



**MINISTRY OF INFORMATION  
AND  
BROADCASTING**

Annual Report  
2001-2002

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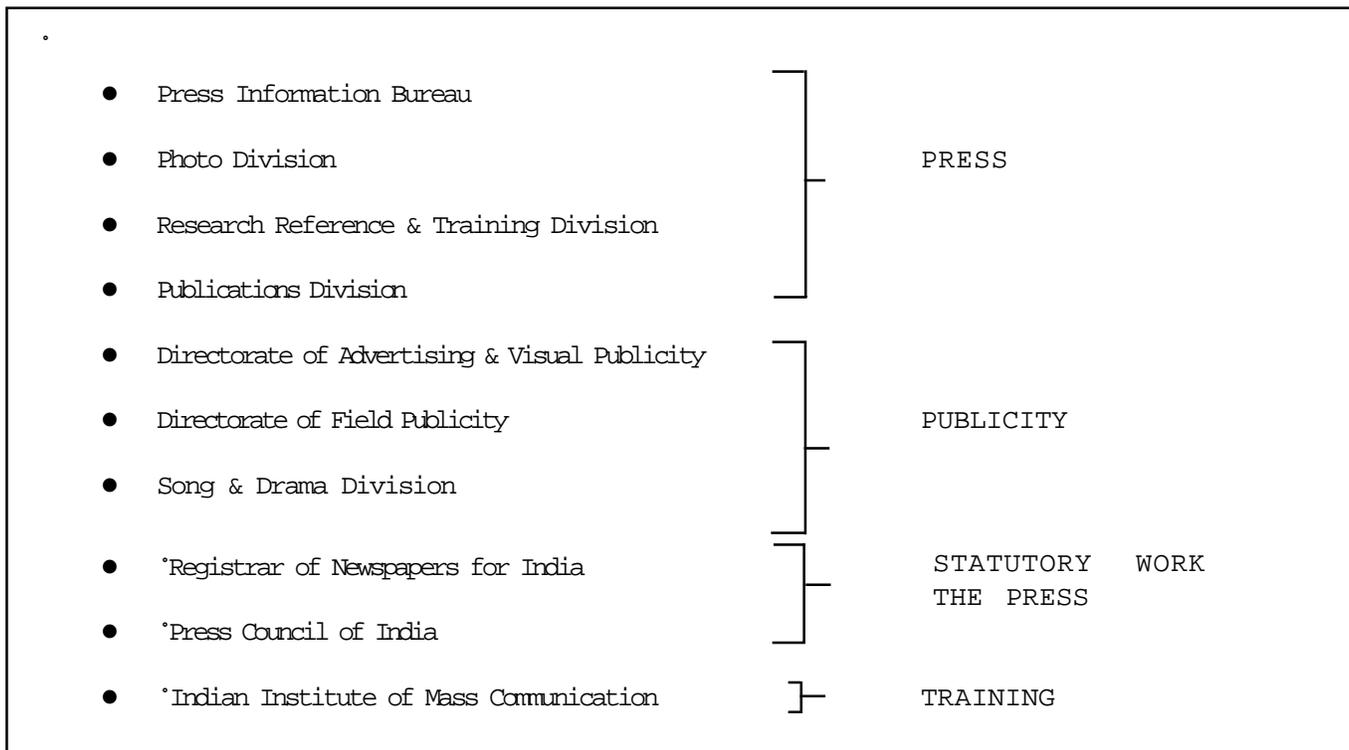
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## OVERVIEW

The Ministry of Information & Broadcasting, through the mass communication media consisting of radio, television, films, the press, publication, advertising and traditional modes of dance and drama during 2001-2002, continued to play an effective role in empowerment of the people by providing free flow of information. It catered to the vital needs of education and entertainment of all sections of the society, striking a careful balance between public interest and commercial needs in its delivery of services. The Ministry is responsible for formulation of policy, rules, regulations and laws relating to the information, broadcasting and film sectors. The Ministry also interacts with its foreign counterparts in order to further international co-operation in the fields of broadcasting, films and the print media.

The activities of the Ministry can broadly be divided into 3 sectors i.e. Broadcasting Sector, the Films Sector, and the Information Sector. The functions of these three sectors are complementary to each other. The specialized media units and other organizations under these sectors perform different functions with a view to ensure that the package of dissemination of information, education and entertainment reaches every nook and corner of the country.

The **Information Wing** under Joint Secretary (Policy & Administration) deals with the policy matters relating to the print media and the Press and Publicity requirements of the Government. The media units engaged in Press and Publicity activities:



The **Broadcast Wing** under Joint Secretary (Broadcasting) handles matters relating to the electronic media. It formulates policies and frames rules and regulations for this sector, which includes public service broadcasting, operation of cable television, private television channels, F.M. channel etc. The organisations under this wing include:

- The Prasar Bharati (Broadcasting Corporation of India) an autonomous body which includes:
  - All India Radio &
  - Doordarshan

- Broadcast Engineering Consultants (India) Ltd. (BECIL)

The **Film Wing** under Joint Secretary (Films) handles matters relating to the films sector. Through its various units, it is involved in the production and distribution of documentary films required for internal and external publicity, development and promotional activities relating to film industry including training, promotion of good cinema, organization of film festivals, import and export regulations etc. This Wing has the following Media Units:

Films Division	- Documentary Production
Central Board of Film Certification	- Certification
National Film Archive of India	- Preservation
National Film Development Corporation	- Film Finance
Film & Television Institute of India, Pune	- Training
Satyajit Ray Film & Television Institute, Kolkata	- Training
Directorate of Film Festival	- Promotion of good cinema
Children's Film Society, India	- Promotion of children's films

The development activities of the Ministry are undertaken under Plan Schemes. The focus of the current plan is to modernize the media units,

computerize their activities and reorient them. An amount of Rs. 878.00 crores has been provided under the Annual Plan 2002-2003.

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### HIGHLIGHTS OF THE YEAR

- Prasar Bharati has instituted the Doordarshan Annual Awards
  - Launch of new edutainment channel "DD Bharati"
  - New FM-II channels started in Delhi, Mumbai, Kolkata and Chennai
  - Dada Saheb Phalke Award for 2000 conferred on Ms Asha Bhonsle on 12th December, 2001
  - Journalists Welfare Fund has been set up
  - SAARC Information Minister's 2nd Conference was attended by a delegation led by Minister of Information & Broadcasting
  - Foundation stone of the National Press Centre was laid by the Hon'ble Prime Minister Shri Atal Bihari Vajpayee on 5th December, 2001
  - Scheme for setting up of museum of print media, films and radio/television was finalized
  - FDI in advertising and film sectors liberalized upto 100%
-

## INITIATIVES

### Review of guidelines relating to Foreign Investment in the Advertising and Film Sectors:

Advertising is considered an extension of the freedom of speech and expression. It serves to inform people about products and services and is as such a corollary to the Right to Information. Consumers gather information about products and services that are available in the market. In a consumer-oriented society, where a variety of products are marketed, the customer needs information in order to make informed decisions. This is especially true in a global economic environment when new products are

launched everyday. India has a mature advertising industry, which can only benefit from interaction with global counterparts. Inflow of investment in this sector will give a fillip to its growth and provide an opportunity to gain technical know-how. With international liaisons, Indian Advertising Companies can become global players.

The entertainment sector, especially the Film Sector, has promising potential. Film Sector provides employment, directly and indirectly to about 5 million people. Film exports have shown phenomenal growth



*The Prime Minister Shri Atal Bihari Vajpayee laying the foundation-stone of the National Press Centre at a function in New Delhi on 5th December, 2001*

in the last three years. This sector has the need for sources of investment through institutionalized financing channels.

In order to provide a fillip to both these growth oriented sectors, foreign investment has been allowed on a relatively liberal scale. In the case of the advertising sector, 74% cap on foreign equity has been followed. In the case of the film sector, foreign investment without any limit had been allowed with certain entry-level restrictions. It has been perceived that more liberal norms for foreign direct investment in these sectors would give a further impetus to their growth process, usher in FDI through a variety of sources and also facilitate technological upgradation.

Any concerns relating to security, cultural values, the country's image projection etc. can be adequately addressed through existing safeguards in terms of the advertising and broadcasting codes for the electronic media and the rules, laws and practices prevalent to regulate production and exhibition of films. The Press Council of India which is a self-regulatory body of the press, has its own guidelines for the print media.

Keeping this in view, a decision has been taken to allow 100% foreign investment without any entry-level restrictions on the automatic approval route.

#### **Construction of National Press Centre in New Delhi:**

Ministry of Information and Broadcasting is planning to set up a world class National Press Centre in New Delhi with state of the art facilities for receipt and dissemination of information to the media. It is proposed to have a Conference Hall with audio-visual presentation facilities/work rooms, press lounge/briefing room, modern telecommunication facilities, recording studios facilities among other facilities.

A plot of land measuring 1.955 acres has been allotted at 7, Raisina Road, New Delhi to Press Information Bureau for setting up the said Press Centre. The Foundation stone for the proposed

National Press Centre was laid by Hon'ble Prime Minister on 5 December, 2001.

#### **Setting up of 'Journalists Welfare Fund'**

The Finance Minister in his Budget Speech 2001 had mentioned about setting up of a Journalists Welfare Fund under the grant of this Ministry. This Ministry has now established a 'Journalists Welfare Fund' with a view to providing immediate relief to the family of journalists who suffer loss of life or permanent disability rendering them incapable of discharging their duties.

The Fund has a corpus of Rs.5 crore. The scheme for setting up of Journalists Welfare Fund and guidelines for its constitution and administration have been notified. The scheme is deemed to have come into force with effect from 1st April 2001. Under the scheme assistance in five cases has already been given during the year.

#### **Private FM Radio Channels**

Through an open auction held in March 2000, twenty nine companies were selected for allocation of 101 FM Radio channels in 40 centres. Letters of Intent in respect of 93 channels were issued to 26 companies. These companies were required to sign the Licence Agreements, valid for 10 years, and submit Bank Guarantees equivalent to the amount of licence fee for the first year, within a period of 75 days. 16 Companies signed the Licence Agreements for 37 channels in 19 cities, and submitted Bank Guarantees amounting Rs 158.75 crore.

Four Private FM Radio Stations have since become operational, at Bangalore, Indore, Ahmedabad, and Lucknow. Licensees for Delhi, Kolkata and Chennai have been granted extension of time by eight months to co-locate their set up on the towers of AIR. FM Licensees for Mumbai have been given 24 months' time to operationalise the co-located set ups, and during this period operationalise individual interim set ups, within 4 months.

Three companies have deposited the licence fees in respect of seven additional stations and an amount of

Rs 26.33 crore has accrued to the Government, as revenue, on account of 'balance of first year's licence fees'.

### **Satellite Uplinking Policy**

Uplinking was not permitted to any private agencies till June 1998, when the Cabinet took decision to liberalise the uplinking policy in phases. In the first phase, Indian companies with at least 80 per cent Indian equity and with Indian management control, and taking foreign exchange from the Government for uplinking their TV channels from abroad, were permitted to uplink, through the Videsh Sanchar Nigam Limited (VSNL).

In the second phase of March 1999, the Cabinet approved that all Indian companies who are broadcasters be permitted uplinking through their own earth stations, without making it mandatory to go through VSNL.

The uplinking policy has been further liberalized on 25 July 2000 as below:

¶ Permit the facility of uplinking from India to Indian news agencies for newsgathering and its further distribution to other news agencies/broadcasters. The Indian news agencies for this purpose would be defined as follows: The Company/Agency must be - (a) Incorporated in India; (b) Accredited by Press Information Bureau (PIB); and (c) 100 per cent owned by Indian(s), with Indian Management Control; (ii) Permit private companies incorporated in India, with permissible foreign NRI/OCB/PIO equity within the same limits as in case of telecom sector, to set up uplinking hubs (teleports) for leasing or hiring out their facilities to broadcasters. As in the telecom sector, foreign direct investment to the extent of 49 per cent would be allowed for this purpose; (iii) Permit the private companies setting up uplinking hubs (teleports) as above to uplink only those TV channels, which are specifically approved or permitted by the Government for uplinking from India; (iv) Permit all TV channels, irrespective of their ownership (including equity structure) or management control, to uplink from India, provided they undertake to comply with the Broadcasting (Programme and

Advertising) Codes laid down by the Ministry of I&B; and (v) Permit such uplinking with both Indian and foreign satellites. However, proposals envisaging the use of Indian satellites will be accorded preferential treatment.

This policy has been implemented successfully, and 54 TV channels have been permitted to uplink from India; 12 companies have been permitted to set up 13 uplinking hubs (teleports) in India; and one company has been permitted to uplink for newsgathering at the main centre and its further distribution to other news agencies/broadcasters.

### **Conditional Access System (CAS)**

A number of complaints are being received from various quarters regarding arbitrary hike in the rate of subscription by the cable operators. In addition, there is no reliable means of verifying actual viewership figures. With a view to ensuring transparency and of allowing the consumers the option of paying only for those channels that they would like to view, the Government is examining the feasibility of mandatory installation of CAS.

A Task Force consisting of representatives of the cable operators, multi-system operators, stakeholders, the consumer groups, etc., constituted to make recommendations on the feasibility and the desirability of introducing the CAS, has submitted its recommendations for examination.

### **Direct to Home Broadcast (DTH)**

The DTH TV service is a service for direct distribution of TV programmes/channels to the subscribers' homes in high frequency Ku band, via a small disc and a decoder/set top box. It was decided to permit DTH service in India, and detailed guidelines of DTH were issued on 15 March 2001. These guidelines provide for safeguards relating to national security, morality and vertical monopoly in distribution and broadcasting of TV services. DTH service provides quality transmission, greater choice for consumers and is well suited to remote and border areas, which cannot be serviced by cable operators.

### **Steps taken for Better Enforcement of various provisions of the Cable Television Networks (Regulation) Act, 1995**

The operation of cable television networks in the country is governed by the provisions of the Cable Television Networks (Regulation) Act, 1995 and the Rules framed thereunder. The programmes of various TV channels, when retransmitted through cable television networks, are required to adhere to the programme/advertisement codes prescribed under the Cable Television Networks Rules, 1994, as amended from time to time, and other provisions of the said Act. The enforcement of the provisions of the Act and the Rules primarily rests with the authorised officers, i.e., District Magistrates, Sub-Divisional Magistrates, Commissioners of Police, and such other officers as may be notified by the Central/State Governments.

In order to facilitate prompt redressal of grievances of cable subscribers, the Chairman of Inter Media Publicity Coordination Committee (IMPCC) of each State has been empowered to receive complaints relating to violation of provisions of the Act and Rules, and to follow them up with the concerned authorised officers for effective redressal. In addition, the Central Government has constituted a Committee, consisting of senior officers of various Ministries, to render advice, when considered essential by the Central Government, on action to be taken in case of specific complaints, or otherwise, under Section 20 of the said Act.

### **Special Package for J&K**

A special package for improvement of Doordarshan and AIR services in the State of Jammu & Kashmir, at an estimated cost of Rs 430 crore, is under implementation. Under the package, All India Radio and Doordarshan will set up new Relay Stations, Transmitters, Studios, Earth Stations, etc., and also upgrade some existing facilities. Most of the projects are expected to be completed by the year 2002. The package also includes development of special software packages, and increase in the transmission time of the Kashmir Channel. On implementation of the package, not only will AIR/DD coverage in

Jammu & Kashmir and the border areas be strengthened, but it will also help to effectively counter anti-India propaganda from across the border.

### **Special Package for N-E Region**

The Government has approved, in principle, a special package of schemes for improvement of Doordarshan and All India Radio services in the North-East Region (including Sikkim), and the Island Territories. The package will be implemented in the Tenth Five Year Plan. Advance action has already been initiated.

### **Tenth Five-Year Plan**

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

#### **All India Radio**

- 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 60 per cent of the population coverage by the end of the Tenth Plan.
- Digitalisation of 50 per cent production facilities by the end of Tenth Plan to ensure good quality convergence-ready content, which will also support interactive Radio.
- Achieve 50 per cent automation of studio facilities. All FM transmitters and all MW transmitters of 20 KW and below to be brought under automation.
- Emphasis on Internet Radio broadcasting, to put all AIR services on the Internet during the Tenth Plan.
- Creation of high quality content with long shelf life, to enable AIR to fulfil its role of Public Service Broadcaster effectively.

#### **Doordarshan**

- Coverage of uncovered areas through multi-channel digital satellite distribution in Ku band – a cost-effective technology.

- Consolidation and strengthening of existing terrestrial network.
  - To digitalise production facilities fully in most of the major Kendras and partially in other Kendras to ensure production and processing of good quality convergence ready content.
  - Full automation of studios at some of the major Kendras and partial automation of studios at other Kendras.
  - Automated operation of the Very Low/Low Power Transmitters and a few High Power Transmitters..
  - To start IT enabled multimedia services like interactive TV, Web-casting, data casting, etc.
  - Creation/acquisition of high quality content having long shelf life, to enable DD to fulfil its role of Public Service Broadcaster effectively.
-

## AUTONOMOUS BODIES/PSUs—BROADCAST SECTOR

Prasar Bharati is the public broadcaster in the country. In keeping with the changing media scenario, Prasar Bharati has taken a number of steps to make the electronic media more effective and competitive.

### A. PRASAR BHARATI (Broadcasting Corporation of India)

Prasar Bharati (Broadcasting Corporation of India) Act, 1990 was enacted by the Parliament in 1990 to provide for the establishment of a Broadcasting

Corporation of India. The Act was brought into force on 15 September 1997 and Prasar Bharati (Broadcasting Corporation of India) was established on 23 November 1997. The composition of the Prasar Bharati Board is as follows:

- (a) Chairman;
- (b) Executive Member;
- (c) Member (Finance);
- (d) Member (Personnel);



*The Minister of Information and Broadcasting Smt. Sushma Swaraj looking at the old radio sets exhibited at the Museum of Radio and Television in New Delhi*

- (e) Six part-time Members;
- (f) Director-General (Akashvani), ex-officio;
- (g) Director-General (Doordarshan), ex-officio;
- (h) One representative of the Union Ministry of Information & Broadcasting, to be nominated by that Ministry; and
- (i) Two representatives of the employees of the Corporation, of whom one shall be elected by the engineering staff from amongst themselves and one shall be elected by the other employees from amongst themselves.

The Ministry of Information & Broadcasting is represented by the Additional Secretary & Financial Adviser in the Ministry. Since persons working in Prasar Bharati continue to be Government employees, employees of the Corporation are not available for representation on the Board.

#### Performance during the year

During the period from 01 April 2001 to 31 January 2002, Prasar Bharati Board took several initiatives and policy decisions. Some of these are:

- Initiatives were taken to increase its revenue resources like hiring out of Prasar Bharati's surplus infrastructural and technical facilities, sharing of infrastructure facilities such as towers, etc., with other broadcasters, providing consultancy services for setting up broadcasting facilities by other broadcasters/service providers, etc. An AIR Resource Centre, has been set up to carry out these activities. A process has also been initiated to invite global tenders for renting out the surplus production facilities of Doordarshan. Initiatives have also been taken to market and sell archival recordings and other programmes so as to generate additional revenues. A Government Business Cell (now renamed as Development Communication Division) has also been set up to liaise with and provide focussed services to different ministries of the Government in organizing campaigns on AIR and DD on various social and developmental issues.
- Doordarshan Annual Awards for excellence in

various disciplines have been instituted to motivate the employees.

- Detailed guidelines have been laid down for acquiring programmes for various Doordarshan channels under different categories, viz., commissioned, sponsored, co-production, acquisition, etc. A comprehensive revision of the rate cards was also taken up to make it more transparent and market-friendly.
- A major restructuring of programmes of DD National, which is the main face of Prasar Bharati, has been carried out with a view to providing more news and information to enhance its role as a public service broadcaster. Accordingly, the satellite News Channel, which had very limited reach, has been closed down and a new channel, viz., DD Bharati, has been launched to provide certain genres of public service programmes, such as children's programmes and programmes on health, art, and culture.
- In order to ensure optimum utilization of resources, particularly in newsgathering in All India Radio and Doordarshan, a new initiative has been taken to bring synergy between the newsgathering set-up of these two organizations.

#### Network Expansion and Upgradation

##### ALL INDIA RADIO

Between April and November of 2001, one new FM radio station was commissioned and 12 MW transmitters were replaced/upgraded. The total number of radio stations now stands at 208 and transmitters at 332 (MW-149, SW-55 and FM-128). In addition, 4 new radio stations are technically ready for commissioning, and 5 more are expected to be ready by March 2002. Also 16 transmitter projects are expected to be technically ready by March 2002. A list of new radio stations and transmitters, already commissioned as well as expected to be ready during 2001-2002 is given at Annexure-I.

##### DOORDARSHAN

Doordarshan commissioned 61 TV transmitters [11

High Power Transmitters (HPT), 23 Low Power Transmitters (LPT), 27 Very Low Power Transmitters (VLPT)] between April and December 2001. 47 of these transmitters are for relay of the National Channel (DD-1), and the remaining 14 transmitters are for relay of the Metro Channel (DD-2). As on 1 January 2002, the total number of Doordarshan transmitters stands at 1,236 (1,130 for DD-1, 101 for DD-2, and 5 others). The satellite uplink from Shimla has been commissioned, using which the High Power and Low Power Transmitters in Himachal Pradesh have been linked to Doordarshan Kendra, Shimla, for operation of the State Network.

Doordarshan also commissioned four new studios at Chandigarh, Dehradun, Mathura and Thrissur, taking the total number of studios to 55.

A list of transmitters commissioned during the year and a statement on the number of studios and transmitters in different states are given at Annexure-II and Annexure-III respectively.

#### **Technological Upgradation and Modernization of Facilities**

Digital technology has been introduced in both AIR and Doordarshan for programme production and transmission. The equipment in major Radio Stations and Doordarshan Kendras have been replaced by state-of-the-art digital equipment. Compact disc players have already been provided in all the major AIR stations. Computerized recording, editing, and playback systems are being introduced in the AIR network. Other major equipment being modernised include console tape recorders, recording/transmission/switching consoles, microphones, etc. In new Radio Stations and Doordarshan Kendras, only state-of-the-art equipment are being installed. The satellite uplink and downlink facilities have mostly been digitised and the remaining ones are also being digitised gradually. Studios equipped with state-of-the-art technical facilities are being readied in the New Broadcasting House complex coming up at Delhi. Several Radio Stations have started stereo broadcasting. Other technology initiatives include: (i) After Delhi, **Radio-on-Demand** services have been commissioned at Chennai, Mumbai, Kolkata and Ahmedabad; ii) The **FM Transmission Manager System**, with software and hardware developed in-house, is under field trials at Lucknow;

(iii) The **Studio Automation System** developed to modernise existing facilities, is being installed at 13 stations initially; (iv) A **CD Archiving System** developed to modernise the archiving at AIR Stations has been installed at Cuttack, Bangalore, Sambalpur, Bikaner and Siliguri so far; and (v) A **News Room Automation System**, for computerised News Gathering and Processing, has been developed by the Research Department of All India Radio. The news gathering module is presently undergoing field trials.

<b>Revenue figures of Prasar Bharati</b>			
<i>(Rs. in crore)</i>			
<b>Year</b>	<b>Doordarshan</b>	<b>All India Radio</b>	<b>Total</b>
1996-97	601.30	87.18	688.54
1997-98	467.51	100.99	568.50
1998-99	419.99	95.66	515.61
1999-2000	496.23	78.55	574.74
2000-2001	637.51	73.90	711.41
2001-2002 (Upto Dec. 2001)	422.20	62.40	484.60

#### **ALL INDIA RADIO**

##### **Major Developments**

- Direct-to-Home digital satellite radio broadcasting launched on 27 February 2002.
- New FM-II channels started in Delhi, Mumbai, Kolkata and Chennai from 1 September 2001.
- A stereo channel with a 10 KW FM transmitter commissioned at Bangalore on 1 September 2001.
- A new Vividh Bharati Channel with a 10 KW FM transmitter commissioned at Siliguri on 10 September 2001.
- The transmitters at Aizawl, Ambikapur, Chennai, Hyderabad, Leh, Gangtok, Ratnagiri, Rohtak, Silchar, Thiruvananthapuram, Tirunelveli and Tura have been replaced with new 20 KW MW transmitters incorporating the latest technology.
- Public Service Broadcasting Awards, for best

### HIGHLIGHTS OF NEWS COVERAGE DURING THE YEAR

- The terrorist attack on the World Trade Center at New York on 11 September 2001, and the consequent war against terrorism in Afghanistan.
- The terrorist attack on the Parliament on 13 December 2001.
- The terrorist attack on the Jammu & Kashmir Legislative Assembly.
- The Agra Summit.
- The visit of the Prime Minister to Malaysia, Iran, Russia, the United States of America, and Great Britain.
- Live broadcast of the address of the Prime Minister to the United Nations General Assembly.
- The assassination of King Birendra of Nepal and other members of the royal family.
- The visits of the British Prime Minister Mr. Tony Blair and the German Chancellor Mr. Gerhard Schroeder.
- The successful launch of India's first Geo-Synchronous Satellite Launch Vehicle [GSLV D-1] and the third Polar Satellite Launch Vehicle [PSLV C-3].
- The WTO conference at Doha.
- General Elections in Bangladesh.
- India winning the Junior World Cup Hockey Championship.
- Presentation of Indira Gandhi Peace Prize to Ms. Mary Robinson, the UN High Commissioner for Human Rights.

programmes on Gandhian Philosophy, and Public Service Broadcasting, instituted. First awards ceremony held on 11 November 2001.

- AIR Resources Centre set up in May 2001.

#### Organisation

All India Radio is headed by a Director General who is assisted by a number of Deputy Directors General in matters related to programme production and management. In technical matters, the Director General is assisted by the Engineer-in-Chief, and a number of Chief Engineers and other officers. There is a Planning and Development Unit in the Directorate General to take care of the development plans of AIR. The Civil Construction Wing manages the construction requirements of both All India Radio and Doordarshan.

All India Radio at present has 208 Radio stations (as on 7 December 2001). A network of 332 transmitters (149 MW, 55 SW, 128 FM) provides radio coverage to a population of 98.82 per cent spread over 89.51 per cent area of the country. All the broadcasting centres of AIR have been networked through satellite for the relay of national and regional programmes.

