

# **MINISTRY OF INFORMATION AND BROADCASTING**

**ANNUAL REPORT  
1991-92**

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## Chapter I

# The Year at a Glance

**1.1.1.** The objective of the Ministry of Information and Broadcasting is to inform, educate and entertain the people. The media units of the Ministry seek to create a climate of awareness of the directions of development and ensure people's participation in the implementation of Government's policies, plans and programmes.

**1.1.2.** The aforesaid objectives of the Ministry are achieved through its media units viz., Akashvani (All India Radio), Doordarshan, Press Information Bureau, Publications Division, Research and Reference Division, Directorate of Advertising and Visual Publicity, Photo Division, Song and Drama Division, Directorate of Film Festivals and the Films Division. The Ministry is also associated with the National Film Development Corporation, Children's Film Society of India, Film and Television Institute of India, Indian Institute of Mass Communication, Press Council of India and Central Board of Film Certification. The activities of the media units during 1991-92 are indicated in the succeeding paragraphs. They are followed by detailed chapters on each of the media units. Appendices at the end of the Report contain information in statistical and tabular formats.

### **Akashvani (All India Radio)**

**1.2.1.** The network of All India Radio stations has expanded from 104 to 125 stations. Eighteen local radio stations and three non-local radio stations started their regular broadcast during this period.

**1.2.2.** The Central Education Planning Unit of All India Radio has embarked on a massive serial, entitled "Human Evolution" in collaboration with the National Council for Science and Technology Com-

munication. The programme started on 2 June, 1991 from 88 stations of AIR in 18 languages. There will be a total of 130 episodes. One lakh children in the age group of 10 to 14 years have been registered as the target audience. In addition, ten thousand schools have also been taken as listening points.

**1.2.3.** Two News Magazines in Hindi and English were introduced from 16 August, 1991 in place of the usual English and Hindi news bulletins in the morning. The magazines include a news bulletin, a commentary and news headlines from dailies. With the introduction of hourly bulletins from 0100 hours to 0500 hours, All India Radio now has hourly bulletins round the clock.

**1.2.4.** All India Radio provided analytical coverage of the election to the Lok Sabha and some state assemblies in a comprehensive manner. Round the clock, hourly and mid-hourly bulletins, a series of commentaries, discussions and interviews with leaders of political parties and political analysts in different parts of the country were arranged in connection with the coverage of election results.

**1.2.5.** Special programmes were mounted at the national and regional level to highlight the extent of damage caused by the earthquake in the hill districts of Uttar Pradesh in October 1991 and the massive efforts of relief and rehabilitation undertaken by the administration and other agencies.

### **Doordarshan**

**1.3.1.** Doordarshan with its present network of 21 programme production centres, including Central Production Centre (CPC) and 534 transmitters

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of varying power reaching 78.70 per cent of the country's population, has become one of the premier TV organisations in the world.

**1.3.2.** On 3 December 1991, Doordarshan commenced the experimental telecast of the recorded version of Question Hour in both the Houses of Parliament.

**1.3.3.** The Railway Budget Speech of the Railway Minister and the Budget Speech of the Finance Minister were telecast live for the first time in the history of Doordarshan.

**1.3.4.** Doordarshan also commenced telecast of educational programmes produced by the Indira Gandhi National Open University. These programmes are telecast for half-an-hour in the mornings, three times a week.

**1.3.5.** During the year 1991-92, Doordarshan undertook with CCTV, the co-production of a two-hour telefilm entitled "Bodhi Dharma", the first patriarch of Zen and an Indian Prince who embraced Buddhism. Shooting was done in India and China.

**1.3.6.** Guidelines were issued for accepting, processing and approval of proposals received from outside producers for telecast under Doordarshan's "Commissioned Programme Scheme".

### Films Division

**1.4.1.** The Films Division produced 21 News Magazines as well as 39 documentaries, short films and featurette films from April to December 1991. Out of these, 35 films were produced departmentally and four films through independent producers. Among them, 15 documentary films were on family welfare.

**1.4.2.** One hour documentary on Dr. Ambedkar was completed and telecast during his birth centenary this year.

**1.4.3.** During the year, eight films produced by the Films Division have won national and international awards, and seven others, have been selected for Indian Panorama section of the International Film Festival of India 1992.

**1.4.4.** The second Festival for Documentary and Short Films was organised at Bombay, from 1-7 February 1992.

**1.4.5.** The Films Division continued to produce and release films on India's struggle for Independence. Six films, on the role of different states in the freedom struggle are in different stages of production.

**1.4.6.** A film on various tribal development programmes undertaken by the different state governments in India has been completed under the title "Utthan".

### Directorate of Film Festivals

**1.5.** The Directorate organised a number of film weeks in India under the Cultural Exchange Programme. These were Egyptian, Chinese, French, Turkish and Hungarian film weeks. The Directorate achieved its objective of making Indian films popular abroad by organising Indian Film Weeks in Switzerland and Mongolia. Besides this, under the Cultural Exchange Programme, packages of Indian films were sent abroad to Spain, Ghana, France, Algeria, Burkino Faso and Hungary. This year's Dada Saheb Phalke Award was conferred on the noted actor Shri Akkineni Nageshwara Rao. The 23rd International Film Festival of India was successfully organised in Bangalore from 10-20 January 1992. More than 200 films from 14 countries including India were screened during the festival. More than 40 foreign delegates participated in the festival.

### Children's Film Society of India

**1.6.** Children's Film Society of India has its main objective as production, distribution and exhibition of films for children. The Society completed production of one feature film and three short films and dubbing of seven feature films. The Seventh International Children Film Festival of India was held in Thiruvananthapuram from 14-23 November 1991, in collaboration with the Government of Kerala.

### National Film Archive of India

**1.7.1.** The National Film Archive of India since its inception in 1964, is making steady progress in preserving the country's film heritage, building up representative collection of contemporary world cinema for permanent record, reference and research and diffusion of film culture in the country.

**1.7.2.** By 31 December 1991, the archival collection consisted of 12,570 films, 1,957 micro films, 696 video cassettes, 1,822 disc-records, 21,075

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scripts, 20,235 books, 1,18,273 press clippings, 94,821 stills, 5,851 song booklets, 7,133 pamphlets, 5,984 wall posters, 152 periodicals, 150 audio tapes and 42 microfiche.

**1.7.3.** During the year, the Archive in collaboration with the West Bengal Government organised New Theatre Film Festival and Short Film Festival at Calcutta. Screenings, were also held at Bangalore, Bhopal, Bombay, Hyderabad, Vijayawada, Pondicherry, Puthukottai.

**1.7.4.** The new building complex is commissioned to meet the requirements of full-fledged expansion of the organisation. The centrally air-conditioned building complex has three basement film storage vaults with capacity to store about 60,000 reels, a 330 seat auditorium and a small preview theatre of 30 seats capacity along with provision for other facilities required by the research workers.

### **Film and Television Institute of India**

**1.8.** The Film and Television Institute of India provides technical training in a systematic manner in the art and craft of film-making. It also provides in-service television training to officers and staff of Doordarshan. The Institute conducted the 34th and the 35th in-service training courses in basic TV production and technical operations for the Doordarshan staff during the year. It also organised a short duration course on television production orientation for Indian Information Service probationers.

### **National Film Development Corporation (NFDC)**

**1.9.1.** The NFDC handles a wide range of film-related activities like production, export and import, distribution of good films, marketing of video cassettes and providing finance for the construction of theatres.

**1.9.2.** Under the agreement signed between National Film Development Corporation and Doordarshan, good feature films and tele-films are being produced jointly. Till 30 November, 1991, 21 such films have been approved and eight have already been completed.

**1.9.3.** Out of 25 films approved, 24 have been completed under the NFDC's scheme to undertake production of films based on good scripts and to be directed by well known directors.

**1.9.4.** The Corporation presently imports about 35 to 45 films a year. Keeping in view its limited resources, greater stress is being laid on the import of good quality commercial family entertainers.

**1.9.5.** With a view to fighting the menace of video piracy, NFDC started marketing good quality video cassettes to video libraries through their distributors. Two hundred and thirty titles have been released on video till November 1991.

### **Central Board of Film Certification**

**1.10.1.** Films can be exhibited to the public in India only after they have been certified by the Central Board of Film Certification set up under the Cinematograph Act, 1952. The Board has a Chairman and 25 other members. Its headquarters is at Bombay and regional offices at Bangalore, Bombay, Calcutta, Cuttack, Delhi, Hyderabad, Madras and Thiruvananthapuram.

**1.10.2.** During the year, the office at Cuttack was set up. The Board and its advisory panels at various centres were reconstituted with eminent persons from a cross section of society. The overall representation of women on the Board and its advisory panels is about thirty-five per cent. Government also issued on 6 December 1991 revised "Guidelines" for certification of films.

**1.10.3.** Out of 910 Indian feature films (celluloid) certified by the Board in 1991, 615 were granted "U" certificates, 94 "UA" certificates and 201 "A" certificates. Of the 124 foreign feature films (celluloid) certified, 40 were given "U" certificates, 10 "UA" certificates and 74 "A" certificates.

### **Press Information Bureau (PIB)**

**1.11.1.** During the year, the Bureau arranged publicity for the steps taken by the Government to cope with the situation in Assam, Kashmir and Punjab. A special computerised analysis of the election results was prepared and released to the Press soon after the elections. Publicity was also provided for the New Industrial Policy and New Trade Policy. The Bureau also arranged publicity for the drastic measures taken by the Government to overcome unprecedented economic crisis.

**1.11.2.** The Bureau has been going ahead with the plan schemes for computerisation. The basic thrust of computerisation is to speed up the transmission of documents of News value. The comput-

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erisation of activities of the Bureau is being taken up in two phases.

### **Registrar of Newspapers for India (RNI)**

**1.12.** During April to December 1991, RNI cleared 9,349 titles for newspapers/periodicals as against the target of 9,000 titles for the whole year 1991-92. The title verification work was computerised in the RNI Office to facilitate speedy clearance of titles. During the same period, 1,252 newspapers were issued certificates of Registration. Circulation claims of 773 newspapers were verified till December 1991. The Newsprint Allocation Policy for 1991-92 was announced on 4 October 1991.

### **Publications Division**

**1.13.1.** The Division under its prestigious publications has brought out volumes on "Speeches of R. Venkataraman" (as Vice-President), the fifth and last volume of former Prime Minister Late Shri Rajiv Gandhi's speeches and writings and a booklet titled, selected thoughts "Rajiv Gandhi". It also completed Supplementary Volume II in English and Volume 82 in Hindi under its multi-volume project "Collected Works of Mahatma Gandhi". Besides, the usual publications, the Division also brought out low priced titles under its pocket book series.

**1.13.2.** "The Employment News" added this year two new features "India This Week - World This Week", and "Apni Hindi Sudharein". Concerted efforts were made during the year to increase the circulation of Employment News and the print run increased from about 4.02 lakh copies during 1990-91 to an average of 4.25 lakh copies in 1992.

**1.13.3.** As part of its sales promotion drive, the Division participated in over 50 book exhibitions/fairs all over the country and abroad.

### **Directorate of Advertising and Visual Publicity (DAVP)**

**1.14.1.** Through different media of mass communication, the DAVP advertises the policies, programmes and achievements of the Government of India. During April-December 1991, the Directorate organised 187 exhibitions spread over 1,244 exhibition days. The major themes covered by the exhibitions were "national integration and communal harmony", "family welfare", "upliftment of scheduled castes and scheduled tribes", "welfare of women and children and campaign against illicit

trafficking in drugs".

**1.14.2.** Printed publicity material brought out by DAVP during April-December 1991 included booklets/folders titled "Secularism and National Unity", "Factsheets on Assam", "Swift Actions To Surge Ahead", "No compromise on Secularism" and "Concerted Action needed to curb atrocities on Scheduled Castes and Scheduled Tribes".

**1.14.3.** To equip the Field Exhibition Officers of the North and the North-East region with the latest technology of organising the exhibitions, the Directorate organised a four-day workshop in November 1991.

### **Research and Reference Division (R & RD)**

**1.15.1.** The Research and Reference Division functions as an information servicing agency to 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 campaigning work. The Division also studies trends in mass communication media and maintains reference and carries out documentation service on current affairs and mass communication.

**1.15.2.** These functions are discharged by the Division by issuing material in different formats like, Backgrounder to the News and Reference Papers on issues of public importance, Biographical Sketches of eminent Indians, Diary of Events covering important national events, compilation of two annual reference publications entitled, *India and Mass Media in India* and issuing updated documentation and reference services on mass media. The documentation services are carried on by the National Documentation Centre on Mass Communication, which forms an integral part of this organisation. In addition to the issue of backgrounder and reference papers on current topics, this year, the Division issued seven background papers on various subjects relevant to the promotion of national integration during the *Quami Ekta Week*.

### **Photo Division**

**1.16.1.** The main function of the Photo Division is to photographically document the growth and special changes in the country and providing visual support required in communication. During April-December 1991, the Division covered over 2,280 assignments of various functions/events. The Divi-



A. Nageswara Rao receiving the Dada Saheb Phalke Award from President R. Venkataraman



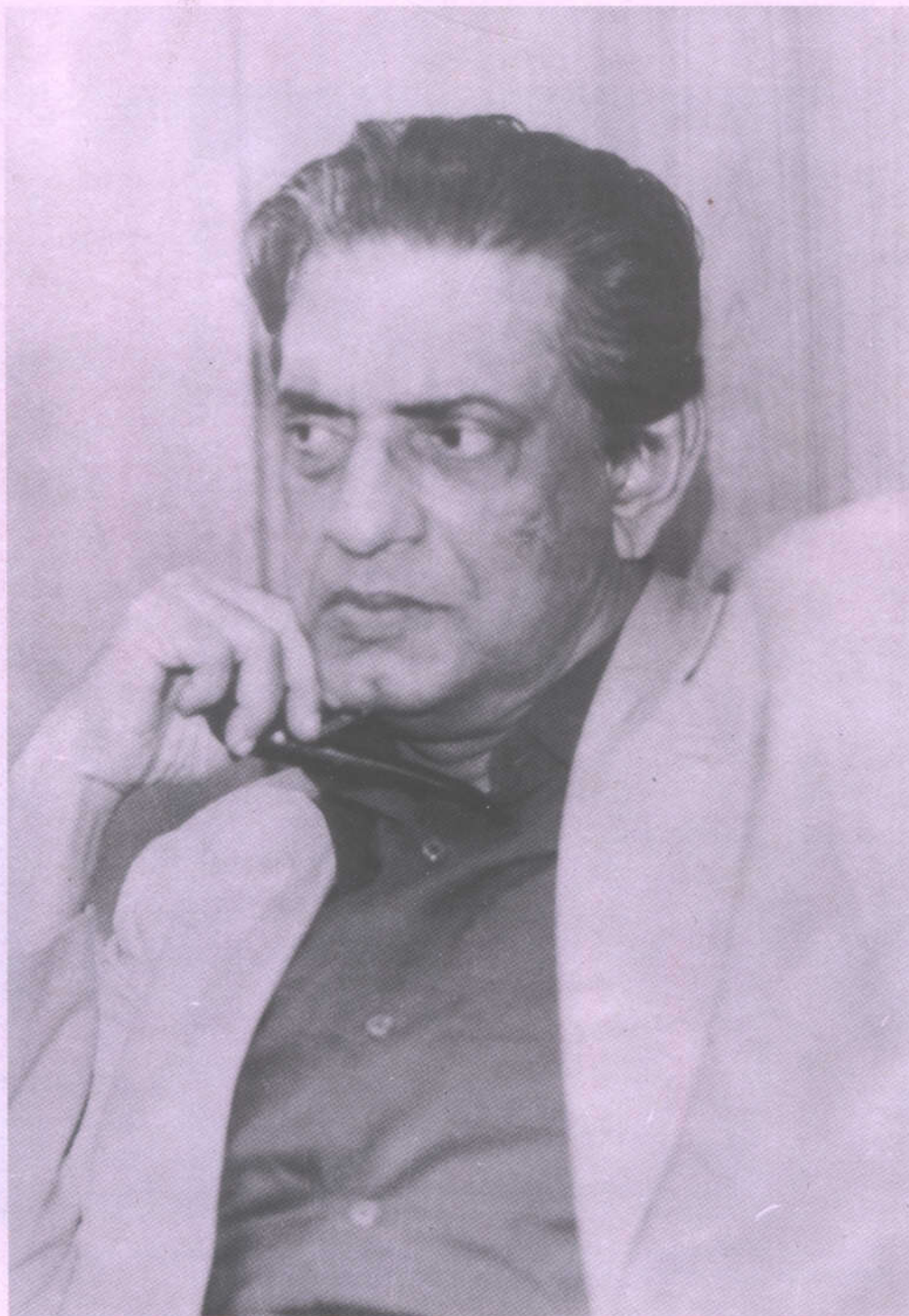


The Prime Minister Shri Narasimha Rao going round a DAVP exhibition on "Quit India Movement" put up at Bombay. The Maharashtra Chief Minister Mr. Sudhakar Rao Naik was also present





The Minister for Information & Broadcasting Shri Ajit Kumar Panja at the International Film Festival of India, Bangalore, Jan. 1992. In the background is the portrait of Satyajit Ray



Satyajit Ray, a doyen of Indian Cinema was awarded Bharat Ratna and special Oscar recently

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sion also undertook photo coverages of foreign VVIPs/dignitaries who visited India during the year 1991.

**1.16.2.** Under the "Pricing Scheme" the Division earned a revenue of Rs. 4.40 lakhs during the period April-December 1991. Under this scheme, black and white and colour photographs are supplied to non-publicity organisations and general public on payment basis.

**1.16.3.** The Division organises Annual National Photo Contest and Exhibition on a particular selected theme. The amateur photographers from all over the country are invited to participate in the competition. The Third National Photo Contest on the theme of "Literacy for All" was held in New Delhi in March 1991.

### **Directorate of Field Publicity**

**1.17.1.** Throughout the year, the Field Publicity units of the Directorate of Field Publicity continued highlighting important themes like commitment to democracy, secularism, national integration and communal harmony, family welfare and eradication of social evils such as drug abuse, alcoholism, dowry, child marriage etc., through film shows, song and drama programmes, oral communication programmes, special competitions and contests.

**1.17.2.** During April-September 1991, DFP arranged over 30,712 film shows, 3,757 song and drama programmes, 20,168 photo exhibitions and 32,383 oral communications catering to a total of three crore people belonging to different sections of the society.

**1.17.3.** In order to promote national integration and communal harmony and to create awareness of national achievements in various fields among the people of remote and tribal areas, the Directorate organised 13 conducted tours of opinion leaders of these regions, to other parts of the country.

### **Song and Drama Division**

**1.18.1.** The Song and Drama Division utilises live media specially the folk and traditional media to create awareness among the masses regarding various programmes of socio-economic significance. The Division presented 34,120 performances from January to December 1991.

**1.18.2.** This year, the Song and Drama Division is

celebrating Silver Jubilee year of its two main schemes, i.e., Armed Forces Entertainment Wing and Border Publicity Scheme. The year was observed as "Year of Non-violence", wherein several special programmes and festivals were organised in various States.

