

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

Dated: 30th November, 2023

OFFICE MEMORANDUM

Subject: **'Guidelines for exhibition of Public Service Awareness (PSA) films in cinema theatres' – reg.**

The undersigned is directed to forward herewith a comprehensive 'Guidelines on exhibition of Public Service Awareness (PSA) films in cinema theatres' which may be adhered to for screening of such films in cinema theatres.

2. This issues with the approval of Competent Authority in the Ministry of Information & Broadcasting.

Encl: As above.



(Dhnananjay Kumar)
Deputy Secretary to the Govt. of India
Tel. 011-23386673

To

1. PMO and all Ministries/Departments of the Government of India (as per Standard List)
2. Chief Secretaries/Administrators of all the States/UTs (as per Standard List) – with request to instruct concerned Ministry/Department for wide circulation and incorporation of suitable provisions in the concerned rules of respective States/UTs
3. Central Board of Film Certification, Mumbai – with request to circulate among all stakeholders (Multiplex Association of India, Cinema Owners & Exhibitors Association of India, Producers Guild of India/IMPPA, PVR INOX/SRS cinemas/Big cinemas/E Square Talkies/Cinapolis/Mukta/A2 Cinemas/SPI Cinemas/Movie Time Cinemas/Miraj Cinemas, UFO, Qube and other stakeholders)
4. Central Bureau of Communication, M/o I&B, New Delhi
5. Ministry of I&B's official website

Copy for information to:

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


(Dhnananjay Kumar)
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GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
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Dated: 30.11.2023

Guidelines for exhibition of Public Service Awareness (PSA) films in cinema theatres

References:

- 1) *Judgement of the Hon'ble Supreme Court dated 15.07.1999 in Civil Appeal No. 3766-67 of 1999 arising out of SLP (C) Nos. 4620-4621 of 1996 of UoI Vs MPA.*
- 2) *Ministry of I&B Letter No. M-14012/5/2014-DO(FA) dated 30.06.2016*
- 3) *Central Bureau of Communication, Ministry of I&B Letter No. DD(NM)/EAC/DC/1718 dated 04.01.2019.*
- 4) *Ministry of I&B D.O. No. M-14016/35/2021-DO(FA)(Part-I) dated 27.04.2023.*

These guidelines are to be implemented from the date of issue of this letter in supersession of the instructions contained in the O.M. No. M-14016/35/2021-DO(FA) dated 17.11.2021 or other previous extant instructions of Ministry of Information and Broadcasting, with regard to Public Service Awareness/Approved Films.

2. **Public Service Awareness (PSA) Films/Approved Films** are those scientific films, films intended for educational purposes, films dealing with news and current events, documentary films or indigenous films for publicity of Government programs and cinematic record of India's history that are produced by the Central Government Organizations viz. Line Ministries, Institutions, Departments, etc., and have been approved for exhibition in cinema theatres by the Ministry of Information & Broadcasting. Such Approved/PSA Films of the Central Government have either been certified or have been granted exemption from certification under section 9 of the Cinematograph Act, 1952 by the Government.

3. **Mandatory screening of PSA films/Approved films:** It is mandatory for all film exhibitors/theatre owners/Digital Cinema Service Providers/agencies/licensee applicants to screen the PSA films/Approved films in their cinema theatres. These are prescribed under section 12(4) of Cinematograph Act, 1952 and the extant provisions of the relevant States' Acts dealing with exhibition of films in the State, and in the light of the Judgement of the Hon'ble Supreme Court dated 15.07.1999 in Civil Appeal No. 3766-67 of 1999 arising out of SLP (C) Nos. 4620-4621 of 1996 of UoI Vs MPA (**Reference No 1**).

4. **Initiatives for rationalization of PSA films:** A payment of 1% charge of weekly net collection by the cinema exhibitors was being charged for the production and distribution of the PSA films, through the erstwhile Films Division, Ministry of Information & Broadcasting.

This Ministry vide its Order dated 30.06.2016, vide **Reference No. 2**, had waived off the payment to remove the financial burden on the film exhibitors/theatre owners/Digital Cinema Agencies. The duration of screening of approved Films has been reduced substantially, “ up to 2 minutes.”