#### News Services Division

The News Services Division (NSD) of All India Radio puts out 316 news bulletins daily with a total duration of 39 hours and 32 minutes. Of these, 84 news bulletins are broadcast in the Home Service from Delhi with a total duration of 12 hours and 20 minutes. Forty-five Regional News Units (RNUs) generate 139 news bulletins daily for a total duration of 17 hours and 56 minutes, in 64 languages and dialects. In the External Service, AIR broadcasts 64

news bulletins for 8 hours and 47 minutes in 25 languages (Indian and Foreign). The News Services Division also puts out 29 news headlines bulletins daily on the FM channels at Delhi, Mumbai, Kolkata and Chennai, for a duration of 29 minutes. In addition, news bulletins on the hour, and other news-based programmes are broadcast on the new FM-2 channels at Delhi, Mumbai, Kolkata and Chennai. While the hourly news bulletins in Hindi and English are relayed from Delhi, the FM-2 channels at the other three centres broadcast news in the respective regional languages also.

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

A Radio News Exchange Programme with the members of the Asia Pacific Broadcasting Union has helped AIR to broaden its news coverage.

#### **External Services Division**

The External Services Division of AIR has been serving as an important link between India and the rest of the world. The Division ranks high among the External Radio networks of the world, covering about 100 countries in 26 languages, 16 of them foreign, with a programme output of about 71 hours.

The External Services Division continues to broadcast UN News every Saturday, and the broadcasts directed to the SAARC region, the Middle East, and South East Asia, continue to carry the 9.00 P.M. National bulletin in English.

The Division continues to supply recordings of music, spoken word and programmes to about a hundred

countries and foreign broadcasting organizations, under the Cultural Exchange Programme.

#### **Central Monitoring Service**

The Central Monitoring Service is engaged in the task of monitoring news and news-based programmes of important foreign radio and television networks. During the year, the organization, on an average, monitored 60 broadcasts and 65 telecasts from 12 radio and 6 television networks every day.

#### **Central Education Planning Unit**

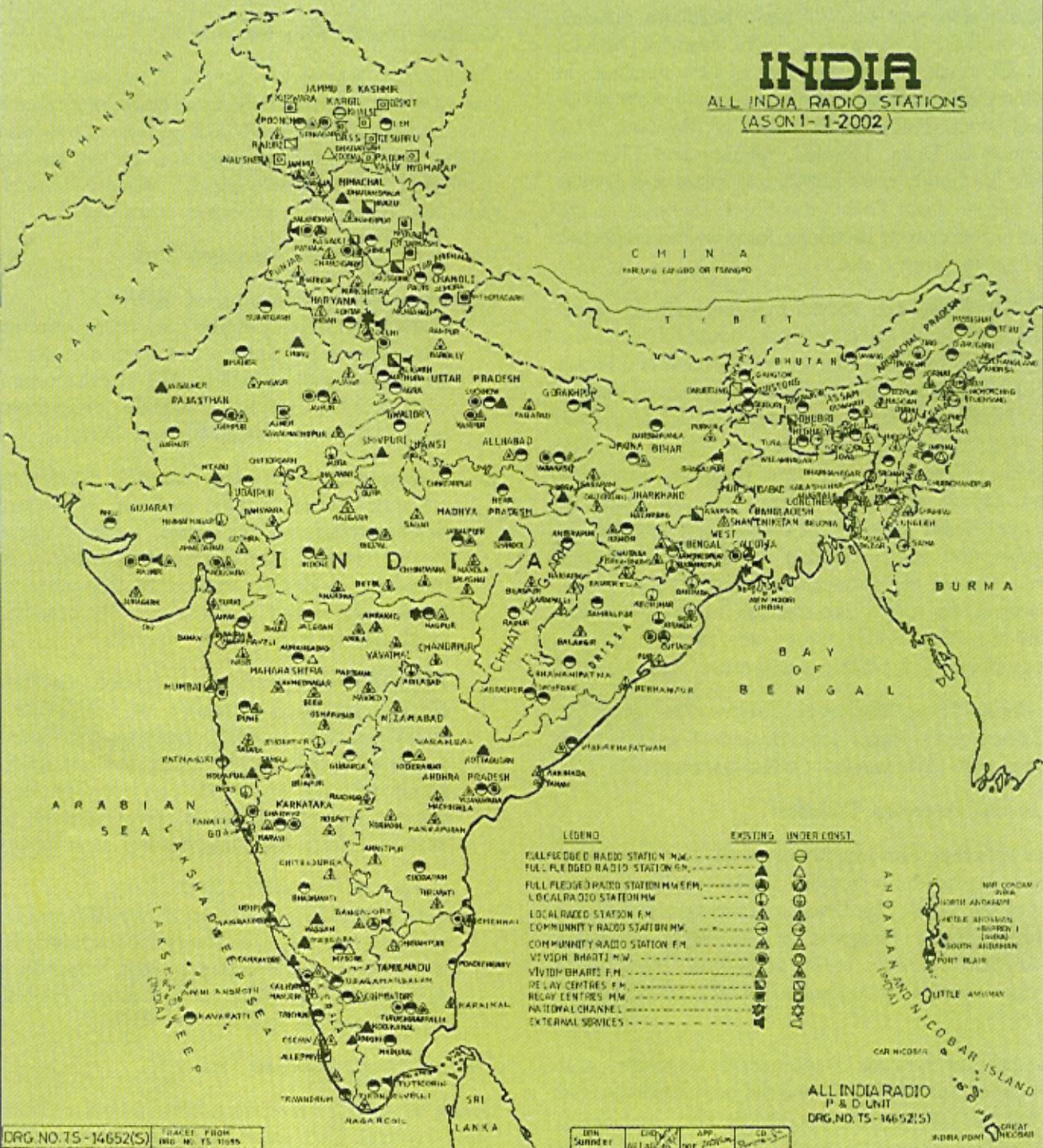
1. **Phone-in-programme of IGNOU:** To make distant education programmes more effective, the phone-in programme has been started from all the primary stations of AIR in collaboration with IGNOU. It is a weekly programme broadcast every Sunday for one hour.
2. **National Science Magazine:** To develop the scientific temper among students, a National Science Magazine in Hindi, called "Vigyan Bharti", is aired every fourth Wednesday of the month. The English version of this magazine programme called 'Radioscope' is broadcast every second Friday of the month.
3. **HIV/AIDS Programme:** In collaboration with BBC, a serialized campaign on HIV/AIDS is being broadcast by AIR, initially from Lucknow, to be later followed by other stations in the Hindi-speaking areas. A one-hour phone-in programme for youth is also planned for broadcast from the Lucknow FM station.
4. **Serial on the Girl Child:** 'Taru', a serial on the Girl Child, prepared jointly by AIR and PCI as part of an awareness campaign for empowerment of women, is being broadcast by AIR stations in Bihar and Madhya Pradesh, from December 2001.

#### **Central Hindi Feature Unit**

During the year 27 features produced by the Central Hindi Features Unit were broadcast. Of these, five features were in the series 'Bharat Ki Sant Parampara', about the lives, works, inspiring incidents and teachings of saints from different parts of the country and belonging to different faiths. Special

# INDIA

## ALL INDIA RADIO STATIONS (AS ON 1-1-2002)



### LEGEND

	EXISTING	UNDER CONST.
FULL PLEDGED RADIO STATION MW	⊙	⊕
FULL PLEDGED RADIO STATION FM	⊙	⊕
FULL PLEDGED RADIO STATION MW FM	⊙	⊕
LOCAL RADIO STATION MW	⊙	⊕
LOCAL RADIO STATION FM	⊙	⊕
COMMUNITY RADIO STATION MW	⊙	⊕
COMMUNITY RADIO STATION FM	⊙	⊕
VIVIDH BHARTI MW	⊙	⊕
VIVIDH BHARTI FM	⊙	⊕
RE-LAY CENTRES FM	⊙	⊕
NATIONAL CHANNEL	⊙	⊕
EXTERNAL SERVICES	⊙	⊕

ALL INDIA RADIO  
P & D UNIT  
DRG. NO. TS-14652(S)

DRG. NO. TS-14652(S) TRACE FROM IND. NO. TS-1095

DRG. NO. TS-14652(S)

ANDAMAN AND NICOBAR ISLANDS  
MIR CODAR  
NORTH ANDAMAN  
PITELI ANDAMAN  
NORTH I  
SOUTH ANDAMAN  
PORT BLAIR  
OUTLE ANDAMAN  
CAR NICOBAR  
GREAT NICOBAR  
INDRA POINT

features in the series 'Sambhavanaon Ki Dehri Par' were broadcast on the new States of Uttaranchal, Jharkhand, and Chhattisgarh. Monthly features to commemorate the 'Year of Empowerment of Women', and programmes on varied subjects such as rural development ('Muskurate Gaon'), artificial human organs ('Kritrim Angon Ka Sansar'), natural disaster management ('Prakritik Aapadayen Aur Sansar'), etc., were also broadcast on the National hook-up.

### **Central English Features Unit**

The Unit produced a number of notable programmes to mark the Women's Empowerment Year, such as 'Water Wardens', dealing with water management by rural women and a programme on Women Freedom Fighters from Vidarbha. The programme entitled 'I Still Need Help' was on the Rights of the Child while a feature entitled 'The Journey of Supreme Justice', was broadcast to commemorate 50 years of the Supreme Court of India.

The Unit with AIR Rajkot shared the first Prasar Bharati Award for Public Service Broadcasting, for its feature 'Hope Lives On', produced in the aftermath of the Gujarat earthquake.

### **Farm and Home Programmes**

All stations of All India Radio broadcast Farm & Home programmes directed at rural audiences. Programmes on sustainable agriculture, biotechnology, water conservation, environment protection, disaster management, role of panchayats in rural development, etc., are broadcast regularly. Farm & Home units function at most AIR stations.

### **Family Welfare**

All AIR Stations broadcast family welfare programmes in the regional languages/ dialects of our country. Full-fledged family welfare units are functional in 22 AIR Stations. In support of the national effort against HIV/AIDS, All India Radio broadcast special programmes like 'Kavya Natika', seminars, plays, phone-ins, interviews with affected persons, etc. The Akashvani Annual Awards include one award on family welfare.

### **Programmes for Children**

All stations regularly broadcast programmes for children. Programmes on the health and care of the mother and the child, reduction of infant and maternal mortality rates, universal immunization, and primary health education form a regular part of AIR broadcasts. Special programmes are broadcast focussing on the status and importance of the girl child.

Children participate in the programmes for rural children, broadcast once a week from stations having Farm & Home Units. Workshops are organised to sensitise AIR programmers on issues like child prostitution, education, child labour, child development & protection of the rights of children, gender issues, sexual exploitation, etc.

### **Programmes for Women**

AIR stations broadcast programmes for rural as well as urban women. The programmes directed at women 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, etc. These programmes also aim at creating wide social awareness about the rights and privileges of women through the propagation of legal literacy.

### **Music**

Around 40 per cent of the total broadcast on AIR comprises music, which includes Classical Music, Light, Folk, Film and Music of various regional languages. The National Programme of Music from 10 PM to 11 PM on Saturdays and the Ravivasariya Akhil Bharatiya Sang Sabha on Sundays at the same time are prestigious programmes of this genre.

The Annual Akashvani Sangeet Sammelan concerts were held on 13 October 2001 at 17 places, and featured 39 artistes. Some of the eminent and upcoming artistes featured in the year's concerts were Ustad Rashid Khan, Umayalpuram K. Sivaraman, Sangeetha Sivakumar, P.S. Narayana Swamy, Malladi Brothers, Pandit Rajan & Sajan Mishra, Pandit Sunil Mukherjee, Vidushi Savita Devi, M. Kodanda Ram, Peeri Sreeramamurthy, etc.

### **Drama**

More than 80 stations of AIR broadcast plays in various languages. Radio adaptations of outstanding novels, short stories and stage plays are also broadcast. Besides original plays, AIR stations regularly broadcast family dramas with the object of eradicating deep-rooted social evils and blind beliefs prevailing in the society. Serials projecting current socio-economic issues like unemployment, illiteracy, environmental pollution, problems of the girl child, etc., are also broadcast on a regular basis.

### **Sports**

During 2001-2002, All India Radio provided effective coverage to International and National sporting events held in India. Some of the notable ones are:

The Wimbledon Tennis Championship

The Triangular Cricket Series matches held in Sri Lanka and Zimbabwe

The Millennium Cup Football Tournament

The Indo-German Hockey Test Series in India

The Thomas Cup and the Uber Cup Badminton Championships in Delhi

The First SAARC Basketball Championship for Men at Guwahati

The 15th Commonwealth Table Tennis Championship at Delhi

The World Professional Billiards Championship at Mumbai

AIR also encourages traditional games like Kabaddi and Kho-Kho through broadcast of running commentaries, radio reports, etc.

### **National Channel**

Started on 18 May 1988, the National Channel of All India Radio works as a night service from 6.50 PM to 6.10 AM. It covers 64 per cent of the area and about 76 per cent of the population of the country. The programme complexion of the channel has been designed to make it representative of the varied cultural mosaic and ethos of the nation as a whole. To maintain the national character of the

channel and quality of the programme, all types of recordings from every corner of the country through different local and regional AIR Stations are procured continuously. Hourly news bulletins, alternatively in Hindi and English, are broadcast throughout the night.

### **Akashvani Annual Awards**

All India Radio presents the Akashvani Annual Awards to outstanding broadcasts of every calendar year in different disciplines and subjects. There are special prizes for Yuva Vani, Special Topic Documentary and the Lassa Kaul Award for the best programme on National Integration. Trophies are also given to the stations winning the first prize in each programme category. In the year 2001, the Awards ceremony was held at Lucknow on 26 August 2001, when the Prime Minister presented the awards.

### **Public Service Broadcasting Awards**

To mark the occasion of Mahatma Gandhi's only visit to All India Radio on 12 November 1947, two new annual awards on Gandhian Philosophy, and Public Service Broadcasting have been instituted. The first awards ceremony was held on 12 November 2001.

### **Research and Development**

The Research Department of All India Radio is engaged in Research and Development of state-of-the-art technology in Radio Broadcasting. The technical activities undertaken in various laboratories from April 2001 till date and the expected activities till March 2002 are as follows:

#### **(i) Radio-on-Demand**

A radio-on-Demand service operational in the capital for the last two years is very popular. Similar systems have been commissioned at Chennai, Mumbai, Kolkata and Ahmedabad.

#### **(ii) FM Transmission Manager**

This System, with software and hardware developed in-house, is under field trials at Lucknow.

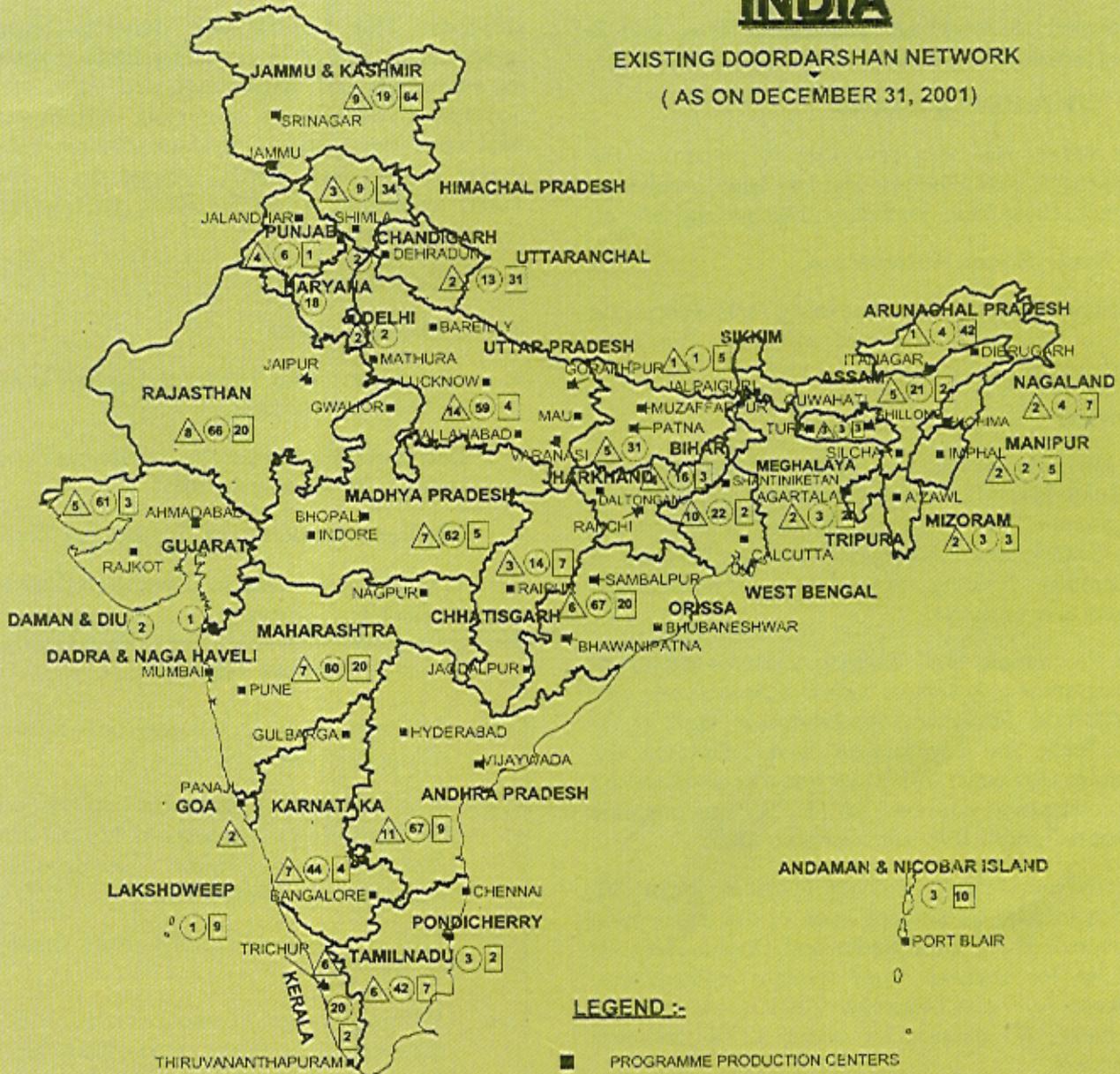
#### **(iii) Studio Automation System**

The Digital Studio Automation System has been

# INDIA

## EXISTING DOORDARSHAN NETWORK

(AS ON DECEMBER 31, 2001)



### LEGEND :-

- PROGRAMME PRODUCTION CENTERS
- △ HIGH POWER TRANSMITTERS
- LOW POWER TRANSMITTERS
- VLPT's / TRANSPOERS

developed to modernize existing facilities, and is being installed at 13 stations initially.

#### (iv) CD Archiving System

This system has been developed to modernize the archiving at AIR Stations, and has been installed at Cuttack, Bangalore, Sambalpur, Bikaner and Siliguri.

#### (v) News Room Automation

A computerized News Gathering and Processing System has been developed in-house. The news gathering module is presently undergoing field trials.

#### Training

All India Radio has two Technical Staff Training Institutes [STI (T)], at Delhi and Bhubaneswar, two Programme Staff Training Institutes [STI (P)] at Delhi and Cuttack, and five Regional Training Institutes at Hyderabad, Shillong, Ahmedabad, Thiruvananthapuram and Lucknow.

The Programme Staff Training Institutes impart in-service training to various cadres of Programme staff of All India Radio and Administrative Staff of All India Radio and Doordarshan. During the year, the Institutes conducted 109 programme courses and 53 administrative courses for 1,739 programme personnel and 1,095 administrative staff.

The Technical Staff Training Institutes impart in-service training to different levels of the engineering personnel of All India Radio and Doordarshan, as well as for trainees from foreign organisations. Between April and December 2001, these Institutes conducted 83 courses for about 1,000 technical personnel.

#### AIR Resources

Prasar Bharati has set up the AIR Resources Centre at Delhi with the objective of generating revenues by undertaking profitable ventures in the fields of broadcasting, computers and communications. All India Radio and Doordarshan have a vast reservoir of resources, as technical and other infrastructure, and as human resources with technical expertise in broadcasting and related fields. AIR Resources aims to become the premier national and global provider of broadcast transmission infrastructure and related

services. The Centre will develop business opportunities related to providing turnkey solutions in setting up FM transmitters and other similar activities. Soon after its institution, AIR Resources finalized a Memorandum of Understanding between Prasar Bharati and IGNOU, signed on 2 August 2001, for setting up 40 FM Radio stations for the Gyan Vani Channel.

#### DOORDARSHAN

##### Major Developments

- State Network for Himachal Pradesh launched on 6 November 2001.
- Inaugural Doordarshan Annual Awards Function held on 19 December 2001.
- DD-Bharati launched on 26 January 2002.
- Studios commissioned at Chandigarh, Dehradun, Mathura and Thrissur.

##### Telecast Highlights

- Live coverage of General and Railway Budgets in February 2001.
- Live coverage, exit polls and election analyses for the elections in Assam, West Bengal, Tamil Nadu, Kerala, and Pondicherry in May 2001.
- Live coverage of Indo-Pak Agra Summit in July 2001.
- Widest coverage, in association with CNN, for the terrorist attack on the World Trade Center at New York on 11 September 2001, and its fall-out.
- Extensive coverage of the terrorist attack on Parliament on 13 December 2001.

#### Organisation

Television programmes were introduced in Delhi in 1959 and were extended to a second city only in 1972. By the middle of the 1970s there were only seven TV centres in the country. Television was separated from All India Radio in April 1976 and Doordarshan came into existence. National

programmes were introduced in 1982 and from then onwards there has been steady progress with more and more transmitters and programme production centres established across the length and breadth of the country.

Doordarshan is headed by a Director General. Maintenance and expansion of its technical infrastructure is managed by the Engineering Wing, which is headed by an Engineer-in-Chief. The Programme and News Wings have a number of Deputy Director Generals and other officers to manage programming and news coverage. The Administration Wing is headed by an Additional Director General and the Finance Wing by a Deputy Director General.

#### **Doordarshan Channels**

Doordarshan operates 22 channels - Five All India Channels, 11 Regional Language Channels, 5 State Networks and an International Channel.

#### **All India Channels**

DD-1 - National Channel

DD-2 - Metro Entertainment Channel

DD-Sports

DD-Bharati - All India Entertainment Channel

DD-Gyan Darshan - Educational Channel in collaboration with Ministry of Human Resource Development.

#### **Regional Language Satellite Channels**

DD-4 - Malayalam

DD-5 - Podigai - Tamil

DD-6 - Oriya

DD-7 - Bengali

DD-8 - Telugu

DD-9 - Chandana - Kannada

DD-10 - Sahyadri - Marathi

DD-11 - Gujarati

DD-12 - Kashmiri

DD-13 - North East - Languages of the North-East

DD-18 - Punjabi

#### **State Networks**

DD-14 - Rajasthan

DD-15 - Madhya Pradesh

DD-16 - Uttar Pradesh

DD-17 - Bihar

DD-19 - Himachal Pradesh

#### **International Channel**

DD-World

#### **National Channel**

The National Network (DD-1) aims at promoting National Integration, and telecasts informative, educational and entertainment programmes. Telecasts are available in the terrestrial mode from 5.30 in the morning to 5 minutes past midnight, and round-the-clock in the satellite mode. As of November 2001, 1,130 transmitters of varying power relay DD-1 programmes in the terrestrial mode. It is estimated that the terrestrial transmissions are available to approximately 89 per cent of the country's population.

Telecast schedules are so devised that most of the educational programmes are aired during morning hours, family-oriented programmes in the afternoons, prime-time entertainment programmes, including serials and feature films, in the evenings, and late-night programmes are devoted to current affairs. Sports activities are covered during the Sports Hour telecast in the afternoons.

Different linguistic zones have windows in the National Channel for telecast of developmental programmes, news and current affairs, and entertainment programmes in the respective languages, reflecting the idiom and culture of those regions.

#### **Metro Channel**

DD-Metro came into existence as an entertainment channel. The thrust of programming is, therefore, on entertainment. Efforts are made to procure

programmes, which provide quality entertainment. At present entertainment programmes covering a wide spectrum of topics are telecast on the channel. The programmes telecast on the channel include detective serials, fiction, sitcoms, talent hunt shows, tele-shopping, variety shows with private albums & film songs, family drama, puppet shows, animations and other variety shows for children, talk shows, programmes for the youth, news-based programmes, music - light, devotional, and others - shows, etc.

The revamping exercise undertaken during the previous year to counter the challenge posed by private channels yielded significant results, improving reception and TRP ratings of DD-Metro. High-quality animations and other programmes, including the BBC programme 'Teletubbies', have been telecast in the special time band of two hours for little children.

The terrestrial network of transmitters for relay of DD-Metro Channel is being expanded.

#### **DD-Bharati**

This new edutainment channel launched by Prasar Bharati on 26 January 2002 is available in the satellite mode, on the PAS-10 satellite, in the band that carried the DD-News Channel.

The Channel focusses on health, children, music, dance and heritage, with special emphasis on the Indian way of life. It carries programmes on yoga, meditation, alternative systems of medicine, aerobics and other aspects of health care in the Health Segment every day. It holds a daily Children and Youth Segment featuring programmes for the young such as cartoons, talent hunt shows, wildlife films, news magazines by and for children, campus scenes, counselling shows, etc. The Channel also offers music, dance, travel and tourism shows, programmes on heritage, and literature.

#### **News And Current Affairs**

To disseminate the latest news throughout the world (through DD-World), 25 bulletins, including News Headlines, are telecast every day from Delhi. Doordarshan is also feeding news capsules to CNB and ABU on a daily basis.

#### **DD Sports Channel**

DD Sports caters to millions of sports-lovers, not only in India but also abroad. It is available on the PAS-4 satellite, having footprints in 34 countries of the Middle East, the CIS and the neighbouring Region, Europe and Africa. During the year, a number of major national and international sports events were telecast, live, deferred-live or recorded, including cricket matches organized by BCCI, the Gold Flake Open Tennis Tournament, the Davis Cup Tennis matches, the All England Badminton Championship, the Commonwealth Table Tennis Championship, etc.

#### **DD-World**

Doordarshan opened its windows to the world by launching its International Channel on 14 March 1995. It was a modest beginning with a transmission of three hours daily, five days a week. Daily service was introduced in July 1996, and the transmission hours were extended to 18 in November 1996. The Channel began 24 hours transmission from 27 December 1999. DD-World is now being distributed through DTH and cable networks in Asia, Europe, Africa, the USA and Canada.