**1.18.3.** The Division presented new Sound and Light Programme "Aur Qadam Badhte Rahe" highlighting the cultural heritage, freedom struggle and developmental process of the country till date. Another Sound and Light Programme "Onnkazcha" in Malayalam highlighting the spirit of Onam, conveying the message of social justice, equality and communal harmony has been prepared and is being presented at Quilon in Kerala.

**1.18.4.** The departmental artistes produced and presented a play titled "Angoori" on Girl Child. The Division also conducted a training-cum-orientation camp in collaboration with UNICEF on the theme of "Girl Child" wherein all the Programme officers of the Division participated.

**1.18.5.** A new play on life and works of Dr. Bhim Rao Ambedkar was presented in Tamil Nadu and several other programme activities were carried out in various parts of the country to mark the birth centenary celebrations of Baba Bhim Rao Ambedkar.

### **Indian Institute of Mass Communication (IIMC)**

**1.19.** The Indian Institute of Mass Communication conducted two training programmes and four diploma courses. In addition, the Institute organised a number of refresher courses for the personnel of Indian Information Service. In all, the Institute imparted training to 203 candidates during the year.

### **Non-Aligned News Agencies Pool (NANAP)**

**1.20.1.** Non-Aligned News Agencies Pool (NANAP) is a system of News exchange based on professional co-operation and co-ordination among the News Agencies of the Non-Aligned countries. To co-ordinate the activities of the Pool, there is an elected body known as the Co-ordinating Committee of the Pool. For a close review and monitoring of the Pool operations, there is a smaller group known as the Monitoring Group. Ever since the inception of the Pool in 1976, India is a member of NANAP. India News Pool Desk (INPD) is being operated by the Press Trust of India on behalf of the Government of India.

**1.20.2.** PTI continued to run the INPD at a high professional level during the year, handling daily an average of 45,000 words of incoming news traffic and contributing over 10,000 words (or 50 items) a day in the Pool's outgoing file. PTI maintained an average of 250 placements of items per month in leading Indian newspapers.

**1.20.3.** During the Gulf War, PTI had special arrangements with IRNA, a leading Pool participant, and at a time when authentic sources of information about the war dried up because of restrictions on mediagen imposed by the warring parties, there were 175 placements of IRNA items in leading Indian newspapers in February 1991.

#### **Miscellaneous (Films, Doordarshan etc.)**

**1.21.** The High Powered Committee set up under the chairmanship of Secretary (I & B) to study the problems of Film Industry, submitted its report in January 1990. In all, the Committee has made 59 recommendations, recommending a number of concessions/reliefs for the industry in the matter relating to entertainment tax, excise duty, customs duty on cine equipment/cine raw stock, concessional institutional finance, increased royalty for telecast/broadcasting of film/songs, licensing and regulation of video exhibition for combating video piracy etc. Seven recommendations have already been implemented. Twenty-two recommendations fall within the jurisdiction of state govern-

ments/union territory administrations. On 18 recommendations, action is being taken by various central ministries like Ministry of Industry, Department of Education, Ministry of Finance, Ministry of Communications besides this Ministry. On five recommendations, action is to be taken by the film industry or further information is to be supplied by the film industry. Seven recommendations on reconsideration have been rejected.

**1.22.** A total number of 11 units were registered during the period from January to December 1991 under the scheme of registration units.

**1.23.** In the Budget Estimates for 1991-92, the budget provision of Rs. 3.00 lakhs for extending financial assistance to the Federation of Film Societies, which is the apex body of about 240 film societies in the country, has been made. For the next year also, a provision of Rs. 3.00 lakhs has been made, however, no amount released so far.

**1.24.** In June 1989, the Government constituted an Inter-Departmental Committee in this Ministry to study various aspects of the establishment of Cable TV Network and Dish Antennae systems in the country and to make suitable recommendations for consideration of the Government. The Committee gave its Report to the Government on 21 February 1991. The recommendations of the Committee are under active consideration of the Government.



## Chapter II

# Plan Performance

**2.1.1.** The main thrust of the Broadcasting and Information media of the Ministry has been extensive dissemination of information relating to the policies and programmes of the Government and motivating people to participate in the national endeavour for integrated development of the country. The various media units under the Ministry use the traditional and folk forms of inter-personal communication as well as the most modern audio-visual aids for achieving their communication objectives. The plan schemes of the Ministry have been designed with a view to consolidating and enhancing the existing facilities for achieving the organisational objectives as also increasing the coverage of the media units, particularly, in the border and sensitive areas.

**2.1.2.** Plans for the years 1990-91 and 1991-92 have been treated as Annual Plans. The plan outlays and utilization during these two Annual Plans were as follows:

### Annual Plan 1990-91

(Rs. in crores)

Sector	Outlay	Expenditure
Doordarshan	215.00	159.54
AIR	185.00	130.78
Information Media	8.00	3.60
Film Media	16.00	11.88
<b>Total</b>	<b>424.00</b>	<b>305.80</b>

### Annual Plan 1991-92

(Rs. in crores)

Sector	Outlay	Expenditure (RE)
Doordarshan	250.00	146.12
AIR	215.80	134.44
Information Media	7.50	4.67
Film Media	15.50	14.40
<b>Total</b>	<b>488.80</b>	<b>299.63</b>

**2.2.** The Eighth Five Year Plan of the Ministry in the revised time-frame -- 1992-97 was formulated taking into account the various policy measures of the Government for revitalising the economy.

### Doordarshan

**2.3.1.** During 1991-92, three High Power (10 KW) TV transmitters, one each at Ambajogai, Shimoga and Bhawanipatna have been commissioned and powers of the High Power TV transmitter at Daltonganj and Anantapur augmented from 1 KW to 10 KW. Besides, a Low Power TV transmitter at Nathdwara, TV transposers at Churk, Surankot and Mussoorie have also been commissioned. A High Power (1 KW) TV transmitter at Jagdalpur is also expected to be commissioned during the remaining period of 1991-92.

**2.3.2.** Satellite-derived regional TV service has been introduced in Orissa and West Bengal during 1991-92. The various High Power and Low Power TV transmitters functioning in Orissa and West Bengal have been linked to Doordarshan Kendras at Cuttack and Calcutta respectively for relay of regional service programmes in these States. Programme play-back facilities have been commissioned at Agartala, Silchar and Dibrugarh for relay of programmes targeted to specific groups of people living in these areas. The Studio Centre project at Bhopal is technically ready. Studio Centre project at Dibrugarh, Agartala and Cuwahati (Permanent set up) and Programme Generation Facility (PGF) projects at Port Blair, Bareilly and Daltonganj are also expected to be completed during 1991-92. The satellite uplink earth station at Ahmedabad to be used for introduction of satellite based regional

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TV service in Gujarat is also expected to become functional by the end of 1991-92.

### All India Radio

**2.4.1.** All India Radio commissioned new radio stations at Ahmednagar, Bhatinda, Kathua, Betul, Bilaspur, Sasaram, Chitradurga, Shivpuri, Hassan, Cannanore, Jorhat, Nanded, Anantapur, Kurukshetra, Nagaur, Banswara and Chittorgarh. The following AIR stations are ready and are expected to be commissioned shortly:

FM Stations:- Sawai Madhopur, Patiala, Jhalawar, Jalandhar, Kasauli, Churu, Obra, Purnea, Hazaribagh, Kailashahar, Belonia, Chindwara, Satara, Yeotmal, Bhopal, Shahdol, Raigarh, Balaghat, Chanderpur, Pune, Akola, Hospet, Kurnool and Raichur.

Other Stations: Guwahati, Parbhani, Bhopal and Panaji.

**2.4.2.** The following 17 other projects are expected to be ready shortly for commissioning new radio stations with 2 x 10 KW transmitter at Barmer, new radio stations with 2 x 100 KW transmitters at Bhawanipatna and Tuticorin, new radio stations with 1 KW transmitter at Ahwa and Ootacamund, upgradation of medium wave transmitters at Calcutta, Itanagar, Jeypore, Madras and Panaji, new shortwave transmitter at Itanagar, upgradation of shortwave transmitters at Gangtok, Lucknow and Calcutta, upgradation of studios at Passighat, Tura and Itanagar.

**2.4.3.** Fifteen schemes sanctioned under the software development schemes of the Seventh Five Year Plan for extension of programmes in respect of Educational Broadcast, Science Programmes, Programmes for Farmers, Field-based Programmes and News are under implementation at 55 Stations of AIR.

### Information Media

**2.5.1.** PIB is going ahead with the various, preparatory activities for computerisation to speed up the process involved in the transmission of documents of news value and to ensure that these reach the destination at the shortest possible time. The Bureau has already established contact with its regional offices through satellite.

**2.5.2.** DAVP is working for the implementation of schemes, i.e., communication and development of audio-visual cell, outdoor publicity and com-

puterisation. It is embarking on acquiring more software for the audio-video cell to handle additional publicity requirements in the electronic media.

**2.5.3.** The Photo Division procured equipment for its colour unit under the scheme "Modernisation of the Photo Division"

**2.5.4.** Three regional offices of Registrar of Newspapers for India at Bombay, Calcutta and Madras have been further strengthened.

**2.5.5.** The Indian Institute of Mass Communication acquired a process camera for training purposes. A graphic animation work station has been installed for the generation and production of video graphics.

**2.5.6.** Construction work of phase II and III of Soochna Bhawan at Lodhi Road is at final stages of completion.

**2.5.7.** The Song and Drama Division's Bangalore centre organised a special light and sound performance entitled "Krishna Dev Raya" at Vijayawada (AP) during 1991. The unit for tribal areas at Ranchi organised 520 performances upto November 1991 for the tribal people by tribal troupes in their own idioms in the tribal belts of Madhya Pradesh, Bihar and Orissa. Special publicity campaign on the theme of national integration was carried out in Punjab, Jammu and Kashmir and Assam in co-ordination with the State and Central government agencies for boosting the morale of the people and to encourage their participation in the integrated development of the country. The Division is likely to achieve the target of 100 sound and light performances during the year.

**2.5.8.** The Directorate of Field Publicity (DFP) has placed orders for nine feature films (62 prints) for bolstering their publicity efforts. Some more feature films are likely to be purchased before the end of the year. Supply order for documentary films for Rs. 5 lakhs approximately, for SSB units, has already been placed. The DFP expected to organise eleven conducted tours during 1991-92. Under the scheme, "Construction of office and residential accommodation in North-East States", construction of approach road and fencing for the Passighat unit; garage and fencing of Itanagar units are under way. The Directorate has prepared purchase of 10 video projectors for mounting an effective publicity campaign.

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## Films Media

**2.6.1.** At the Films Division Complex at Bombay, water proofing is in the second phase of completion and VIP rooms have been completed. The Films Division is expected to produce seven featurettes during the year. Under the scheme for modernisation, equipment such as "Noise Gates" were received and other cinematographic equipment are also expected to be procured during the year. The second International Documentary, Short and Animation Film Festival was held in Bombay during 1 to 7 February, 1992.

**2.6.2.** The new building complex of the National Film Archive of India was commissioned to meet the requirements of the organisation. Acquisition of 10 acre government land at Pune for the construction of specialised films storage vaults is expected to materialise during the year. CTM (France) 35 mm viewing table and 35 mm/16 mm film cleaning machine Tokiwa (Japan), 35 mm/16 mm xenon lamp film in addition to hot line (India) video projection system have been received and installed. Computerisation of archival data is in progress. NFAI have acquired 150 films, 273 books, 54 stills, 35 wall-posters, 75 song booklets, 6,625 Press clippings during the period April to December 1991. The annual five-week Film Appreciation Course was conducted in May to June 1991 in collaboration with the Films and Television Institute of India.

**2.6.3.** The Film and Television Institute of India procured equipment like 35 mm Arriflex camera with accessories for the cinematography department, Sony cassette deck for sound department, a mini bus and 35 mm projector for production department, 35 mm processing machine for laboratory. In addition, orders have been placed for Camera Tripods, HMI lights, chilling plant and tape recorder.

**2.6.4.** The Children's Film Society of India (CFSI) completed production of one feature and three short films. In addition, four feature films, two TV serials and one short film were under production. Besides, seven versions of feature films dubbed and five versions of short films were in progress. Subtling of "Aasman Se Gira" has been completed. The work on two more feature films and two video films made progress. The Seventh International Children's Film Festival was held in Thiruvananthapuram from 14-23 November 1991 in collaboration with the Government of Kerala. A total of 86 entries from India and abroad participated in

the Competition and Information sections of the Festival. CIFEJ Jury Medal was given for the best film "Abhayam" from India.

**2.6.5.** The Directorate of Film Festivals organised one special film programme in India and seven abroad by the end of January 1992 under the cultural exchange programme. The Directorate held two Indian film weeks abroad in addition to two special film festivals and participated in 42 foreign film festivals. The National Film Festival was held in May 1991. IFFI-92 was organised at Bangalore from 10 to 20 January 1992. Prints with sub-titling of 21 feature and 16 short films were prepared for the Indian Panorama. Work on the conversion of practice hall of the Siri Fort Film Festival complex into a mini theatre, is in progress.

**2.6.6.** The National Film Development Corporation will produce/co-produce 14 films and nine films from out side agencies for which loans are provided by NFDC. About 100 films and video rights of 75 films were expected to be imported during 1991-92. Loans for the construction of 10 theatres were expected to be extended during the year.

**2.6.7.** The Central Board of Film Certification also continued its activities. Cuttack office of the Board started functioning from 7 September 1991 with a view to helping applicants of that region. Infrastructural facilities were strengthened at all its regional offices and acquisition of hardware under the computerised management information system was completed.

**2.6.8.** The Grants-in-aid to the Federation of Film Societies of India has been sanctioned for its planned activities.

## Physical Targets

### Doordarshan

**2.7.1.** Doordarshan's targets for 1992-93 include commissioning of High Power TV (10 KW) transmitters -- one each at Dharwad, Tirupati, Bareilly, Jabalpur and High Power (1 KW) TV transmitters -- one each at Gangtok, Mokokchung, Churachandpur, Lungleh and Shimla. Besides, 32 Low Power/Very Low Power TV Transmitters and two TV transposers are also targeted to be commissioned during the financial year. Targets for 1992-93 also include completion of studio centre projects at Aizawl, Itanagar, Bhubaneswar, Madras (II channel) and Programme Generation Facility (PGF), Centre



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projects at Jammu and Siliguri. Introduction of satellite-derived regional TV service in Gujarat has also been scheduled for 1992- 93.

**2.7.2.** Construction of 300 M tower at Jaisalmer is expected to be completed and that of 300 M tower at Rameshwaram would be in progress. Construction of 300 M tower at Barmer, Bhuj and Fazilka is expected to be taken up. Civil works pertaining to studio centres at Shimla and Patna (permanent set up) and High Power Transmitters at Leh are expected to be completed and those pertaining to expansion of TV centre at Bombay would be in progress. Civil works pertaining to progress Generation Facility at Gangtok and High Power Transmitter at Calicut are expected to be taken.

**2.7.3.** Satellite uplink Earth Station are expected to be set up at Jaipur and Bhopal during 1992-93. These would be used for introducing satellite based regional service in Rajasthan and Madhya Pradesh.

### **All India Radio**

**2.8.1.** Continuing schemes envisaged for completion during 1992-93 include FM projects namely, NRSS at Dharmshala, Mount Abu, Lungleh, Idukki; LRSS at Jowai, Mokochung, Churachandpur, Rourkela, Usmanabad, Daman and 20 other projects namely, one KW MW Transmitter at Kargil, Uttarkashi, Ziro, Diphu, Panaji; 10 KW MW Transmitter at Passighat, Tezu, Tawang; 2 x 10 KW MW transmitters at Gangtok, Kokrajhar; 50 KW SW Transmitters at Shimla, Imphal, Kohima, Bombay; type one (R) studios at Jabalpur; type III studios at Panaji; re-furnishing of studios at Jalandhar and Tiruchirapalli; and multi-track recording at Bombay.

**2.8.2.** There are 52 projects of different entities that was shown as replacement schemes in the annual plan - 1991-92. SFCs have been issued for about 60 per cent of the projects and orders were placed for long delivery equipment. The works envisaged on these projects, during 1992-93 would be the issue of SFCs for remaining projects and placing orders for long delivery equipment.

### **Information Media**

**2.9.1.** Press Information Bureau proposes to modernise the communication system so as to provide an integrated transmission network for the Bureau; intends to import four tele-photo receivers and eight transmitters; nine fax machines for its regional/branch offices in addition to the equip-

ment for the mini media centres in the branch offices.

**2.9.2.** The Publications Division proposes to open sale counters at Jaipur, and sales emporia at Guwahati. The Division intends to bring out "Yojana" in Oriya language in addition to Special Publications for Backward and SC/ST classes. It also proposes to introduce mobile book shops in Bombay and Calcutta.

**2.9.3.** The Directorate of Advertising and Visual Publicity's Audio Visual Cell is to be strengthened to produce more soft ware for the development needs of the various ministries. A Government report on rationalisation of advertising policy, strongly recommended that all government departments should get their advertisement work done through DAVP. Under printed publicity Communication Plan, DAVP proposes to bring out atleast two posters and two folders in all the 13 languages with a minimum print order of 10 lakhs to achieve the object in reality of keeping the masses informed with the progress of the country in various fields.

**2.9.4.** The Photo Division will go in for the latest technology and modern photo techniques for modernisation of their colour units. A photo feature unit is proposed to be set up in addition to strengthening of pricing and photo mural units.

**2.9.5.** The Registrar of Newspapers for India intends to open three more regional offices at Bangalore, Lucknow and Bhopal to advice the publishers of newspapers/periodicals in regard to matters of their concern.

**2.9.6.** The Indian Institute of Mass Communication proposes to acquire modern printing equipment for its printing press. It also envisages to modernise and expand the facilities for radio and TV journalism and video production, start advance courses in journalism, mass communication and carry out research and evaluation studies on various aspects of communication process. It will initiate a scheme to award senior fellowship for eminent media practitioners.

**2.9.7.** The Sookna Bhavan's Phase-III will be ready for occupation during the course of the year and Phase-IV will be constructed partially.

**2.9.8.** The Song and Drama Division intends to purchase six inspection vehicles to increase the mobility of their units. One sound and light unit, four

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pilot project tribal centres and some programme units are to be set up. Campaign on emotional and national integration in sensitive areas is to be intensified through professional troupes. Programme in tribal areas and display Light and Sound Programmes in the southern belt of the country are to be arranged.

**2.9.9.** The Department of Field Publicity proposes to purchase films/documentaries on themes like national integration, family welfare, communal harmony etc. It proposes to organise ten tours in the tribal and border areas of the country. Printed publicity material like folders, posters pamphlets and booklets on major themes will also be procured in addition to equipment under the scheme for modernisation of DFP. To make available the office accommodation and residential quarters for staff members in remote, tribal and backward areas, construction work taken up at Kohima, Ukul, Tamenglong, Lungleh and Tura will make further progress.

