	37500
16	Grant-in-aid to other bodies	0	200	180	200
17	Supplies & Materials	190000	105000	94500	105000
18	DD News	196082	270000	270000	0
19	Leave Salary	3929	0	0	0
	Total	4106200	3742900	3796687	3727400

Expenditure from IEBR (Non Plan)

(Rs. in thousand)

S.no. 1	Name of Sub-head 2	Actuals 2003-04 3	SBG 2004-05 4	RE 2004-05 5	BE. 2005-06 6
1	Royalty	56827	70000	60000	75000
2	Adv. & Publicity	6437	10000	6500	7500
3	Professional Services	164800	190000	150000	200000
4	Payment to Sports Events	1300932	829700	1200000	600000
5	Replacement of Old Vehicles	0	10000	9000	0
6	Service Tax	132349	400000	400000	400000
7	9th Plan Schemes	403702	540000	530450	591500
8	Support to Non-Plan & News	0	443300	972200	1161400
9	Other Payments / Programme related expenditure	0	1900	1900	1000
Total		2065047	2494900	3330050	3036400

PRASAR BHARATI (DOORDARSHAN)

Programme Activity- Wise classification (Revenue Plan & Non Plan)

(Rs. in thousand)

NON-PLAN (GRANTS IN AID & IEBR)

S.no.	Name of Sub-head / Activity	Actuals 2003-04	SBG 2004-05	RE 2004-05	BE. 2005-06
1	Dir. & Admn.	196156	206300	229500	249800
2	Programme Service	4231490	4245900	5057237	4467200
3	Operation & Maintenance	1743601	1785600	1840000	2046800
Grand Total		6171247	6237800	7126737	6763800

PLAN

1	Dir. & Admn.	7690	10000	15000	58515
2	Programme Service	1367194	2680600	1336000	3954180
3	Operation & Maintenance	177342	280400	184600	264580
4	Planning & Development	17657	60000	33500	56225
Grand Total		1569883	3031000	1569100	4333500

PRASAR BHARATI (DOORDARSHAN)
Sub Head Wise classification Revenue Plan

(Rs. in thousand)

S.no. 1	Name of Sub-head 2	Actuals 2003-04 3	SBG 2004-05 4	RE 2004-05 5	BE. 2005-06 6
1	Salaries	32588	67521	45700	58145
	Medical treatment	0	5000	1600	1775
2	Overtime Allowance	1472	2394	2350	4100
3	Domestic Travel Exps.	2698	5880	9025	6550
4	Foreign Travel Exps.	0	0	0	0
5	Office Expenses	30183	30788	25300	31450
6	Rent, Rates & Taxes	673	1711	2500	3690
7	Hospitality	38	72	100	130
8	Tools & Plants	9837	36023	21200	44400
9	Minor Works	11969	35347	22900	45650
10	Motor Vehicles	5056	6035	6140	13125
11	Pensionary Charges	1950	2864	2970	3150
12	Scholarships	0	120	236	310
13	Supplies & Materials	109038	140000	74000	102500
14	Power supply	33913	94811	52379	100525
	Armed Guards	1262	0	2500	5800
	Other Charges	40616	0	22000	11550
15	Satellite Payment	250160	510000	420000	420000
16	Software Acquisition/Production (Normal & Misc.)	442410	1641000	247000	2033500
17	Commissioning of Programmes (J&K)	331263	90000	235400	610300
18	Commissioning of Programmes (NE)	232094	285000	267700	340000
19	Royalty (Normal)	0	0	0	0
20	Royalty (J & K)	2965	0	0	71500
21	Royalty (N E)	7178	24000	50600	50000
22	Advt. & Publicity	0	0	0	0
23	PPSS (J&K)	999	0	15400	313200
24	PPSS (NE)	20331	51000	39700	60000
25	Grants-in-aid	0	0	0	0
26	Leave Salary	1190	1434	2400	2150
Total		1569883	3031000	1569100	4333500