The channel telecasts 16 hours of fresh programming every day. The programming offers an update on Indian social, cultural, political, and economic scenes. The channel carries five news bulletins, features on topical events and discussions on issues of international significance. It also beams many Indian entertainment programmes, serials, theatre, music and dance besides a feature film daily. In addition to programmes in Hindi and English, programmes in Punjabi, Urdu, Telugu, Tamil, Kannada, Malayalam, Gujarati and Marathi are also offered.

#### **Educational TV Programmes**

Doordarshan has always given priority to educational programmes to improve the quality of life of the people, especially the disadvantaged, by disseminating knowledge. The school telecast started from Delhi in 1961. Programmes produced by State Institutes of Education are telecast in Hindi, Marathi, Gujarati, Oriya, and Telugu, in the respective language zones. The National Network (DD-1) telecasts programmes for different levels of students, including secondary and higher education levels, at specified times.

### **Gyan Darshan Channel**

The Gyan Darshan Channel, started on 26 January 2000 in collaboration with the Ministry of Human Resource Development and Indira Gandhi National Open University (IGNOU) telecasts programmes covering primary, secondary, and university-level education, technical and vocational training, and also general subjects such as health, environment, arts, tourism, etc. These programmes are sourced from University Grants Commission/Consortium of Educational Communication (UGC/CEC), IGNOU, Central Institute of Educational Technology/State Institute of Educational Technology (CIET/SIET), National Open School (NOS), Directorate of Adult Education (DAE), etc.

The curriculum-based as well as career-based programmes targeting various groups of learners are balanced with time-slots for special programmes on art, culture, science, technology, etc., having a wider appeal across different age groups. The Channel also offers a 'window to the world' through programmes acquired from foreign sources. A unique feature of the channel is the high degree of interactivity. Learners of all categories can 'phone-in' and seek clarifications. This is the first educational channel of India.

### **Regional Channels**

All Doordarshan Kendras generate programmes in their respective regional languages. Major Kendras can produce about 35 hours of original programmes every week. Rural development is emphasised in the Regional Service and programmes on agriculture, health, family planning and environment are telecast regularly. Entertainment programmes include serials, feature films, dance and music. With satellite uplinking, it has been possible to provide common programmes for viewers in all the larger states.

### **Regional Language Satellite Channels**

The 11 Regional Language Satellite Channels show programmes in the respective regional languages in addition to the regional programmes telecast by Regional Kendras, and can be seen anywhere in the country with the help of an appropriate dish-antenna system.

### **North East Channel**

The 24 hours North East Satellite Channel was started in December 2000 as a major initiative for reaching Doordarshan to more viewers and for providing better quality coverage for Doordarshan programmes in the hilly and difficult terrain of the North Eastern region. A number of programmes on developmental themes, cross-border terrorism, militancy, narco-terrorism, programmes on events and achievements of the region, and serials based on award-winning novels from the North-Eastern region, are under production, to be telecast not only on the North-East Satellite Channel and from all the Doordarshan Kendras in the region, but also on DD-1 and DD-2 in order to showcase the North-Eastern region on a National level.

### **Kashir Channel**

The Kashir Channel for the people of Jammu and Kashmir attempts to promote national integration through wholesome entertainment that is credible, non-propagandist, educative, simple and direct, and attractive. Apart from a number of entertainment programmes including feature films, news bulletins in Kashmiri and Urdu, the news magazines are also telecast, presenting the correct perspectives on various issues, as against the false propaganda spread from elsewhere.

### **Films**

In 1999, a New Film Policy for telecast of Hindi feature films on DD-1 and DD-2 was formulated on Minimum Guarantee/ Sponsorship basis in order to maximise revenue and increase the popularity of the channel. During the year 2001-2002, Block-Buster Hindi feature films such as 'Sirf Tum', 'Damini', 'Prahar', 'Major Saab', 'Raja Hindustani', etc., were telecast, earning a good response from the viewers as well as a good amount of revenue for Doordarshan. Apart from Hindi and Regional languages films, Doordarshan telecast English films every Friday on DD-2. Efforts are made to telecast films on socially relevant themes.

### **Commercial Service**

Commercial advertisements were introduced on Doordarshan from 1 January 1976. Besides the

work relating to advertisements, the Doordarshan Commercial Service is also involved in billing of commercial time, collection of payments, finalisation of rates, etc., for sponsorship, telecast fee, spot rate and minimum guarantee programmes.

Doordarshan telecasts advertisements for goods and services, but the acceptance of advertisements is governed by a comprehensive code. Advertisements of cigarettes, tobacco products, liquor, wine and other intoxicants are not accepted. However, surrogate advertising is allowed.

Normally, advertisements in Hindi are telecast on the National Network while advertisements in regional languages are telecast on the Regional Channels. Bookings are normally accepted through registered and accredited agencies. The agency commission is 15 per cent for all agencies. While accredited agencies get a credit facility, registered agencies make payments in advance.

#### **Audience Research**

The Audience Research Units at various Doordarshan Kendras regularly analyse viewer feedback to assess programme quality vis-a-vis viewer interests, and also serve as data banks. Since August 2001, field surveys have been started to assess the extent of Doordarshan viewership vis-a-vis private TV channels, and programme ratings are provided to advertisers and producers regularly. Prasar Bharati has an agreement with TAM Media Research Private Limited for supply of viewership data from 27 cities (or 15 markets). The TAM viewership data is also used to rate different programmes for the benefit of programme managers and advertisers.

#### **Government Business Cell**

Being an autonomous body, Prasar Bharati is expected to generate a sizeable revenue for its operational and other expenses, even as it functions as the public service broadcaster in the country. In order to meet these twin objectives, a Government Business Cell has been created in Prasar Bharati. This Cell is responsible for marketing the capabilities

of Prasar Bharati, as a production house and as the public service broadcaster, to the Government Ministries and Departments.

Beginning March 2001, this Cell has undertaken a countrywide campaign to highlight the various schemes of the Ministry of Rural Development. Programmes under the Rural Development Campaign are being broadcast in 6 lakh villages of 600 districts in 29 languages/dialects. Around 2000 Prasar Bharati personnel from 150 AIR Stations and 32 Doordarshan Kendras are involved in the Campaign, for which approximately 750 programmes and 325 spots have been produced by 15 November 2001.

The Government Business Cell is also undertaking a bi-media campaign on HIV/AIDS in collaboration with the Ministry of Health & Family Welfare, BEC and NACO.

#### **Doordarshan Marketing Division**

In view of the highly competitive TV broadcasting scenario, Doordarshan has set up a full-fledged marketing division, with units at Mumbai and Chennai.

Apart from generating business to the tune of Rs 20 crore from April to November 2001 through effective marketing of programmes, the division has been able to provide advertising support to the regional kendras at Hyderabad, Bangalore and Thiruvananthapuram.

#### **Doordarshan Annual Awards**

Prasar Bharati has instituted the Doordarshan Annual Awards to promote excellence in television programming within Doordarshan. The inaugural Awards function was held on 19 December 2001.

#### **BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED**

Broadcast Engineering Consultants India Limited (BECIL) was established in the year 1995 as a Government of India Enterprise under Indian Companies Act, 1956. The paid-up capital of Rs 136.5 lakh in the form of equity is wholly owned by the Government of India. The Company undertakes consultancy and turnkey jobs in the various fields of

broadcast engineering, relating to acoustics, audio and video systems, satellite uplinking and downlinking, video conferencing, ISP Gateways, etc. BECIL integrates the expertise of All India Radio and Doordarshan, and offers flexible tailor-made solutions in building AM/FM broadcast centers, TV and Satellite

Stations. Since its inception on 24 March 1995, BECIL has made significant progress in its performance by undertaking jobs in India and overseas for public and private broadcasters and also other agencies. During the year ended 31 March 2001, the Company posted an operating profit and net profit of Rs 146 lakh and Rs 88 lakh respectively.

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**ALL INDIA RADIO**  
**Projects Commissioned During 2001-2002**

ANNEXURE-I

Sl. No.	Location	Transmitter	
		Power	Type

## RADIO STATIONS:

**A. Commissioned**

1. Siliguri (West Bengal) 10 KW FM

**B. Technically Ready**

2. Soro (Orissa) 1 KW M W  
 3. Shantiniketan (West Bengal) 3 KW FM  
 4. Himmatnagar (Gujarat) 1 KW M W  
 5. Rajgarh (Madhya Pradesh) 3 KW FM

**C. To be ready by March 2002**

6. Saraipalli (Andhra Pradesh) 1 KW FM  
 7. Mandla (Madhya Pradesh) 1 KW FM  
 8. Manjeri (Kerala) 3 KW FM  
 9. Macherla (Andhra Pradesh) 3 KW FM  
 10. Dharmapuri (Tamil Nadu) 10 KW FM

## TRANSMITTERS

**A. Completed**

1. Stereo FM Channel, Bangalore (Karnataka) 10 KW FM  
 2. Ambikapur (Madhya Pradesh) 20 KW M W  
 3. Aizawl (Mizoram) 20 KW M W  
 4. Chennai (Tamil Nadu) 20 KW M W

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5.	Gangtok (Sikkim)	20 KW	M W
6.	Hyderabad (Andhra Pradesh)	20 KW	M W
7.	Leh (Jammu & Kashmir)	20 KW	M W
8.	Ratnagiri (Maharashtra)	20 KW	M W
9.	Rohtak (Haryana)	20 KW	M W
10.	Silchar (Assam)	20 KW	M W
11.	Thiruvananthapuram (Kerala)	20 KW	M W
12.	Tirunelveli (Tamil Nadu)	20 KW	M W
13.	Tura (Meghalaya)	20 KW	M W

**B. To be ready by March 2002**

14.	Vadodara (Gujarat)	10 KW	F M
15.	Shillong (Meghalaya)	10 KW	F M
16.	Kozhikode (Kerala)	10 KW	F M
17.	Dharwad (Karnataka)	10 KW	F M
18.	Mangalore (Karnataka)	10 KW	F M
19.	Mysore (Karnataka)	10 KW	F M
20.	Aizawl (Mizoram)	6 KW	F M
21.	Indore (Madhya Pradesh)	200 KW	M W
22.	Nagpur (Maharashtra)	300 KW	M W
23.	Cuttack (Orissa)	300 KW	M W
24.	Jodhpur (Rajasthan)	300 KW	M W
25.	Imphal (Manipur)	300 KW	M W
26.	Port Blair (A&N Islands)	100 KW	M W
27.	Kohima (Nagaland)	100 KW	M W
28.	Aligarh (Uttar Pradesh)	2 X 250 KW	S W
29.	Jammu (Jammu & Kashmir)	50 KW	S W

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## DOORDARSHAN

ANNEXURE-II

## Projects Commissioned During 2001-2002 up to 01.01.2002

STATE	LOCATION	STATE	LOCATION
<b>ANDHRA PRADESH</b>			VLPT MAHORE
	HPT WARANGAL		VLPT MANSUR
	LPT NARSARAOPET (DD II)		VLPT NOWGAM
	LPT VISHAKHAPATNAM (DD II)		VLPT PANAMIK
	VLPT KANIGIRI		VLPT PANIKER
	VLPT DUTTALUR		VLPT RAMKOT
			VLPT RAMNAGAR
<b>BIHAR</b>			VLPT RINGDOM GOMPA
	LPT BANKA		VLPT SAKTI
	LPT KISHANGANJ		VLPT SONMARG
<b>CHANDIGARH</b>			VLPT SUNDERBANI
	STUDIO CHANDIGARH		VLPT TREGAM
<b>HARYANA</b>			VLPT ZANGLA
	LPT AMBALA (DD II)		VLPT KARGIL (DD II)
	LPT KURUKSHETRA (DD II)	<b>JHARKHAND</b>	
<b>JAMMU &amp; KASHMIR</b>			HPT JAMSHEDPUR
	HPT POONCH(DD II) (INT.)	<b>KARNATAKA</b>	
	LPT AWANTIPURA (MOBILE)		HPT MANGALORE
	LPT CHOWKIBAL (MOBILE)		LPT DHARWAD(DD II)
	LPT FATULA (MOBILE)	<b>KERALA</b>	
	LPT KULGAM (MOBILE)		STUDIO TRICHUR
	LPT QASIGUND (MOBILE)		HPT CANNANORE (INT.)
	LPT RAJDHANI PASS (MOBILE)	<b>MADHYA PRADESH</b>	
	LPT UDHAMPUR		HPT JABALPUR(DD II)
	VLPT ABRAN		VLPT ALOT
	VLPT BANIHAL	<b>MAHARASHTRA</b>	
	VLPT BILAWAR		LPT SOLAPUR(DD II)
	VLPT DAH	<b>MANIPUR</b>	
	VLPT DOMCHUK		HPT CHURACHANDPUR
	VLPT HANLE	<b>MIZORAM</b>	
	VLPT ICHAR		LPT LAWNGTLAI
	VLPT KHATLAI		
	VLPT MACHIL		

STATE	LOCATION	STATE	LOCATION
<b>ORISSA</b>		<b>UTTAR PRADESH</b>	
	LPT BALESHWAR (DD II)		STUDIO MATHURA
<b>PUNJAB</b>			HPT BANDA
	HPT AMRITSAR (20KW) (INT.)		LPT KOSI
<b>RAJASTHAN</b>		<b>UTTARANCHAL</b>	
	HPT AJMER (INT.)		STUDIO DEHRADUN
	LPT BANSI (DD II)	<b>WEST BENGAL</b>	
	VLPT TIBI		HPT SHANTINIKETAN
<b>TAMIL NADU</b>			LPT JHALDA
	LPT SALEM (DD II)		LPT SHANTINIKETAN (DD II)
	LPT TIRUCHIRAPALLI (DD II)		

## ANNEXURE-III

## DOORDARSHAN NETWORK (AS ON 01.01.2002)

Sl. No.	State/UT	Studios	DD1 Transmitters				DD2 Transmitters				
			HPTs	LPTs	VLPTs	Trps.	Total	HPTs	LPTs	VLPTs	Total
1.	Andhra Pradesh	2	9	62	8	1	80	2	5	—	7
2.	Arunachal Pradesh	1	1	3	41	1	46	—	1	—	1
3.	Assam	3	3	20	1	1	25	2	1	—	3
4.	Bihar	2	3	31	—	—	34	2	—	—	2
5.	Chhatisgarh	2	2	14	7	—	23	1	—	—	1
6.	Goa	1	1	—	—	—	1	1	—	—	1
7.	Gujarat	2	4	60	3	—	67	1	1	—	2
8.	Haryana	—	—	12	—	—	12	—	6	—	6
9.	Himachal Pradesh	1	2	8	32	2	44	1	1	—	2
10.	Jammu & Kashmir	2	5	17	62	1	85	3	2	1	6
11.	Jharkhand	2	3	16	1	1	21	1	—	1	2
12.	Karnataka	2	6	43	4	—	53	1	1	—	2
13.	Kerala	2	4	18	2	—	24	2	2	—	4
14.	Madhya Pradesh	3	4	62	5	—	71	3	—	—	3
15.	Maharashtra	3	5	77	19	1	102	2	3	—	5
16.	Manipur	1	2	1	4	—	7	—	1	1	2
17.	Meghalaya	2	2	2	2	1	7	1	1	—	2
18.	Mizoram	1	2	1	2	1	6	—	2	—	2
19.	Nagaland	1	2	2	6	1	11	—	2	—	2
20.	Orissa	3	4	60	17	1	82	2	7	2	11
21.	Punjab	1	4	5	—	1	10	—	1	—	1
22.	Rajasthan	1	6	64	18	2	90	2	2	—	4
23.	Sikkim	—	1	—	5	—	6	—	1	—	1
24.	Tamil Nadu	1	4	40	5	2	51	1	2	—	3
25.	Tripura	1	1	2	1	1	5	1	1	—	2
26.	Uttar Pradesh	7	9	52	3	—	64	5	7	1	13
27.	Uttaranchal	1	1	13	29	2	45	1	—	—	1
28.	West Bengal	3	6	20	2	—	28	3	2	—	5
29.	A. & N. Islands	1	—	2	10	—	12	—	1	—	1
30.	Chandigarh	1	—	1	—	—	1	—	1	—	1
31.	Dadar & Nagar Haveli	—	—	1	—	—	1	—	—	—	0
32.	Daman & Diu	—	—	2	—	—	2	—	—	—	0
33.	Delhi	1	1	—	—	—	1	1	—	—	1
34.	Lakshadweep Islands	—	—	1	8	—	9	—	—	1	1
35.	Pondicherry	1	—	2	2	—	4	—	1	—	1
<b>Total</b>		<b>55</b>	<b>97</b>	<b>714</b>	<b>299</b>	<b>20</b>	<b>1130</b>	<b>39</b>	<b>55</b>	<b>7</b>	<b>101</b>

Two LPTs at Delhi for LS & RS, and 3 HPTs -one each at Srinagar, Chennai, & Kolkata for Regional Channel programmes- are also operational, in addition to the above.

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**MEDIA UNITS/AUTONOMOUS BODIES—INFORMATION SECTOR**
**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, its media units and their field offices. It serves as an information bank as well as an information feeder service to the media units to help in their programming and publicity campaigns. It also studies trends in Mass Communication Media and maintains a reference and documentation service on Mass Communication. The Division provides background, reference and research materials and other facilities for the use of the Ministry, its media units and others engaged in mass communication. The Division also looks after the training aspect of the Indian Information Service (IIS) officers in collaboration with the Indian Institute of Mass Communication (IIMC).

Apart from its regular services such as 'Development Digest' and the fortnightly 'Diary of Events' the Division made the collection and compilation of Plan Schemes of various ministries meant for individual beneficiaries. It also compiles two annual reference works 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. The forty-sixth edition of the Reference Annual '*India - 2002*' is scheduled to be released in January 2002.

**Reference Library**

The Division has a well-equipped library with a large collection of documents on various subjects, bound volumes of selected periodicals and various reports of the Ministries, Committees and Commissions. Its collection includes specialised books on subjects

pertaining to journalism, public relations, advertising and audio-visual media, all prominent encyclopaedia series, yearbooks and contemporary articles. The library facilities are available to accredited correspondents from both Indian and foreign press and to Government officials. Nearly 369 new titles were added to the library during the year, including books in Hindi on various subjects.

**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 Experts Committee set up by the Ministry, for collecting, interpreting and disseminating information about the events and trends in Mass Media. The NDCMC documents and indexes all news items, articles and other information materials 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.

The information collected by the NDCMC is maintained and disseminated through about a dozen regular services. These include 'Current Awareness Service', 'Bibliography Service', 'Bulletin on Films', 'Reference Information Service', 'Who's Who in Mass Media' and 'Honours Conferred on Mass Communicators' and 'Media Update'. The Centre brought out 57 papers during January-November 2001.

**PUBLICATIONS DIVISION**

Books are an important medium of information and

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knowledge of a country's heritage and contemporary developments for its people. This task is achieved successfully if books are affordable and within easy reach of the readers.

The Publications Division plays a vital role in bringing out books on India's art and culture, land and people, biography, flora and fauna, ancient wisdom, works of reference, books for children. It also publishes speeches of prominent leaders such as Presidents and Prime Ministers. The Division also brings out titles on the country's achievements in various fields. The Division has so far published more than 7,000 titles and adds 100-125 books a year to the list. About 1,500 titles are alive today.

### Books

During the period from April to December 2001, 123 books were published in English, Hindi, Urdu and regional languages. It is expected that 35-40 more books are likely to come out by March 2002.

During April-December 2001, important books published include - "Empowering the Indian woman", "Communication Technology and Development", "Science-Nature's Copycat", "Bonsai", "A Century of Indian Tennis", in English; "Bharat Mein Angregi Raj (Vol. I&II)", "Prachin Bharat", "Bhartiya Puratatva-Ek Parichay", "Bharat Ke Samachar Patra" and "Astachhapkavi Krishna Das" in Hindi and "1857" in Urdu. Books published in regional languages include "Bharat Chhodo Andolan" (Punjabi), "Common Man's Guide to Rights & Facilities" (Tamil), "Children's Mahabharata" (Malayalam), and "An Outline History of Indian People" (Assamese).

In keeping with the times, Publications Division has started electronic publishing by bringing out multi-media CD on Mahatma Gandhi in English and Hindi.

### Journals

Apart from books, Publications Division publishes 18 journals every month. Out of these, 10 are printed in Delhi and 8 language journals in their respective States.

Journals published by this Division include - 'Bal Bharati' in Hindi, 'Kurukshetra' in English and

Hindi, 'Aajkal' in Hindi and Urdu and 'Yojana' in English, Hindi, Urdu, Punjabi and Oriya all printed in Delhi. 'Yojana' in Assamese, Bengali, Tamil, Telugu, Malayalam, Kannada, Gujarati and Marathi are printed in the respective State capitals.

The Division also brings out the weekly *Employment News/Rozgar Samachar* in English, Hindi and Urdu. *Employment News/Rozgar Samachar*, which completes 26 years of its publication in April 2002, today commands a weekly circulation of about 5.22 lakhs copies. The journal carries information about various job vacancies in Central/State government Departments/PSUs, reputed private sector organisations and admission/training notices of Indian Universities and leading educational institutions. Each issue of the *Employment News/Rozgar Samachar* carries one lead article, regular series of articles on "World of Science", "Indian History", "Career Guidance", "Frequently Asked Questions on Career Related Issues", "Diary of Events" and a topically appropriate quotation, besides other articles of information deemed fit for publication. Special articles on Gandhian Thought, Human Rights, Women's Rights and on Information Technology and Interview related guidance are published for the benefit of the educated unemployed, preparing for various competitive examinations.

'Yojana' seeks to carry the message of planned development to all sections of society and serves as a forum to promote a healthy discussion giving a cross-section of views on socio-economic aspects of development. 'Yojana' presents an all India perspective while giving due importance to regional development, innovations and initiatives.

The 'Kurukshetra' devoted to rural development is brought out on behalf of the Ministry of Rural Development.

'Bal Bharati', a children's monthly in Hindi, is being published regularly since 1948. This profusely illustrated and colourful magazine contains short stories, poems and picture stories. The object of the journal is to provide healthy entertainment with information to children. It also aims at inculcating human values and the scientific temper among the

younger generation.

'*Ajkal*', a literary magazine in Hindi and Urdu brought out a number of special issues and covered different aspects of Indian culture and literature.

### **Bharatendu Harishchandra Awards**

Bharatendu Harishchandra Award is an annual feature of Publications Division since 1983. This Award is given for original writing in Hindi in the field of journalism and mass communication, national integration, women's problems and children's literature.

### **Marketing**

Publications Division sells its books, journals and CDs through its emporia in New Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Thiruvananthapuram, Lucknow and has about 400 agents. In addition, the *Yojana* offices located at Ahmedabad, Bangalore, Guwahati and PIB offices at Bhopal, Indore and Jaipur work as its sales outlets. Apart from this, the Division participates in major book fairs like World Book Fair and Delhi Book Fair.

A provision of Rs 50 lakh has been earmarked for the North-East Sector (i.e., *Yojana* Assamese at Guwahati) in the Annual Plan 2001-2002.

An amount of Rs one lakh has been allocated for the mobile bookshop in North-East region.

### **INDIAN INSTITUTE OF MASS COMMUNICATION**

The Indian Institute of Mass Communication (IIMC), was set up in response to a need felt to evolve a methodology and a mechanism to make efficient and effective use of communication, use of communication resources as part of the country's overall development strategy. The blueprint for the Institute was drawn up by a team of internationally known mass communication specialists, representatives of UNESCO and of the media in the country. The team was headed by Dr Wilbur Schramm, the well-known authority on communication. As a result of the recommendations made by the team the IIMC was set up on 17 August 1965, as a department of the Ministry of Information and Broadcasting, Government of India, with a small staff including two

consultants from UNESCO. Later, it was registered as an autonomous organisation under the Societies Registration Act (XXI) of 1860 on 22 January 1966. The Institute receives funds for its recurring and non-recurring expenditure as grant-in-aid from the Government of India through the Ministry of Information and Broadcasting. The Institute has a good image both nationally and internationally and is recognised as a Centre of Excellence by international organisations such as the AMIC, UNICEF, UNESCO, WHO, FES and IAMCR, etc.

IIMC's objective is to produce well-equipped communication professionals sensitive to the needs of the changing mass communication scenario.

In order to add value to the present courses being run by the Institute, detailed interaction was 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 the courses have been revamped to provide more practical inputs and knowledge and exposure to the working environment.

### **Activities 2001-02**

The IIMC conducted the following long-term training programmes and diploma courses namely,

- Orientation Course for Officers of the India Information Service (Group A);
- Post-graduate Diploma Course in Journalism (English) at New Delhi and Dhenkanal (Orissa);
- Post-graduate Diploma Course in Journalism (Hindi);
- Post-graduate Diploma Course in Advertising & Public Relations;
- Post-graduate Diploma Course in Radio and TV Journalism;
- Post-graduate Diploma Course in Oriya Journalism; and
- Diploma Course in Development Journalism.

In addition the Institute runs short-term academic

programmes for middle-level and senior officers of the Indian Information Service and the personnel of different media units. A number of specialised short courses are also conducted to meet the professional training needs of media personnel working in the Central/State Governments and Public Sector Organisations. Organisations such as the army and paramilitary are approaching the Institute for training needs of their personnel in media and public relations.

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

The Institute provides consultancy services on request to Central/State Government Departments and PSUs, and helps in designing and organising training and research programmes related to Development Communication.

The 34<sup>th</sup> Annual Convocation of the Institute was held on 26 April 2001. Smt Sushma Swaraj, Hon'ble Minister of Information and Broadcasting was the Chief Guest. 195 students (including 19 foreign participants of Diploma Course in Development Journalism) who successfully completed their academic programme at the Institute were awarded diplomas. Awards were also conferred on the meritorious students of all the five diploma courses.

### **Diploma Course in Development Journalism**

The 37<sup>th</sup> Diploma Course in Development Journalism started on 6 August 2001 with 28 participants from 23 countries. The selection of the participants is done in consultation with the Ministry of External Affairs. The course concluded on 28 November 2001.

### **Academic Council**

In pursuance of the decision taken by the Executive Council in its 98<sup>th</sup> Meeting held on 10 April 2001



*Annual Convocation of the Indian Institute of Mass Communication (IIMC), New Delhi*

the Academic Council of the Institute has been re-constituted with effect from 6 December 2001 for a period of two years.