### **Films Media**

**2.10.1.** The Films Division proposes to produce 15 featurettes during 1992-93. Besides, 100 more prints will be converted into colour per week and proportionately the number of Black and White prints will be reduced. Residual work of the second phase of the building will be completed. Equipment worth more than Rs. 3 crore for Bombay and New Delhi offices will be procured. Old structures will be demolished and construction of third phase will be started at the Films Division complex at Bombay. It is proposed to organise documentary film festivals with the co-operation of state governments in state capitals/big cities throughout the country. During the year, two animated films, one documentary and one featurette for the upliftment of weaker sections of the society are to be produced through independent producers.

**2.10.2.** The National Film Archive of India will continue its activities of preservation in addition to constructing specialised vaults and procurement of

equipment under its scheme "NFAI's Complex at Pune".

**2.10.3.** The Film and Television Institute of India proposes to acquire new machinery and equipment for its various departments. There is a proposal to set up a similar type of Institution at Calcutta.

**2.10.4.** The Children's Films Society of India will produce feature, featurette and short films for the children. Dubbing and sub-titling under its normal activity will also progress. Foreign films will also be purchased in addition to modernisation and augmentation of the production facilities.

**2.10.5.** The Directorate of Film Festivals proposes to organise five/six film weeks in India and abroad. Two special festivals of India in abroad will also be organised. It will participate in about 45 foreign film festivals. IFFI-93 will be held in January'93. Subtitled prints of Indian Panorama and other outstanding films will be prepared. Some work (including additions and alterations) will also be done for the film festival complex at Siri Fort.

**2.10.6.** The National Film Development Corporation proposes to produce 17 good films either on their own or on the co-production basis with foreign producers and Doordarshan. In addition, loans will be given for about 10 films. The Corporation will provide loan/joint ventures with State authorities for the construction of 15 more theatres during the year. It would continue its stress on import of good cinema from various parts of the world and promoting the same to various exhibition channels. It is estimated that 100 feature films and 80 films of video rights will be imported.

**2.10.7.** The Central Board of Film Certification will continue its activities at its headquarters at Bombay and its regional offices in addition to purchase of some equipment.

**2.10.8.** Provision has also been kept for extending grants-in-aid to the film societies for their planned activities.

## Chapter III

# Organisation

### Main Secretariat

**3.1.** The Main Secretariat of the Ministry is headed by the Secretary who is assisted by two Additional Secretaries and three Joint Secretaries. There are 11 officers of the level of Director/Deputy Secretary, 17 officers of the rank of Under Secretary, 40 other gazetted officers and 282 non-gazetted officials in different wings of the Ministry. An organisational chart of the Ministry is at Appendix-I.

### Scheduled Castes and Scheduled Tribes

**3.2.1.** In pursuance of the policy of the Government, the Ministry has been making all out efforts to provide proper representation to the Scheduled Castes and Scheduled Tribes in the services and posts under its control in accordance with the orders issued by the Government in this regard. The Ministry has been endeavouring to ensure that the difference between the targeted percentage of reservation and the actual representation of SCs and STs in various services and posts in the Ministry is reduced to the barest minimum. As a result, the percentage of SCs and STs vis-a-vis the total number of employees in the Ministry, including its attached and subordinate offices, as on 1 January 1991 was as under: -

	GroupA	GroupB	GroupC	GroupD
SC	8.58	12.91	16.59	29.75
ST	6.62	4.98	6.43	11.65

**3.2.2.** The Ministry launched its Third Special Recruitment Drive from December 1991. Earlier, such Drives had resulted in filling up maximum

number of backlog vacancies especially in Group "C" and "D" reserved for SCs and STs in the attached and subordinate offices.

**3.2.3.** A cell has been functioning in the Ministry under the supervision of a Liaison Officer for co-ordination and monitoring the work relating to implementation of reservation orders. The Deputy Secretary and Chief Vigilance Officer of the Ministry functions as the Liaison Officer. Rosters are maintained by attached and subordinate offices, autonomous bodies and public sector undertakings under the administrative control of the Ministry.

**3.2.4.** Training of officers belonging to SCs/STs in service under various training programmes in India and abroad is receiving adequate attention. This Ministry is fully aware of the importance of appreciation/orientation courses on the subject of reservation in services and invariably nominates officials to undergo such training whenever courses are circulated by the Institute of Secretariat Training and Management.

**3.2.5.** The reservation policy in respect of SCs/STs in services/posts is also being followed strictly in autonomous bodies/public sector undertakings under the administrative control of the Ministry, namely, NFDC, FTII, IIMC, CFSI and PCI.

### Use of Hindi as Official Language

**3.3.1.** The Hindi Advisory Committee functioning in the Ministry renders advice on the progressive use of Hindi for official purpose in the Ministry and its media units in accordance with the policies laid down by the Kendriya Hindi Samiti and the Depart-

ment of Official Language. Three meetings of the Committee were held during the year. The Committee made valuable suggestions to broadcast/televcast adaptation of literary works of renowned writers of regional languages in Hindi and vice-versa.

**3.3.2.** Official Language Implementation Committees are also functioning in the Ministry and its attached and subordinate offices. These Committees, in their periodical meetings, reviewed the work done for progressive use of Hindi in official work in their respective offices. Their reports were examined in the Ministry and necessary instructions issued to improve the performance. During the year, the Committee for the Ministry met thrice.

**3.3.3.** The second sub-committee of the Committee of Parliament on Official Language visited 10 offices under this Ministry and reviewed the progress regarding use of Hindi. A senior officer from the Headquarters represented the Ministry during the inspections and follow-up action was taken as per observations of the Committee.

**3.3.4.** To accelerate the use of Hindi in official work, Hindi Week was organised in the Ministry from 16 to 23 September 1991

**3.3.5.** Under Rule 10 (4) of the Official Language (Use for Official Purposes of the Union) Rule, 1976 total number of notified offices including the Main Secretariat, where 80 per cent or more employees have acquired working knowledge of Hindi, is now 350.

**3.3.6.** Several offices of different media units were inspected to oversee the progress in the use of Hindi in their official work. Joint meetings of the officers-in-charge of the official language work in different offices of the media units at Imphal, Kohima, Calcutta, Shimla, Bombay and Pune were held and a large number of employees at these places were encouraged to enroll themselves in the correspondence course conducted by the Central Hindi Directorate.

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

**3.4.** Two Action Plans, one on Responsive Administration and another on O&M matters were drawn up and implemented to improve O&M systems in the Ministry. As a significant step towards development of O&M culture in the Ministry, it was decided to hold quarterly O&M meetings for inter-

action with the branch officers and section officers. Two such meetings were held. In addition, the annual inspection of 14 sections in the Main Secretariat from O&M angle was carried out. A special drive for recording, reviewing and weeding out of files in the Main Secretariat as well as in the Media Units on a quarterly basis was taken up. A total of 38,615 files were recorded, 23,053 reviewed and 14,965 files weeded out till December 1991. The study on the system of procurement of publicity material by the Directorate of Field Publicity, DAVP, Films Division, etc., was finalised and the study report submitted. Ten work measurement studies were conducted up to December '91, as a result of which a direct/preventive saving of Rs.8,28,072 involving 26 posts was achieved.

#### **Departmentalised Accounting**

**3.5.1.** The Secretary of the Ministry is the Chief Accounting Authority. Additional Secretary and Financial Advisor looks after the functions of the Finance and Accounts Wing of the Ministry. The Chief Controller of Accounts is the Administrative and Accounting Head and is responsible for:-

- a) consolidation of the accounts of the Ministry in the manner prescribed by the Controller General of Accounts;
- b) preparation of Annual Appropriation Accounts of the Demands for Grants controlled by the Ministry of I&B, submission of the statement of Central Transactions and material for the Finance Accounts of Union Government (Civil) to the Controller General of Accounts;
- c) disbursement of loans and grants to autonomous bodies, news agencies and corporations;
- d) rendering of technical advice to the PAOs and media offices on maintenance of accounts; and
- e) monitoring of financial transactions of over 528 Drawing and Disbursing Offices spread all over the country.

**3.5.2.** The above functions are performed by the Chief Controller of Accounts through four Deputy Controller of Accounts and 18 PAOs located at Delhi (7), Calcutta (3), Bombay (3), Madras (3), Lucknow (1) and Guwahati (1).

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3.5.3. The payment of pay and allowances of about 5,000 gazetted officers of the Ministry and its attached/subordinate offices is centralised in the Pay and Accounts Office (IRLA) at New Delhi.

3.5.4. During the year (upto October 1991), 1,81,064 bills including 52,813 claims of gazetted officers were processed by the PAO (IRLA). In addition, 680 pension cases and 612 GPF final payment cases in respect of the retired government servants were finalised. The PAOs issued 32,745 Annual Provident Fund statements to the subscribers.

### **Vigilance**

3.6.1. The Vigilance set up in the Ministry, functioning under the overall supervision of the Secretary consists of a Joint Secretary, Chief Vigilance Officer (CVO), an Under Secretary and other subordinate staff. The CVO co-ordinates the activities of vigilance units in attached and subordinate offices, public sector undertakings and registered societies, which are headed by the vigilance officers. The vigilance unit in the Ministry also attends to public grievances and the CVO functions as the Director of Grievances. The Staff Grievance Officers attend to the grievances of staff as well as public

during grievance hours in the attached offices etc. The progress of disposal of such cases is monitored regularly. Efforts were also continued to simplify the procedures so as to minimise scope for corruption.

3.6.2. A close watch was kept on 22 officers of doubtful integrity. Staff posted at sensitive points were rotated periodically. Inspections were carried out by the senior officers to ensure proper observance of rules and procedures. Eighty-two regular and 16 surprise inspections were carried out during the year. Preliminary enquiries were ordered into 76 complaints after examining the total of 224. Enquiry reports in respect of 35 cases (including those conducted by the Central Bureau of Investigation (CBI) were received during the year. Further investigation was undertaken by the CBI in 10 cases, out of which enquiry reports of five were received. Regular departmental action for major penalty was initiated in 19 cases and 12 for minor penalty. After examining the reports of the Inquiring Authorities (commissioners for departmental inquiries) major penalties were awarded in five cases and minor penalties in 31 cases. The services of 33 officials were placed under suspension and administrative warnings were issued in respect of 11 employees.

# All India Radio

**4.1.1.** All India Radio contributed significantly to the Observance of the SAARC Year of Shelter. A large number of programmes aimed at creating awareness of the magnitude of the problem and the efforts taken for meeting the challenge were arranged.

**4.1.2.** The Central Education Planning Unit of All India Radio embarked on a major serial, entitled "*Human Evolution*" in collaboration with the National Council for Science and Technology Communication, Government of India, New Delhi.

**4.1.3.** During the year, special efforts were made by AIR to focus on the theme of national integration and communal harmony. A large number of programmes were broadcast on this theme. These programmes aimed not only at defusing the situation arising out of communal disturbances but also in bringing about a change in the attitude of the people.

**4.1.4.** In the context of the Elections to the Lok Sabha and some State Assemblies, All India Radio arranged programmes to educate the electorate on the need for exercising their franchise and apprising them of the efforts taken by the Administration for conducting free and fair Elections. AIR provided broadcast opportunities to recognised political parties to explain their manifesto and appeal to the electorate. This was done under a scheme of Party-Political Broadcast approved by the Election Commission. Round the clock hourly and mid-hourly bulletins, a series of commentaries and discussions and Radio Bridge including impromptu interviews with leaders of political parties and political analysts in different parts of the country were arranged in

connection with the coverage of Election results.

**4.1.5.** All India Radio continued to extend support to the Birth Centenary Celebration of Dr. Bhim Rao Ambedkar by arranging programmes on his life and works. It also covered the International Decade for National Disaster Reduction and International Tourism Year by broadcasting suitable programmes.

**4.1.6.** Special programmes were mounted at the national and regional level to bring to focus the extent of damage caused by the earthquake in the hill districts of Uttar Pradesh and the massive efforts of relief and rehabilitation undertaken by the administration and other agencies.

**4.1.7.** Two News Magazines in English and Hindi were introduced in place of the usual English and Hindi news bulletins in the mornings. Hourly bulletins have been extended to cover the period from 0100 hours to 0500 hours on the National Channel.

## Network

**4.2.1.** With the addition of 20 new stations the AIR network now comprises 124 Radio Stations. There are 139 MW Transmitters, 43 SW Transmitters and 36 FM Transmitters. The present radio coverage is 85 per cent by area and 95.7 per cent by population. Twenty new stations are likely to be commissioned by March 1992.

**4.2.2.** All the AIR Stations are equipped with 6 channel receiver terminals for receiving centrally originating programmes from Delhi. Uplinking facilities for 6 channels are available from Delhi. Besides Bombay, Calcutta and Madras have also

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been provided with one channel uplinking facility on time shared basis with Delhi for the distribution of regional programmes through INSAT-ID.

**4.2.3.** Six Local Radio stations were planned as a pilot project under the Sixth Plan. Encouraged by the results, it was decided to go in for local radio stations in a big way and 73 local radio stations were planned under the Seventh Plan. Twenty-three local radio stations have already come up out of 73 and other stations are under various stages of completion. Local radio stations are area-specific and they cater to the needs and aspirations of the local population.

### News Services Division

**4.3.1.** Change in the format of the morning bulletins, introduction of late-night news bulletins, coverage of pre-Election scenes, Lok Sabha and Assembly elections, announcement of Election results, Radio Bridge Programme, formation of Congress (I) government at the Centre, formation of new governments in the States were some of the highlights of the activities of the News Services Division.

**4.3.2.** With the addition of 10 late night news bulletins in English and Hindi and increase in duration of morning English and Hindi Bulletins, the number and duration of bulletins per day have increased to 286 and 38 hours 35 minutes respectively. This includes 88 bulletins in 19 languages for 12 hours 05 minutes in Home Services, 132 regional bulletins in 15 languages and 47 dialects for 17 hours 28 minutes and 66 bulletins in 24 languages for 9 hours 02 minutes in External Services. Special bulletins for youth, slow speed, sports and human interest news bulletins continued to be broadcast. A news-based programme "Vikas Yatara" on developmental activities in different sectors of economic and public undertakings in Hindi for a duration of 05 minutes was started from 16 August 1991. The programme enables the listeners to have a glimpse of the all-round development taking place in the country and progress being achieved in different sectors.

**4.3.3.** The morning news bulletins in Hindi and English, now broadcast under a new format i.e., "Samachar Prabhat" and the "Morning News" started from 16 August 1991. These are now broadcast from 8.00 a.m. to 8.15 a.m. and 8.15 a.m. to 8.30 A.M. They include news bulletins, commentary on a topical subject, a look at the newspapers and summary of news.

**4.3.4.** News bulletins in Hindi and English are now broadcast round-the-clock. Of the 10 news bulletins introduced on 2 October 1991 and broadcast between 1 a.m. and 5 a.m. on the National Channel, five are in English and five in Hindi.

**4.3.5.** All India Radio has 101 full-time and 232 part-time correspondents at home and seven correspondents abroad, stationed at Islamabad, Colombo, Dhaka, Kathmandu, Harare, Dubai and Singapore. Other sources of news are the agencies, like PTI, UNI, Bhasha and Varta, the Central Monitoring Organisation at Ayanagar in Delhi and a small monitoring unit attached to the News Services Division.

**4.3.6.** The News Services Division provides coverage to important national and international events and developments through the news bulletins and other news-based programmes. AIR broke its regular transmission to give news about the tragic assassination of former Prime Minister Rajiv Gandhi near Madras. The developments subsequent to the death of Rajiv Gandhi were noticed in AIR bulletins.

**4.3.7.** Announcement for and holding of the General Elections to the Lok Sabha and seven States/Union Territory Assemblies in June 1991 and bye-elections to 15 Lok Sabha and 58 assembly seats in November 1991 were covered within the parameters prescribed by the Election Commission.

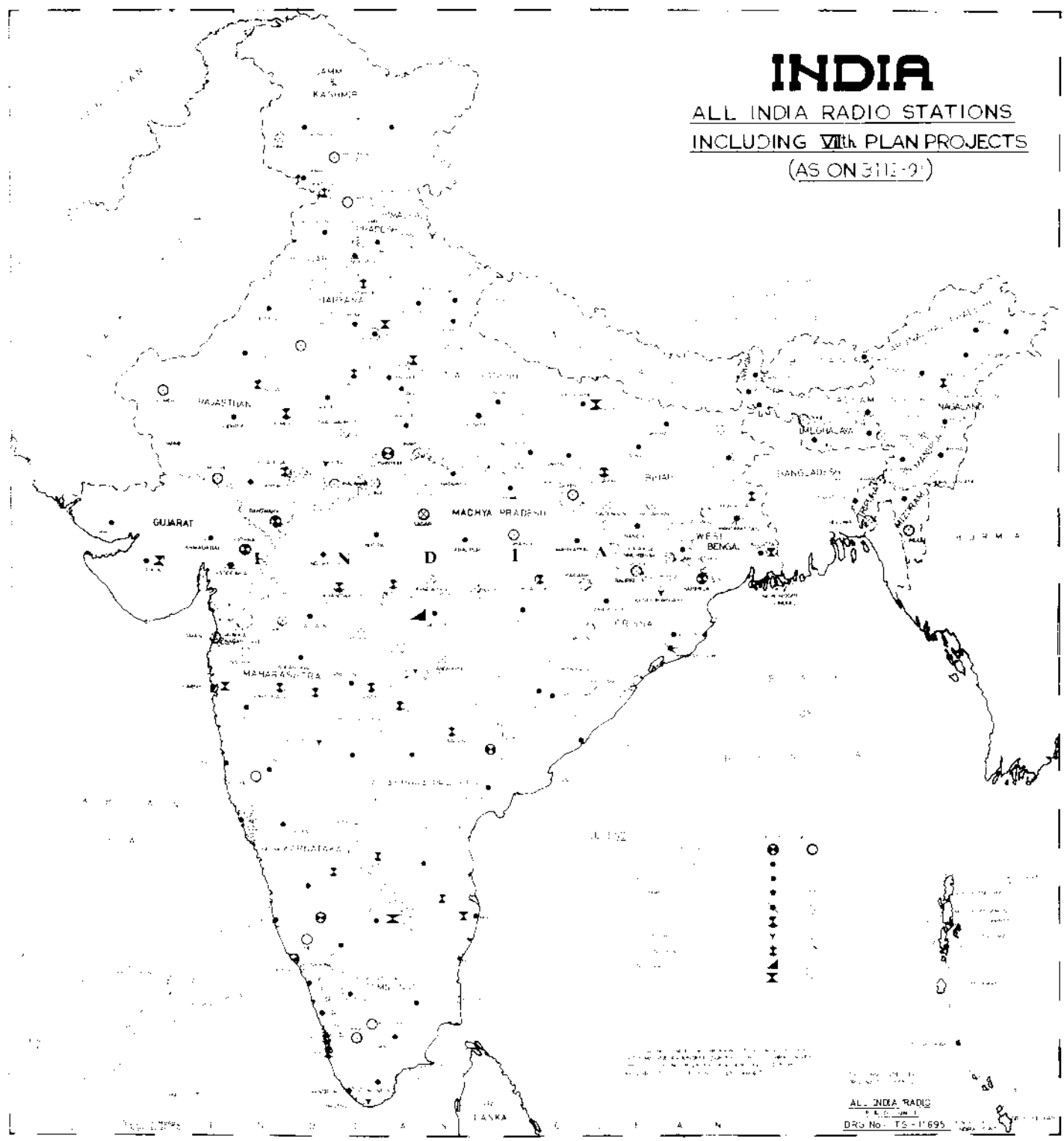
**4.3.8.** AIR coverage of the Lok Sabha and Assembly Election results in June 1991 was the most comprehensive so far. A total of 175 special election news bulletins were broadcast in Hindi and English. Of these, 16 were of 15 minutes duration each, 15 of 10 minutes each, 6 of  $7\frac{1}{2}$  minutes each, 84 of five minutes each and 54 bulletins were of one minute tallies and flashes. A total of 41 special election commentaries in English and Hindi, 15 originating from Delhi and 26 from regional stations were broadcast on the National hook-up.