5. **Duration of PSA Films:** Earlier PSA films/Approved films were screened in the cinema theatres up to 15 to 20 minutes or 1/5th of total duration of the feature films, which was also taken cognizance by the Hon’ble Supreme Court in their judgement under **Reference No. 1**. The duration of screening of the Approved Films/PSA Films as of now has been reduced “up to 2 minutes”. Additionally, State Governments may further provide PSA films having a duration of up to 2 minutes to be screened in the cinema theatres. The PSA films of the Central Government and the State Governments shall be screened within 10 minutes before the beginning of the film and during the interval period before the start of the second half of the movie package.

5.1 The PSA/Approved films approved by Ministry of I&B, Government of India, shall be screened in cinema theatres for a period of 14 days or as specifically prescribed by this Ministry for a particular film.

5.2 Further, the time duration for any other film content for Public Service Awareness, additionally prescribed by State Governments, may also normally be restricted to additional 2 minutes to be played in a time slot just before the start of the movie package and in the interval period just before the start of second half of the movie package.

6. **Screening spots of the PSA Films:** The PSA Films/Approved films may be screened during the 10 minutes pre-show period before the start of the movie package and the last 5 minutes of the interval period before the start of second half of the movie package from the Prime Screen Time (PST).

7. **Issuance of 'Approved Films/PSA Films Exhibition Certificate' to Cinema theatres by Ministry of Information & Broadcasting:** The cinema exhibitors/Digital Cinema Service Providers/agencies/ licensee applicants need to obtain 'Approved Film /PSA Film Exhibition Certificate' for issue of license/renewal of license of cinema theatres by the Licensing Authorities. These were earlier issued by erstwhile Films Division. Now, this task has been entrusted to Central Board for Film Certification (CBFC). The same has been conveyed to all States/Union Territories vide this Ministry’s D.O. letter No. M-14016/35/2021-DO(FA)-Part(1) dated 27.04.2023 (**Reference No. 4**).

8. **Quality Specifications of PSA Films to be provided by the Govt. organizations:** PSA film/ Approved film being proposed by the concerned Ministries and Departments of Government of India, including Attached Offices/PSUs/Autonomous Bodies to be screened in cinema theatres should carry a public awareness message and be suitable for dissemination through public exhibition in cinema theatres throughout the country. Ministry of I&B, while

approving the PSA film/ Approved Film, shall decide its screening based on the availability of slots in cinema theatres.

9. Mechanism of distribution of PSA Films to the Cinema theatres:

9.1 The Licensee applicants while entering into Agreement/MoU with any Digital Cinema Service Provider/agency shall incorporate suitable provision therein for exhibition of 'Approved Films/PSA Films' for the duration of the period for which license is applied for.

9.2 Other Cinema theatres which are not in agreement with any Digital Cinema Service Provider and are screening films with their own set-up and network, PSA Films/Approved Films shall be supplied to them in Digital Cinema Package (DCP)/ Blue Ray/Digital Format, whichever they opt for, through the concerned Regional Office of CBFC, either online in case of supply in Digital Format or through courier in case of supply in DCP/Blue Ray/Hard-drive/pen-drive, etc. format.

10. Monitoring of screening of PSA films in Cinema theatres:

10.1 Cinema exhibitors/Digital Cinema Service Providers/agencies/licensee applicants shall have verification mechanism of logs of PSA films played during the pre-show and interval period of PST, as per the existing procedure prescribed by the erstwhile Films Division or procedure agreed/prescribed by the CBFC. To have an effective monitoring mechanism, CBFC will maintain the ledger records of distribution of PSA films and retrieve the logs through them who will digitally deliver the content to exhibitors. CBFC, may also on its website maintain the period-wise list of PSA films mandated to be played in cinema theatres along with their details, any prescriptions of State specific coverage along with the copy of the video.

10.2 CBFC shall also design, develop and deploy a comprehensive IT portal within one year for the online distribution of PSA films, feedback compliance and issuance of certificate by onboarding its stakeholders. The portal may also have monitoring mechanism for carrying out inspections. State-wise/UT-wise/Theatre-wise log details will also be obtained from cinema exhibitors/Digital Cinema Service Providers/ agencies/licensee applicants and the same will be shared with the Ministry as and when required.

10.3 Every month, CBFC should prepare a theatre-wise list indicating the defaulters who have not played the mandated PSA films in the prescribed slot show-wise for taking appropriate action as may be prescribed under the 'Policy Guidelines on the empanelment of Digital Cinema Agencies/Owners' issued by Central Bureau of Communication (CBC), MoI&B.