### Publications

The Institute has a publication programme to bring out seminar reports, research studies, teaching material and books related to various aspects of communication. It publishes the quarterly journal *Communicator* which not only reports the Institute's academic work, but also carries material on major issues in the field of communication. *Sanchar Madhyam* published in Hindi is another quarterly journal of the Institute.

### Research and Evaluation Studies

Over the years a large number of research and evaluation studies have been undertaken by the Institute covering a wide range of topics such as Audience Reactions, Communicators' Views, Evaluation and Impact Studies of Communication Events and processes Content Analysis of Communication Process in the context of Rural Communities, Media Habits and Information Needs, etc.

The following research studies were undertaken during the period under report:

#### Projects Completed

1. RCH Programme - Evaluation of Video tapes (sponsored by the Ministry of Health and Family Welfare, Govt. of India) - Report submitted.
2. Impact study of the DAVP Exhibition at Mahakumbh - Report submitted.
3. Terrorist Attack in US - An IIMC Perception Mapping Study and Print Media Content Analysis - Report submitted.

#### Projects in Hand

Evaluation of Energy Parks (Sponsored by the Ministry of Non-conventional Energy, Government of India) - Data analysis is in progress.

### Auditorium

A modern auditorium is being constructed on the Institute's Campus. It will have a seating capacity of 436 and will be fully air-conditioned, along with a back-up generator. It will have proper stage-lighting and sound system. In this building, special access for handicapped persons has been provided, as also a separate unisex toilet for the handicapped. The Auditorium is almost nearing completion.

### IIMC's Branches

**Dhenkanal (Orissa):** The branch has been fully functional since 1993 with all infrastructural facilities.

**Post-graduate Diploma Course in Oriya Journalism:** In pursuance of the decision taken by the Institute's authorities, the IIMC Branch at Dhenkanal has launched a full-time one year Post-graduate Diploma Course in Oriya Journalism with effect from 3 August 2001. There are 15 students in this course.

**Dimapur (Nagaland):** The branch has special significance in view of the Government of India's commitment to the North-East Region.

**Kottayam (Kerala):** The Executive Council in its 98<sup>th</sup> Meeting held on 10 April 2001 decided not to acquire any more land in Kottayam. The decision was endorsed by the Ministry of Information & Broadcasting.

IIMC collaborates with the local organisations to make the branch functional for running short-term courses.

**Jhabua (MP):** No infrastructure facilities have so far been created for this branch. It has however, been decided to explore the possibility of making local (at Bhopal/Raipur) collaborations/tie-ups for future activities of this branch without creating any infrastructure.

**Financial Outlay  
2001-2002 and 2002-2003**

(Rs in lakh)

	Non-Plan			Plan		
	Gross Budget	Revenue Income	Net Grant	Gross Budget	Revenue Income	Net Grant
RE 2001-02 (Proposed)	448.39	80.00 *11.87	356.52	224.50 **15.00	8.00 *8.66 **15.00	207.84
BE 2002-03 (Proposed)	586.94	91.00	495.94	502.0	—	502.00

\* Unspent balance of previous year.

\* Unutilised amount of "Deposit work Advance" to CCW (Guwahati) transferred to CCW (Bhubaneswar) for utilisation.

#### **DIRECTORATE OF FIELD PUBLICITY**

On inception in 1953, the Directorate was known as the "Five Year Plan Publicity Organisation" though it functioned directly under the administrative control of the Ministry of Information & Broadcasting. Later, in December 1959, it was renamed and reconstituted as the Directorate of Field Publicity (DFP), with its publicity scope widened and made all-inclusive. Now the Directorate has a total of 268 (166 General, 30 Family Welfare and 72 Border Units) under 22 Regional Offices.

There are 8 to 18 units in each Region. Some of the larger States have been divided into two Regions while the smaller States and Union Territories have been clubbed together to form one Region. As a grassroots-level organisation, DFP, has been playing a pivotal role in national cohesion and development with the active involvement of people belonging to all strata of society, especially the weaker groups. The Field Publicity Units use a variety of communication modes including group discussions, public meetings, seminars, symposia and competitions of various kinds. Films and live entertainment media are also utilised to communicate the messages. The DFP thus works as a two-way channel of communication between the Government and the people. The Units gather the people's reactions to

various programmes and policies of the Government and their implementation down to the village level, which are projected to the Government through consolidated feedback reports for corrective measures and other appropriate action.

#### **Programme Activities**

Women's Empowerment was one of the major campaigns conducted by the Field Publicity Units during 2001-2002. The Bangalore Regional Office organised a special programme at Bellary with the theme **Awakened Women - Enlightened Nation**. The programme laid stress on realising the rights of women. Another special programme entitled '**The Girl Child - Cynosure of all Eyes**' was organised in Karnataka, focusing on Pre-natal Diagnostic Techniques (Regulation and Prevention of Misuse) Act. **Women and Media: Challenges and Opportunities** was organised in Mysore. The programme highlighted the need for the active role of women in the political arena.

#### **Reproductive and Child Health (RCH) Special Campaign**

Publicity on RCH issues including Maternal Health, Child Health, Family Planning, RTI/STI, Immunisation PNDT Act, Gender Issues, etc, is part of the regular on-going programme of all the Field

Publicity Units. However, this year a special publicity campaign was organised from November 2001-March 2002 in 154 demographically weak districts as desired by the Ministry of Health & Family Welfare.

A special interactive programme **National Iodine Deficiency Disorders Control Programme (NIDDCP)** was launched by all the 268 Units as desired by the Department of Health, Ministry of Health & Family Welfare, besides the usual film shows, group discussions and display/distribution of publicity material. A ten-day intensive publicity campaign on **Pulse Polio Immunisation (PPI)** was organised on the occasion National Immunisation Day (NID) on 14 October 2001, 2 December 2001 and 20 January 2002. The campaign was organised in the identified high-risk districts in UP (10 districts) and Bihar (5 districts). In addition the normal publicity campaign on PPI was also organised throughout the country on the occasion of NID, i.e., 2 December 2001 and 23 January 2002.

A sustained publicity campaign on **prevention of malaria** was carried out from June to September 2001. During the period a number of publicity

programmes including interactive programmes, seminars/symposia, quiz competitions, film shows and cultural programmes were organised with the cooperation of Gram Panchayats, local NGOs, etc. Appropriate publicity campaigns were organised by all the 268 Field Publicity Units towards awareness on the PNDT Act provisions. Besides, programmes were organised on gender issues. Awareness campaigns were organised on elimination of **Kala Azar** in the affected States, namely, UP, Bihar, West Bengal, and some other coastal areas. IEC material, namely, posters, stickers, etc. supplied by the Directorate of National Anti-Malaria Programme was forwarded for distribution among the concerned Field Publicity Units. **Cancer Awareness Day** was observed on 7 November 2001 with awareness campaigns including films on Cancer like 'Cancer and Maut Ki Chingari', 'Victory on Cancer', 'Habit of Smoking', 'Decision is Yours', etc., were screened.

Units organised special programmes on **World Population Day** and **World AIDS Day**. Some Units also organised **Blood Donation Day** on 1 October 2001. The Programmes were organised in active collaboration with the State/District Family Welfare Departments, Gram Panchayats, local NGOs, opinion leaders, schools and colleges.

#### Programme Activities during 2000-2001

S.No.	Programmes	Actual Performance (April-Oct 2001)	Anticipated achievements (Nov 2001-March 2002)
1.	<b>Film Shows</b>	27,075	25,000
2.	<b>Song &amp; Drama</b>	1,693	4,020
3.	<b>Special Programmes</b> (including elocution/essay/ rural sports/painting/rallies/ competition/baby shows)	3,209	3,350
4.	<b>Oral Communications</b> (Including group discussions/ seminars & symposia)	33,0909	26,340
5.	<b>Photo Exhibitions</b>	18,948	10,720
6.	<b>Public Opinion Gathering</b>	2,328	6,700

## SONG & DRAMA DIVISION

Song & Drama Division was set up in 1954 as a unit of All India Radio and was given the status of an independent media unit in 1960 as a subordinate office of the Ministry of Information & Broadcasting, with the mandate to develop communication using the traditional folk medium. This is the largest organisation in the country using the performing arts as a medium of communication. In addition, the Division organises Sound and Light shows for presenting programmes on national themes such as communal harmony, national integration, secularism, promotion of cultural heritage, health, environment, education, etc., in consultation with nodal Ministries.

With its headquarters at Delhi, the Division has ten Regional Centres, eight Border Centres, six Departmental Troupes, nine Troupes of Armed Forces Entertainment Wing, three Sound and Light Units and a Tribal Pilot Project at Ranchi apart from approximately 700 registered troupes and about 1000 empanelled artistes of various categories. The Division's 28 Border Publicity Troupes located in border centres, viz., Imphal, Jammu, Shimla, Nainital, Dehradun, Darbhanga, Jodhpur and Guwahati, undertake publicity in the remote border areas to educate people about various development schemes and also to counter the propaganda across the border. During 2001-02 (up to December 2001) programmes were organised in close collaboration with SSB, BSF and other Government agencies. The Centre at Dehradun was opened in June 2001.

The Division caters to the entertainment requirements of the Armed Forces in most inhospitable and remote border areas. The Armed Forces Entertainment Wing troupes are known for presenting folk dances of all the States in original and attractive colours and costumes, thereby highlighting the cultural harmony of the country in far-off places like Chumatang, Thoyas, Partapur, Bakok Chung, Lung Talai, Along Samdhu and Pangu.

The Ranchi Tribal Centre established in 1980 involves more tribal artistes in the developmental process. During 2001-02 (up to December 2001), programmes were presented by these troupes in the tribal areas of Bihar, Orissa and Madhya Pradesh to

educate the people about various schemes meant for them. Various Adivasi festivals were covered and special efforts were made to reach the tribal population.

### Sound & Light Programmes

With the objective of educating the people in general and youth in particular about the rich heritage of the country and the sacrifices made by the freedom fighters, the Sound & Light Units of the Division are mounting programmes all over the country. During 2001 the Delhi Unit prepared a special and mega Sound & Light programme titled 'Shatroopa' in connection with the observance of Women Empowerment Year. The programme was also organised at Lucknow (April), Raipur (May), Chandigarh (October), Nagpur (November) and Guwahati (December). The Delhi Unit also presented 'Dharohar' a Sound & Light programme on national integration and communal harmony at Delhi in October. The Bangalore Unit presented programmes entitled 'Jatiki Opiri Swathanthriam', 'Swathnthriyam Thanne Jeevitam' and 'Kamataka Vaibhav' in Andhra Pradesh, Kerala and Karnataka respectively.

The Division presented programmes for the Ministry of Health and Family Welfare on Reproductive Child Health and Pulse-Polio Immunisation, use of iodised salt, Ministry of Rural Development and the Ministry of Non-Conventional Energy Sources during IITF in November 2001 at Delhi.

### Major Activities

Special publicity was undertaken in the sensitive and inner-line areas of North-Eastern States, Jammu and Kashmir, Punjab and other border regions of the country. Cultural troupes from Tribal, Scheduled Caste and Minority Communities were involved for such publicity efforts. The activities of the Division are carried out under various Plan and Non-Plan schemes.

During a special campaign on Rural Development, the Division presented programmes all over the country on *Panchayati Raj* and employment-generating schemes like *Swaran Jayanti Gram Swarojgar Yojana*, *Jawahar Gram Samridhi Yojana*, etc. The Division provided coverage for

Island Festival at Port Blair, celebration of Women's Empowerment Year, special campaign on Anti-Terrorism, *Budh Mahotsav* Festival, Puri Car Festival, Quit India Movement Day, Independence Day, *Sadbhavana Diwas*, Gandhi Jayanti Day, World Population Day and multi-media campaign in Jammu & Kashmir.

### **PRESS INFORMATION BUREAU**

The Press Information Bureau is the nodal agency of the Government to disseminate information to the print and electronic media on government policies, programmes, initiatives and achievements. The Bureau with 42 Regional/Branch Offices and Information Centres disseminates information through press releases, photographs, press conferences, interviews, press tours etc.

The PIB Website (<http://pib.nic.in>) acquires a prominent place in the Government's information dissemination infrastructure. Its popularity is increasing with the media with about 50,000 hits a day. The site provides media persons and researchers with authentic text and visuals regarding Government programmes and policies. Its photo gallery and archives is a useful record for reference. PIB's Website is the only government Website to have a separate page for each of the Prime Minister's foreign visits this year. The Bureau released the PM's UN General Assembly speech in real time and was the first Website in the world to come out with the full text of the Prime Minister's speech. The Website also hosted the India Launch of Good Urban Governance campaign Website ([http://pib.nic.in/urban\\_governance](http://pib.nic.in/urban_governance)).

PIB provides accreditation facility to media persons to enable them easy access to information from the Government sources. 1037 correspondents and 273 cameramen are accredited with the Bureau's headquarters. Besides about 142 technicians and 61 editors/media critics have also been granted these facilities.

The foundation stone for the National Press Centre was laid down by the Prime Minister. It will work as a hub for media persons with all facilities.

PIB opened its offices at Dehradun and Raipur

during the year. PIB also proposes to open its offices at Ranchi, the capital of Jharkhand and Itanagar, the capital of Arunachal Pradesh which are the only state capitals without a PIB office.

### **Publicity Campaigns**

Besides the normal activities such as release of PM's speeches, photo coverage of his visit in and outside the country and feedback to PMO, the Bureau has introduced PM's Engagement Bulletin on the PIB's Website to provide a comprehensive picture of Prime Minister's engagements for the day, also indicating the events of which visuals are available on the site.

The Bureau gave wide publicity to the Economic Editors Conference, 2001. More than 204 Editors/writers/correspondents of Financial and Business dailies from all over the country attended the conference. Wide multi-media publicity was also organised for the 'Third Editors' Conference on Social Sector Issues' (ECSSI). Ministers and Secretaries of 15 Social Ministries including Rural Development, Health and Family Welfare, Social Justice and Empowerment, Tribal Affairs and Environment and Forest addressed the Conference. Over 200 Editors/Writers/Correspondents of national and regional dailies participated in the Conference. Due publicity was given to the Government's four-pronged strategy to counter terrorist and separatist violence in Jammu & Kashmir by deepening of the democratic process, accelerating economic development, isolating foreign mercenaries and terrorists and playing a pro-active role to neutralise them.

Development of North Eastern States was given due importance in the Bureau's dissemination efforts. One of the significant steps highlighted was the Prime Minister's package of setting up a separate department under a Cabinet Minister, "Department for the Development of North-East Region".

The Bureau was also involved in spreading information about the new Millennium's first Census report "The Census of India 2001."

### **Agra Summit**

The Bureau played a significant role in coordinating the elaborate media management arrangements for the Indo-Pak Summit at Agra and related events at

New Delhi and Jaipur. These included the special accreditation for 500 visiting Pakistan and other foreign and Indian journalists, a well-equipped Media Centre at Agra. Thirteen special digests were prepared, capturing the pulse of the print Media, both National and International, for providing feedback.

### Other Events

Media coverage was arranged for the India launch of Good Urban Governance Campaign (GUGC), organised by the Ministry of Urban Development and Poverty Alleviation and United Nations Centre for Human Settlement (UNCHS) at New Delhi. Similar campaigns were organised for publicising the launch of Valmiki Ambedkar Awas Yojana, reconstruction efforts in earthquake-ravaged parts of Gujarat and draft national policy on slum and infrastructure development in the North-East.

The Bureau undertook publicity of National Water Resources Council, Accelerated Irrigation benefits Programmes, water disputes among River Basin States, the Sardar Sarover Project, sharing of Ganga Water, Treaty in Nepal for a preparation of joint detailed report of Sapt Kosi and Sun Kosi and cooperation with neighbouring countries.

The special Central Assistance to state/UTs for supplementing their allocations towards Tribal Sub-Plan was highlighted through press releases. The Bureau also highlighted the efforts of the newly formed separate National Scheduled Tribe Finance Development Corporation (NSIFDC) and the working group suggestions for tribal development during the tenth plan.

The Bureau gave due prominence to events like conference of state ministers of Panchayati Raj, strategic alliance on rural water supply & sanitation sector reforms and the International Conference on Map India 2001. Seminars on SEBI of Capital Market, conference of state ministers-in-charge of rural drinking water supply, of national summit on Public private Partnership for rural prosperity were given publicity.

### Women's Empowerment Year

Since 2001 was observed as **Women's**

**Empowerment Year**, sustained efforts were made to give publicity to various women's issues like Women's Empowerment Policy, schemes such as Swayamsidha and womens related programme. A Seminar on 'Role of women Media persons in Women Empowerment' was organised in New Delhi. Apart from issuing a large number of press releases on the subject, PIB issued features on various aspects of Women's Empowerment.

The Right to Education Bill which was passed in the Lok Sabha was publicised. 2001 is also the "Year of Books" for which special Press briefing was organised, and programmes launched as a part of the year were also covered.

The efforts of Government to make India 'hunger-free' were duly publicised through press releases, press conferences and briefings by ministers and senior officials. The launching of Antyodaya Anna Yojana and introduction of Consumer Protection (Amendment) Bill, 2001 in Parliament were widely publicised. Special briefings were arranged to project the various schemes like Food for Work Programme, Annapoorna Yojana and policies like PDS (Public Distribution System) Control Order, 2001 and National Storage Policy.

Special publicity campaigns were launched enlisting all India coverage for occasions like launch of farmer-friendly Gasohol production programmes and redevelopment of Mumbai High Oil-field besides discovery of new oil and gas prospects.

Intensive publicity was accorded to implementation of Financial and Business Restructuring of Steel Authority of India Ltd. (SAIL) and disinvestment of BALCO. The Bureau publicised Steel Ministry's endeavour to popularise steel in rural areas, triple steel demand by 2020, to produce world class steel, to introduce clean and environment-friendly technologies and to create a healthy work culture in all plants and mines.

During the period from April 2001 to 31 December 2001 the Bureau covered as many as 1,820 assignments, released 2,021 photos and distributed 1,35,836 prints of photographs to the electronic and print media.

The PIB officers also organized about a hundred

press parties on behalf of various government departments, authorities and public sector undertakings during the year.

#### HIGHLIGHTS OF PUBLICITY EFFORTS

##### **Multi-media Publicity**

- Rehabilitation efforts after Gujarat earthquake
- India launch of Good Urban Governance Campaign
- Women's Empowerment Year
- Agra Summit
- New Economic measures

##### **Wide media coverage provided to**

- Performance of Indian Delegation at Doha Ministerial Conference
- Government's counter-terrorism efforts
- Prime Minister's new year article
- GSLV launch

##### **Special Media Campaigns**

- Census report 2001
- Government initiatives in North-Eastern States
- Media workshops on 'methodologies of highlighting various development issues'
- Rural Water Supply

#### **DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY**

The Directorate of Advertising and Visual Publicity (DAVP) is the primary multi-media advertising agency of the Central Government. DAVP caters to the communication needs of all Central Ministries/ Departments and nearly two hundred autonomous bodies and provides them a single window service. It informs and educates the people, both rural and urban, about the Government's policies and programmes and motivates them to participate in development activities.

DAVP reaches the people through different means of communication such as print material, press advertisements, audio-visual programmes, outdoor publicity and exhibitions. The main thrust areas of DAVP's advertising and publicity are National Integration and Communal Harmony, Rural Development Programmes, Health and Family Welfare, Empowerment of Women, Uplift of the Girl Child, Population Control, New Economic Measures, Small Savings, Consumer Affairs, Literacy, Employment, AIDS, Income Tax, Defence, Environment, Energy Conservation, Handicrafts etc.

##### **Organisational Set-up**

At the headquarters DAVP has several wings like Campaign, Advertising, Outdoor Publicity, Printed Publicity, Exhibitions, Electronic Data Processing Centre, Mass Mailing, Audio-Visual Cell and a Design Studio with DIP facility. It has two Regional Offices at Bangalore and Guwahati. There are two Regional Distribution Centres at Kolkata and Chennai. These centres look after the distribution of publicity material in eastern and southern regions respectively. The Field Exhibition Units act as a vital link between the Government and the people. The field functionaries interact with the people at the grass-root level and provide necessary feedback/public perception reports on the policies and programmes of the central Government. The Field Exhibition Units include seven mobile exhibition vans, seven family welfare units

and 21 general field exhibition units. DAVP opened a Field Exhibition Unit at Dehradun in Uttaranchal.

The Government has constituted a Committee to carry out a comprehensive review of existing Rate Structure for DAVP advertisements and to suggest a new Rate Structure Formula. The Committee in the discharge of its function is already in interaction with the State Governments and other organisations concerned and is covering all related factors in its deliberations having a bearing on the advertisement rates. The Committee is also likely to recommend the period for which the Rate Structure finalised by it will remain valid.

A New Advertising Policy of the Government of India and Guidelines for Empanelment of Newspapers with DAVP has been enforced. (w.e.f.14.2.2001). Accordingly, three representatives from newspaper associations are in the Panel Advisory Committee (PAC) for considering applications for empanelment. A single application form has been introduced for fresh empanelment as well as the renewal of the rate contract. It can be downloaded from DAVP's website and has been made available in PIB offices throughout the country and also with newspaper associations.

DAVP has brought out a brochure - '**Government of India's Welfare Schemes to Meet Your Needs**' - collating welfare schemes of all Ministries and Departments at one point. In order to ensure that the schemes directly benefit the people, the brochure contains the application form, assistance pattern, eligibility, procedure to apply and the contact person for each scheme. The brochure has been published in all regional languages, besides Hindi and English. To help the eligible persons make use of the schemes run by the Central Government, a copy each of the brochure in Hindi, English and respective language of the State has been delivered to all Members of Parliament requesting them to bring the schemes contained therein to the notice of beneficiaries in their respective constituencies. Besides, a booklet and a folder were also designed and produced highlighting the achievements and important activities of Ministries/Departments of Government of India.

To mark the **National Solidarity Day Against Terrorism** (18.9.2001), DAVP issued a full-page advertisement carrying Prime Minister's message on the day. A multi-media campaign is being launched by it against terrorism. Hoardings and bus-back panels with the message '**Aab Aur Nahin Sahenge: Aatankvaad Mitakar Rahenge**' have been put on display in various States and Union Territories in Hindi, English and the respective languages of the region. Three video spots of 60-second duration each with the message '**Apni Chauksi Sabki Suraksha**' were also produced for telecast over Doordarshan.

To promote national integration and communal harmony, DAVP designed and produced a poster in Hindi and English with the slogan '**Unity is our Strength**'. The message was also publicised through 1,734 displays put up in different states in Hindi, English and the respective languages of the region. The theme was also disseminated through animation displays.

One of the biggest-ever multi-media campaign was launched by DAVP to mark the Year-2001 as **Women's Empowerment Year**. An impressive logo on the theme of Women's Empowerment was developed by DAVP. It also provided publicity support to the light and sound programme '**Shatroopa**' organised by the Song and Drama Division. Prime Minister's speeches on Women's Empowerment, viz., '**Beginning of a New Era of Empowerment of Women**' and '**Indian Women's Empowerment is India's Empowerment**' were designed and produced with special cover designs.

A booklet - '**Schemes of Government of India for Women's Development**' containing various schemes launched by different Ministries and Departments was designed and produced in English, Hindi and regional languages. A Wall Hanger on **constitutional guarantees for women** was designed and produced in all languages. Posters with informative messages on **Maternity Benefits, Creche Facilities at Worksite, Right to Get Proper Wage, Equal Opportunity for Employment and Training, Sharing of Domestic Work, Equal Payment for Equal Work, Nutrition of the Girl Child**, etc., were

also designed and produced. Press advertisements on nomination for **Stree Puraskar, Kishori Shakti Yojana, Constitutional Guarantees for Women** including a number of advertisements on Women's Empowerment were issued. The exhibition **'Women in India'** depicting the role played by Indian women in different fields was put up in various states spread over a period of 153 days.

A 15-minute Radio sponsored programme **'Akash Hamara Hai'** was launched and is being broadcast over 45 CBS Stations of All India Radio all over the country.

DAVP launched a campaign for dissemination of information regarding **PAN and filing of Income Tax Returns**, aimed at educating and informing the taxpayers about their responsibilities as well as the facilities extended by the department. A 40-day intensive multi-media campaign was undertaken in two stages on behalf of the Directorate of Income Tax to publicise the **'one by six scheme'** all over the country. Posters and folders on the subject were printed by DAVP. Two audio and video spots each in Hindi and English were produced and broadcast/telecast to promote the scheme.

To augment public awareness about rural development programmes, one crore copies of a booklet **'Gram Vikas'** were designed and published in Hindi, English and other regional languages. The booklet provides information about various programmes and schemes of the Rural Development Ministry at a glance. The launching of the scheme **'Sampoorna Grameen Rozgar Yojana'** (SGRY) was given wide publicity through newspapers. A full-page advertisement was released in newspapers throughout the country, assuring people about abundant availability of food and various schemes ensuring food security for the poor people. Hoardings, bus-back panels and wall paintings, were put on display in different States/Union Territories to publicise the schemes of rural development.

DAVP designed and produced a wall calendar and a desk calendar on the behalf of the Ministry of Rural Development, pictorially depicting the programmes and schemes of the Ministry. Guidelines for several schemes of rural development have also been printed and a few others are in the pipeline.

On the occasion of the birth anniversary of Dr. B.R. Ambedkar, DAVP issued an advertisement - **'The Programmes of a Government inspired by the ideals of a Visionary'**. Another advertisement highlighting the objectives and activities of Dr B.R. Foundation was released as a tribute to Baba Saheb to mark his 45th Mahaparinirvan Diwas. DAVP also organised exhibitions at Mumbai and Bangalore on the life and works of Dr B.R. Ambedkar.

To mark important national/international events, advertisements with suitable messages were issued.