**4.3.9.** A total of nine panel discussions in Hindi and English were broadcast on the National hook-up. Five of these originated from Delhi and four from Calcutta, Madras, Trivandrum and Lucknow. The most important of all was the Radio Conference, the Radio-Bridge which was broadcast live on two days on the National hook-up. It was for the first time that the Delhi Studio of AIR was linked to the studios in 14 State capitals, through special circuits simultaneously and experts in all the 15 places exchanged



# INDIA

ALL INDIA RADIO STATIONS  
INCLUDING VIIth PLAN PROJECTS  
(AS ON 31.12.91)



Based on Survey of India Map

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views on the emerging scenario. In addition, the programme also included spot interviews with several political leaders on telephone which went live on the air.

**4.3.10.** Five special newsreel and "Samachar Darshan" programmes were broadcast during the declaration of Election results carrying spot interviews and election analysis. For the first time, election coverage in the newsroom in Delhi was computerised on a large scale. Election results were flashed as soon as received and their analysis was done by the computers.

**4.3.11.** Constitution of the Tenth Lok Sabha and the swearing-in of the Council of Ministers headed by Shri P.V. Narasimha Rao, formation of Governments in Assam, Haryana, Kerala, Uttar Pradesh, Tamil Nadu, West Bengal and Pondicherry after the elections; seeking of Vote of Confidence by the Narasimha Rao Government; Budget Session of Parliament, presentation of the Union and Railway Budgets, structural reforms in the trade and economic fronts announced by the Government were adequately covered.

**4.3.12.** Round-up of the day-to-day proceedings and discussions in Parliament during the Budget Session were given in programmes like "Today in Parliament" (daily during the session) and "This Week in Parliament" (weekly on Saturdays during the session) both in English and Hindi.

**4.3.13.** Visit of Indian dignitaries viz., the President Mr. R. Venkataraman to Vietnam and Philippines, the Prime Minister, Shri P.V. Narasimha Rao to Mauritius, Germany, Harare, Paris and Caracas were given befitting coverage.

**4.3.14.** Besides, international events like election of a new U.N. Secretary General, acceptance of the U.N. ceasefire condition by Iraq, signing of the Strategic Arms Reduction Treaty between the United States and the Soviet Union, abortive coup in the Soviet Union, general elections in Nepal were prominently covered in the news bulletins. Among the other highlights of coverage were the CHOGM Summit in Harare, Festival of India in Germany and the Commonwealth Finance Minister's meeting in Singapore.

**4.3.15.** Sports events at national and international levels were also given ample coverage. They included Wimbledon Tennis Championship, India-Australia hockey tournaments, Sharjah Cup cricket

matches, Pre-Olympic qualifying hockey tournament in Auckland, World Carrom Championship in New Delhi, the historic one-day International Cricket matches between India and South Africa in Calcutta, Gwalior and New Delhi, 25th National Hockey Championship in Tirupati, etc.

**4.3.16.** AIR, through its news and news-based programmes, continued to cover the efforts of the Government in controlling the terrorist activities in Punjab, Jammu and Kashmir and North-Eastern States. Regional news units of Chandigarh and Srinagar covered the militant activities and their victims in Punjab and Jammu and Kashmir despite threats to the lives of some of the staff.

**4.3.17.** Controversial issues like Ramjanma-Bhoomi Babri-Masjid were covered in a fair, balanced and factual manner by AIR in its bulletins and other programmes.

**4.3.18.** The news-based programmes like Current Affairs, Churha Ka Vishay Hai, Spotlight, Samayaki, Tabsara, Commentaries in the "Samachar Prabhat" and the "Morning News", News-reels and "Samachar Darshan" dwelt on topical subjects like Ayodhya issue and communal harmony, reservations, situation in Jammu and Kashmir, Punjab and Assam, New Economic Measures adopted by the Central Government, changes in the Soviet Union, earthquake in Uttar Kashi, Public Distribution System, first 100 days of Narasimha Rao Government, Panchayati Raj, Shrines Bill, Fertilizer subsidy, pre-Budget economic scenario, Railway Budget etc.

### Home Services

**4.4.1.** The National Channel commissioned on 13 May 1988, at present covers 54 per cent of the population and provides a judicious blend of information and entertainment. The programmes include high quality Hindustani, Carnatic and Western Music, investigative reports, features, magazine items, plays, sports and financial reviews, an Urdu segment and Vividha - a miscellany of people and places, men, matters and music.

**4.4.2.** AIR contributed largely to bring about an awareness and appreciation of Indian music classical, light, folk and tribal music and western music. It constitutes 37.57 per cent of the total broadcast. Classical music got special patronage by radio through the network programmes like National Programme of Music, Chain Concerts and the Annual Akashvani Sangeet Sammelans. Two such

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programmes with young but promising artists: Tuesday night concerts for Hindustani music and Friday night concerts for Carnatic music are also responsible for bringing forth the best musical talents.

**4.4.3.** This year's Akashvani Sangeet Sammelan, the 37th in the series had 21 sessions, viz., 12 Hindustani and 9 Carnatic arranged at nine places in North India and six places in South India on 12-13 October and they were broadcast by AIR from 2 November-3 December 1991. With 146 top ranking well-known artists participating, three Carnatic concerts were held in Delhi, Bombay and Calcutta and two Hindustani Sessions in Madras and Hyderabad. The Sammelan helps to promote national integration in a big way.

**4.4.4.** AIR also conducted Music competitions to discover fresh talents among young artists and 44 artists were selected, 20 for Hindustani and 24 for Carnatic.

**4.4.5.** National Orchestra known as AIR Vadya Vrinda in Delhi and Madras, is popular for their experimentation in orchestration of Indian music based on traditional ragas, folk melodies and thematic compositions. Similarly, choral groups instituted in 17 Stations to develop mass singing has extended community singing as a movement throughout the country. Two major music festivals - Thyagaraja and Tansen were covered by radio in their National hook-up.

**4.4.6.** Twenty Production Units established in different AIR stations systematically collect, index and preserve folk and tribal music popular in the interior areas of the country. To cater to the listeners of western music, AIR broadcast western music in 17 States mostly in its youth programmes. Here, not only foreign artists are featured, but the local artists also get a chance for exposure.

**4.4.7.** AIR completed its prestigious production - Ram Charit Manas in 408 episodes this year. It is being broadcast by 53 stations of AIR.

**4.4.8.** AIR is continuously releasing archival material on discs/cassettes on an average of two releases per quarters. The scheme has been well received by music connoisseurs and public at large alike. The total number of releases done under this scheme till now is 26.

**4.4.9.** On the eve of the Republic Day, AIR broadcasts the Sarva Bhasha Kavi Sammelan (Na-

tional Symposium of Poets) with its Hindi translation over network and regional versions from the respective stations. This year, the Kavi Sammelan with 16 reputed poets, each one from a different Indian language was organised at Varanasi.

### **Sports Broadcast**

**4.4.10.** Among the programme categories of All India Radio, sports broadcasts occupy a prominent place by virtue of the fact that these broadcasts mustered high degree of listenership. AIR's sports broadcasts are helpful in percolating information on various sporting events, and arousing sports consciousness amongst listening clientele, particularly among the receptive youth section of the society.

**4.4.11.** To ensure continuous information-flow on various sports and sporting events, AIR has undertaken meticulous planning to broadcast a regular fixture of sports programmes with fixed time-slots comprising daily sports bulletins in Hindi and in English for a duration of five minutes each; a weekly sports newsreel in English for 15 minutes' duration and monthly sports magazine programme both in Hindi and in English for a duration of 30 minutes each to facilitate the popularisation of sports and games in the country.

**4.4.12.** From April-December 1991, AIR has made concerted efforts in providing effective coverage in the National network of various international and national sporting events through live running commentaries, resumes, voice-cast and interviews.

**4.4.13.** In addition to the coverage of international and national sporting events, AIR also encouraged traditional games like Kho Kho, Kabbadi etc., through broadcast of running commentaries etc. in order to popularise them among the youth of the country and to encourage sports talents in the domain of traditional sports and games.

**4.4.14.** The National Programme of Play is broadcast on every fourth Thursday of the month and its regional versions are broadcast by the regional stations simultaneously. Model plays of 30 minutes' duration were produced at the Central Drama Unit at Delhi and then broadcast by more than 30 stations in a chain. Some of the scripts were specially commissioned from eminent authors on selected themes for the national programme and chain plays. A large number of stations broadcast family drama serials projecting the current socio-economic issues. Serial plays based on dramatic adaptation of the

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celebrated literary works and successful theatre plays in Hindi and other Indian languages were also broadcast to provide wholesome entertainment and to enable the listeners to acquaint themselves with the classics of various regions.

**4.4.15.** To discover fresh talent all over the country and infuse new life into radio plays, an All India Competition for radio play-wrights was organised in 19 prominent Indian languages. Cash prizes were awarded for the three best scripts selected in each language. An additional prize was given to the best humorous play in each language. The selected plays have been broadcast in their original language and all the prize-winning plays have been translated in Hindi for larger audiences.

**4.4.16.** A two-day seminar was organised in Bombay on 22-23 November 1991 on 'Radio Drama' under the Chairmanship of the Director General. Programme Officers, in-charge of Drama Sections were invited from a number of stations to participate in extensive discussions and exchange of views regarding radio drama. Experts, writers and dramatists were invited from outside.

#### **Family Welfare Programmes**

**4.4.17.** AIR broadcasts more than 8,000 programmes per month on family welfare, which include talks, dramas, features, interviews and jingles/spots. These programmes are broadcast both in general as well as special audience programmes. Family Welfare Programmes mostly advocated importance of small family, which included "Care of Pregnant and Lactating Mothers." AIR has also set up 22 programme production units for producing family welfare programmes. More emphasis was laid on controlling of AIDS and other sexually transmitted diseases and drug abuse, to combat diseases due to drinking of polluted water, a number of programmes were broadcast to educate listeners about the use of safe drinking water. The programmes on importance of "Girl Child in the Family" continued to be broadcast from AIR Stations.

#### **Yuva Vani**

**4.4.18.** Yuva Vani provides a forum for the youth in the age group of 15-30 years, in which they can express themselves freely on subjects intimately connected with their problems and also of the country. A conscious effort was made to acquaint the youth with life, culture and tradition in other parts of the country. The Yuva Vani services have

helped in bringing out to the fore the best potential talent in the fields of literature, drama and music. The service has also contributed talent to the other categories of services in AIR.

**4.4.19.** Programmes for the senior citizens (aged people) are being broadcast from 17 capital stations for a duration of 30 minutes every week. The programmes feature interesting subjects like geriatric care, pension problems, tax liabilities, legal advice, readings from classics, current affairs, old age homes/resorts, old hit songs, items of humour, tit-bits and anecdotes of bygone days and other related information concerning old age.

**4.4.20.** *Farm and Home* : Intensive agricultural programmes and programmes for rural audience in general are originated by 94 AIR stations. Twenty-eight local radio stations also broadcast farm and home programmes. This rapid expansion of Farm and Home units immensely benefit the farming community in particular and rural people in general. The basic thrust in the rural broadcasts is to make the rural community healthy and prosperous. Special programmes are broadcast to support the implementation of poverty alleviation programmes for the rural poor.

**4.4.21.** Programmes for rural women are broadcast from each station. These programmes focus on socio-economic and welfare schemes. Mother and child care service has been undertaken at many AIR stations in collaboration with UNICEF.

**4.4.22.** Farm school as a method of distant education on farming and allied subjects has been adopted at many AIR stations which impart lessons on various fields of agriculture and allied subjects.

**4.4.23.** More emphasis was laid during the year on popularising bio-technology for saving energy. In order to make people environment conscious, vigorous campaign for "Grow More Trees" was done especially during and after the rainy season. Some programmes have also been built up for popularising biological control of pests and weeds.

#### **Educational Programmes**

**4.5.1.** The Central Education Planning Unit (CEPU) of All India Radio has embarked on a massive serial, probably the longest radio serial entitled "Human Evolution" in collaboration with National Council for Science and Technology Communication, Government of India, New Delhi. The



Raghunath Seth at the Sangeet Sammelan

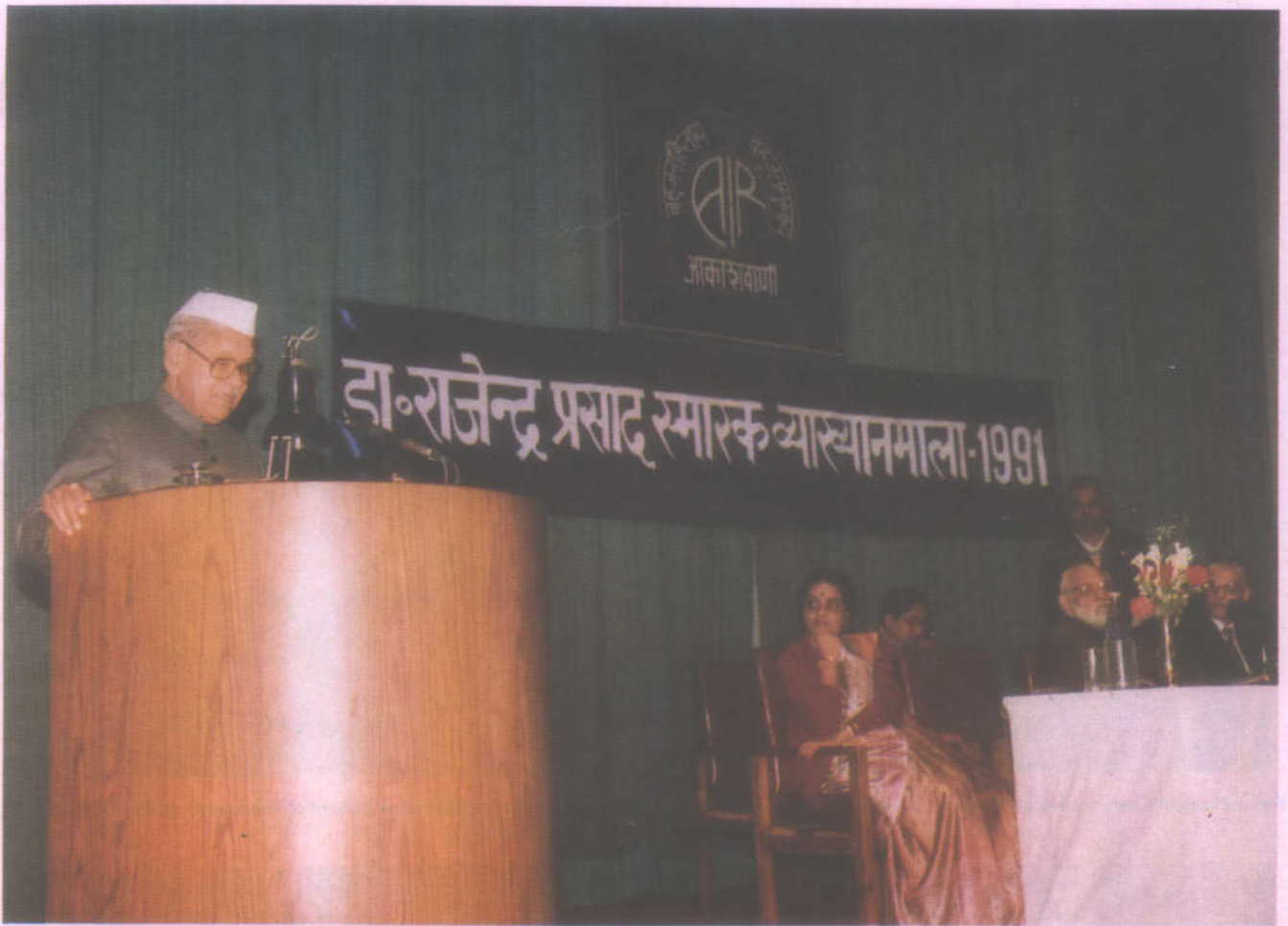
Bhim Sen Joshi at the Akashvani Sangeet Sammelan







U. Srinivas, playing Mandolin at the AIR-Sammelan



The Vice-President Dr. S.D.Sharma, delivering the Rajendra Prasad memorial lecture, New Delhi, Dec. 1991. The DMIB Dr Girija Vyas was present on the occasion



Presentation of Bihu dance, at the Akashvani Annual Awards function





Yunus Hussain Khan, well known Hindustani vocalist (Died Oct-1991)



Kumar Gandharva, famous exponent of Hindustani music (Died Jan-1992)



Basavaraj Raj guru, prominent Hindustani exponent of music (Died July 1991)

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programme which started on 2 June 1991 from 88 stations of All India Radio in 18 languages will have 130 episodes. About 100,000 children of the age group 10-14 have been registered as target audience. In addition, 10,000 schools have also been taken as listening points for this serial. Children, in addition to listening to radio programme will get free multi-coloured pre-broadcast material and also post-broadcast "Do it Yourself" kits free. Also, under a scheme of organising competitions at regular intervals, prizes will be awarded to a large number of winners.

**4.5.2.** The CEPU has also started, on an experimental basis, broadcast support to the students of the Indira Gandhi National Open University. The serials for the time being will be broadcast from Bombay and Hyderabad Stations from 1 January 1992.

### **Commercial Service**

**4.6.1.** The Popular Vividh Bharati Service provides entertainment to listeners for 12 hours 45 minutes daily on week days and 13 hours 15 minutes on Sundays and holidays from 32 centres including two short-wave transmitters at Bombay and Madras. Though light music - both film and non-film in Hindi is still the main attraction of Vividh Bharati, humorous skits, short plays, features and talks are also popular.

**4.6.2.** Commercials were introduced from November 1967 on Vividh Bharati Channel. Advertising revenues from this channel continued to increase over the years. Vividh Bharati alone contributed Rs.25.25 crores in 1990-91. To boost the revenue further, commercials were introduced on the Primary Channels in limited programmes in two phases, on National news network (Phase-I) from 1 April 1982 and over 55 selected AIR Stations from 28 January 1985. Revenue from commercials on Vividh Bharati as well as Primary Channels in 1990-91 was Rs.39.30 crores which is Rs. 4.2 crores more than the revenue earned during the previous financial year (Appendix-IV).

### **External Services Division (ESD)**

**4.7.1.** The External Services Division (ESD) of All India Radio acts as a bridge between India and the world. It broadcasts programmes for 70 hours 15 minutes every day in 24 languages - General Overseas Service in English, 15 other foreign languages and in eight Indian languages for listeners in dif-

ferent parts of the globe.

**4.7.2.** External broadcasts project the Indian point of view on World Affairs (through daily commentary and press review) and acquaint the overseas listeners with the developments in India, along with information on the myriad facets of Indian life, thought, culture, tradition and heritage. ESD thus plays the role of a cultural ambassador of India to the World at large in projecting and promoting the Indian image abroad. The services in Hindi, Tamil, Telugu and Gujarati are directed to Indians Overseas while those in Urdu, Bengali, Punjabi and Sindhi are meant for the listeners in the sub-continent and bordering countries.

**4.7.3.** The broadcasts follow a composite pattern and generally comprise news bulletins, commentaries on current events and reviews of the Indian press. Besides this, newsreels, magazine programmes on sports and literature, talks and discussions on socio-economic, political, historical and cultural subjects, features on developmental activities, important events and institutions, classical, folk and modern music of India's diverse regions form a major part of the total programme output. ESD continues to beam UN news to different parts of the globe on every Saturday.

**4.7.4.** The External Services Division supplies recordings of music, spoken word and other programmes to about 100 countries and foreign broadcasting organisations under the Cultural Exchange Programme. Recorded programmes are also sent every week to ethnic broadcasting stations in USA, UK and Canada through the Ministry of External Affairs so that the Indians abroad are given the necessary benefit of periodical and authentic updating of their information on India.

**4.7.5.** The Division brings out independently a monthly programme journal "India Calling" in English, providing advance information of the programmes broadcast in the External Services. The journal, supplied free of cost to overseas listeners, also carries selected talks, letters from listeners and other information. In addition, quarterly folders in ten foreign languages - Pushtu, Swahili, Tibetan, Arabic, Burmese, Chinese, Persian, Nepali, French and Indonesian are also published.

### **Akashvani Annual Awards**

**4.8.** AIR gives awards for outstanding plays, documentaries, musical productions, innovative

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programmes, "Correspondent of the Year" for excellence in news reporting and "Lassa Kaul Award" for the best production on national integration. There are also special awards for topical documentaries, Yuva Vani and family welfare programmes. Children choral singing competition is held as part of the Akashvani Awards Scheme. Awards for technical excellence were also given to encourage research and development efforts.

### **Transcription Unit**

**4.9.** Transcription unit procured 200 transcripts of the speeches delivered by the President and Prime Minister and supplied 60 copies for immediate use at various government offices and media units. The Nehru cell accomplished its task of preparing 73 volumes of 2,549 speeches of Pt. Jawaharlal Nehru.

### **AIR Archives**

**4.10.** The AIR Archives has added 290 hours recordings of different disciplines - the classical and folk music plays, features including award winning programmes, reminiscences of freedom fighters, interviews with literary personalities under Radio Autobiography Scheme, talks/discussions, Radio Sangeet Sammelan, Memorial Lectures, etc. The preservation of total recordings has gone up to 17,290 hours out of which 95 per cent has been documented and computerised. The archival recordings of some of the eminent music artists released in the form of disc/cassettes are: Ustad Hafiz Ali Khan, Ustad Zia Mohiuddin Khan Dagar, Karaikuruchi P. Arunachalam and Party, Pt. Govindprasad Jaipurwale, Ustad Nissar Hussain Khan, Mushtaq Ali Khan, T.R. Mahalingam, Madurai Mani Iyer, Ariyakudi Ramanuja Iyengar, Pt. Ramchatur Mallick, Pt. Pannalal Ghosh, G.N. Balasubramaniam and T. Chowdiah.

### **Programme Exchange Unit**

**4.11.** The Programme Exchange Unit (PEU) is having 7,000 recordings of different programme formats in PEU library. PEU has supplied/circulated to the extent of 6,500 tapes copies of serials, plays, chain plays, language lessons, community singing songs, features etc., to various AIR stations including test transmission recordings and obituary music to new stations. In addition, 408 episodes of newly produced Ram Charit Manas Programme was circulated to 53 stations of All India Radio. Under Cultural Exchange, contributions from about 50 foreign

broadcasting organisations mainly western music and programmes from UN, UNESCO, WHO were distributed to AIR stations.

### **Staff Training**

**4.12.1.** AIR's Staff Training Institute (Programmes) located at Delhi has six regional training institutes at Hyderabad, Shillong, Ahmedabad, Lucknow, Cuttack and Trivandrum. The Institute is a premier agency looking after in-service training in programme planning, production, presentation, management and administration. During the year 1991-92, 779 officials attended 42 different courses and another 21 courses were proposed to be held by March 1992.

**4.12.2.** An UNDP assisted project for strengthening the Institute for training in new and emerging technologies in broadcasting has been approved.

### **Audience Research Unit**

**4.13.** AIR's Audience Research Unit provides qualitative feedback on audience size and composition, reaction of listeners to the programmes and assesses their impact on target audience. There are 25 Units at different stations out of which 20 are located at the State capitals, four mobile units at zonal stations, viz., Delhi, Bombay, Calcutta and Madras and a separate unit at Bombay for the Commercial Broadcasting Service. Besides, 25 additional Units (2 regional mobile units at Allahabad and Shillong and 23 Audience Research Units at different AIR stations) have recently been sanctioned to strengthen the Audience Research under the Seventh Five Year Plan Software Scheme.

### **Research**

**4.14.1.** Research Department of All India Radio and Doordarshan undertakes studies in propagation of medium/high frequency (HF/very high frequency (VHF)/ ultra high frequency (UHF)/microwave frequency bands for scientific planning of broadcasting services. It provides technical expertise to AIR and Doordarshan for bringing qualitative improvement in the working of network and also in the development of the state-of-art equipment/systems. During the Seventh Plan, a Centre for Digital Techniques in Broadcasting was established in the department with UNDP assistance of about 0.57 million US Dollars. The Centre aims at introducing the state-of-art techniques in the broadcasting network in India and also developing digital systems which will suit

the need of AIR and Doordarshan network.

**4.14.2.** The Department has developed a computerised networking system for all the Vividh Bharati Centres. The programmes will be up-linked from Bombay and at each station through the use of Satellite receive terminal and computer, broadcasting of Vividh Bharati Programme in real time with possibility of commercial spots insertion at each centre will be achieved. This will greatly reduce the re-curring expenditure and also improve the efficiency of the services. The system has been put under field trial at Bombay and Delhi.

**4.14.3.** The Department has developed a synthesised 28 channel RN receiver and the technical know-how of this system has been transferred to M/s KELTRON. Also, during the year, the technical know-how of S-Band TVRO signal generator has been transferred to M/s BEL. Both these systems are to be extensively used in the AIR and Doordarshan network.

**4.14.4.** A mobile propagation Research Laboratory has been developed by the department indigenously. This is the first of its kind in the country. The mobile van has a pneumatically controlled 10 meters high telescopic mast containing the receiving antenna. It contains all necessary sophisticated measuring, recording and monitoring equipment. The laboratory is air-conditioned with necessary standby power supply and water supply arrangement. Such a mobile laboratory will prove to be extremely useful for the R&D personnel to work efficiently in the field under extreme climatic conditions. The Department is planning to make more such mobile laboratories in the near future to make an exhaustive VHF/UHF Propagation studies in the country. This will be extremely helpful for planning Radio and TV broadcasting in India. Besides this, the development of such mobile laboratory saves a huge amount of foreign exchange.

**4.14.5.** The Dynamic Carrier Control (DCC) system for high power transmitters, developed by the department has been field tested at AIR Dibrugarh and AIR Lucknow. This system will effect considerable amount of energy saving in high power transmitters, without any subjective impairment of signal

quality of coverage area.

**4.14.6.** The Acoustic Section of the Department in co-ordination with R&D Unit has designed a floating floor construction for multi-storeyed studios and this has been implemented at AIR Pune. The measurements carried out at this Centre indicate that multi-storeyed complexes could have studios for broadcasting without inter-floor noise induction. This design will enable huge amount of horizontal space for a multi-studio complex. The department is also engaged in designing and constructing a reference listening room and a stereophonic studio at Todapur (New Delhi) conforming with CCIR standards.

**4.14.7.** The Planning of more UHF TV transmitters in the country required import of antennas. The research department has developed a 8-slot UHF antenna which provides 16 per cent higher coverage area in the primary zone than the imported one.

### Miscellaneous

**4.15.1.** A two-day Indo-US Workshop on Weather Warning and Radio Communication was organised by All India Radio in New Delhi.

**4.15.2.** During the recent ABU General Assembly/Engineering Committee meetings at Kuala Lumpur (Malaysia) in October 1991, AIR has won three ABU Engineering prizes including the prize for the best article published in the ABU Technical Review and two prizes in the "Commended" category.

### Personnel Development

**4.16.1.** All the Staff Artists/Artists working in All India Radio and Doordarshan (except Foreign Nationals) will be deemed to be Government servants hereafter.

**4.16.2.** With a view to keeping better pace with the ever changing scientific and technological scenario in every field in all parts of the world, All India Radio maintained its inter-action with various International Institutes like AIBD, ITU, ABU, EBU, abroad through workshops, seminars and conferences, etc. During the year, 29 officers were trained in various Programme and Engineering activities.

# Doordarshan

### Network

**5.1.1.** Doordarshan, with its present network of 20 Programme Production Centres (PPC) excluding Central Production Centre (CPC), Delhi and 534 transmitters of varying power reaching 78.70 per cent of the country's population, has become one of the premier TV organisations in the world. The break-up of TV transmitters is given below:

- (i) High-Power Transmitters: 66
- (ii) Low-Power Transmitters : 370
- (iii) Very-Low-Power Transmitters: 76
- (iv) Transposers : 22

**5.1.2.** With the completion of continuing VII plan schemes, the number of programme production centres in the country would increase to 48 and that of TV transmitters to 545 covering about 84 per cent population of the country. Second Channel TV service is, at present, available at the four metropolitan cities of Delhi, Bombay, Calcutta and Madras.

### Satellite Service

**5.2.1.** Doordarshan is one of the few television organisations in the world which uses a domestic satellite for dissemination of TV services. India's own multi-purpose satellite INSAT-1D catering to tele-communications, meteorological and broadcasting services operationalised in July 1990 is being used for dissemination of TV services. Also, some capacity has been leased on a foreign satellite "ARABSAT".

**5.2.2.** National TV service utilising the entire network of TV transmitters in conjunction with a S-

Band transponder of INSAT-1D satellite, distributes signals for re-diffusion. Satellite based regional services catering to a particular State in the language of the State are already in operation in Andhra Pradesh, Karnataka, Maharashtra and Tamil Nadu. Similar service has now been introduced in Orissa and West Bengal utilising one C-Band and one S-Band transponder respectively of INSAT-1D.

### National Programme

**5.3.1.** Doordarshan has been telecasting the national programme on the TV network from 8.40 p.m. to 11.30 p.m. on week days. The transmission is extended beyond 11.30 p.m. on Fridays to accommodate the late night/art films. On Saturdays, transmission is extended beyond 11.30 p.m. to facilitate the telecast of classic films in Hindi and English. Tele-films and documentary dramas specially produced for the network are also telecast on Saturdays. The National Programme, started on 15 August 1982, was for one-and-a half hour only. It now comprises programmes based on national integration, communal harmony, family welfare, India's cultural heritage, etc. National programme of Dance, Ballet, Music, Poetic Symposia (Mushaira and Kavi Sammelan), various quiz programmes and series like Great Masters covering the life and achievements of the Great Masters in various fields are also included. Programmes on developmental activities are the main features of the national programme.

**5.3.2.** At the moment, the total duration of the national programme telecast on weekdays is 2 hours and 50 minutes i.e. from 8.40 p.m. to 11.30 p.m. The duration goes beyond this limit on Fridays

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and Saturdays. The national programme is extended occasionally when some special programme of national interest is to be telecast on account of its topical nation-wide programme interest.

### **Morning Transmission**

**5.4.** The morning transmission introduced on 23 February 1987, initially for a duration of 45 minutes has now been extended to 105 minutes, starting at 7.00 a.m. on all the week days. However, on Sunday it is for a duration of 90 minutes. The transmission generally includes skits in the lighter vein, serials, interviews with personalities, short documentaries, health-hints, light music and programmes based on songs and dance sequences besides, money matters portraying economic aspects. It also has two news bulletins, one each in Hindi and English. Doordarshan started telecasting the proceedings of Question Hour of both the Houses of Parliament on alternate week from 3 December 1991 on an experimental basis. The recording is telecast on the following day with the approval of the presiding officers of both Houses of Parliament.

### **Afternoon Transmission**

**5.5.** Afternoon transmission which was initially started on Sundays was later extended to Saturdays. Since 26 January 1989, it is available on all days of the week except on Sundays. At present, the Sunday-service starts at 1.15 p.m. with a news bulletin for the deaf and dumb titled "News for Hearing Impaired" which is followed by a regional language feature film. On Saturdays, it is telecast between 2.00 p.m. to 3.10 p.m. and on other days it is available between 2.00 p.m. to 3.10 p.m. The main purpose of the transmission is to cater to the needs of children, women and senior citizens who are generally available at home during this time. Two news bulletins of seven-and-a-half minutes each in Hindi and English on week days and two bulletins of 5 minutes each on Sundays were started from 22 October 1990. These are telecast at 2.00 p.m. and 3.00 p.m. respectively every day.

### **Evening Transmission**

**5.6.** The time up to 8.30 p.m. is earmarked for utilisation by the Kendras for their respective regional languages. Main news bulletins in Hindi and English are telecast at 8.40 p.m. and 9.30 p.m. Immediately after the English news bulletin when the Parliament is in session, *Sansad Samachar* is

telecast at 9.50 p.m. on week-days. *Today in Parliament* in English is telecast at 10.30 PM for a duration of 10 minutes.

### **News and Current Affairs**

**5.7.1.** News and Current Affairs form an important component of Doordarshan programmes. Continued efforts are made to provide adequate factual and authentic information to the viewers. The Current Affairs programmes in English and Hindi are being telecast under the title "Focus" and "Aajkal". Doordarshan made elaborate arrangements for coverage of Lok Sabha and Assembly Elections in May-June 1991. Transmission was maintained almost round-the-clock and besides results, political analysis was also provided. Services of prominent broadcasters were requisitioned to bring the telecast at par with international standards. Apart from live analysis where Assembly elections were held simultaneously with General Elections, Doordarshan stationed OB vans at crucial constituencies for on-the-spot reporting. Exhaustive coverage was also given for the Union Budget 1991-92. Tele-text Services operating in Delhi continued to be made available to the audience to provide information on Airlines, Railways, Transport, Stock market, Cultural engagement, Tourist information and latest national and international news including weather report.

**5.7.2.** Doordarshan Kendra, Delhi, also telecasts a weekly coverage of world events under the title "The World This Week". Another weekly news magazine in Hindi entitled "Tana Bana" covering socio-cultural events of the country is also telecast. Each day's evening transmission ends with the news headlines.

**5.7.3.** At present, only 14 Doordarshan Kendras have with them, facilities for programme production and telecasting news bulletins in their respective regional languages. Delhi, Bombay, Calcutta and Madras also telecast news in regional languages on channel II. Current Affairs programmes in regional languages are also mounted by the Kendras at least twice a month on regional topics.

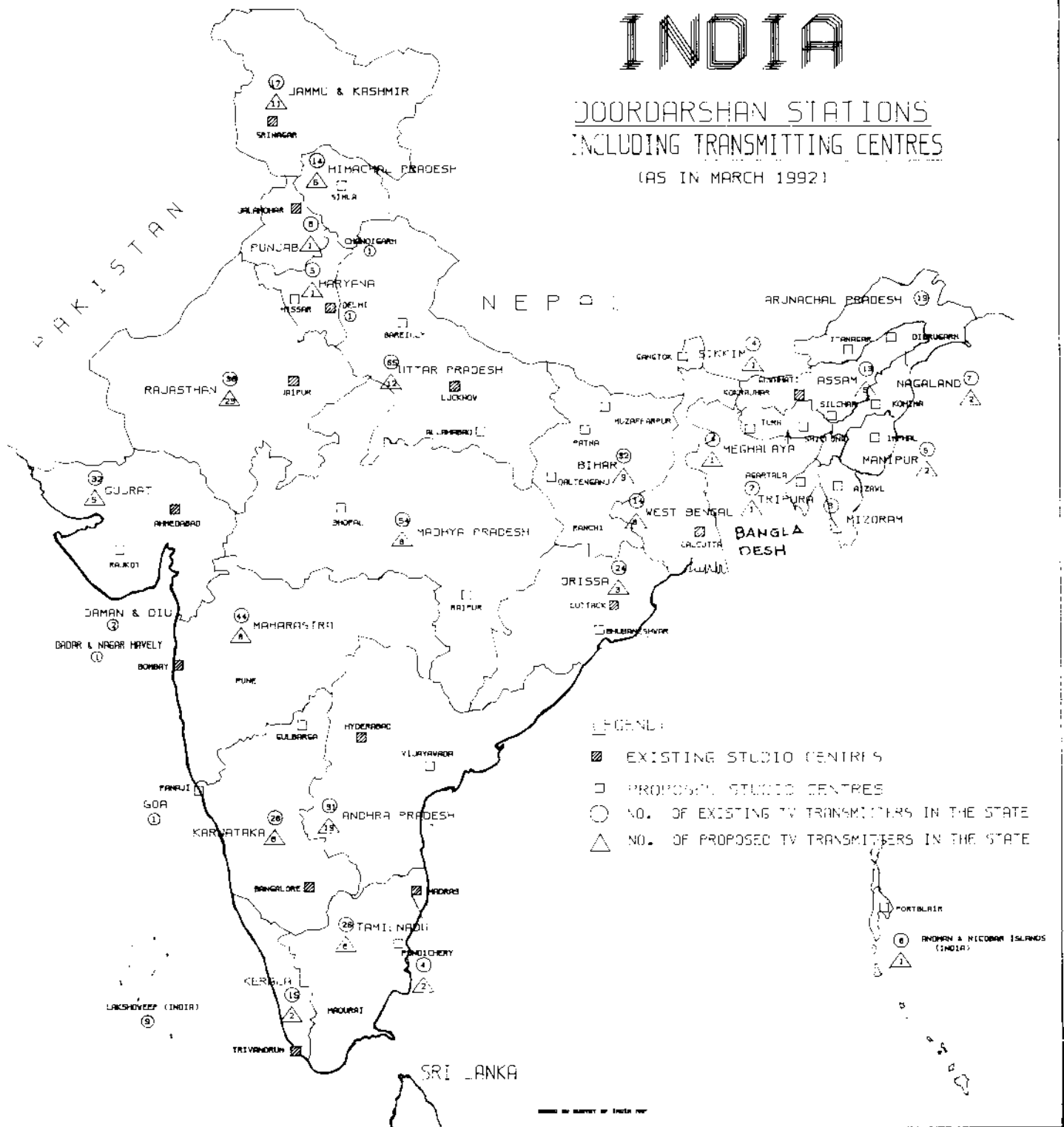
### **Sponsored Scheme**

**5.8.1.** Under the Sponsorship Scheme, a producer is required to bear the production cost of programmes. In addition, he/she has to pay to Doordarshan, a fee as per the approved rate card operative from time to time. In lieu thereof, the producer/sponsor is entitled to get Free Commer-

# INDIA

## DOORDARSHAN STATIONS INCLUDING TRANSMITTING CENTRES

(AS IN MARCH 1992)



### LEGEND:

- ▨ EXISTING STUDIO CENTRES
- PROPOSED STUDIO CENTRES
- NO. OF EXISTING TV TRANSMITTERS IN THE STATE
- △ NO. OF PROPOSED TV TRANSMITTERS IN THE STATE



cial Time (FCT) as may be prescribed by Doordarshan to telecast the advertisements of his/her clients.