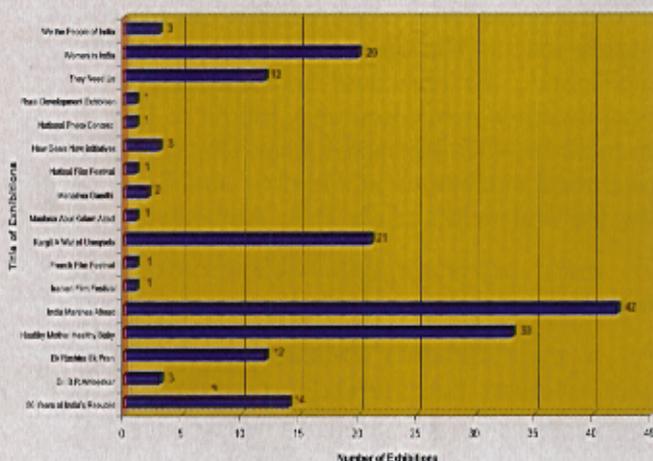
As a step towards transparent and effective administration, the status of fresh empanelments and renewal of rate contracts of newspapers/journals is displayed on the notice board and regularly updated. The New Advertising Policy and the application form for fresh empanelments/renewal of rate contracts are now available on DAVP's web-site. For faster flow of information, particularly to the far-flung areas and the north-eastern region, recruitment advertisements and tender notices are being hoisted on the web-page. The latest status of advertisement bills of newspapers is provided across the counter. It will soon be available on DAVP's web page. The Accounts Wing, which processes the newspaper advertisement bills as well as the design studio have been fully computerised.

### Exhibitions

The Exhibition Division organised a total number of 171 exhibitions spread over a period of 1,095 days. Three new exhibitions - **'We the People of India'**, **'New Goals New Initiatives'** and **'Maulana Abul Kalam Azad: Harbinger of Secular Nationalism'** were designed, fabricated and put up in different parts of the country. The exhibition on Maulana Abul Kalam Azad was put up in Delhi, to mark his birth anniversary.

To mark the second anniversary of India's victory in Kargil an exhibition was put up at Drass. DAVP's Field Units actively participated in the multi-media campaigns launched in coordination with the Directorate of Field Publicity and Song and Drama Division in Jammu and Udhampur districts. Other exhibitions put up during the period include **'Ek Rashtra Ek Pran'**, **'India Marches Ahead'**,

### Titlewise Performance of Exhibitions (April - November, 2001)



'Kargil A War of Unequals' and 'They Need Us'. The Exhibition Unit also participated in major melas across the country, viz., 'Deva Sharief Mela' at Deva, 'Puri Car Festival', 'Mariamman Festival' at Salem and 'Bodh Mahotsav' at Recongpeo in Himachal Pradesh.

### Outdoor Publicity

The Outdoor Publicity Wing executed 231 jobs and put up a total number of 4,244 displays in different parts of the country to spread the message of all-round development. Hoardings, kiosks, banners, bus-back panels and wall paintings were displayed across the country to publicise welfare schemes of the Government. To mark year 2001 as Year of Books, 856 kiosks/bus-back panels including six hoardings with the message '**Books for All - All for Books**' were put on display in Delhi.

#### Outdoor Publicity (April- December 2001)

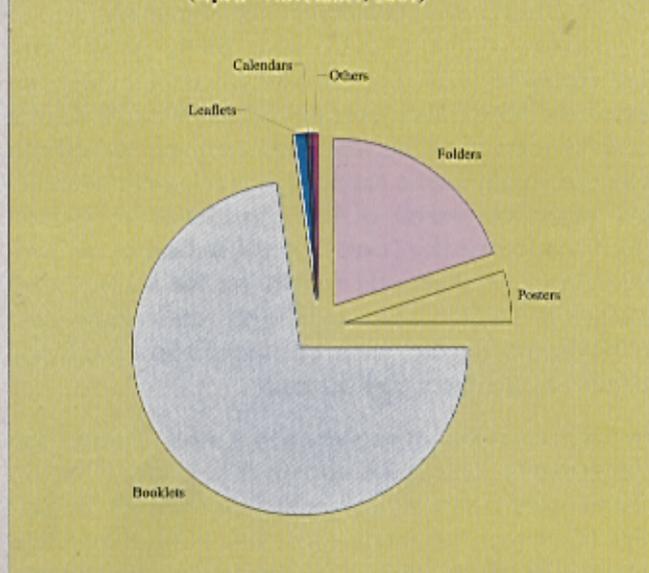
Hoardings	-	340
Kiosks	-	1,645
Bus-Back Panels	-	1,750
Wall Paintings	-	100
Banners	-	157
Animation Displays	-	41
Railings	-	650
Programme Boards	-	07
Flags	-	80

Adequate publicity through banners, programme boards and hoardings was also given to National Film Festival, Mumbai International Film Festival and film festivals of Israel, Iran and France.

### Printed Publicity

The Printed Publicity Wing of DAVP brought out folders, booklets, posters, pamphlets, brochures, etc., on a variety of themes in English, Hindi and regional

#### Printed Publicity (April - November, 2001)



languages. A total number of 315 publications with 1.92 crore copies were printed during the period.

Among the booklets are '**Union Budget 2001-2002**', '**Akashvani Annual Awards-2000**', '**Akashvani Sangeet Sammelan**', '**Indian Panorama - 2001**', '**Army Medical Corps - A Career for Doctors**', etc. The folders designed and produced include: '**Ministry of Information & Broadcasting - Initiatives and Achievements**', '**Employees' Provident Fund Scheme 1952**' and '**Employees' Deposit Linked Insurance Scheme 1976**', '**Gujarat earthquake**', etc. Posters, viz., '**Has She Lost Something? It Could be her Innocence...Listen to your Child**', '**Ex-Servicemen - Are You Looking for Re-employment?**', '**All India Handicrafts Week**',

'Assistive Devices for Persons with Disabilities', etc., were designed and produced.



**Audio Visual**

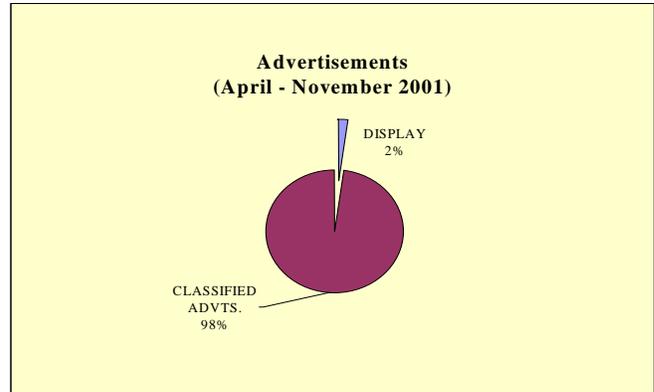
DAVP is producing and arranging broadcast of weekly sponsored radio programmes, on various socially relevant issues. These are 'Sarwanti Jayen Jeevan ki Rahen' on welfare themes, 'Sankalp' on health & family welfare, 'Jaage Jan-Jan Jaage Gaon' on rural development, 'Jiyo aur Jeene Do' on AIDS prevention, 'Apne Adhikar' on consumer rights and 'Nai Raah Aanao' for the non-conventional energy sources. These programmes were produced and broadcast in Hindi and other regional languages through 30 Commercial Broadcasting Services (CBS) of AIR and 15 primary channels of North-East Region.

Audio & Video Production (April - December 2001)	
Audio Programmes	- 4,214
Broadcasts	- 16,647
Video Programmes	- 32
Telecasts	- 74
Languages Covered	- Hindi, English & All Regional Languages

DAVP produced three films on 'Rajbhasha ke Badalte Charan', 'Computer Aided Administration of Registration Department' (CARD) and Central Board of Secondary Education. Besides, video spots on personal hygiene, low cost latrines, open defecation, importance of trained birth attendants during child birth, empowerment of women with health and nutrition, safe abortion, hygienic infant feeding, exclusive breast-feeding for six months, methods, marketing and availability of contraceptives were produced and telecast over Doordarshan. Audio productions undertaken during the period include various schemes of rural development, safe motherhood, pre-natal diagnostic test, sexually transmitted infection, etc.

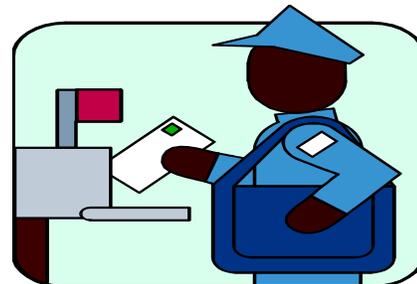
**Advertising**

A total number of 12,489 advertisements were released to various newspapers throughout the country during the period. Of these, 279 were display advertisements and the rest were classified advertisements.



**Mass Mailing**

The Mass Mailing Wing ensures that the publicity material produced by DAVP is quickly dispatched to



different parts of the country. The Wing is one of the biggest of its kind in the country and reaches up to Block / Panchayat levels. During the period, more than 1.21 crore copies were distributed by it, including three lakh copies of the brochure containing the welfare schemes of the Government of India in a record time.

**REGISTRAR OF NEWSPAPERS FOR INDIA**

The Office of the Registrar of Newspapers for India (RNI) is an attached Office of the Ministry of Information & Broadcasting. Its Statutory and derivative functions, are to verify and approve titles of newspapers, register them, check and establish circulation claims. It also publishes PRESS IN INDIA.

Under its non-statutory functions, RNI issues Eligibility Certificates for import of foreign and purchase of indigenous newsprint from specified mills as well as Essentiality Certificates for import of printing machinery, etc., for use by registered publications.

During April-December 2001, RNI scrutinised 16,565 applications for verification of titles, of which 8,660 titles were approved. During this period, 3,284 newspapers/ periodicals were issued Certificates of Registration (2,375 Fresh + 909 Revised) and circulation claims of 1,082 newspapers & periodicals were assessed.

The "PRESS IN INDIA 2001" containing detailed information on print media as compiled from Annual Statements was published and released for sale.

#### **Newsprint**

During the period April-November 2001, 589 Eligibility Certificates were issued by RNI for import of newsprint.

#### **De-Blocking of Titles**

The RNI carried out an intensive exercise of de-blocking. Titles verified in 1996 but not registered with RNI till 1998 have also been 'de-blocked'. Wide publicity was given in the mass media before actual 'de-blocking'. Titles, for which representations were received from owners, were saved while others were 'de-blocked'. Similar action is being taken to de-block the titles verified during 1999 and 2000.

#### **Printing Machinery**

RNI is the sponsoring authority for the import of printing machinery and allied materials. Newspaper establishments are required to obtain essentiality certificates for import of printing/composing components and allied materials, etc., at the concessional rate of customs duty available to newspapers. During April-November, 2001, no newspaper establishment was recommended for import of printing machinery and allied equipment. During the same period, four letters were issued for obtaining exemption from the provisions of the Foreign Contributions Regulation Act. Issuing of LPG System to newspaper establishments has since been abolished.

#### **Official Language**

RNI started a six-monthly magazine in Hindi titled '**Panjiyan Bharti**' with the aim of giving encouragement to the staff for creative writing and doing official work in Hindi.

#### **PHOTO DIVISION**

Photo Division, a unit for visual support, is a subordinate office of the Ministry of Information & Broadcasting. The Division is responsible for preparing photographs both in black & white and colour, for internal and external publicity on behalf of the Government of India.

The main function of the Division is to document photographically, the growth and social changes in the country and provide photographic visuals to the media units of the Ministry of Information & Broadcasting and other Central and State Governments, Ministries/Departments including Secretariats of President and Vice President, Prime Minister's Office/Residence, Lok Sabha/Rajya Sabha Secretariats as a part of internal publicity and Indian Missions abroad through XP Division of the Ministry of External Affairs. The Division also supplies photographs on payment to non-publicity organisations and general public under the Division's Pricing Scheme. During April-December 2001, the Division earned a revenue of Rs.9.86 lakhs by supplying black & white and colour photographs in different sizes under its "Pricing Scheme".

#### **Major Achievements and Coverage**

The Division provided extensive coverage of G-15 Summit held in Jakarta, Indonesia. The Vice President of India attended the Summit. Photo Division undertook extensive photo coverages of Prime Minister's visit to Iran and Malaysia. The Division set up a media unit in Agra for photo publicity of the Indo-Pak Summit. Arrangements for the transmission of photographs of the visit of President of Pakistan were made at Jaipur and Ajmer.

The Division organised the 14th National Photo Contest in New Delhi. The theme of the contest was "BHARTIYA NARI KE BARTE KADAM" (INDIAN WOMEN'S PROGRESSIVE STEPS). The Division in collaboration with National Highways Authority of

India, organised the National Photo Contest on the theme of "NATIONAL HIGHWAYS AS SEEN THROUGH THE EYES OF CAMERA".

It also undertook photo coverage of foreign WIP/ Dignitaries as well as Head of States/Government of Foreign countries, besides others who visited India. Photographs of all the visits abroad and various parts of the country of the President, the Vice President, the Prime Minister, WIP's Delegations, Heads of

State/Government of foreign countries and other dignitaries from abroad were released through the Press Information Bureau, Indian Missions abroad and XP Division of the Ministry of External Affairs. The photographs were also supplied to other agencies for publicity and exhibitions, etc.

During April-December 2001, the Division covered 3,714 assignments of various functions/events.

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## MEDIA UNITS/AUTONOMOUS BODIES/PSUs— FILMS SECTOR

### FILMS DIVISION

The aims and objectives of Films Division, focused on the national perspective, are to educate and motivate people towards enlisting their active support and participation in the implementation of national programmes and to project the image of the land and heritage of the country to Indian and foreign audiences. The Division also aims at fostering the growth of the documentary film movement, which is of immense significance to India in the field of national information, communication and integration.

The Division produces documentaries, short films, animation films and newsmagazines from headquarters at Mumbai. The Delhi Unit produces films on agriculture, defence, and family welfare and the regional production centers at Calcutta and Bangalore make short fiction films for rural audiences. It also releases documentaries and newsreels made by the State Governments in theatres and sells prints, stock shots, videocassettes, and distribution rights of documentaries and feature films in India and abroad.



*The President Shri K.R. Narayanan presenting the Dada Saheb Phalke Award for the year 2000 to Ms. Asha Bhonsle on 12<sup>th</sup> December, 2001*

Films Division has been organising a biennial International Film Festival for documentary, short and animation films in Mumbai since March 1990. Films Division organized the 7<sup>th</sup> Mumbai International Film Festival for Documentary, Short and Animation Films (MIFF) at Mumbai from 3<sup>rd</sup> to 9<sup>th</sup> February, 2002. 280 films from 36 countries of the world were screened in the various sections of the Festival. The Oscar winning documentary feature, 2001 titled "Into the Arms of Strangers" directed by Mr. Mark Jonathan Harris was the inaugural film of MIFF. Cash Awards amounting to a total of Rs. 25.75 lakhs were given for the films in the Competition Section. The Life Time Achievement Award was given to Smt. Vijaya Mulay, veteran film maker for her contribution to documentary films.

The organisation of the Division is broadly divided into four wings, viz., Production, Distribution, International Documentary, Short and Animation Film Festival and Administration.

#### **Production**

The production wing is responsible for production of Documentary Films, Newsmagazines, Short Feature Films specially designed for rural audience, Animation Films and Video Films. A variety of themes and topics are being covered in documentaries on agriculture, art and architecture, industry, international scene, food, health care, science & technology, trade and commerce, tribal welfare and community development, etc.

In order to encourage individual talent and promote the documentary movement in the country, the Division reserves about 40 per cent of its production schedule for allotment to independent film-makers. The Division also renders assistance to all the Ministries and Departments of Government including public sector organisations, in producing documentary films.

The Newsreel Wing of the Division covers important news events all over the country. The coverage is used in making fortnightly news magazines and also in compilation of archival material.

Besides cartoon films, the Cartoon Film Unit of the Division also makes animation sequences for documentary films and news magazines. Started in 1954, the Unit is now equipped with facilities for production of puppet films and of computer animation as well. Some of the animation films made by the Division have won outstanding recognition internationally.

The Commentary Section of Films Division does dubbing of films and news magazines into 14 Indian languages and foreign languages from the basic version (English/Hindi). The Delhi Unit of the Division has lately been equipped with video film making facilities. The Regional production centers at Kolkata and Bangalore produce short fiction films on socially relevant themes for the rural audience. Made in 16 mm format, these films are evolved on a story line with a mix of education and entertainment.

Utilising the local talent of areas being covered in films, both for script writing and acting, the Division produces short fiction films in Tamil, Telugu, Malayalam, Bengali, Assamese, Oriya and several other dialects of the north eastern and southern regions as well as in northern and western regional languages and dialects. These films which have a tremendous impact on the rural masses, aim at highlighting the projects and schemes designed by the Government to bring social and economic justice to the people.

#### **Distribution**

The Distribution Wing of the Films Division has 10 branch offices located at Bangalore, Mumbai, Kolkata, Hyderabad, Lucknow, Chennai, Madurai, Nagpur, Thiruvananthapuram and Vijayawada. Each branch office caters to about 1,550 cinema theatres. In the year 2001, the Division covered 11,836 cinema theatres all over the country with an audience of about nine to ten crores per week.

Non-theatrical exhibition of films is effected through supply of prints and videos to the mobile units of the Directorate of Field Publicity and other Departments of the Central Government, as well as the State Governments. The documentary films are also telecast on the national and regional channels of Doordarshan. The Division is also endeavouring to get the information films reach the masses through various Private Channels. Educational institutions, film societies and other social organisations all over the country borrow films of the Division from the libraries maintained in the distribution branch offices. The Division sells videocassettes of its films to Railways, PSUs, Central/State government departments, educational institutions and private parties for non-commercial use. The Division sold 2,149 cassettes as on 30 November 2001.

Prints of selected films are distributed by the External Publicity Division of the Ministry of External Affairs to

the Indian Missions abroad. National Film Development Corporation and private agencies also arrange for international distribution of the Division's films. Films are also commercially exploited on royalty basis by overseas video and TV networks.

Doordarshan has allotted a fixed weekly slot to Films Division's Capsules on revenue sharing basis on their regional channels all over the country Documentaries / Shorts are being shown regularly on these channels from October 2001.

#### **International Documentary, Short and Animation Film Festival**

Outstanding films in the competition categories of the festival are selected by an International Jury for awarding Gold and Silver Conches along with cash prizes. Established in 1996 the "Dr. V. Shantaram Award" is conferred upon a senior documentary film-maker from India during the festival for his/her achievement in the field of documentary film-making.

#### **Administration**

The Administration Wing provides necessary facilities like finance, personal general stores to other wings of the Division. It is responsible for all matters relating to establishments, management of stores and workshops and general administration.

#### **Performance**

During the period from 1 April to 30 November 2001, 28 News Magazines and 47 documentaries / short feature and video films were produced by the Division, out of which 62 films were in-house productions and 9 films were made by independent producers. National campaigns like upliftment of SC/STs, untouchability, bonded labour, national integration, illiteracy, etc. were given sustained publicity and communication support by the Division.

#### **Some of the note-worthy films produced by the Division**

'Remembrance' (Jallianwala Bagh),  
'Iron Man Sardar Patel',  
'Awaran' (Film on AIDS),  
'Smita' (Women Empowerment), and  
'Terrorism'

#### **Biographical films in the making**

'Smt. Rama Devi',  
'Late Shri Biju Patnaik',  
'Sister Nivedita',  
'Kasturba Gandhi',  
'Vijaya Lakshmi Pandit' and  
'Rabiya'.

During the period from 1 April 2001 to 30 November 2001, Films Division participated in 4 national and 45 international film festivals with 70 and 251 films respectively.

#### **National Award winning films of the Division**

'Wearing the face',  
'Tribal Woman Artists',  
'From the Land of Buddhism to the Land of Buddha',  
'Vedic Mathematics',  
'Mahananda',  
'The Landscape',  
News Magazine No. 424- 'Verni Culture',  
News Magazine No. 434- 'Tulsi', & 'Infiltrators'

#### **Maharashtra State Award**

News Magazine No. 442 - 'Crushed Blossoms',

#### **RAPA International Awards**

'Wearing the Face'  
News Magazine No. 425 - 'Silicon Dust'

#### **International Award**

'Let Me Live' (EKOTOP Film Festival)

#### **Film Library**

The Films library of the Division with a computerised information system is a treasure of valuable archival material of India's contemporary history and its rich heritage. The archives provide vital footage for production of various films and are a source of revenue through sale of stock shots for the Division. The total collection of film library is about 1.9 lakh films which include original picture negative, dupe/inter negative, sound negative, master/inter positives, saturated prints, international tracks, predub sound negatives, 16 mm prints, library prints and answer prints, etc. Films of Archival value are being transferred on DVD format and DVDs of 950 films have been printed so far. Details of film library are available on the website of the Division as well.

## Revenue

During the period from April to November 2001, the Division released 12,386 prints of 27 Documentaries and 14 News Magazines in the theatrical circuits. The Division also sold 4 prints and 2,153 video/betacam cassettes of its films for non-commercial use in India and abroad. The total revenue earned by the Division up to 30 November 2001 amounted to Rs 898.88 lakh, which includes Rs 45.53 lakh earned from sale of stock shots, prints and video / betacam cassettes.

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

Children's Film Society, India (CFSI) was established in May 1955 under the aegis of the Ministry of Information & Broadcasting, Government of India, on the recommendations of the Film Inquiry Committee (1949), at the instance of the then Prime Minister, Pt. Jawaharlal Nehru whose concern for children needs no amplification. The organization is registered under the Societies Registration Act of 1860 with the main objective of providing children and young people with value-based entertainment through the medium of films.

The Chairperson who heads the society is an eminent personality in the field of Cinema. The affairs of the society are overseen by the Executive Council and the General Body. Members of the latter are nominated by the Government of India and the former is elected from amongst them. The Chief Executive Officer, who has under him all heads of Department, handles day-to-day functions: Administration, Production and Marketing

CFSI's Headquarters are located at Mumbai with branch/zonal offices at New Delhi and Chennai.

## Marketing

CFSI attempts to reach the maximum number of children (including in remote areas) through the following activities:

- Organisation of 35mm/16mm shows.
- Sale of Video Cassettes.
- Organisation of Mini Film Festivals/Participation in International Film Festivals.
- Telecast on DD/Regional Kendras.
- Organisation of Film Bonanzas/Workshop.

- Organisation of CFSI's International Children's Film Festivals.

Five District level mini film festivals were held during the period 2001-2002. CFSI also participated in 15 International Film Festivals abroad with its latest productions.

A total of 1462 VHS cassettes were sold to various schools, institutions, private parties during the period 1 April 2001 to 30 November 2001. CFSI has earned a revenue of Rs 46.25 lakh through its various marketing activities during the above period.

## Awards

CFSI feature film *Malli* won **award 30 half Golden Coin** at the 31<sup>st</sup> Roshd International Film Festival in Iran. *The Goal* received **Special International Jury Prize** at the 11th Cairo International Film Festival, Egypt. *Ranu* won **Special Jury Prize** at the 12<sup>th</sup> International Children's Film Festival - Hyderabad, 14-20 November 2001. The film also bagged the **Prix Jeunese Award** at the 18<sup>th</sup> International Scientific Audio Visual Conference, Image & Science held in Paris.

## 12<sup>th</sup> International Children's Film Festival

The **Golden Elephant** - 12 (as the International Film Festival is called) was organised by the CFSI in collaboration with the Government of Andhra Pradesh and was held at Hyderabad from 14-20 November 2001.

A total of 208 entries from 41 countries, including India, were received for the Festival. 12 theatres, spread over the twin cities of Hyderabad and Secunderabad screened the Festival films.

On the occasion of the Festival, UNICEF organised a three-day Seminar from 17-19 November 2001 on the theme of 'Rights of the Child'. Child delegates from India along with experts in the field of children films as well as child right activists participated in the discussions.

In order to teach the children the skills of film-making, a video familiarisation workshop was conducted during the Festival.

## Awards

- The **Golden Elephant Award** for Best Feature

Film and a cash prize of Rs 1,00,000 **Children Of Petroleum** from Iran.

- The Silver Elephant for the Best Live Action Short Film and a cash prize of Rs 50,000 **Lotte Primaballerina** from Germany.
- The Silver Elephant for the Best Animation Film and a cash prize of Rs 50,000 **Shangoul And Mangoul** from Iran.
- The Silver Elephant Award for the Best Child Artist and a cash prize of Rs 25,000 **The Canary Yellow Bicycle** from Greece.
- The Silver Elephant Award in Asian Panorama Prize and a cash prize of Rs 50,000 **The Child And The Soldier** from Iran.
- A Golden Plaque in Critics Jury Award and a cash prize of Rs 50,000 **Tsatsiki, Mum And The Policeman** from Sweden/Norway/Denmark.
- A Golden Plaque in Children's Jury for the Best Film and a cash prize of Rs 50,000 **Thomas The Falconer** from Slovakia.
- A Silver Elephant plus Rs 50,000 as the Special Jury Prize **Ranu** (India) (2000/Shyamal Karmakar/89 min.)

#### Activities in North-east Region

Children's Film Society, India, makes efforts to promote children's films in regional languages. Some of the recent award winning films have been dubbed in North Eastern State languages like Manipuri, Assamese, Bengali, etc.

#### DIRECTORATE OF FILM FESTIVALS

The Directorate of Film Festivals (DFF) was set up by the Government of India under the Ministry of Information and Broadcasting in 1973 with the prime objective of promoting good cinema. Since then, the Directorate has provided a platform for the best in Indian Cinema by organising the National Film Awards, the Indian Panorama, and the International Film Festivals of India every year. It has also proved to be a vehicle for promoting cultural understanding and friendship at international level. Within the country it has made the latest trends in world cinema accessible to the public.

#### National Film Awards

The 48th National Film Awards Jury commenced its jury screening in March 2001. 128 Feature films, 81 Non-feature films, 20 books and 19 articles by critics were entered for awards. The Awards function was held on 12 December 2001 in Vigyan Bhavan and the ceremony was presided over by the President of India, Sh K.R. Narayanan.

#### National Films Awards

Best Feature Film :	<b>Shantham</b> directed by Jayraj
Best Non-feature Film :	<b>Rasikpriya</b> directed by Arun Vasant Khopkar
Best Book on Cinema (2000) :	<b>Sholay</b> by Anupama Chopra
Best Film Critic (2000) :	Sh Vasiraju Prakasham (Telugu) and Sh Suresh Sharma (Hindi)
Dada Saheb Phalke Award (2000) :	Smt Asha Bhosle (renowned playback singer)

### Indian Panorama

The Indian Panorama Selection Panels for Feature and Non-feature films commenced their screenings in July 2001. The Feature Film Selection Panel was chaired by Sh Shaji N Karun and the Non-feature film selection panel by Smt Prema Karanth. Entries were invited for the period between 1 September 1999 and 31 May 2001 for selection of Indian Panorama Films. 30 Feature films and 20 non-feature films were selected for Indian Panorama for IFFI 2001. As IFFI 2001 was cancelled, the Indian Panorama Feature films package was screened at Kolkata Film Festival (10-17 November 2001), 4th International Film Festival of Mumbai (21-28 November 2001), and in New Delhi (12-20 January 2002). The non-feature film package of Indian Panorama was screened at the 7th Mumbai International Film Festival for documentary, short and animation films (3-9 February 2002)

### International Film Festival of India

The 32<sup>nd</sup> International Film Festival scheduled to be organised in Bangalore from 10-20 October 2001 was cancelled due to the serious draught condition in Karnataka State and the prevailing international situation arising after 11 September 2001.

### Activities Abroad

As per the annual target laid down, DFF was required to participate in 45 film festivals. This target, however, could not be achieved as the selection of films under Indian Panorama was deferred by nine months on account of the shift of the dates of the International Film Festival of India from 10-20 January to October. The Directorate of Film Festivals participated in the following film festivals during the period April-November 2001:

- Print of film **Karunam** sent to Singapore Film Festival.
- Films **Lal Darja, Blind Folded, Romancing the Stone, Status Quo, The Shamin of Perpang, The Voices and You Who Never Arrived** were screened in Cinefests 2001, Doha, Qatar.
- Film **Shores of Silence - Whale Sharks in India** directed by Mike Pandey has won the award Honour of Knowledge and film **In the Forest Hangs A Bridge** directed by Sanjay

Kak won Prize of the Ministry of Construction and Public Works of the Slovak Republic.

- Film **Straight From Heart** (*Hum Dil De Chuke Sanam*) participated in Cleveland International Film Festival in USA.
- Film **Karunam** participated in Nantuket Film Festival, New York, Bangkok Film Festival and Durban International Film Festival, South Africa.
- Film **Uttara** participated in Carnegie Museum of Art, Pittsburgh.
- Film **Shantham** participated in Vancouver International Film Festival.
- A Retrospective of Sh Buddhadeb Dasgupta's films; **Grihayudha, Phera, Bagh Bahadur, Tahader Katha, Charachar, Lal Darja** and **Uttara** were sent for screening in Sao Paulo International Film Festival, Sao Paulo.
- Film **Shantham** participated in London Film Festival.
- Film **Nayakan, Mouna Raagam, Piravi, Ennu Swantham Jankikutty** and **Samar** were sent to Ankara for the 4<sup>th</sup> Far-East Film Festival, Ankara.

### Cultural Exchange Programme

Under Cultural Exchange Programmes, various country-specific Film Weeks were organised in different cities of India. In all, six Foreign Film Weeks were organised namely, the film weeks of Germany in Thiruvananthapuram; Israel in New Delhi, Kolkata and Dehradun; France, Australia, Iran and Sweden in New Delhi.

A special Film Festival dedicated to women's empowerment titled **Mukta** was also organised in New Delhi, Thiruvananthapuram, and Kolkata. This festival, conceived on thematic lines, screened a package of 18 films as part of the programme drawn up by the Government of India to observe the International Year for Women's Empowerment.

Indian Film Weeks were organised abroad in Netherlands (Hollywood Vs Bollywood); a retrospective of Guru Dutt films was held in Madrid and Barcelona in Spain; a retrospective of Girish Kasarvalli films in

Colombo, Sri Lanka; a tribute to Amitabh Bachchan was held in Cairo, Egypt; an Indian Film Week in Damascus, Syria; a special screening of the films **Nayakan** and **Maya Memsaab** in Amsterdam, Netherlands; a retrospective of Gulzar's films in Zurich, Switzerland; a special screening of the film **Lagaan** in Mauritius; and a retrospective of Raj Kapoor films was organised in Vientiane, Laos.

#### **NATIONAL FILM DEVELOPMENT CORPORATION LTD.**

The 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 in accordance with the economic policy and objectives laid down by the Government from time to time. The objectives, therefore embodies the spirit of service to the film industry and to foster excellence in cinema and to develop state-of-the-art infrastructure and quality software in the audio-visual and related fields.

#### **Financing and Production**

NFDC encourages the concept of low-budget films, high in quality content and thematic values. The films funded/produced by NFDC and the cast and credits associated with its productions have won several National and International awards in the past vouching the NFDC's commitment in promotion of good cinema.

During the year 2001-02, (up to November.2001), 7 films in different languages have been completed and one film is under production.

Film DATTAK (Hindi) produced by the Corporation was shown in the Competition Section of Shanghai International Film Festival and at the Hawaii International Festival. Another film EKTI NADIR NAAM (Bengali) co-produced by the Corporation with the British Film Institute was shown at the prestigious London Film Festival in October 2001. The Corporation during the year limited its acquisition of foreign films only for Television and Satellite rights, and 46 good quality family entertainers were acquired during the year (up to November 2001) from different countries of the world. NFDC also extends technical

support to Doordarshan such as promo capsuling, packaging of DD2, Sports Channel, DD International and Avid Air-play maintenance. During the year 2000-01 (up to November 2001) 30 films were exported, the export realisation for the relevant period amounting to Rs 45 lakh. The Corporation is expected to export about 90 titles during the year with an estimated foreign exchange earnings of Rs 250 lakh.

The Corporation, as part of its promotional efforts, has acquired overseas rights for several films and some of them have been shown at major international film festivals in important sections. These include SHANITHAM (Malayalam) at the London Film Festival, Mille Valley Film Festival, California Festival Des Three Continents, Nantes (France), Asian Film Festival, Italy and ORU CHERU PUNCHIRI (Malayalam) at the London Film Festival.

#### **India - Pavillion Cannes, 2001**

Export being one of the major thrust areas of the company, the concept and scope of participation of Indian Films in Foreign Film Festivals was widened for the first time by setting up an "India Pavilion" at CANNES International Film Festival held in May 2001. Over 30 exporters from India participated in the Pavillion. Besides, facilities available in India for film production and locations for shooting in India were also publicised to film-makers of the world.

#### **Special Technical Projects**

The 16mm Film Centre, Kolkata continued to provide production and post-production facilities to the film industry of Eastern Region. 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. A new facility added this year to the film industry is to subtitle interpose of a film, so that the industry can take as many copies as needed from the dupe negative with subtitles in English or any of the languages available 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, etc.

A new video subtitling Unit has been commissioned at Chennai to cater to the requirements of the satellite channels in the South. The Telecine and 16/35 Camera Unit at Mumbai caters to the requirement of NFAI and other film producers for the transfer of films to high-band and betacam formats. Noise correction facility MNR-II equipment is the added feature of this unit. NFDC has its own Video Edit Suits catering to the requirement of promo capsuling as well as the preparation of promotional materials with facilities for quality checking. This unit apart from catering to the in-house requirements of the company also imparts technical services to Doordarshan.

The Corporation continued to assist film societies and State Governments 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 2001-2002 (up to November 2001) NFDC funded/produced films were screened at 29 centres all over India. National Film Circle continued to be active during the year both in Nehru Centre and NCPA. During the year (up to November 2001) 44 film shows were organised under this programme.

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 yesteryears. The Corpus of the Trust as on date has grown to Rs 4.16 crore. So far more than 775 cine artistes have availed themselves of the pensionary and other benefits from the Trust. Presently about 567 cine artistes are availing financial assistance from the Trust. During the year and up to December 2001 an amount of Rs 38.36 lakh have been disbursed as pension to cine artistes. An amount of Rs 51 lakh is expected to be disbursed during the year as pensionary benefits to various cine artistes.

#### **SATYAJIT RAY FILM AND TELEVISION INSTITUTE**

Satyajit Ray Film and Television Institute (SRFTI), was established by the Government of India in 1995 as an autonomous educational institution under the Ministry of Information and Broadcasting, and was registered under the West Bengal Societies

Registration Act, 1961. Located in Kolkata and named after the legendary film maestro Satyajit Ray, the Institute, the second of its kind in the country, is a national centre offering regular post-graduate diploma courses in film and television production. Its aim is to produce film and television professionals capable of independent creative and innovative work in the field so as to contribute to the film industry. It also has provision for research and explorative studies in sociology, culture and technology of film and television.

#### **Objectives of the Institute**

- a) To impart practical and theoretical training in all aspects of film & television programme conception and production including introduction to allied fields;
- b) To grant certificates, diplomas, honours diplomas and such other certificates, advanced diplomas as may be instituted by the Governing Council to the trainees on successful completion of prescribed courses of study; and
- c) To co-ordinate the activities of education and skill development in the field of film & television programme conception and production.

#### **Management and Organisational Framework**

SRFTI is a fully-funded autonomous institution under the Ministry of Information and Broadcasting, run by a Society constituted by the Government of India. The Society is headed by a President and runs the Institute through a Governing Council (GC), constituted of select members of the Society. The Governing Council is responsible for all executive functions of the Institute. As per its bye-laws, the President of the Society is also the Chairman of the Governing Council. The GC is assisted by

- a) Standing Finance Committee
- b) Academic Council and
- c) Technical Committee

Besides this, the GC is assisted by such bodies as may be constituted by the GC from time to time. The Society, Governing and Standing Finance Committee are represented by the Government through ex-officio members who are officials of the Ministry. The

General Meeting of the Society is normally held once a year while the Governing Council and other bodies meet periodically, at least three or four times.

During the year under review, Society, Governing Council, Standing Finance Committee and Academic Council met once. The Institute has finalised its syllabus for the three-year Post-graduate Diploma Courses which was approved by the Academic Council and subsequently ratified by the Governing Council. The Institute took up the process of fresh admission for its third batch of students. The process of admission went through a two-tier system which includes (i) an interactive orientation session and (ii) viva voce.

#### **Infrastructure Facilities**

SRFTI has been constructed in a sprawling area of 39.36 acres of land located at the Eastern Metropolitan Bye-Pass Road under Kolkata Municipal Corporation. The design of this Institute has been made in a manner which suits the professional activities to run an Academic Institute of this kind. The construction and maintenance work of the Institute are looked after by the Civil Construction Wing of All India Radio. The overall construction work is almost complete.

**Film Direction Block :** The three-storeyed Film Direction Block is presently housing the offices of the direction faculty, the office of the production department, two A.C. classrooms, a computer lab and a temporary store room for properties and set material. In addition, there is a faculty room with VHS/VCD/LD viewing facilities and one DVD editing room with cut-to-cut editing facility and a DVD camera with accessories for departmental exercises. The purchase department and film library is also located in this block.

**Sound Recording Department :** It has two large studios equipped with state-of-the-art technology and a separate digital audio workstation for sound recording, sound editing, and track laying at the post-production stage. The sound department has important equipment like Galleleo Anek, Fair Light, Rock & Roll, etc.

**Editing Block :** It has a film and a video section. The film section has 10 Steenbeck editing suits in

separate chambers and a large hall with 10 editing tables, synchronizers, splicers, etc. There is also one dust-free negative cutting chamber with four cutting tables. The video section has 6 analog video editing suites facilitating editing work in SVHS, U-matic and Beta formats. There is also one Avid Media Composer with film cut and dubbing option. In addition to these there are six pic-syns and a 'moviewala' available for film editing.

**The Motion Picture Photography Block :** It is equipped with wide-range cameras, including two ARRI 2C 35 mm cameras, one SR III and one SR II cameras (both 16 mm), one ARRI 435 (a new generation, advanced non-blimp 35 mm camera with video assist system), two DYC 637 video cameras one of which has an additional SVHS attachment, two betacam recorders, one high-band recorder, and four digital cameras of different models. The department has accessories for all the cameras including light meters and other equipment. The department has different kinds of lights including HMI lights. The MPP Section has been further equipped with 'Three Camera Set-Up' installation in its television studio.

**The Still Photography Section :** It has a studio with professional lighting arrangements along with six small laboratories with facilities for both black and white and colour film processing, developing and printing. Still Photography Section has 16 still cameras of different make and model with various lenses and attachments.

**Film Studio :** The Institute has a sophisticated Film Studio/TV Studio of its own. TV Studio is completely air-conditioned equipped with 'Moving Light Batten', etc., for the television production. The studio also has the facilities of 3-Camera Set-Up for on-line production, a pit for special-effect production and forced ventilation system.

**The Library Block :** The fast-growing library of the Institute is located in a two-storeyed house. Along with books and magazines on cinema, television, media, technology, performing arts and other related subjects the library is also collecting pre-recorded video films in different formats. There is also a substantial collection of audio cassettes and CDs. The library has a large reading hall, a well-equipped video

viewing room with several viewing booths and a music room with several booths for listening and studying music. At present the library has a collection of 4,126 books, 40 periodicals, 550 VHS cassettes, 37 LDs, 67 DVDs and 64 VCDs. The audio section has 30 audio CDs and 50 audio cassettes. The library has already completed computerised cataloguing and data base system and computerised off-line searching is now possible through this database using CDS/ISIS package prescribed by UNESCO/Department of Science & Technology. It also provides Internet facility for the benefit of the students and faculty. Recently it introduced 'Open Access System' in its book section. The entire classification work has been completed following the 'Dewey Decimal Classification' system and the entire accession has been computerized.

**Film Library :** The Institute has a film library to cater to the basic needs of the students and faculty for their reference. At present, the library has a collection of 1,451 films (feature: 501 and documentary: 950). The Cine Central, a Kolkata-based film society has deposited a collection of their films donated to them by different foreign Embassies to this Institute. The prints are being maintained and preserved by this Institute for use by organisations for academic purpose. The Institute has also procured used prints, both Indian and foreign, from NFDC and other organisations. The masterpiece films by eminent Indian film-makers like Satyajit Ray, Ritwik Ghatak, Mrinal Sen, etc., are also available in the library.

**Auditorium & Screening facilities :** The Institute has several facilities for preview and screening of films both in celluloid and video format. The multi-purpose main theatre has a capacity of 370 seats and is equipped with two 35 mm xenon projectors and video projection arrangements. The smaller preview theatre has 72 seats and is equipped with two 35 mm projectors, a 16 mm xenon projector and a video projector. In addition, there is an open air theatre which can accommodate more than five hundred viewers and have 35 mm film projection facilities. The Institute has provided a Film Vault to the National Film Archives of India, Kolkata which has been set up in the Auditorium Block.

**Students' Hostel :** A Students' Hostel with two separate different wings made for boys and girls has

been set up. The hostel has a capacity of 160 seats in addition to two dining spaces and a kitchen, recreation room, medical room and warden's residence. With the completion of the process of new admission the hostel has been made operative and all the 38 students are now staying in the hostel.

#### **Faculty and Academic Affairs**

The Institute is offering 3-year Post Graduate Diploma Courses, namely,

1. Diploma in Film Direction;
2. Diploma in Motion Picture Photography;
3. Diploma in Editing; and
4. Diploma in Sound Recording.

During the period under review the SRFTI have produced the following Diploma Films :

- (1) 'Chhota Asman' directed by Nilanjan Banerjee.
- (2) 'Jhama' directed by Vivek Kakade.
- (3) 'Band Party' directed by Siladitya Sanyal.
- (4) 'Khoj' directed by Tridib Poddar.
- (5) 'Kallu Aur Ravi' directed by Sagar Ballary.

The Institute has a core faculty of 9 teachers which includes four Assistant Professors and 5 Lecturers who are eminent and experienced in their respective field. From time to time, the Institute invited eminent professionals from the various fields of cinema and television as guest teachers to conduct workshops. The Institute occasionally invited working professionals to take special classes as it does not have adequate number of teachers.

**Student Exchange Programme :** Under the Exchange Programme with Potsdam Film School [PFS] in Germany, initiated last year during the Festival of Germany in India in collaboration with the Goethe Institute, Berlin, two students (one direction student and one camera student) each from SRFTI and PFS were deputed to Germany and India respectively to make independent short films of their choice. The films were 'Howrah, Howrah' made in India by Till Passow and Larse Lenski of PFS and 'Fourth World' made in Germany by Anjalike Sharma and Amal Neenad C.R. of SRFTI. Both the Institutes have the joint copyright of the films produced by them.

### Screening Programme

During the period under review nearly 130 feature films were screened for the students and faculties. Among the renowned directors whose films were screened were: Satyajit Ray, Ritwik Ghatak, Jean-Luc Godard, Franz Osten, Saeed Akhtar Mirza, Ingmar Bergman, Mohsen Makhmalbaf, Abbas Kiarostami, Jiri Menzel, David Lean, Roberto Rossellini, Federico Fellini, and A. Hitchcock. The Institute organises Film Festivals, etc., from time to time with the active cooperation of the Embassy of France, National Film Archive of India, Cine Central, NFDC & The Federation of Film Societies of India.

In addition to the regular screenings the Institute has organised the following retrospectives/ festivals:

1. Bombay Talkies Retrospective;
2. Iranian Film Festival;
3. Polish Film Festival and
4. A Package of Italian Neo-realist Films.

The students also attended the Kolkata Film Festival held in November 2001 and participated in Mumbai International Film Festival on Documentaries & Short Films (MIFF 2002).

To encourage the students the Institute took an innovative step to organise the Seminar-cum-Film Festival of the Diploma Films made by the first batch of students at four metropolitan cities in the country. Initially, the Institute organised two such Festivals at Mumbai (24 May) and Kolkata (29 & 30 September). The concept of such seminars and exhibitions of the films is to have better interaction of the students of this Institute with the film personalities in the country and to provide a platform for the various fields of film & television. Festivals evoked an overwhelming response from both the public and Film-associated people. In Kolkata a seminar was also organised in connection with the Festival. Noted amongst the speakers were film personalities Goutam Ghose, Dr. Santana Bordoloi and Father Gaston Roberse.

During the year the Institute participated in :

1. Kerala Film Festival;
2. National Film Award;
3. Indian Panorama (IFFI) and

4. Mumbai International Film Festival on Documentary & Short Film.

The Institute received the following Awards in the 48<sup>th</sup> National Film Awards Ceremony recently held at Delhi :

**Meena Jha (Hindi & English)** - Best First Non-Feature Film of a Director, Directed by Ms. Anjalika Sharma.

**Bhor (Bengali)** - Best Short Fiction Film, Directed by Smt. Rituparna Chudgar.

**Meena Jha (Hindi & English)** - Special Mention Award for Cameraman, Cinematographer - Shri Amal Neenad C. R.

Two films, viz., 'Bhor' and 'Egotic World' were selected in the non-feature film category of 'Indian Panorama' section for the International Film Festival in India, 2001. All the eight films produced by the first batch of students were selected in the Kerala Film Festival.

The following Films have been selected in the competition section (National Category) for the Mumbai International Documentary Film Festival 2002 held in February 2002:

- (1) Bipasha (Diploma Film), Director Ms. Debjani Mukherjee
- (2) Male Train (Documentary Video), Director Shiladitya Sanyal
- (3) Maya Bazaar (Documentary Video), Director Nilanjan Banerjee.

In addition to this, two selected films from the SRFIT production have been slotted for the school film section as a special package.

The Institute organised a unique Festival of International Film School under the caption "CLAPSTICK 2002" from 9-13 January 2002 on the Institute campus. Major film schools of international repute from USA, Canada, UK, Germany, Switzerland, Egypt, Israel, Croatia, Australia and China took part in the festival which was a grand success. This was the first festival of its kind and attracted a very good response, both from the public and from film students. The festival was interspersed with seminars, workshops and open-house discussions.

### World Photography Day

The Institute provided a platform to interact with different important and eminent photographers of Kolkata with the deliberation to mark the World Photography Day on 19 August.

### NATIONAL FILM ARCHIVE OF INDIA

The National Film Archive of India (NFAI) was set up as a media unit of the Ministry of Information and Broadcasting in February 1964. With headquarters at Pune, NFAI has three regional offices at Bangalore, Kolkata and Thiruvananthapuram.

Its three principal objectives are: (i) to trace, acquire and preserve for posterity, the heritage of Indian cinema; (ii) to classify, document data and undertake research relating to films; and (iii) to act as a centre for dissemination of film culture.

During April-December 2001, NFAI acquired 48 fresh titles, 32 duplicate prints, 13 free deposits, 42 video cassettes, 217 books, 36 pamphlets, 460 slides, 59 pre-recorded audio cassettes, 1324 stills, 762 song booklets, 499 wall posters, and 3 DVDs.

NFAI distribution library has about 36 active members throughout the country and it also organises joint screening programmes on a weekly, fortnightly and monthly basis in six important centres. Another important programme is the film-teaching scheme comprising long and short-term Film Appreciation Courses conducted in collaboration with FTII and other educational and cultural institutions.

NFAI has been a member of the International Federation of Film Archives since May 1969. This facilitates NFAI in getting expert advice, know-how and material on preservation techniques, documentation, bibliographies, etc. It also facilitates exchanges of rare films with other archives under archival exchange programmes. At the International level, NFAI organised retrospectives of Australian, French and Czech films in co-ordination with the Australian High Commission, French Embassy and Czech Consulate respectively. Joint screening programmes of German, Belgium and Swedish films were also organised with Alliance Francaise. Seven Tamil films of yesteryears were supplied to National

Film Corporation of Sri Lanka for a Tamil Film Festival held in Colombo and Candy. A festival of Sri Lankan films was jointly organised by NFAI, FFISI and Ashay Film Club. The films "Panchagni" and "Aankhen" were supplied for a retrospective of popular Indian Cinema organised by the Indian Embassy in Adis Ababa. "Palanka" and "Chinnamul" were sent to the 14th Fribourg International Film Festival in Switzerland. Three Hindi films, "Pyaasa", "Awaraz" and "Street Singer" were sent to UCLA, Los Angeles (USA) for screening as part of a programme "Musicals of the Millennium".

During the year, detailed checking was carried out in respect of 349 reels in 35mm. Similarly, a thorough check was carried out in respect of almost all preservation prints in order to identify the material to be copied or repaired. Also, 45 reels (10,532.69mtrs.) of nitrate base films were transferred to safety base. One nitrate film **Bhagya Rekha** 35 mm/1948 was transferred to safety base.

NFAI is committed to rendering services to producers/copyright owners in respect of supply of films, for repairing original negatives, preparation of duplicate copies and video copying for telecast purposes.

The NFAI completed the monograph project on 'Mehmood' under the scheme of Publications and Research.

### CENTRAL BOARD OF FILM CERTIFICATION (CBFC)

The Central Board of Film Certification (CBFC), set up under the Cinematograph Act, 1952, certifies films for public exhibition in India. It consists of a Chairperson and other non-official members. The Board has its headquarters at Mumbai and nine regional offices located at Bangalore, Kolkata, Chennai, Cuttack, Guwahati, Hyderabad, Mumbai, New Delhi and Thiruvananthapuram. The regional offices are assisted in the examination of films by advisory panels consisting of persons from different walks of life.

During the year 2001, the CBFC issued a total of 3,294 certificates, as against 3,186 during 2000; (2,560 celluloid films and 734 for video films). During the period under report, 1013 Indian Feature Films

(Celluloid), and 248 Foreign Feature Films (Celluloid) were certified. Out of 1,013 Indian Feature Films certified during 2001, 497 were granted "U" certificates, 192 "UA" certificates, and 324 "A" certificates. Among 248 Foreign Feature Films certified in the year, 25 were granted "U" certificates, 59 "UA" certificates, and 164 "A" certificates.

During 2001, the Board certified 1,099 Indian Short Films (1,021 "U" certificates, 32 "UA" certificates, and 46 "A" certificates and 200 Foreign Short Films, (29 "U" certificates, 54 "UA" certificates and 117 "A" certificates).

The Board certified 734 Video films during the year 2001. Out of these, 97 Indian Feature Films, 47 Foreign Feature Films, 402 Indian Short Films, 187 Foreign Short Films, 1 film belonging to the "Others" category (long films other than feature), and 2 have been granted "S" certificates.

Workshops were held by Advisory Panel Members for censoring of films. Various issues involved in the examination of the films were discussed and cut portions from some selected films were screened to illustrate the various guidelines for certification of films. The need for observing a code of conduct and discipline was also emphasized.

During the year, 144 cases of interpolations in films were detected at various places and the verification reports were sent to the concerned Judicial Magistrates for necessary action.

#### **FILM AND TELEVISION INSTITUTE OF INDIA**

The Film Institute of India was set up by the Government of India in 1960 under the Ministry of Information and Broadcasting. Following the addition of the Television Wing in 1970, the Institute was redesignated as Film and Television Institute of India (FTII). The Institute became a Society in October 1974 under the Registration of Societies Act, 1860.

A member of the International Liaison Centre of Cinema and TV School (CILCT), FTII also provides the latest education and technological experience in the art and technique of film-making and television production. In-service training is provided to officers of all grades of Doordarshan. The Institute is equipped with the latest digital and broadcast grade production

set up, viz., non-linear, betacam and A/B roll editing set-ups, Digital cameras, viz., Sony BVP-500 P; soft chromo keyer, digital special effects generator, the silicon graphics 02 workstation with Alias software, modern movie cameras, re-recording equipment etc. and provides excellent exposure to the faculty and students of film & television.

The Institute is governed by a Governing Council, headed by a Chairman. The academic policies and plans of the Institute are formulated by the Academic Council. Matters involving finance are controlled by the Standing Finance Committee.

Till 1999, the Film courses were leading to Diploma in Film Direction, Motion Picture Photography, Audiography and Film Editing. The Television courses offered, consists of in-service training to the personnel of Doordarshan covering all categories of staff in TV production, Technical Operations, Graphics and Set Design, etc., and short-term courses to other organisations. However, recognising the fact that the technology of film and television are converging, the curriculum of the main diploma courses has been changed from the last academic year.

#### **Film Appreciation Course**

The 26<sup>th</sup> Film Appreciation Course was held from 14 May to 9 June 2001 under the joint auspices of Film & Television Institute of India and National Film Archive of India. 61 participants including journalists, film-makers, feminist-activists, teachers and media-persons attended the course.

#### **Participation in Film Festivals**

The student Diploma films are regularly entered in various National and International Film Festivals with a view to give exposure to students' work in India and abroad. During the year, the Institute has participated in the following festivals/events :

- † Films South Asia, 2001 (a documentary film festival) Kathmandu, Nepal was held between 4 and 7 October 2001.
- Ⓐ Dubai Media City Ilda's Awards Festival was held between 9<sup>th</sup> and 11 November 2001.
- Ⓜ 7<sup>th</sup> International Short and Independent Film Festival, Dhaka, held between 22 and 30

December 2001.