**5.8.2.** A new sponsorship scheme was introduced by Doordarshan from October 1990. In response thereto, 3,544 proposals in different programme categories were received from outside producers and professionals. These proposals are at various stages of processing. Meanwhile, serials, already approved and under production based on the old scheme are being scheduled for telecast. Doordarshan has started the telecast of sponsored programmes at peak hours in the evening and morning all through the week and on Sunday mornings on themes such as social, historical, cultural, humorous, developmental, promotion of national integration, etc. Serials of Children's interest are generally scheduled in the Sunday morning transmission. Besides, popular informative international serials are included in the telecast schedules. Some of the well-known classics in different Indian languages, have also been brought on the small screen.

### Commercials

**5.9.1.** Commercials were introduced on Doordarshan in 1976. Besides the national network, advertisements, spots and sponsored programmes are telecast from the following Kendras:- (i) Delhi Channel I & II, (ii) Calcutta Channel I & II, (iii) Madras Channel I & II, (iv) Bombay Channel I & II, (v) Hyderabad, (vi) Bangalore, (vii) Jalandhar, (viii) Lucknow, (ix) Srinagar, (x) Trivandrum and (xi) Ahmedabad. Doordarshan commercial service at Delhi accepts bookings for National Network and all Kendras. The sponsorship of Doordarshan programmes for regional Kendras are also handled by Doordarshan Commercial Service. Facilities are available at individual Doordarshan Kendras to accept bookings of spots and sponsorships along with programmes of their own Kendras.

**5.9.2.** The acceptance of advertisements is governed by a comprehensive code for Commercial Advertising. Advertisements of cigarettes, tobacco products, liquor, wine and other intoxicants, jewellery and Pan Masala, are however not accepted. Normally, advertisements in Hindi and English are telecast from the national network while advertisements in regional languages are telecast from the Kendras.

**5.9.3.** There has been a steady increase in the earnings of Doordarshan through commercials. The

gross revenue earned for the last five years are given below:

Year	Gross Revenue (Rs. in crores)
1985-86	60.2
1986-87	98.0
1987-88	136.3
1988-89	161.26
1989-90	210.13
1990-91	256.00
1991-92	290.00 (expected)

**5.9.4.** As a matter of policy, the total duration of the advertisements is restricted to five per cent of the total transmission hours. The duration of advertisements currently being telecast is, however, less than three per cent.

### Special Campaigns

**5.10.1.** Doordarshan since its inception has been telecasting messages of social relevance, developmental activities, cause of national integration and the like. At present, Doordarshan is doing regular campaigns on family welfare (including small family norm), 20-Point programme, campaign against drug abuse, immunisation, health and AIDS (including anti-leprosy messages), youth participation in national reconstruction, status of women, prohibition, national integration and communal harmony, consumer protection, technology mission, untouchability, small savings, energy conservation, and 15-Point programme for welfare of Minorities.

**5.10.2.** In co-operation with Ministries, Doordarshan jointly plans strategies for public service campaigns in areas including adult literacy, child labour, income tax, fire prevention, etc.

**5.10.3.** Doordarshan is in constant touch with Governments of Punjab, Assam and Jammu and Kashmir as also with various Central Ministries and publicity campaign for these areas is chalked out in pursuance of decisions taken at various high-level meetings. It has been Doordarshan's endeavour during the year to project the development activities of these areas and to make the people of these areas aware of the need for national integration/communal harmony.

### Rural Programmes

**5.11.1.** All Doordarshan Kendras regularly put out programmes in their general transmission for the

benefit of rural audiences in their service area. These programmes which occasionally include entertainment of rural taste cover various other aspects of development like family welfare schemes, community development, animal husbandry, functional literacy, etc. The main thrust, however, is on agriculture. Programmes telecast include "Krishi Darshan", "Vikas Ki Ore", "Hamare Adhikar Aur Kartavya", "Nirman" and "Parivartan".

**5.11.2.** Each Doordarshan Kendra has a rural programme advisory committee. The committee has state government officials of concerned departments, experts from agricultural universities and other disciplines and progressive farmers as its members. The committee advises the Kendra in finalising the quarterly schedule of rural programme besides other relevant matters.

### **Educational Programmes**

**5.12.1.** Educational Television (ETV) Programmes are put out from Delhi and relayed by all TV relay transmitters in the four States viz. Bihar, Uttar Pradesh, Gujarat and Orissa during 9.30-12.00 hours every day. Moreover, the ETV Programmes in Hindi (meant for the 3 district clusters of UP and Bihar) are also relayed by all TV transmitters in the other Hindi-speaking States of Madhya Pradesh, Rajasthan, Haryana and Himachal Pradesh. In addition, Marathi and Telugu ETV programmes are telecast by Bombay and Hyderabad Kendras in their respective States.

**5.12.2.** The ETV programmes are of general enrichment in nature and are not school curriculum based. The duration of these programmes in each language is 45 minutes. Separate programmes for primary school children in the age group, four to eight and nine to eleven years are telecast. Programmes for the guidance/training of primary school teachers are telecast on Saturdays.

**5.12.3.** School Television (STV) Programmes are syllabus oriented. They are prepared by Doordarshan Kendras at Delhi, Bombay, Madras and Srinagar in consultation with the respective states'/union territories' educational authorities. The number of these programmes per week per Kendra varies from 2 to 5.

**5.12.4.** A one-hour general enrichment programme on higher education (college sector) is being telecast by Doordarshan on its national network. Repeat telecast of these programmes (on the

network) is also made. The programmes are in English and provided by the University Grants Commission. On Wednesday and Friday every week assistance education programmes of Indira Gandhi National Open University (IGNOU) are being telecast in the mornings on an experimental basis.

**5.12.5.** Programmes on adult education form an important ingredient of Doordarshan's transmission. Programmes produced for special target audiences like rural youth, women, industrial workers, etc., are essentially adult educational programmes. These programmes are basically non-formal in nature and have direct relevance to adult education. An adult education serial entitled "Chauraha" is being telecast in the afternoon transmission five days a week.

### **Sports**

**5.13.** Doordarshan has accorded a high-priority to sports, next to news. It provides coverage of important National/International events held in the country and abroad. In addition to live telecasts, highlights of a number of sports events are also shown in the weekly national sports magazine entitled "World of Sports".

### **Programme Exchange**

**5.14.1.** India has Cultural Exchange Agreements with 59 countries. Doordarshan has also signed protocols with corresponding organisations in several countries. During 1991-92, Doordarshan supplied over 250 programmes to nearly 56 countries under cultural agreements. Similarly, over 100 programmes received from nearly 21 countries have been telecast by Doordarshan. National Days of various countries have also been observed by telecast of messages of Ambassadors/High Commissioners.

**5.14.2.** During the year, it is expected that Programme Exchange Unit would earn Rs. 22 lakhs by providing services to institutions and individuals by way of sale of programmes and technical charges for video copies, etc.

**5.14.3.** Doordarshan participated in the most famous international TV Programmes Market Festival in April 1991, at Cannes, France. It has been successful in securing orders for its programmes worth US \$ 3.00 lakhs from different international TV networks/cable channels of United Kingdom, Norway, Denmark, Australia, France, Oman, Syria, Kuwait,



Doordarshan and AIR getting ready for Broadcasting Election results



Members of the consultative Committee visiting the Central Production Centre of Doordarshan, New Delhi. Seen in the picture are MPs - Chhotu Bhai, Sushma Swaraj, Suresh Pachori and S.S.K. Rajendra Kumar





The Minister for Information & Broadcasting, Inaugurating the Satellite derived Regional TV service by lighting a lamp, Calcutta, Nov 1991. Also seen in the picture are the West Bengal Chief Minister Shri Jyoti Basu and the PCC (I) President Shri S.S. Ray

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Canada, Saudi Arabia, Singapore, Seychelles, Re-Union Islands, etc.

**5.14.4.** To strengthen programme exchange and cultural agreement with foreign organisations and Governments, Doordarshan has undertaken ventures of co-production of films and programmes on mutually agreeable terms. During 1991-92, Doordarshan production team undertook the production of a two-hour telefilm entitled "Bodhidharma" the first patriarch of "Zen" and an Indian Prince who embraced Buddhism, by shooting the important sequences in India and China.

### **Lok Seva Sanchar Parishad**

**5.15.1.** Lok Seva Sanchar Parishad (Council for Public Service Communication) is a voluntary non-profit body engaged in the production of quickies, public service films and messages on issues of public importance like national integration, consumer awareness, environment, drug abuse, etc. The Parishad has representatives from the advertising agency, marketing research and media who offer their services voluntarily as it is for Public Service Communication. Director-General Doordarshan is the Chairman of the Parishad.

**5.15.2.** A number of quickies/short films have been produced and telecast under the logo of the *Lok Seva Sanchar Parishad*. These include, Torch Capsule, Freedom Run, Gandhiji, Pushp Ki Abhilasha, Help the Municipality Help you, Anti-Drugs, Anti-Smoking, Water Conservation, Ek Sur, Helmet Safety, National Anthem, Shradhanjali, Raga Desh, Dr. S. Radhakrishnan, Environmental Pollution and Alcoholism. The Parishad has built a substantial track record in the field of public service communication.

### **Commissioned Programmes**

**5.16.1.** Doordarshan has allotted production of programmes under the special software plan scheme for commissioned programmes to outside producers. These programmes cover a wide-range of subjects related to news and current affairs, national integration, communal harmony, topics of social welfare, democracy and secularism, matters of interest to women, children, youth and senior citizens, science and technology, sports, music and dance and cultural trends in society, welfare of the tribals and the socially backward, health, hygiene and family welfare and anniversaries, festivals and centenaries besides special campaigns. The formats of presentation include tele-

films, serials, feature films, documentaries, news features, field based programmes, interviews, etc., prepared on video tapes and 16 mm/35 mm films.

**5.16.2.** The main objective of this scheme is not only to encourage and enlist competent producers for quality programmes but also to promote good cinema, distinctly different from the usual commercial films sponsored by the commercial film-makers. The commissioning of the programmes from outside producers is also necessitated to augment in-house productions and sponsored programmes in order to meet the enormous requirements for the extended services of Doordarshan.

**5.16.3.** In this endeavour to tap the potential available outside, Doordarshan has scouted varied talents with a multiplicity of approach and aptitude. There are quite a number of commissioned programmes which have won laurels/awards in national and international competitions and many of these have also been marketed in India and abroad, besides, having been telecast and exhibited in commercial theatres.

### **Audience Research**

**5.17.1.** Doordarshan has 19 audience research units which serve as a link between viewers and programme planners/producers. These units are attached to each programme production Kendra of Doordarshan.

**5.17.2.** The audience research units primarily undertake two types of researches - formative and summative. Formative research comprises audience profiles and need assessment studies in order to identify the problems and priorities in developmental areas like agriculture, health and family welfare and social education so that programmes are developed in tune with the needs and requirements of the people. Here, each researcher is allocated a specific developmental area for specialisation and programmes are produced in team mode jointly by the respective researcher-producer team. The proto-type of programme are pre-tested before actual telecast followed by summative evaluation. Though most of the studies/surveys are done in-house through audience research units, certain topics/studies are also assigned to outside research agencies.

### **Training**

**5.18.** As in the past, Doordarshan still continues to make use of the training facilities available at (i) Film

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and Television Institute of India, Pune; (ii) Staff Training Institute, New Delhi; and (iii) Space Applications Centre, Ahmedabad - to impart training to Doordarshan personnel. While FTII and SAC, Ahmedabad, train the programme staff and those categories of engineering staff who handle duties related to programme activities, STI (E) offers training to engineering personnel involved with operation and maintenance of LPTS/HPTS and administrative staff respectively. The services of institutions like Institute of Secretariat Training and Management, Indian Institute of Mass Communication and Indian Institute of Public Administration are also utilised as and when permissible in meeting specific training requirements of Doordarshan staff. Doordarshan Officers are also sent abroad for training. Doordarshan has also availed of the expertise and services of some foreign

experts in organising in-country training courses for its programme and engineering staff.

### **Video Software**

**5.19.** With the rapid expansion of the television network in the country during the last decade, the need for expansion of video software generation capacity for Television has assumed considerable significance. While Doordarshan itself was expanding its capability in this area, there was need to encourage establishment of video software generation units outside Doordarshan. In this context, a scheme was announced in January 1985, for encouraging the setting-up of such units in the private sector. So far, 298 units have been registered for production of video software.

# Films

### Films Division

**6.1.1.** Films Division, with its headquarters at Bombay is the central film-medium organisation of the Government of India. During the last 43 years of its existence, the Films Division has been very much a part of the history and development of the Documentary Movement in India. It has been a nursery of the talented film-makers, a commissioning authority for films of a variegated nature and a regular supplier of documentaries to cinema theatres. The Films Division has, in course of time, risen in stature to become one of the largest short-film producing establishments in the world. UNESCO ranked it amongst the top Film Institutions of the world such as the National Film Board of Canada, the Swedish Film Institute, the British Film Institute, the French Centre National de la Cinematographic and the nationalised Polish Film Industry.

**6.1.2.** The aims and objectives of the Films Division are to mobilise the use of the dynamic medium of film to educate and motivate the people for enlisting their active support and participation in the implementation of national programmes, project the image of the land and the heritage of the country to Indian and foreign audience and foster the growth of the Indian documentary film movement.

### Production Wing

**6.2.1.** In addition to the headquarters in Bombay, three production centres of the Films Division are located at Delhi, Calcutta and Bangalore. The Films Division produces through its own directors and producers nearly 60 per cent of the films in the

annual production schedule. The Production Wing consists of four major sections: (i) Documentary films; (ii) News Magazines; (iii) Short feature films specially designed for rural audience; and (iv) Animation films.

**6.2.2.** The documentaries range in theme and topic from agriculture to art and architecture, from industry to the international scene, from food to festivals, from health-care to housing, from science and technology to sports, from trade and commerce to transport, from tribal welfare to community development and co-operation. In short, it encompasses all spheres of human activity and endeavour.

**6.2.3.** Normally, the Films Division reserves about 40 per cent of the production schedule for allotment to independent film-makers in various centres with a view to encouraging individual talent and, thus stabilise the documentary movement in the country.

**6.2.4.** In addition to its normal production programme, the Films Division provides assistance to all the Ministries and Departments of the Government, including public sector organisations, in producing documentary films.

**6.2.5.** The Newsreel Wing of the Division embraces in its network the main cities and towns, including State and Union Territory capitals. The coverages go into the making of the fortnightly News Magazines and also in the compilation of archival material. The Commentary Section looks after the dubbing of films and News Magazines into 14 Indian languages from the basic version (English or Hindi). Whenever required, films are also dubbed



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in foreign languages.

**6.2.6.** The Cartoon Film Unit in the Division prepares animation sequences for the documentaries and News Magazines and is now equipped for production of puppet films.

**6.2.7.** The Delhi Unit of the Films Division has the responsibility of production of instructional and motivational films for the Ministry of Food and Agriculture and Co-operation and for the Department of Family Welfare.

**6.2.8.** Its Defence Film Wing caters solely to the demands of production of defence training films.

### **Regional Centres**

**6.3.1.** The Regional Centres of Films Division in Calcutta and Bangalore produce rural-oriented featurettes in 16mm of about an hour's duration. These films are developed on a story-line to spread messages of national issues such as family welfare and communal harmony or to project and focus social evils as dowry, bonded labour, untouchability and the like.

**6.3.2.** These productions in Tamil, Telugu, Kannada, Malayalam, Bengali, Assamese, Oriya and several dialects of the North-Eastern Region and Southern Region, make use of local talent for script-writing and acting to maintain the flavour of language and region. Such productions have made their impact by gaining a closer identification of the rural masses with the projects and schemes designed to bring social and economic justice to the people, while, at the same time, improving the prospects of their future.

### **Distribution Wing**

**6.4.1.** With the steady growth of theatres and touring cinemas, the Distribution Wing has also extended and has at present 10 branch offices at Bombay, Nagpur, Lucknow, Calcutta, Madras, Hyderabad, Vijayawada, Bangalore, Madurai and Thiruvananthapuram.

**6.4.2.** The growth of exhibition outlets for the Films Division on the theatrical circuit can be estimated by the rise in the number of cinema houses and touring cinemas from 3,348 in 1952 to 13,181 in 1991. Under the Cinematograph Act 1952, every

cinema is granted licence on the condition that it exhibits in every film show an "Approved Documentary/News Magazine Film" of a length not exceeding 609.60 metres. Thus, Films Division has been regularly releasing its documentaries and News Magazines, every week, in all the cinema theatres in the country. The Division today releases 906 prints of its films (Documentary or News Magazine) in 15 languages every week. These films keep shifting from one theatre to the other after being exhibited for one week in each theatre till such time that all the 13,181 theatres in the country are covered. It is estimated that these films, through the theatres, reach an audience of approximately 9 to 10 crores every week.

**6.4.3.** The Division supplies prints of its films to the 16mm mobile units of the Directorate of Field Publicity and the Departments of Central as well as State Governments. The number of people covered by these units is estimated to be around four to five crores every week. The video format is now opening up tremendous possibilities of reaching a very large number of willing audience.

**6.4.4.** In addition to the above channels, documentary films of the Division are now being shown on the national as well as regional networks of Doordarshan. During the year 1991-92 alone, 20 films produced by Films Division were released to Doordarshan for telecast.

**6.4.5.** Educational institutions and many other social organisations all over the country borrow films of the Division from the libraries maintained in all the ten Distribution Branch Offices.

**6.4.6.** Video Cassettes of Films Division films produced by Films Division are sold to Railways, Public Sector Undertakings, Central and State Government departments, Educational Institutions and private parties for non-commercial use. During the period, 3,506 VHS film cassettes were sold for non-commercial use and earned a revenue of about Rs. 3.32 lakhs.

**6.4.7.** The External Publicity Division of the Ministry of External Affairs selects documentaries of the Films Division and distributes their prints to the Indian Missions abroad. The National Film Development Corporation and Private Agencies also arrange for the international distribution of such films. Films produced by this Division are also commercially exploited on royalty basis for overseas video and television networks.

## Film Festivals

**6.5.1.** The Division organises the International Film Festival for the Documentary and Short Films in Bombay every alternate year. For this it establishes contacts with all the film makers and organisations dedicated to the production of documentaries, animation films and short films all over the world.

**6.5.2.** The Second Bombay International Film Festival for Documentary and Short Films held in February 1992 widened its canvas by adding an independent competitive "Animation section", and substantially increasing the number and value of awards. The awards now total Rs. 17 lakhs and are given to the Directors of best films in various sections. The festival also had an International Film Market section, offering films on sale to interested buyers.