- (v) 1<sup>st</sup> International Students Film Festival, Satyajit Ray Film & Television Institute, Kolkata held from 9 to 13 January 2002.
- (vi) 14<sup>th</sup> International Competition and 1st Digital Work Competition of Clarenton Ferrand Internal Short Film Festival, France held between 2 and 8 February 2002.
- (vii) 7th Mumbai International Film Festival for Documentary, Short and Animation Film 2002 held between 3 and 9 February 2002.

The Institute will also participate in the following Film Festivals during the year :

- (i) Digital Talkies Film Festival, New Delhi to be held between 8 and 15 March 2002.
- (ii) 25<sup>th</sup> Rencontres Internationales Henri Langlois Poitiers International Schools Film Festival,

France to be held between 11 and 17 March 2002.

#### **Book, Film and Video Library**

The Books Library has over 24,756 books including rare books on various aspects of Film and TV. The Film Library of the Institute has a collection of 2,244 films including Indian and foreign features and short films, study extracts and FTII films. The Film Library also houses audio visual material like records, cassettes and tapes. VHS and U-matic and betacam cassettes of Indian and foreign features and short films, documentary and students' films, TV programmes, video documentaries made by students and TV trainees are housed in the video library.

These tapes are of help to the students as source material in making in-depth studies of content, development and production techniques, supplementing the film-viewing sections on editing tables.

## INTERNATIONAL COOPERATION

### India And UNESCO

India is a founder member of UNESCO which is one of the specialized agencies of the United Nations Organisation. UNESCO's main goal is to promote international cooperation in the field of education, science and technology, social sciences, culture and mass communication. In order to promote the communication capabilities of developing countries, the 21st Session of the General Conference of UNESCO in 1981 approved the setting up of an International Programme for the Development of Communication (IPDC). India played a significant role in its inception and has been a member of the Inter-Governmental Council (IGC) and also of the IPDC Bureau. India has been playing a leading role in IPDC Bureau's activities over the years and has been attending meetings/seminars of IPDC or its sponsored programmes. India participated in the meeting of UNESCO's 31<sup>st</sup> General Conference in Paris held from 15 October to 3 November 2001. The agenda of the Conference included adoption of the Medium Term Strategy for 2002-07 and adoption of the Programme and Budget for 2002-03. In Communication Sector, "promoting equitable access to information and knowledge, specially in the public domain" has been identified by UNESCO as the principal priority for 2002-03.

### India News Pool Desk and Non-Aligned News Agencies Pool

The Non-Aligned News Agencies Pool (NANAP),

formally constituted in 1976 for the purpose of correcting imbalances in the global flow of information, is an arrangement for exchange of news and information among the national news agencies of non-aligned countries. Its affairs are managed by a Coordinating Committee elected from time to time. India is at present a member of the Coordinating Committee. The cost of running the pool is borne by the participating members.

During the year under review, Press Trust of India continued to operate the India News Pool Desk (INPD) of the NANAP. The major event of the year was study visits to PTI, New Delhi by the Minister of Information and Communication of Sudan, Dr. Ghazi Salahudin, and the Managing Director of News Agency of Nigeria (NAN), Mr. Wada A. Maida.

During the year PTI and the Kuwait News Agency (KUNA) finalised the terms of a news cooperation agreement the draft of which is awaiting signature.

PTI represented in the 80th anniversary celebrations of the Mongolian news agency Montsame held in Ulan Bator. A fresh cooperation agreement between the two news agencies is in the offing.

India continued to contribute substantially to the news file of the Pool network during the Year with news flow from PTI averaging between 7,000 to 8,000 words per day. Reception of news at INPD from the other participating agencies during the year ranged 15,000 to 20,000 words per day with about a tenth of the matter received being used.

# 7

## PLAN AND NON-PLAN PROGRAMMES

### Plan Outlay

The approved Annual Plan 2001-02 outlay of the Ministry of I&B is Rs.811.40 crores (DBS: Rs.340.00 crores + IEER: Rs.471.40 crores). The sector wise break up of the Ninth Plan (1997-2002) and Annual Plan 2001-02 is as under:

Figures indicated in brackets are total outlay for 5 Annual Plans actually provided)

The statement showing details of the Budget for Plan and Non-Plan programmes in respect of the Ministry of Information & Broadcasting is at are indicated

*(Figures in crores of rupees)*

Sl.No.	Sector	Approved 9th Plan outlay (1997-2002)	Approved Annual Plan 2001-02 outlay
1	<i>BROADCASTING SECTOR</i> (PRASAR BHARATI)	2567.05 (3065.09)	752.93
	a) AIR	805.40 (746.13)	190.93
	b) DOORDARSHAN	1761.65 (2318.96)	562.00
2	<i>INFORMATION SECTOR</i>	93.30 (94.61)	17.08
3	<i>FILMS SECTOR</i>	182.70 (212.16)	41.39
	<b>Total</b>	<b>2843.05</b> <b>(3371.86)</b>	<b>811.40</b>

## ANNEXURE

## MINISTRY OF INFORMATION &amp; BROADCASTING

SCHEME-WISE OUTLAYS IN RESPECT OF MEDIA  
UNITS FOR ANNUAL PLAN 2001-2002

(Rupees in lakhs)

Sl. No.	Name of the Media Unit (Details of the Schemes)	Approved Outlay 2001-2002
(1)	(2)	(3)
<b>III. BROADCASTING SECTOR (Prasar Bharati)</b>		
<b>(1) ALL INDIA RADIO</b>		
<b>A. CAPITAL :</b>		
1.	Continuing Schemes	3918.05
2.	Modernisation & Replacement Schemes	4932.70
3.	New Schemes	2555.25
4.	Machinery & Equipment and Establishment	2336.00
5.	Charged Expenditure	50.00
6.	Prasar Bharati	1.00
	Total (Capital)	13793.00
<b>B. REVENUE :</b>		
1.	Continuing Schemes including New Item Proposals	2450.00
2.	Software Schemes	50.00
	Total (Revenue)	2500.00
C.	a) J&K Package (Hardware) (Cap)	2700.00
	b) J&K Package (Software) (Rev)	100.00
	Total (J&K Package)	2800.00
	Total Outlay (AIR) (A+B+C)	19093.00
	Capital	16493.00
	Revenue	2600.00

**(2) DOORDARSHAN****A. CONTINUING SCHEMES**

(Upto VIIIth Plan)

1.	Transmitters Schemes	629.00
2.	Programme Generation Schemes	611.00
3.	Miscellaneous Works Schemes	100.00
	Sub Total (A)	1340.00

**B. NINTH PLAN SCHEMES**

1.	Transmitters Schemes	5087.00
2.	Programme Generation Schemes	3885.00
3.	Miscellaneous Works Schemes	
i.	Satellite Related schemes	1295.00
ii.	Other Misc., i/c M&E	457.00
iii.	Establishment	2400.00
	Sub Total (B)	13124.00

**C. NEW SCHEMES**

1.	Transmitters Schemes	4200.00
2.	Programme Generation Schemes	3400.00
3.	Miscellaneous Works Schemes	
i.	Satellite Related Schemes	2160.00
ii.	Other Misc. Schemes	240.00
	Sub Total (C)	10000.00

**D. CHARGED EXPENDITURE**

36.00

**E. Revenue Plan**

15500.00

F.	a) J&K package- Hardware(Cap)	8000.00
	b) J&K package- Software(Rev)	8200.00
	Total (J&K Package)	16200.00

TOTAL OUTLAY (DD) (A+B+C+D+E+F) 56200.00

Capital 32500.00

Revenue 23700.00

Total (Prasar Bharati)	75293.00	<b>IV. SONG AND DRAMA DIVISION</b>	
DBS	29277.00	<b>CONTINUING SCHEMES</b>	
IEBR	46016.00	1. Tribal Centre Ranchi (Pilot Project)	15.00
<b>B. INFORMATION MEDIA</b>		2. Sensitive Areas and Inner line Publicity Scheme	60.00
<b>I PRESS INFORMATION BUREAU</b>		3. Sound and Light Unit, Delhi	28.00
<b>CONTINUING SCHEMES</b>		4. Sound and Light Unit, Bangalore	27.00
1. Setting up of the National Press Centre at New Delhi	5.00	5. S & L Unit, Allahabad	22.00
2. i) Computerisation of the activities of the Press Information Bureau	230.00	6. Programme Designing Units	25.00
ii) Setting up of MMCs	18.00	7. Tribal/Hilly/Desert Areas Publicity Scheme	37.00
3. Greater Mobility in PIB offices	15.00	8. Machinery & Equipment (CAPITAL)	5.00
4. Opening of branch offices of PIB	80.00	9. Rent/ Rates & Taxes/Estt./ Office expenses etc.	6.00
5. Coordinating and Organising of Press Parties to Tribal Areas under Tribal Sub Plan	20.00	<b>TOTAL</b>	<b>225.00</b>
<b>Total:</b>	<b>368.00</b>	<b>V. DIRECTORATE OF FIELD PUBLICITY</b>	
<b>II PUBLICATIONS DIVISION</b>		<b>CONTINUING SCHEMES</b>	
<b>CONTINUING SCHEMES</b>		1. Purchase of Films/Cassettes	61.17
1. Modernisation of Publications Division		2. Conducted Tours	11.83
i) Upgradation of Desk Top Publishing	30.50	3. Opening of new Field units and maintenance	75.00
ii) Modernisation of Sales Emporia	35.00	4. Computerisation of Regional offices	10.00
iii) Human Resource Development - Training	2.00	<b>Total</b>	<b>158.00</b>
iv) Putting Publications Division on the Internet	25.00	<b>VI. PHOTO DIVISION</b>	
2. Mobile Book Shops for NE region	1.00	<b>CONTINUING SCHEMES</b>	
3. Bringing out Yojana in Oriya	2.50	Modernisation of Photo Division	
4. Publication & Tender News (New Scheme)	0.00	A. Capital	00.00
<b>Total</b>	<b>96.00</b>	1. Digital/Professional still cameras	
<b>III DIRECTORATE OF ADVERTISING AND</b>		2. Thermal Printer	
<b>VISUAL PUBLICITY</b>		3. Film Scanner	
<b>CONTINUING SCHEMES</b>		4. Work Station	
1. Developmental Publicity Programme	15.00	5. 2KVA on line UPS	
2. Strengthening of DAVP and improvement of mobility	29.00	6. Adobe Photoshop.	
<b>Total</b>	<b>44.00</b>	B. Revenue	
		Operation/Maintenance/Spares	26.00
		<b>Total</b>	<b>26.00</b>

<b>VII. INDIAN INSTITUTE OF MASS COMMUNICATION CONTINUING SCHEMES</b>		<b>GRAND TOTAL</b> (INFORMATION MEDIA)	1707.90
1. Building and Housing Project	80.00	DBS	1446.00
2. Research & Evaluation studies	2.00	IEBR	261.90
3. Modernisation and Expansion of facilities for Radio& TV Journalism Video Projection	25.00	<b>(C) FILMS MEDIA</b>	
4. IIMC, Dhenkanal	144.00	<b>I FILMS DIVISION</b>	
5. IIMC , Kottayam	5.00	<b>A) CONTINUING SCHEME</b>	
6. IIMC, Jhabua	5.00	1. Production of special featurette films to cater to rural audience	220.00
7. IIMC, Dimapur	30.00	2. Creation of marketing and sales potential in Films Division.	7.00
Total:	291.00	3. International Documentary, Short and Animation Film Festival	120.00
Less Receipts	7.00	4. Professional training and orientation courses	4.00
Total:	284.00	5. Modernisation & Replacement of obsolete equipments of Films Division	218.00
<b>VII. MAIN SECTT CONTINUING SCHEME</b>		6. Renovation of Gulshan Mahal Building	0.00
<b>SOOCHNA BHAWAN</b>		7. Construction of phase III-Building	100.00
1. Construction of Soochna Bhawan (Phase IV)	180.00	8. Restoration/Renovation of 1st phase building of Films Division	10.00
2. Strengthening of Pay and Accounts Organisation to cope up with increased activities of the Ministry of I&B	10.00	9. To develop and equip Films Division with video facilities for making programmes in video format including computergraphy for Cartoon Film Unit	100.00
3. Local Area Networking	41.00	10. Feedback & Market Research of FD Films	1.00
Total:	231.00	Total	780.00
<b>IX. RESEARCH, REFERENCE &amp; TRAINING DIVISION</b>		<b>II NATIONAL FILM ARCHIVES OF INDIA CONTINUING SCHEMES</b>	
1. Equipments	3.00	1. Construction of specialised vaults for nitrate films and transfer of nitrate films to safety base.	28.00
2. Office Expenditure	8.00	2. Acquisition of archival films (Indian & Foreign)	80.10
3. Software	3.00	3. Acquisition of ancillary film material books, journals, stills and disc-audio tapes etc.	5.00
4. Training	0.00	4. Computerisation of archival data.	5.00
Total	14.00		
<b>X. BROADCAST ENGINEERING CONSULTANTS INDIA LTD</b>			
1. DBS	000.00		
2. IEBR	261.90		
Total	261.90		

5.	Archive screenings on membership basis and organising film appreciation lectures, seminars and photographic exhibitions.	3.00	<b>V. CHILDRENS FILM SOCIETY, INDIA CONTINUING SCHEMES</b>		
6.	Publication of Indian filmography and other research documents, history projects and grant for research projects and publication on cinema and subtitling of Indian and foreign films.	3.00	1.	Production and procurement of childrens films/serials including dubbing &/or subtitling	326.00
7.	Construction of additional wing to NFAI complex staff Qrs. & setting of TV/Video Archives	30.00	2.	Modernisation and Augmentation of Production Facilities	
8.	Construction of staff quarters at Pune	0.00	3.	Festivals	100.00
<b>NEW SCHEMES</b>			4.	CFSI Complex at Hyderabad	5.00
1.	Conversion of Jayakar Bungalow, Pune as a museum of cinema.	0.00	5.	Video Workshop	10.00
2.	Augmentation of facilities at the Regional Offices of NFAI	0.00	6.	Animation & Script writing Workshop	4.00
	<b>Total</b>	<b>154.10</b>	7.	Audience Research and Marketing Survey	10.00
				<b>Total</b>	<b>455.00</b>
<b>III. FILM AND TELEVISION INSTITUTE OF INDIA CONTINUING SCHEMES (Grant-in-aid)</b>			<b>VI. NATIONAL FILM DEVELOPMENT CORPORATION (IEBR) CONTINUING SCHEMES</b>		
i.	civil works	300.00	1.	Production and Financing of Films	412.00
ii.	Machinery & Equipment	150.00	2.	Theatre Finance	50.00
iii.	Modernisation & Computerisation	50.00	3.	Import of films	250.00
	<b>Total</b>	<b>500.00</b>	4.	Modernisation of Projects	150.00
				<b>Total</b>	<b>862.00</b>
<b>IV. SATYAJIT RAY FILM AND TELEVISION INSTITUTE (Grant-in-aid)</b>			<b>VII. DIRECTORATE OF FILM FESTIVALS CONTINUING SCHEMES</b>		
1.	Administrative/Establishment expenses	287.08	1.	Salaries	0.10
2.	Maintenance	50.64	2.	Domestic Travel Expenses	2.00
3.	Other charges	56.00	3.	Foreign Travel	10.00
4.	Appliances and Equipment	100.00	4.	Office Expenses	3.00
5.	Construction	105.00	5.	International Film Festivals of India	275.00
6.	Payment of land acquisition charges	200.00	6.	Film Festivals under Cultural Exchange	55.00
	<b>Total</b>	<b>798.72</b>	7.	National Awards for Films	80.00
			8.	Participation in Foreign Film Festivals	4.90
			9.	Film Festival Complex/Additions and Alterations - Major Works.	50.00
			<b>Total:</b>	<b>Total:</b>	<b>480.00</b>

<b>VIII. FEDERATION OF FILM SOCIETIES OF INDIA NEW SCHEMES</b>		3. Augmentation of Infrastructural facilities in the Regional offices of the CBFC	25.00
1. Promotion of Indian Films	2.00	4. Organisation of Training courses & Studies	50.00
2. Purchase of Projection equipment	0.35	5. Strengthening of infrastructure in Headquarters of CBFC at Mumbai	5.00
3. Organisation of Seminars etc.	0.35		
4. Publication of Journals	0.25		
5. Establishment expenses	1.05		
		Total	105.00
Total	<u>4.00</u>		
<b>IX. CENTRAL BOARD OF FILM CERTIFICATION CONTINUING SCHEMES</b>		TOTAL (FILMS MEDIA)	4139.10
1. Establishment of computerised Management Information System	5.00	IEBR	862.00
2. Opening of the Regional Office of Board at Hyderabad, New Delhi, Cuttack and Guwahati.	20.00	DBS	3277.10
		GRAND TOTAL (M/O I&B)	81140.00
		DBS	34000.00
		IEBR	47140.00

(File 2001-02-approved)

## ADMINISTRATION

The Ministry of Information and Broadcasting, as per the Allocation of Business Rules, has a wide mandate in respect of information, education and entertainment to be executed with functions relating to print and electronic media as also films.

The Ministry is assisted and supported in its activities through 13 attached and subordinate offices, six autonomous organisations and two public sector undertakings.

### **Mandate of the Ministry of Information and Broadcasting**

- News Services through All India Radio (AIR) and Doordarshan (DD) for the people including Indians abroad.
- Development of broadcasting and television.
- Import and export of films.
- Development and promotion of film industry.
- Organisation of film festivals and cultural exchanges for the purpose.
- Advertising and Visual Publicity on behalf of the Government of India.
- Handling of Press relations to present the policies of the Government of India and to get feedback on publication.
- Administration of the Press and Registration of Books Act, 1867 in respect of newspapers.
- Dissemination of information about India within and outside the country through publications on matters of national importance.
- Research, Reference and Training to assist the media units of the Ministry.
- Financial assistance to distinguished artistes, musicians, instrumentalists, dancers, dramatists, etc., who have substantially contributed to the Ministry's institutions.
- International relations in respect of broadcasting and news services.

### Main Secretariat

The Main Secretariat of the Ministry is headed by the Secretary who is assisted by an Additional Secretary, three Joint Secretaries and one Chief Controller of Accounts. There are 10 officers of the level of Director/Deputy Secretary, 13 officers of the rank of Deputy Secretary (in-situ)/Under Secretary, 41 other gazetted officers and 285 non-gazetted officials in the different wings of the Ministry.

### Information and Facilitation Centre

The Information and Facilitation Centre of the Ministry was opened on 4th July 1997 in pursuance of the decision of the Government to make the administration more transparent and responsive.

### Mother Charter

On the recommendations made in the Conference of Chief Ministers on effective and responsive administration, this Ministry had prepared and hosted its Mother Charter on the website of the Ministry (<http://www.mib.nic.in>).

### Public Grievances

A Public Grievances Cell is functioning in the Main Secretariat of this Ministry. In order to tone up the Grievance Redressal System of the Ministry and all its constituent units time limits have been fixed for completion of various activities coming under the purview of the grievances redressal mechanism.

### Provision for adequate representation of SCs/STs/OBCs

In pursuance of the declared policy of the Government, the Ministry has been making all-out efforts to provide adequate representation to Scheduled Castes, Scheduled Tribes and Other Backward Classes in the services and posts under its control in accordance with the orders issued by the Government in this regard. The Ministry is making constant efforts to ensure that the difference between the targeted percentage of reservation and actual

representation of SCs/STs/OBCs in various services and posts in Ministry including its attached and subordinate offices is reduced to the minimum. The percentage of the SC and ST employees in the Ministry including its Attached and Subordinate offices is as under :

	Group A	Group B	Group C	Group D
SC	12.53%	12.33%	15.65%	29.35%
ST	6.43%	3.98%	9.3%	11.84%

A cell has been functioning in the Ministry under the supervision of a Liaison Officer of the rank of Director for coordination and monitoring of work relating to implementation of reservation policy. Rosters are maintained by the attached and subordinate offices, Autonomous Bodies and Public Sector undertakings under the administrative control of the Ministry.

### Statement showing the total number of Government Servants and the number of Scheduled Castes and Scheduled Tribes amongst them as on 1 January 2001

Group	Number of Employees as on 1.1.2001		
	Total	SC	ST
<b>Group A</b>	1,129	133	60
i) Lowest rung of Group A			
ii) Other than lowest rung of Group A	1,808	235	129
Total (i + ii)	2,937	368	189
<b>Group B</b>	9,178	1,132	366
<b>Group C</b>	25,461	3,984	2,366
<b>Group D</b>			
i) Sweepers	820	628	69
ii) Others	9,556	2,414	1,160
Total (i + ii)	10,379	3,046	1,229

Training of Officers belonging to SCs/STs/OBCs in services under various training programmes in India and abroad is receiving adequate attention. The reservation policy in respect of SCs/STs/OBCs is also being followed in services/posts in all attached and subordinate offices, autonomous bodies and public sector undertakings under the administrative control of this Ministry.

#### **Use of Hindi as the Official Language**

Hindi is the Official Language of the Union of India. There is a well-considered policy of the Government to accelerate the progressive use of Hindi in Official work. This Ministry has been stressing the use of Hindi as per the Official Language Policy of Government of India. The Official Language Implementation Committee in the Main Secretariat of the Ministry monitors the progressive use of Hindi in the Secretariat as well as its attached and subordinate offices. Meetings of OLIC are held regularly. An Annual Programme evolved by the Department of Official Language, MHA, and a nodal department of the Government of India, was circulated to all media units and the same was discussed in all media units of the Ministry with the request to make every effort to achieve the targets fixed item-wise.

For promoting the use of Hindi in official work, a "Hindi Fortnight" was organised in the Main Secretariat of Ministry during September 1-14, 2001. During the period Essay-writing, Poetry, Noting/Drafting, Speech, Translation, Hindi Stenography, Work on computer and Slogan competitions in Hindi were organised and as many as 63 officials were awarded with cash and certificates. Similarly, Hindi Fortnight and Hindi competitions were also organised in attached and subordinate offices of the Ministry and cash prizes were awarded to the winners. To encourage employees working in Hindi, Hindi workshops were organised during the year 2000-2001, at which 44 employees were trained. In addition, an appeal was also issued by the Hon'ble Minister for increasing the use of Hindi in official work. For providing necessary assistance to the Secretariat of the Ministry, there is One Director (OL), One Assistant Director (OL) and Four Translators, who are fully responsible for the translation, implementation and monitoring the Official Language Policy of the Government of India, a regular process which is looked after by the Hindi Section of the Ministry.

Six offices under the Ministry were inspected and their position was reviewed. In a measure to increase correspondence in Hindi, 3 employees were nominated for training in Probodh, Praveen and Pragya courses and 8 Typists and 9 Stenographers were nominated for Hindi Typing/Stenography Training during the year. Twenty-nine offices under the Ministry were notified under Rule 10(4) of the Official Language Rules, 1976 to do the maximum work in Hindi as 80% employees of the offices had acquired working knowledge in Hindi.

Check points were strengthened in order to ensure issuance of all papers/documents under Section 3(3) of the Official Language Act in bilingual form and that letters received in Hindi and signed in Hindi were replied to in Hindi only. In addition, quarterly progress reports received from different sections and media units were reviewed and remedial actions suggested in order to ensure better compliance of the Official Language Policy.

The Hindi Salahkar Samiti under the chairmanship of the Ministry reviews the progress made regarding use of Hindi and suggests ways and means for increasing the use of Hindi in official work in the Ministry and other attached/subordinate offices under its administrative control. The Hon'ble Minister of I&B convened three meetings during the period under review. One meeting was convened at Headquarters, which was a great success for this Ministry. Various ways and means were devised by the non-official members of the Samiti for promoting use of Hindi in the official work of the Ministry and its attached and subordinate offices.

The Second Sub-Committee of Parliament on Official Language inspected eight offices under this Ministry during the year (upto 31 January 2002). A senior officer represented the Ministry at these inspection meetings. The suggestions made by the Committee were noted and remedial action initiated.

#### **Internal Work Study Unit**

The Internal Work Study Unit has continued to take measures to increase the administrative and fiscal efficiency of the Organisation by suggesting measures which would not only yield economy in expenditure but also make it administratively more competitive. The unit has prepared/finalised reports in respect of:

- i) Regional Offices of Directorate of Field Publicity at:

(a) Shillong and (ii) Department of Information, Publicity and Tourism, at Lakshadweep. Implementation of these reports would annually entail savings to the tune of Rs 7,32,018. Pending finalisation of action taken on the recommendations of the Expenditure Reforms Committee (E.R.C.) on some of the media units, the work-studies of these units scheduled during the current year had to be deferred.

On the Organisation and Method (O&M) side, besides monitoring compliance with the various aspects of checks on delays, record management activity was accorded special attention. Two special drives on record management were launched during the period together with the monthly efforts on recording activities have resulted in recording of 2,554 files, reviewing of 9,321 files and weeding out of 5,147 files. O&M inspections of sections/desks were carried out to ensure that various provisions of the Manual of Office Procedure are adhered to in day-to-day transaction of business.

IWSU has been functioning as the nodal agency of the Ministry for implementation of revised award scheme(s) sponsored by DAR&PG for Central Government employees as well as members of the public inviting from them suggestions to improve the quality of public services and making them more customer-friendly.

### Accounting Organisation

Consequent upon the departmentalisation of Government accounts in 1976, the Comptroller & Auditor General of India was relieved of the responsibility of compiling and keeping the accounts of transactions relating to the Civil Ministries of Central Government. The Secretaries of Central Ministries/Departments were declared as Chief Accounting Authorities. The Secretary of the Ministry of Information & Broadcasting, besides being the administrative head of the Ministry, is also the Chief Accounting Authority in respect of the Ministry of Information & Broadcasting. The Secretary is assisted in this function by the Additional Secretary and Finance Adviser and the Chief Controller of Accounts.

At the initial stages of the Departmentalisation of Government accounts in 1976, the Chief Controller of Accounts, Ministry of Information & Broadcasting with 14 Pay & Accounting Units under its control came into existence with a staff consisting of 475.

They were catering to the needs of 204 DDOs in 1976. At present (as on 31-12-2001), there are 604 DDOs consisting of 525 DDOs of Prasar Bharati and 79 DDOs of Non-Prasar Bharati (52 non-cheque drawing DDOs & 27 cheque drawing DDOs) under 14 PAOs with a staff consisting of 489. These PAOs continue to deal with the payment & accounting functions of 525 DDOs of Prasar Bharati even after its delinking from the Governmental system with effect from 1 April 2000 pending issue of administrative orders by the Ministry of Information & Broadcasting in respect of transfer of accounts posts/personnel.