**6.5.3.** With a view to creating better awareness about the educational and instructional films available with the Films Division and motivating better response for the utilisation of our material, Films Division, in collaboration with the State Governments, has been organising Festivals of Documentary Films in the State capitals. So far, such festivals have been held at Calcutta, Bhopal, Kolhapur and Nagpur with great success. Films Division also participated in Film Market Section of the Seventh International Children's Film Festival at Thiruvananthapuram.

## Production Performance

**6.6.1.** During April-December 1991 Films Division produced 39 documentary/short films and featurette films (81 reels). Of these, 35 films (68 reels) were produced departmentally and 4 films (13 reels) through independent producers. The Division also produced 31 News Magazines during this

### National Awards

Name of the Film	Category	Awards
1. Safe Drinking Water for All	Best Film on Social issues	Rajat Kamal and Cash Price of Rs. 10,000/- (each to the producer and the Director)
2. Bio-technology, Some Possibilities	Best Science Film	Rajat Kamal and Cash prize of Rs. 10,000/- (each to the producer and the Director)
3. Ducks Out of Water	Best Educational/Motivational/Instructional Film	Rajat Kamal and Cash prize of Rs. 10,000/- (each to the producer and the Director)

period; six more are likely to be produced by March 1992.

**6.6.2.** The Division provided sustained publicity and communication support through its documentaries and News Magazines for important national campaigns like communal harmony, national integration, eradication of untouchability, dowry, prohibition, family welfare programme and status of women.

**6.6.3.** The Division undertook the production of a fifteen-episode serial on the subject "Journey through the Universe" that required special technique and model animation to achieve the desired result. Six episodes have already been completed. Nine episodes are in different stages of production and are expected to be completed shortly. A film "Bharat Milan Delhi Main" (Desh Ka Pravesh) on Apna Utsav of about two hours duration is nearing completion. The Division produces and releases films on India's struggle for Independence. Six films pertaining to the role of different States in the freedom struggle are in various stages of production. Sixteen films have been included in the production programme. One biographical film on Smt. Nargis Dutt (Nargis) has been completed and films on 32 such eminent personalities are under production. In connection with the 40th Anniversary of Indian Independence, five films were taken up for production on overall development of the country, its industry, agriculture, energy and science and technology. A film on Hindi entitled "Purvanjali" was completed and telecast by Doordarshan.

## Awards and Recognition

**6.7.1.** During the period ending December 1991 the following National/International Awards were won by the Films Division:

Name of the Film	Category	Awards
4. Mohiniyattam	Best Cinematography	Rajat Kamal And Cash Prize of Rs.10,000
5. Ustad Amjad Ali Khan	Special Jury Award	Rajat Kamal and Cash Prize of Rs.10,000 to the Director
6. Mohiniyattam	Best Documentary Award	(Kerala Film Awards 1991)

#### *International Awards*

Name of the Film	Name of the Festival	Awards
1. Water Harvesting	8th International Film Festival of Agro-films Nitra, Czechoslovakia	First prize in category "C" Trophy and Diploma of Participation

**6.7.2.** The following films made by the Division were selected for screening at the Panorama Section of the International Film Festival of India 1992:

1. Abhishap
2. Ulla-Thilla-Nallam
3. Nargis
4. Sapne
5. Water Harvesting
6. Plastic in Agriculture
7. Kadamparai, the Energy Bank

#### **Revenue**

**6.8.** During April-November 1991, the Division released in theatrical circuit 45,791 prints of 55 documentaries, 14 quickies and 18 News Magazines of its own and 1,976 prints of 10 documentaries and 38 newsreels produced by different State Governments. The Division also sold 13,567 prints and 3,506 video cassettes of its films for non-commercial use in India and abroad. It earned a total revenue of Rs. 438 lakhs from this activity. This includes Rs. 2.82 lakhs from the sale of stock shots. An additional revenue of Rs. 250 lakhs is expected till March 1992. A total of 764 prints and 488 VHS cassettes were supplied to the Directorate of Field Publicity for non-theatrical exhibition.

**6.9.** The Staff Inspection Unit of the Ministry of Finance have conducted the study of Administration Wing/Production Wing at Bombay and Distribution Branch Offices and Regional Production Centres at Calcutta and Bangalore during 1991. Their report is awaited.

#### **Directorate of Film Festivals**

**6.10.1.** The Directorate of Film Festivals was

primarily set up by the Government of India under the Ministry of Information and Broadcasting in 1973, with the prime objective of promoting good cinema within the country and popularising Indian films abroad. The activities of the Directorate of Film Festivals can be broadly delineated as follows:

1. Organisation of National Film Awards and National Film Festivals
2. Organisation of Cultural Exchange Programmes between India and other countries
3. Participation in International Film Festivals
4. Organisation of International Film Festivals in India
5. Selection of Panorama Films
6. Organisation of Special Film Programmes on behalf of the Government from time to time
7. Print Collection and Documentation

**6.10.2.** The activities and the policy formulation of the Directorate is guided by the Advisory Committee of this Directorate. This committee meets once every four months and consists of individuals of national eminence, representing the film industry and allied arts.

#### **National Film Awards**

**6.10.3.** The National Film Awards were instituted in 1953 and have been an annual feature since then. The 38th National Film Festival commenced its jury screening in March '91. The Feature Film jury was chaired by Shri Ashok Kumar and the Non-Feature

jury by Shri S. Krishnaswamy. Ms. Amita Malik was the chairperson for the Best Writing on Cinema. About 117 feature films, 86 non-feature films, 13 books and 26 articles were entered for the Awards. The Best Feature Film Award was bagged by Shri K.S. Sethumadhavan's "*Marupakkam*" (Tamil) and the Best Non-feature Film Award went to Shri Abhijit Chattopadhyay's "*Graven Image*." For the Award on 'Best Book on Cinema', "*Hindi Cinema Ka Itihas*" (Hindi) by Shri Manmohan Chaddha was selected while Ms. Shoma A. Chatterjee was adjudged the Best film critic of 1990. This year's Dada Saheb Phalke Award was conferred on Shri Akkineni Nageswara Rao from Andhra Pradesh. The Award function was followed by public screening of the various award winning films.

**6.10.4.** A number of festivals of foreign films were organised by this Directorate in India, under the Cultural Exchange Programme. Egyptian and Chinese Films Weeks were held separately at Delhi and Bombay with seven feature films, each. A French Film Week was organised in Bhopal, while a Turkish Film Week was organised in Delhi and Calcutta with six films and a three-member delegation. A Hungarian Film Week was also organised in which five films participated with a three-member delegation. An Italian Film Week in January '92, a Portuguese and another Egyptian Film Week in February '92 were also organised. Under the same scheme, packages of Indian Films were also sent abroad to Spain, Ghana, France, Algeria and Burkina Faso. In Hungary, a package of ten films was sent. A three-member delegation also participated in the event. Indian Film weeks, not covered under the Cultural Exchange Programme, were also held in Switzerland and Mongolia.

**6.10.5.** A special festival of Swiss films, consisting of eight films and three documentaries was organised successfully in New Delhi, Calcutta, Madras, Bangalore and Bombay. These films were also accompanied by a two-member delegation. Besides, an Indian film exposition took place in Amsterdam, Netherlands with 25 films.

**6.10.6.** During 1991, India participated in more than 50 International Film Festivals which included such highlights as:

- (1) Asia-Pacific Film Show,
- (2) The Festival in the Republic of Korea,
- (3) Focus on Asia in Fukuoka International Film

Festival, Japan and

- (4) Asian Human Rights Film Festival in Hongkong.

**6.10.7.** The Directorate participated in Cannes Film Festival, Moscow Film Festival, Fukuoka International Film Festival (Focus on Asia), Locarno Film Festival, Mannheim Film Festival and Venice Film Festival. Shaji's "*Piravi*" won the Best Film Award in the 9th Fejar Film Festival and Sukumaran Nair's "*Aparahnam*" won the Inter-Film Jury Award at Mannheim Film Festival. Victor Banerjee's film "*Where No Journeys End*" won the Woldfest Gold Award at the Houston Film Festival and Ketan Mehta's "*Mirch Masala*" won an award at the Historic Films/Rueil Malmaison in Paris. A number of successful retrospectives of Indian Films were held this year at various foreign film festivals. A retrospective of Aravindan's films was held in Fukuoka, Japan, a retrospective of Buddhadeb Dasgupta's films in La Rochella, Paris, of Indian films in Troia, Portugal and a retrospective of Ritwik Ghatak's films in Switzerland.

#### International Film Festival

**6.10.8.** The 23rd International Film Festival of India, IFFI '92 was held in Bangalore from 10-20 January '92. As in the previous years, this was also a non-competitive festival. The following were the main sections of the Festival:

- (i) Cinema of the World (Main International section)
- (ii) Foreign Retrospective
- (iii) Focus on the cinema of a country/region
- (iv) Indian Panorama '91
- (v) Indian Retrospective
- (vi) Mainstream Indian Cinema
- (vii) Retrospective of Kannada Cinema

In all, approximately 170 films from about 35 countries (including India) were screened during the Festival. About 2,500 delegates attended the Festival, of which about 50 to 60 were foreign delegates, including about 20 film-makers and artists and about 10 representatives of foreign missions in Bangalore. Nearly 500 film shows were held at various film theatres during the festival.

Foreign retrospectives of Francisco Rossi (Italy), 40 years of "Cahiers Du Cinema" (France), "Women in Swedish Cinema" and films by Anne Wheeler (Canada) were also held. The Indian retrospective section featured five films each of Balraj Sahni, G. Aravindan and B.R. Panthulu, a prominent Kannada film personality.

### Indian Panorama

**6.10.9.** The Indian Panorama section of the International Film Festival was first introduced in 1978. Since then the selection of Indian films for this section has been an annual feature. This year a total of 98 feature films participated from all over the country. Initially, three selection panels were organised at Calcutta, Bombay and Madras who recommended films to the Central Jury Panel. The Central Jury Panel was chaired by Shri Bimal Dey. This Panel finally recommended a total of 21 feature films including the Best National Award winning film of 1991. These were screened in the Panorama section of IFFI '92.

**6.10.10.** In the Non-Feature film category, a total of sixty-six films were viewed in Delhi by a panel of five eminent individuals. The Chairman for this panel was Shri Buddhadeb Dasgupta. In all, 16 non-feature films were selected by this panel including the Best Non-Feature film of 1991.

### Indo-US Subcommission under Cultural Exchange Programme

**6.10.11.** The visit of three American film makers on a Cultural Exchange Programme under the terms of agreement of the Indo-US Subcommission on Education and Culture was tentatively scheduled for the first week of March '92. The delegation will consist of one-feature film maker, one short film maker and possibly one native American film maker. The film makers would be accompanied by a package of five to six films and would conduct workshops at Jamia Millia Islamia, New Delhi; FTII, Pune; Films and Technology Institute, Madras and with few of the film industry people in Bombay.

### Children's Film Society of India

**6.11.1.** With the prime objective of production, distribution, exhibition and promotion of the Children's Film Movement in India, the Children's Film Society of India was set up in May 1955, as a Registered Society under the Societies Registration Act, 1860. The Society also organises the Interna-

tional Children's Competitive Film Festival once every two years in the prominent cities of India.

**6.11.2.** The head office of the Society is at Bombay where the Marketing and Distribution Divisions are also located. The Society has zonal offices at New Delhi, Calcutta and Madras. Mrs. Jaya Bachan, famous film personality is the present Chairperson of the Society.

**6.11.3.** A plan allocation of Rs. 150 lakhs was made for the current financial year for the following schemes: (i) Purchase and production of Children's films; (ii) Modernisation and improvement of production facilities; (iii) Organisation of the International Children's Film Festival; and (iv) Completion of Children's film Complex.

**6.11.4.** During 1991-92, CFSI participated in the following film festivals:

- (1) The International Kinder Film Festival, Frankfurt, Germany
- (2) The International Festival of Children's Films, Chicago
- (3) The Isfahan International Festival of Films for Children and Young Adults
- (4) Bilboa International Documentary and Short Film Festival, Spain
- (5) The Indian Panorama Section of the International Film Festival of India '92
- (6) Bombay International Film Festival for Documentary and Short Films

**6.11.5.** The most important activity of the CFSI during 1991-92 was the organisation of the 7th International Children's Film Festival of India in November 1991 in Thiruvananthapuram, in collaboration with the Government of Kerala. A total of 86 entries from India and abroad participated in the Competition and Information Sections of the Festival. In addition, there was a special section comprising (a) Focus on children's films from Iran; (b) Early Award Winners; (c) World Famous Fairy Tales from NFDC, and (d) A tribute to the late Shri G. Aravindan.

**6.11.6.** An International Jury, a CIFEJ Jury and a Children's Jury separately adjudged the films. The Golden Elephant Award for the Best Feature Film

awarded by the International Jury went to "Holidays with Silvester" from Austria. The Best Short film was "The Rooster and the Hen have a Sauna" from Finland. The CIFEJ award for best film went to 'Abhayam' from India. The Golden Plaque for the most popular Children's film adjudged by the Children's jury went to 'Holidays with Silvester'. About 200 child delegates from various parts of India attended the Festival. Sixty-one adult delegates including 23 from abroad were also present.

### National Film Archive of India

**6.12.1.** The National Film Archive of India (NFAI) has the objective of preserving the country's film heritage, building up a representative collection of the best of world cinema and the dissemination of film culture in the country.

**6.12.2.** The National Film Archive of India has its headquarters at Pune and has three regional offices at Bangalore, Calcutta and Thiruvananthapuram. The Archive's present collection is over 12,000 films, which covers 1/5th of the national film heritage. NFAI also has about 20,000 books on Films of noted Indian and International publishers, in addition to film magazines and journals.

**6.12.3.** During the year, NFAI has commissioned its newly built complex, which will enable it to play a better role in achieving its objectives. The new complex has an air-conditioned film vault to accommodate about 60,000 film reels, and air-conditioned auditorium having 330 seats and preview theatre with 30 seats. During the year (Jan'91-Dec'91) NFAI added 368 films to its collection, out of this, 103 fresh films were acquired and 164 duplicate prints obtained. 101 films are deposited by way of long-term deposits. A detailed statement of recent acquisitions by NFAI is given below:

Items	As on 31.12.90	Additions in Jan-Dec'91	As on 31.12.91
Films	12,20,2	368	12,570
Video Cassettes	532	164	696
Books	19,746	507	20,253
Periodicals	173	-21	152
Scripts	20,835	240	21,075
Pamphlets/Folders	7,038	95	7,133
Press Clippings	1,07,648	10,625	1,18,273
Stills	85,976	8,845	94,821
Slides	2,820	--	2,820
Wall Posters	5,915	69	5,984
Song booklets	5,708	143	5,851
Disc-Records	1,822	--	1,822
Audio Tapes	115	35	150
Micro fiche	42	--	42
Micro films	1,957	--	1,957

**6.12.4.** NFAI distributes notable films through its Distribution Library to various Film Clubs, Film Societies, Film Critics and to Cultural Organisations and Educational Institutions. At present, 110 Film Societies are registered with NFAI to avail the facilities for viewing of selected Indian and International Films. Nearly 200 film titles are made available under this distribution library system. In addition to this, 30 films are screened every month on weekly, fortnightly and monthly basis at 8 centres at Bangalore, Calcutta, Bombay, Bhopal, Hyderabad, Vijayawada, Pondicherry and Puthukottai.

**6.12.5.** Besides the distribution of films, a number of special screenings were organised in collaboration with various cultural and educational institutions. A retrospective of Tamil films was held at Madras to celebrate the platinum jubilee of Tamil Cinema. NFAI supplied 17 Tamil films and four foreign films on this occasion. Similarly, NFAI supplied 10 films to West Bengal Government for their Festival of New Theatre. Other special retrospective programmes for which NFAI provided films include a retrospective by Ashay Film Club, Pune on noted Marathi film actor Raja Paranjape; A retrospective of Soviet Silent Film by House of Soviet Culture, Bombay; Aravindan & Ray retrospective by NFDC, Bombay; a festival of film on noted Marathi Film Actress, Lalita Pawar by Maharashtra Information Centre, New Delhi; a retrospective on Bimal Roy by Max Mueller Bhavan, Hyderabad.

**6.12.6.** NFAI conducts a Film Appreciation Course/Workshop every year. Accordingly, this year during May-June'91, a Film Appreciation Course for 70 candidates from different disciplines coming from every State was conducted jointly by NFAI and FTII, Pune. Among the noted film makers who participated were Amol Palekar, Kumar Sahani, Jahnu Barua, A.K. Bir, Mani Kaul and Jabbar Patel. NFAI also organised short-term Film Appreciation Courses at various centres such as NID, Ahmedabad, Jamia Millia, New Delhi and Ashay Film Club, Pune and supplied 141 films. NFAI also participated in a seminar on Images of Rural India organised by Max Mueller Bhavan, Hyderabad.

**6.12.7.** NFAI being a member of FIAPF, enjoys participation in international film events. As a part of this, 4 films of Ritwik Ghatak were supplied to the Birmingham Film Festival.

**6.12.8.** Under Indo-French Cultural Exchange Programme, Mr. John Michal Jeannot, Head of Film Restoration Department of French National Film



Archives, Paris visited NFAl during December 1991. A workshop on preservation and restoration of films was organised during his stay, in which technical staff of NFAl and Films Division, Bombay participated.

**6.12.9.** Some of the important research projects awarded during this year includes "Study of Children Film Movement in India". A monograph on noted Marathi film Director Raja Paranjape was completed during this year. Apart from granting six research projects, a few are under consideration. NFAl is also assisting recording of Aural History of noted film personalities which will become a valuable part of the NFAl collection.

### **Film and Television Institute of India**

**6.13.1.** The Film and TV Institute of India, offers technical training in the art and craft of film making to the general public and provides in-service training in television to officers and staff of Doordarshan. The Institute became a Society, registered under the Registration of Societies Act, 1860, in October 1974. The Society consists of eminent personalities connected with the Film, Television, Communication, Culture, alumni of the Institute and ex-officio members.

**6.13.2.** The Institute consists of a Film Wing and a Television Wing. The Film Wing offers courses leading to a Diploma in Cinema with specialisation in, (i) Direction, (ii) Cinematography, (iii) Sound Recording and Sound Engineering and (iv) Film Editing. The first three courses are of three years duration whereas the fourth course is of two years duration.

**6.13.3.** The TV Wing offers in-service training to all categories of staff in Doordarshan. Apart from the basic course, short-term courses are also conducted in specialised areas. The Institute conducts specialised courses and workshops in collaboration with Asia-Pacific Institute for Broadcasting Development, AIBD Kuala Lumpur, Malaysia. The Institute is a member of Centre International de Liaison des Ecoles de Cinema et de Television (CILECT). The faculty members and the students of the Institute regularly participate in CILECT programmes. In the Film Wing there were 97 students, including nine foreigners undergoing training.