The Chief Controller of Accounts, Ministry of Information & Broadcasting is in overall charge of functions relating to payments, accounting of receipts and payments, internal audit and management accounting in the Ministry of Information & Broadcasting. Under Article 150 of the Constitution of India, the President of India is responsible for the submission of the Certified Annual Appropriation Accounts and the combined Finance Accounts of the Union to the Parliament. This responsibility of the Government to Parliament is discharged through the Controller General of Accounts, Department of Expenditure, Ministry of Finance. This mandate of the Controller General of Accounts is carried out by the Chief Controller of Accounts in respect of transactions relating to the Ministry of Information & Broadcasting.

The Chief Controller of Accounts discharges the above functions through the Principal Accounts Office at New Delhi with the assistance of one Controller of Accounts, one Deputy Controller of Accounts, one Assistant Controller of Accounts and 14 Pay & Accounts Offices. The Pay & Accounts Offices are located at Delhi, Mumbai, Kolkata, Chennai, Lucknow, Nagpur and Guwahati. The Accounting Organisation is mainly responsible for :

- a) Expenditure control over Appropriations.
- b) Timely accounting of receipts.
- c) Compilation and Consolidation of Accounts of the Ministry of Information & Broadcasting for onward submission to the CGA, Ministry of Finance.
- d) Formulation of revenue receipts, public accounts, interests and repayment of loans, interest

payments, pension and retirement benefits, budget estimates on behalf of the Ministry (Grant No. 51)

- e) Ensuring prompt payments
- f) Speedy settlement of pension, provident fund claims
- g) Internal audit of the Ministry and media units
- h) Making available accounting information to concerned authorities

A special feature of this organisation involved the payments relating to the personal claims and salaries of approximately 4,000 gazetted officers (including 3,400 officers of Prasar Bharati DDOs) of the Ministry and its attached and subordinate offices, which are made through a computerised system with the help of the National Informatics Centre.

During April - November 2001, 79,496 bills (including 37,710 claims of gazetted officers processed by PAO, IRLA) were processed by all the PAOs. In addition 1,012 Pension/Revision of Pension/Family Pension cases and 541 GPF Final Payment cases in respect of retired Government servants were also finalised during this period.

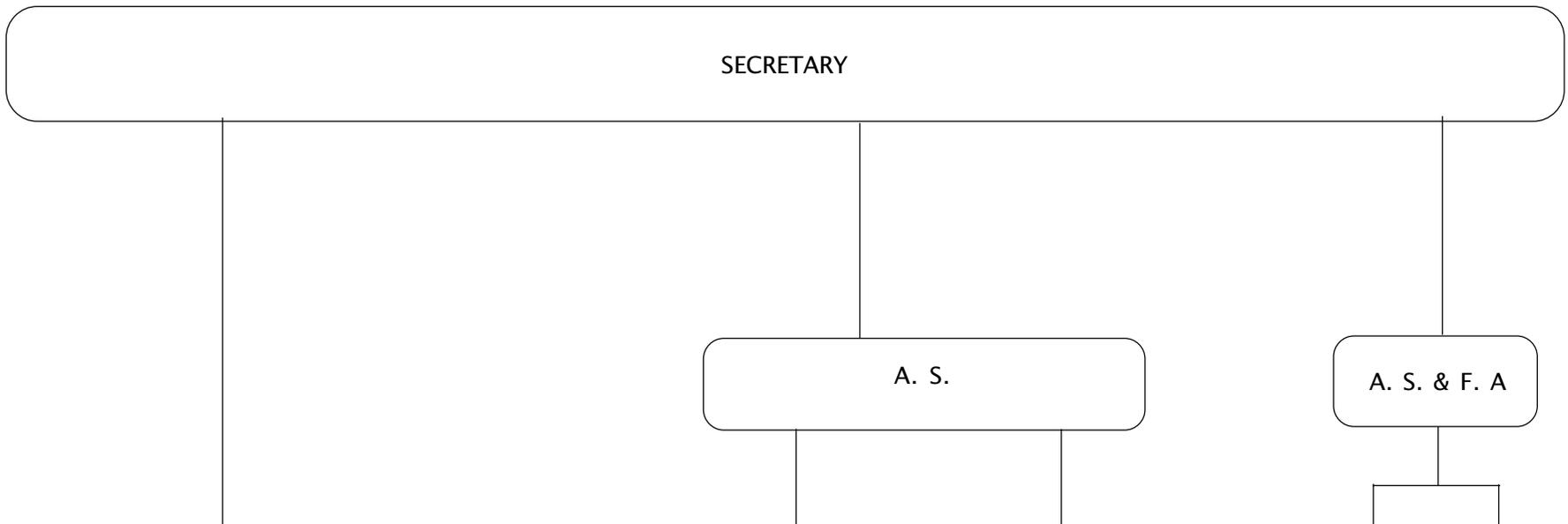
### Vigilance

The vigilance set-up of the Ministry is functioning under the overall supervision of the Secretary. He is assisted by a Chief Vigilance Officer (at the level of Joint Secretary) and support staff. A separate Chief Vigilance Officer has been appointed for Prasar Bharati, with the approval of the Central Vigilance Commission, and he supervises the vigilance activities of both All India Radio and Doordarshan. In other attached/subordinate offices, Public Sector Undertakings and Registered Societies also, separate vigilance set-ups exist. The Chief Vigilance Officer of the Ministry coordinates the vigilance activities of the attached and subordinate offices, Public Sector Undertakings and Registered Societies.

Concerted efforts were made to simplify procedures in order to minimise the scope for corruption. Persons of doubtful integrity were identified and a close watch was maintained over such officials. Sincere efforts were also made to rotate the staff posted at sensitive points. To ensure proper observance of rules and procedures, senior officers

carried out regular and surprise inspections. During January-December 2001, 130 regular and 48 surprise checks were carried out and 50 persons were identified for being kept under surveillance. In addition, a total of 41 areas have been selected for being kept under surveillance by the different media units of this Ministry. During the period, 'Agreed' and 'Doubtful Integrity' lists of officers of Gazetted status of the Ministry and its Media Units have been reviewed and up-dated. The agreed list consists of 44 officers and doubtful integrity list consists of 75 officers. The activities of these officers are constantly and closely monitored. Besides, as a continuation of the anti-corruption drive launched by the Government on the 50th Anniversary of Indian Independence, C.V.O. has been nominated as the Liaison Officer to deal with the complaints forwarded by the Prime Minister's Office. During the period under report, 5 complaints were received from Prime Minister's Office and enquiries were ordered in all cases. On the directions of CVC, a week-long Vigilance Awareness Week from 31.10.2001 was observed by the Ministry of I&B and its Media Units. During the week, at the outset, a meeting was organised with all Media Heads under the chairmanship of the Hon'ble Minister of State for Information and Broadcasting to discuss various issues relating to vigilance. A number of competitions like debate, speech, etc., on vigilance-related topics were also organised and entries in the form of articles, cartoons, etc., were invited. A vigilance newsletter titled 'Ever Vigilant' is also being brought out to create vigilance awareness and arouse public concern.

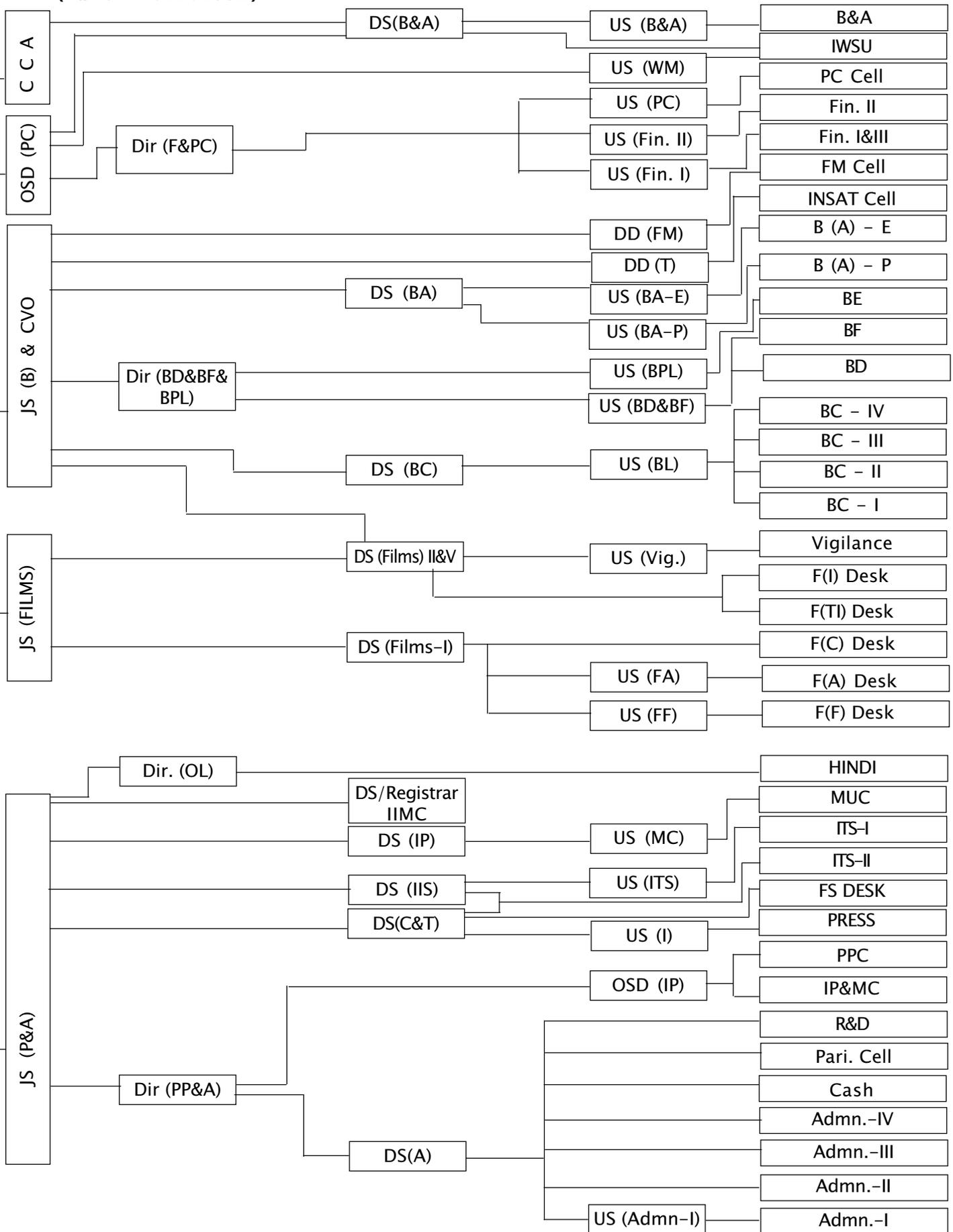
During the year, 355 fresh complaints were received in the Ministry and its Media Units, etc., from different sources. These were examined and preliminary enquiries were ordered in 63 cases. Preliminary inquiry reports in respect of 52 cases were received during the year. Regular departmental action for major penalty was initiated in 31 cases and for minor penalty in 9 cases. Major penalty has been imposed in 11 cases and minor penalty in 9 cases. Two persons retired prematurely and 8 cases were closed after consulting the Central Vigilance Commission. In addition, 7 appeals were decided and one appeal was decided converting the penalty of 'Dismissal' from service into 'Compulsory retirement'. During the period under report, 13 officials were placed under suspension and in 25 cases administrative warnings were issued.



ORGANISATION CHART O

F MINISTRY OF I&B (MAIN SECTT.)

(As on 7.12.2001)



AS  
AS&F  
JS(P&A)  
JS(FI)  
JS(B&A)

OSD  
CCA  
Dir (P&A)  
Dir. (C)  
Dir(BD&BF& BPL)  
& BPL  
Dir (F&PC)  
DS(A)  
DS (C)  
DS(IIS)  
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DS (F)  
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Parl.  
R&D  
PPC  
IP&MC  
Press  
FS (D)  
IIS-II  
IIS-I  
MUC  
Hindi  
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F (I) I  
Vigilan  
BC-I  
BC-II  
BC-III  
BC-IV  
B (D)  
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BA-P  
BA-E  
INSAT  
FM C  
Fin.I&  
PC C  
IWSU  
B&A

## DESIGNATION IN THE MINISTRY

AS	Additional Secretary
AS&FA	Additional Secretary & Financial Advisor
JS(P&A)	Joint Secretary (Policy, Media & Administration)
JS (Films)	Joint Secretary (Films)
JS(B&CVO)	Joint Secretary (Broadcasting & Chief Vigilance Officer)
OSD (PC)	Officer on Special Duty (Plan Coordination)
CCA	Chief Controller of Accounts
Dir (PP&A)	Director (Policy, Planning & Administration)
Dir. (OL)	Director (Official Language)
Dir(BD, BF & BPL)	Director (Broadcasting Development, Broadcasting Finance and Broadcasting Policy & Legislation)
Dir (F&PC)	Director (Finance & Plan Coordination)
DS(A)	Deputy Secretary (Administration)
DS (C&T)	Deputy Secretary (Coordination & Training)
DS(IIS)	Deputy Secretary (Indian Information Policy)
DS/Registrar IIMC	Deputy Secretary / Registrar, Indian Institute of Mass Communication
DS (Films-I)	Deputy Secretary (Films-I)
DS (V&Films-II)	Deputy Secretary (Vigilance & Films-II)
DS (BC)	Deputy Secretary (Broadcasting Content)
DS (BA)	Deputy Secretary (Broadcasting Administration)
DS (B&A)	Deputy Secretary (Budget & Accounts)
US (Admn.I)	Under Secretary (Administration-I)
OSD(IP)	Officer on Special Duty (Information Policy)
US (I)	Under Secretary (Information)
US (IIS)	Under Secretary (Indian Information Service)
US (MC)	Under Secretary (Media Coordination)
US (FF)	Under Secretary (Film Festivals)
US (FA)	Under Secretary (Film Administration)
US (Vig.)	Under Secretary (Vigilance)
US (BC)	Under Secretary (Broadcasting Content)
US (BD&BF)	Under Secretary (Broadcasting Development & Broadcasting Finance)
US (BP&L)	Under Secretary (Broadcasting Policy & Legislation)
US (BA-P)	Under Secretary (Broadcasting Administration Proogramme)
US (BA-E)	Under Secretary (Broadcasting Administration Engineering)
DD (I)	Deputy Director (INSAT)
DD (FM)	Deputy Director (Frequency Modulation)
US (Fin.I)	Under Secretary (Finance-I)
US (Fin.II)	Under Secretary (Finance-II)
US (PC)	Under Secretary (Plan Coordination)
US (WM)	Under Secretary (Work Measurement)
US (B&A)	Under Secretary (Budget & Accounts)
Admn. I	Administration-I
Admn. II	Administration-II
Admn. III	Administration-III
Admn. IV	Administration-IV
Cash	Cash
Parl. Cell	Parliament Cell
R&D	Receipt & Despatch
IP&MC	Information Policy & Media Coordination
PPC	Policy Planning Cell
Press	Press
FS (Desk)	Film Societies Desk
IIS-II	Indian Information Service-II
IIS-I	Indian Information Service-I
MUC	Media Unit Cell
Hindi	Hindi Unit
F(F) Desk	Film Festivals Deks
F (A) Desk	Film Administration Desk
F (C) Desk	Film Certification Desk
F (TI) Desk	Film & TV Institute Desk
F (I) Desk	Film Industry Desk
Vigilance	Vigilance
BC-I	Broadcasting Content-I
BC-II	Broadcasting Content-II
BC-III	Broadcasting Content-III
BC-IV	Broadcasting Content-IV
B (D)	Broadcasting (Development)
B (Fin.)	Broadcasting (Finance)
BP&L	Broadcasting Policy & Legislation
BA-P	Broadcasting Administration (Programme)
BA-E	Broadcasting Administration (Engineering)
INSAT Cell	INSAT Cell
FM Cell	Frequency Modulation Cell
Fin.I&III	Finance I&III
Fin.II	Finance II
PC Cell	Plan Coordination Cell
IWSU	Internal Work Study Unit
B&A	Budget & Accounts

## Appendix - II

Mediawise Classification

MINISTRY OF INFORMATION & BROADCASTING  
STATEMENT SHOWING THE BUDGET FOR PLAN & NON-PLAN

## Demand No. 55 - Ministry of Information &amp; Broadcasting

S. No.	Name of Media Units/ Activity	B.E. 2001-2002		
		Plan	Non-Plan	Total
1	2	3	4	5
<b>REVENUE SECTION</b>				
<b>Major Head - "2251"-Secretariat - Social Services</b>				
1.	Main Sectt. (including PAO)	10,00	13,83,00	13,93,00
	Major Head "2205"-Art & Culture Certification of Cinematographic films for public exhibition			
2.	Central Board of Film Certification	1,03,00	1,53,50	256,50
3.	Film Certification Appellate Tribunal	0	6,50	6,50
	<b>Total</b>	<b>1,03,00</b>	<b>1,60,00</b>	<b>2,63,00</b>
4.	Films Division	3,20,00	26,27,41	29,47,41
5.	Directorate of Film Festivals	4,30,00	3,47,00	7,77,00
6.	National Film Archive of India	1,26,00	1,04,98	2,30,98
7.	Satyajit Ray F. & T.I., Kolkata	4,94,00	0	4,94,00
8.	Grants-in-aid to Children's Film Society, India (CFSI)	4,55,00	15,00	4,70,00
9.	Grants-in-aid to Film & Television Institute of India, Pune	5,00,00	5,72,44	10,72,44
10.	Grants-in-aid to Film Societies	4,00	0	4,00
11.	Research, Reference & Training Division	14,00	89,08	1,03,08
12.	Grants-in-aid to I.I.M.C.	2,54,00	3,61,61	6,15,61
13.	Directorate of Advertising & Visual Publicity	40,00	56,05,60	56,45,60
14.	Press Information Bureau	1,82,00	17,99,68	19,81,68
15.	Press Council of India	0	26,112	2,61,12
16.	Subsidy in lieu of Interest on loan to PII	0	9,80	9,80
17.	Payment for Pro. & Spl. Services	0	38,22	38,22
18.	Transfer to Journalists Welfare Fund	0	10,000*	10,000
19.	Directorate of Field Publicity	1,04,00	1965.35	20,69,35
20.	Song & Drama Division	1,85,00	14,41,20	16,26,20
21.	Publications Division	90,00	12,29,33	13,19,33
22.	Employment News	0	17,37,42	17,37,42
23.	Registrar of Newspapers for India	0	1,98,63	1,98,63
24.	Photo Division	26,00	2,50,13	2,76,13
25.	Contribution to International Programme for the Development of Communication	0	14,00	14,00
26.	Contribution to Asia Pacific Institute for Broadcast Development	0	0	0
	<b>Total: Major Head "2220"</b>	<b>32,24,00</b>	<b>187,68,00</b>	<b>219,92,00</b>
	<b>Total: Information, Films and Publicity</b>	<b>33,37,00</b>	<b>203,11,00</b>	<b>236,48,00</b>

\* Through first batch of supplementary grant for the year 2001-2002

(Rs. in thousands)

R.E. 2001-2002			B.E. 2002-2003		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
6	7	8	9	10	11
1000	13,36,00	13,46,00	15,600	13,83,00	15,39,00
1,00,00	15,500	25,500	29,200	16,950	46,150
0	7,00	7,00	0	750	750
1,00,00	16,200	26,200	29,200	17,700	46,900
30,800	25,17,55	28,25,55	15,500	25,8700	27,42,00
25,960	37,500	63,460	20,900	46,055	66,955
96,50	11,798	21,448	72,00	10,898	18,0,98
31,100	0	31,100	500	33,600	34,100
32,855	15,00	34,355	6,00,00	15,00	61,500
17,500	51,913	69413	24,200	50,327	74,527
4,00	0	4,00	4,00	0	4,00
14,00	89,08	10,30,8	10,00	89,85	99,85
21,000	31,773	52,773	39,000	39,777	78,777
4,000	55,26,35	55,66,35	27,000	56,80,31	59,50,31
14,450	17,10,89	18,55,39	12,225	171,663	18,38,88
0	23,0,72	23,072	0	26,250	26,250
0	12,25	12,25	0	7,35	7,35
0	25,00	25,00	0	25,00	25,00
0	50,000	50,000	0	0	0
89,00	21,01,58	21,90,58	40,00	19,97,36	20,37,36
1,92,41	13,69,98	15,62,39	1,66,00	13,93,90	15,59,90
9,000	11,82,73	12,72,73	55,00	11,71,60	12,26,60
0	17,30,28	17,30,28	0	16,0,523	16,0,523
0	20,200	20,200	6,000	21,210	27,210
29,44	25,525	28,469	25,00	2,88,10	31,31,00
0	14,50	14,50	0	14,50	14,50
0	0	0	0	14,00	14,00
22,92,00	188,13,00	211,0,500	24,25,25	18,88,700	21,31,225
240,200	203,11,00	22,71,300	28,73,25	20,44,700	23,32,025

S. No.	Name of Media Units/ Activity	B.E. 2001-2002		
		Plan	Non-Plan	Total
1	2	3	4	5
	<b>Broadcasting (Major Head)</b>			
	<b>Sound Broadcasting (Sub Major Head)</b>			
	<b>Direction and Administration (Minor Head)</b>			
	Salaries	100	100	200
	<b>Television (Sub Major Head)</b>			
	Salaries	100	100	200
	<b>General (Sub Major Head)</b>			
	<b>Prasar Bharati (Minor Head)</b>			
	Grants-in-aid	1127600	9299800	10427400
	<b>Total - Broadcasting</b>	<b>1127800</b>	<b>9300000</b>	<b>10427800</b>
	North Eastern Area other expenditure scheme for the benefit of North Eastern Region and Sikkim			
	Lump Sum Provision	120400	0	120400
	<b>Total - Revenue Section</b>	<b>1,58,19,00</b>	<b>11,33,11,00</b>	<b>12,91,3,000</b>

(Rs. in thousands)

R.E. 2001-2002			B.E. 2002-2003		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
6	7	8	9	10	11
100	100	200	100	100	200
100	100	200	100	100	200
1126150	8949800	10075950	537300	9140900	9678200
1126350	8950000	10076350	537500	9141100	9678600
170350	0	170350	334975	0	334975
<b>1536900</b>	<b>10981100</b>	<b>12518000</b>	<b>1159800</b>	<b>11185800</b>	<b>12345600</b>

S. No.	Name of Media Units/ Activity	B.E. 2001-2002		
		Plan	Non-Plan	Total
1	2	3	4	5
<b>Capital Section</b>				
<b>Major-head "4220"-Capital outlay on Information &amp; Publicity.</b>				
<b>A) Machinery &amp; Equipment</b>				
1.	Acquisition of Equipment for Films Division	3,18,00	0	3,18,00
2.	Acquisition of Equipment for P.I.B.	1,15,00	0	1,15,00
3.	Acquisition of Equipment for Dte. of Field Publicity	0	0	0
4.	Acquisition of Equipment for Song & Drama Division	5,00	0	5,00
5.	Acquisition of Equipment for Photo Division	0	0	0
6.	Acquisition of Equipment for Main Secretariat.	41,00	0	41,00
<b>B) Buildings</b>				
7.	Multi-storeyed building for Films Division - Major Works	1,10,00	0	1,10,00
8.	Construction of Nitrate Vaults/Staff quarters for N.F.A.I.	28,00	0	28,00
9.	Construction of Phase II building for NFAI Complex	0	0	0
10.	Film Festival Complex - Additions and Alterations - Major Works	50,00	0	50,00
11.	Setting up of Film & Television Institute at Kolkata - Acquisition of Land & Construction of Building	3,05,00	0	3,05,00
12.	Soochna Bhavan Building-Major Works	1,80,00	0	1,80,00
13.	Construction of office and residential accommodation for Field Publicity - Major Works	0	0	0
14.	Setting up of National Press Centre and Mini-media Centre for P.I.B.	21,00	0	21,00
15.	Construction of Building for Press Council of India	0	0	0
<b>Investment</b>				
	Broadcast Engineering Consultants (India) Ltd.	0	0	0
Total - Capital Section Major Head '4220'		11,73,00	0	11,73,00
Loans for Broadcasting (Major Head)				
Loans to Public Sector and other Undertakings				
	Prasar Bharati			
	Loans and Advances	126,43,00	0	126,43,00
Capital Outlay on North East Areas				
Other Expenditure				
Project/Scheme for benefit of North Eastern Region & Sikkim				
	Lump Sum provision	43,65,00	0	43,65,00
Total - Capital Section		181,81,00	0	181,81,00
<b>Total - Demand No. 55</b>		<b>340,00,00</b>	<b>11,33,11,00</b>	<b>14,73,11,00</b>

(Rs. in thousands)

R.E. 2001-2002			B.E. 2002-2003		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
6	7	8	9	10	11
3,18,00	0	3,18,00	2,75,00	0	2,75,00
20,00	0	20,00	58,00	0	58,00
0	0	0	1,20,00	0	1,20,00
5,00	0	5,00	4,00	0	4,00
0	0	0	25,00	0	25,00
41,00	0	41,00	0	0	0
20,00	0	20,00	1,00,00	0	1,00,00
28,00	0	28,00	0	0	0
0	0	0	2,00,00	0	2,00,00
50,00	0	50,00	2,60,00	0	2,60,00
1,60,00	0	1,60,00	17,00	0	17,00
1,80,00	0	1,80,00	4,00,00	0	4,00,00
0	0	0	0	0	0
51,00	0	51,00	9,18,00	0	9,18,00
0	0	0	2,00	0	2,00
0	0	0	0	0	0
8,73,00	0	8,73,00	2,39,700	0	2,39,700
1,02,93,00	0	1,02,93,00	2,28,75,00	0	2,28,75,00
44,29,00	0	44,29,00	46,30,00	0	46,30,00
1,55,95,00	0	1,55,95,00	2,99,02,00	0	2,99,02,00
<b>3,09,64,00</b>	<b>10,98,11,00</b>	<b>14,07,75,00</b>	<b>4,15,00,00</b>	<b>11,18,58,00</b>	<b>15,33,5800</b>