**6.13.4.** The Institute regularly enters the films, made by the Diploma Course students, in various national and International Film Festivals. During the

year, the Institute participated in the 37th International Short Film Festival at Oberhausen, West Germany, the 38th National Film Festival and the Birmingham International Film and TV Festival. The film 'Aamukh' made by a student won the National Award for the best Short Fiction Film in the 38th National Film Festival.

**6.13.5.** The Institute conducted the 34th and 35th in-service training in "Basic TV Production and Technical Operations" for the Doordarshan staff. It also organised a short duration course in TV Production Orientation for IIS Probationers.

### **National Film Development Corporation**

**6.14.1.** The National Film Development Corporation was established on 11 April 1980, with the amalgamation of the erstwhile Film Finance Corporation (FFC) with the Indian Motion Picture Export Corporation (IMPEC). The Corporation aims at bringing improvement in the quality of cinema in India and increasing its access. The Corporation nurtures film and film culture through production, export and import, as well as distribution of good films. Its functions also include distribution of raw stock, bringing in and development of technology, marketing of video cassettes and providing finance for the construction of theatres. In fact, the Corporation handles a wide range of film related activities to promote the cause of a healthy film movement in the country. NFDC promotes the concept of the low-budget film. The low-budget yet high quality film is one of the possible answers to the financial problems of film making being faced today in our country.

**6.14.2.** NFDC undertakes foreign co-production of films. Productions under this scheme include highly successful films *Gandhi* and *Salaam Bombay*. The Corporation also co-produced a 7-episode TV serial with a public sector company of France.

**6.14.3.** Under the agreement signed between NFDC and Doordarshan, good feature films and tele-films are being produced jointly with the objective of telecasting them on the National and Regional networks. These films will also be exploited in other circuits, both commercial and non-commercial, in India and abroad. Upto 30 November 1991, twenty-one films were approved and eight have been completed under this scheme.

**6.14.4.** NFDC undertakes production of films based on good scripts to be directed by well-known

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directors. Under this scheme, initiated in 1980-81, 25 films have been approved, 24 have been completed and one is under production. An important production of NFDC was the short peace message film "Pyaar ki Ganga".

**6.14.5.** The Theatre Financing Scheme was formulated and put into execution by NFDC to ensure creation of additional seating capacity in the country and provide outlets for good cinema. The number of theatres that have already started functioning under the scheme as on 31 October 1991, is 92.

**6.14.6.** The Corporation presently imports about 35 to 45 films a year. Since its inception, the Corporation has imported about 460 films. The attempt has been to expose Indian audiences to a variety of films from different countries. Keeping in view the limited resources of the Corporation, a greater stress is being laid on the import of good quality commercial family entertainers.

**6.14.7.** India exports films to over 100 countries in the world. During 1991-92, NFDC export figure reached Rs. 163.50 lakhs upto 30 November 1991. While succeeding in exporting films to the non-traditional territories, NFDC has brought international exposure to several upcoming directors, actors, actresses, technicians etc. India is the largest film producing country in the world, producing over 800 feature films and 3,000 shorts annually. The raw stock required by the Indian Film Industry is canalised through NFDC.

**6.14.8.** The Scheme to hold the Panorama Film Festivals at major centres of the country initiated in 1985-86 is being received very enthusiastically. Along with the Panorama Film Festivals, NFDC also organises a fairly sizeable number of retrospectives and other Mini Festivals, etc. This has involved films of directors of national as well as international repute.

**6.14.9.** NFDC started marketing good quality legal video cassettes to video libraries through their distributors and 230 titles were released on video till the end of November 1991. Keeping in view the need for promotion of cine literacy and spread of good cinema in India, NFDC has been marketing video cassettes of Indian and foreign film classics. NFDC has been constantly analysing the capacity of video market in India and the technological developments like Cable TV. To tap and assess this unexploited sector, NFDC has franchised the Cable TV Rights for its released foreign films to M/s. Red

Cat Video Organisation.

**6.14.10.** To fight video piracy, NFDC in collaboration with the Indian Film Industry, initiated the formation of an anti-piracy body, Indian Federation Against Copyright Theft (INFACT), registered as a company under the Companies Act.

**6.14.11.** The Corporation jointly with the National Film Archive of India (NFAI), Pune and Nehru Centre, Bombay has established a National Film Circle in Bombay. This Circle has a paid membership where the members are eligible to see good films from the NFDC collections, Panorama films and class foreign films.

**6.14.12.** NFDC's Film Centre in Calcutta provides production and post-production infrastructure consisting of 16 mm cameras, tape recorders for synchronous shooting, editing tables and re-recording equipment at reasonable rates. The Film Centre is provided with the latest type of electronic microprocessor controlled projector for 16 mm as well as 35 mm format.

**6.14.13.** The Sub-titling Centre at Bombay is a full-fledged unit with all the technical facilities available under one roof. It has facilities for sub-titling 16 mm films and video. The unit, has so far sub-titled more than 1,000 films, thus helping in saving foreign exchange to the tune of Rs. 320 lakhs. The Centre also took up sub-titling for various agencies from Bangladesh, Sri Lanka and Iran.

**6.14.14.** NFDC's video centre in Madras provides transfer facilities in 35 mm and 16 mm, editing facilities on 3/4" U-matic system and duplication facilities from 3/4" to 1/2" cassettes.

**6.14.15.** The NFDC is bringing out an analytical trade magazine titled "Cinema in India" as part of its developmental activities. This magazine was recast to make it more useful and financially viable.

### Central Board of Film Certification

**6.15.1.** For sanctioning films for public exhibition in India, Government set up a Central Board of Film Certification (CBFC) with its headquarters at Bombay, under the Cinematograph Act, 1952. It has a Chairman and 25 other members. There are eight regional offices of the Board located at Bangalore, Bombay, Calcutta, Cuttack, Delhi, Hyderabad, Madras and Thiruvananthapuram. The Cuttack office was inaugurated during the year. The Board and

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its advisory panels were reconstituted this year, with about 35 per cent overall representation to women therein. Out of 910 feature films certified in 1991, 617 (67.8 per cent) were certified from the regional centres in the southern region, viz., Bangalore, Hyderabad, Madras and Thiruvananthapuram.

**6.15.2.** Of these 910 Indian feature films, 615 were granted "U" certificates (67.6%), 94 "UA" certificates (10.3%) and 201 "A" certificates (22.1%). Among the foreign feature films, out of a total of 124 films, 40 were given "U" certificates (32.3%), 10 "UA" certificates (8.1%) and 74 "A" certificates (59.6%).

**6.15.3.** The Board certified a total of 1,112 Indian short films. Out of them, 1,088 were given "U" certificates, 7 "UA" certificates and 17 "A" certificates. The Board granted a total of 211 certificates

to foreign short films. Out of them, 187 were given "U" certificates, 23 "A" certificates and 1 "S" certificate. 105 films were classified as "Predominantly Educational" by the Board during 1991.

**6.15.4.** Out of a total of 1,405 video films, 1,373 received "U" certificates, 8 "UA" certificates, 17 "A" certificates and 7 "S" certificates.

**6.15.5.** During the year, a total of 37 films (22 Indian feature films, 14 foreign feature films and one Indian video long film) were refused certificates. Some of these films were certified in the revised versions or on the orders of the Film Certification Appellate Tribunal. The Board while issuing certificates to the celluloid films (both Indian and foreign), deleted about 16,791 metres of film consisting of portions, considered violative of Guidelines.

# Press Information Bureau

**7.1.1.** The Press Information Bureau (PIB) is the nodal agency of the Government of India for informing the people about its policies, programmes and activities. Recognised as the authorised channel of communication between the government and the media, PIB functions upon the premise that in a democracy, the Government must ensure that its policies, programmes and activities are properly presented and interpreted to the public.

**7.1.2.** The information put out by PIB is disseminated to news agencies, daily newspapers, periodicals, radio and television organisations, both Indian and foreign. The information is also disseminated through the Regional/Branch Offices of the PIB to the newspapers in all parts of the country in the regional languages. At present, the Bureau has a network of 37 Regional/Branch Offices located at major newspaper Centres/State capitals of the country as given in Appendix-VI. During the year, the Bureau distributed 33,851 releases in 18 languages for the use of 10,552 daily newspapers and periodicals.

**7.1.3.** The Bureau also facilitates the Press to have access to information by granting accreditation. The accreditation is given to journalists representing Indian and foreign media on the recommendation of the Central Press Accreditation Committee. As on date there are 1,242 journalists accredited with the PIB.

**7.1.4.** At the Headquarters in Delhi, Departmental Publicity Officers of the Bureau are attached to different Ministries and Departments of the Government of India. They collect information about programmes, policies and activities of the Depart-

ment concerned and disseminate it to the print and electronic media. They plan the media strategy for the assigned Ministry.

### Highlights of the Year

**7.2.1.** During the year, the Bureau arranged publicity for the steps taken by the Government to cope with the situation in Assam, Kashmir and Punjab. Elaborate arrangements were made to cover the General Elections. A special computerised analysis of the election results was prepared and released to the Press soon after the elections.

**7.2.2.** Publicity was also provided for the New Industrial Policy and the New Trade Policy. Various steps taken by the Government to achieve liberalisation in the field of Industry and Trade were also highlighted. The Narasimham Committee report on the restructuring of financial institutions and Raja Chelliah Committee report on tax reforms were also publicised.

**7.2.3.** During the year, several districts in the country attained full literacy. Publicity was secured for this by taking Press parties to these districts to enable them to make an on-the-spot study.

**7.2.4.** The Bureau also arranged publicity for the bold measures taken by the Government to overcome unprecedented economic crisis. There was a crisis of confidence in the Indian economy as a result of the strains on balance of payment, low foreign exchange reserves and flight of capital from the country. The efforts of the Government to secure quick disbursing loans from bilateral sources were also highlighted. The successful negotiations held by

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the Government with multi-lateral agencies such as IMF, World Bank and Asian Development Bank were also projected. The fiscal policies enunciated by the Government in the budget for 1991-92 were given wide publicity. The launching of Remittances in Foreign Exchange (Immunities) Scheme, India Development Bonds Scheme and the National Housing Bank (Voluntary Deposits) Scheme were also publicised.

7.2.5. The PIB organised an Economic Editors' Conference soon after the presentation of the Union Budget for 1991-92, at which special papers on the fiscal situation and other key economic sectors were made available to the economic journalists.

### Press Conferences

7.3. The Press Information Bureau arranges Press Conferences for ministers and senior officials for enabling the journalists to have a face-to-face dialogue with the policy-makers. The Bureau arranged 765 Press Conferences upto December 1991.

### Feedback Services

7.4. The Bureau provides feedback on the reactions of the public to the programmes and policies of the Government as reflected in the print-media. Important reactions, editorial comments and news items are sent in the form of clippings as well as Daily Digest to all Union Ministers, Ministries/Departments and Regional/Branch Offices. During 1991, about 12,37,800 press clippings from English newspapers and about 1,20,000 from Hindi newspapers were supplied, in addition to the daily digests of news and views and special digests on important topics.

### Exchange Programme

7.5. The Bureau organised several programmes under the auspices of Indo-US Joint Media Committee. This included two seminars of two-day each on Film and TV appreciation in Delhi and Bombay for the benefit of Film and TV Critics, one day Workshops on Science Writing in Bombay and Delhi and a Workshop on Newspaper Layout and Design in Calcutta. One of the important events that

the Bureau organised was a two-day Conference on Journalism Education which was attended by Heads of Journalism Departments of various Universities in the country, five journalism education experts from the USA and Senior Indian Journalists and Editors. The Conference focussed on the need for promoting better standards in Journalism Education and considered the ways for achieving it.

### Feature Service

7.6. The Bureau issued a number of feature articles and photo features in English, Hindi and Urdu from Headquarters and in regional languages from the Regional/Branch offices. Features on subjects of local importance were issued by the Regional/Branch Offices. During the year, more than 1,600 feature articles were issued by the Bureau.

### Photo Service

7.7. PIB supplied black and white and colour photographs of various governmental functions, projects and developmental activities free of cost to the newspapers and periodicals. For quick transmission of photographs to regional newspapers, the Bureau has tele-photo transmitters and receivers at New Delhi, Bombay, Calcutta and Madras. During 1991, the Bureau released about 2,38,170 Photo prints and about 3,890 ebonoid blocks to the newspapers in the country. In addition, about 75,900 *charbas* were issued to Urdu newspapers.

### Modernisation

7.8. The Bureau has been going ahead with Plan schemes for computerisation of its various activities. The basic thrust of computerisation in the Bureau is to speed up the process involved in the transmission of documents of news-value and to ensure that these reach the destination in the shortest possible time. The computerisation of activities is being taken up in two phases. In the first phase, the Bureau's objective is to establish contact with eight Regional Offices through satellite channel given by NIC. In Phase II of its computerisation scheme, the computer network is sought to be extended to Branch level offices of PIB all over the country.

# Registrar of Newspapers for India

**8.1.1.** The Registrar of Newspapers for India (RNI) is an attached office of the Ministry of Information and Broadcasting. It verifies and regulates the availability of titles of newspapers, registers them, verifies circulation and brings out an Annual Report, 'Press in India'. As a part of its non-statutory functions, the office allocates newsprint to newspapers/periodicals as per Government's Policy and certifies essentiality for the import of printing machinery and allied equipment required by newspapers.

**8.1.2.** During April-December 1991, RNI cleared 9,349 titles for newspapers/periodicals as against a target of 9,000 titles for the whole year 1991-92. The title verification work was computerised in the RNI office to facilitate speedy clearance of titles.

**8.1.3.** During the same period, 1,252 newspapers were issued certificates of Registration. The year is expected to end with about 400 more registrations.

**8.1.4.** The office finalised up to December 1991, the verification of circulation claims of 773 newspapers as against the year's target of 900 cases. The target is likely to be achieved by March 1992.

**8.1.5.** The Annual Report, 'Press in India-1991' based on the information received from newspapers/periodicals for the calendar year 1990 was compiled. As per the Report, the number of newspapers on RNI's live Register in India is 28,491.

### Newsprint

**8.2.1.** The Newsprint Allocation Policy for 1991-

92 was announced on 4 October 1991. The Policy retained the various concessions for the small and medium newspapers and also the norms for unsold copies, wastage compensation, circulation claims etc. contained in the policy for the previous year. However, it provided for the allocation of newsprint to the newspapers only after one year of their regular publication on their own and on getting themselves registered with the RNI during this period. The Policy also did away with the allocation of newsprint corresponding to the quantities of writing and printing papers etc., consumed by the newspapers during the previous year over and above the RNI allocations, thus giving the freedom to the newspapers to use Writing and Printing Papers (WPP).

**8.2.2.** The newspapers consuming indigenous newsprint were given, with effect from 1 April 91, the choice to lift the allotted quantities from any indigenous newsprint mill either in part or in full.

**8.2.3.** Customs duty on the import of standard newsprint was removed as a part of the General Budget of the Government of India presented in Parliament on 24 July 1991.

**8.2.4.** As a result of devaluation of rupee in July 1991 and also the rolling over of Credits under Bankers Acceptance Facility Scheme, the newspaper industry was required to pay Rs. 60.63 crores on imported newsprint. After a detailed dialogue between the Government and the Industry, the additional liability was reduced to Rs. 29.20 crores.

**8.2.5.** Till December 1991, RNI allocated 1.97



lakh MT of indigenous newsprint, 1.12 lakh MT of imported standard newsprint and 0.17 lakh MT of glazed newsprint. This also includes about 18,000 MT of newsprint allotted by the RNI to 791 newspapers towards election quota.

### **Printing Machinery**

**B.3.** Printing machinery and allied equipment worth Rs. 7.84 crores were recommended for import by the newspaper establishments during the period April to December 1991.



The DMIB Dr. Girija Vyas at the Bharatendu Harishchandra Award function, New Delhi, Feb. 1992.  
Also seen in the picture are Shri Akshay Kumar Jain, veteran journalist, Shri Mahesh Prasad, Secretary I & B and Dr. S.S. Shashi, Director, Publications Division



The Prime Minister releasing a book, "Selected Thoughts: Rajiv Gandhi", New Delhi, Aug. 1991. Also present on the occasion were Mr. Shivraj Patil, Lok Sabha speaker, the MIB, DMIB and Secretary Information & Broadcasting

# Publications Division

**9.1.** The Publications Division completed 50 years in January 1991. From a small beginning in 1941, the Division has now established itself as the largest publishing organisation in the public sector. It is responsible for the production, sale and distribution of books and journals on matters of national importance. The Division continued to provide the general public at home and abroad, up-to-date and correct information about India. So far, the Division has published about 6,400 titles in English, Hindi and other Indian languages. The books and journals brought out by the Division help readers to know India in its varied aspects - history, art, culture, economy, flora and fauna.

### Books

**9.2.1.** The Division brings out books under a number of series like Builders of Modern India, States of the Union, Cultural Leaders of India, Books for Millions, Classics of Indian History, Bharat Ke Gaurav, Bharat Ki Mahan Narian and Quotable Quotes of great men and women of India. It also publishes speeches and writings of Presidents and Prime Ministers of India and other eminent leaders. Two new series added this year were: 'Wisdom of India' and 'Thus Spake'. The first one endeavours to bring out the contributions of our ancient luminaries like Varahamihira, Aryabhata, Panini, Gargi and others; while the latter contains the Sayings of spiritual leaders of India.

**9.2.2.** A major project of the Division is the *Collected Works of Mahatma Gandhi* in English and Hindi. Ninety volumes in English and 81 in Hindi have already been published. Work on bringing out five supplementary volumes in English and Hindi

and production of volumes after the 81st Volume in Hindi in the main series is in progress. Supplementary Volume II in English and volume 82 in Hindi were also completed this year. It is expected that volume III of the supplementary series in English and volume 83 in Hindi in the main series will be brought out by March 1992. A volume on comprehensive 'Index of Persons', in English is also expected to be completed by the year end.

**9.2.3.** Under the *Builders of Modern India Series*, the Division publishes biographies of eminent Indians who made significant contribution to building our country. During this year, books brought out under the series were: Acharya Narendra Dev, Gopinath Bardoloi and Jyoti Prasad Aggarwal in Hindi and Lokmanya Bal Gangadhar Tilak in English.

**9.2.4.** As part of *Bharat Ki Mahan Narian* series, a book on '*Sarojini Naidu*' was released this year.

**9.2.5.** Under 'Quotable Quotes', booklets on former Prime Minister Late Rajiv Gandhi, and Lala Lajpat Rai in English and Baba Saheb Dr. B.R. Ambedkar in English and Hindi were brought out during the year. Dr. S. Radhakrishnan and Maulana Abul Kalam Azad are in the process of completion.

**9.2.6.** The Division also brings out healthy literature for children. This year books published in Hindi were: *Desh Videsh Ke Chidiyaghar*, *Bharat Ke Prachin Smarak* and *Telugu Ki Lok Kathain* (Part II). Three more titles viz., *Asman Ki Mez*, *Bal Bodh Kathain* and *Videshi Yatriyon Ki Nazar Mein Bharat* are in the pipeline.

**9.2.7.** Other important books brought out

during the year included: Speeches of Shri R. Venkataraman (as Vice-President), Rajiv Gandhi: Selected Speeches and Writings Vol. V and two deluxe volumes (Vol. I&V), The Basis of Indian Constitution - Its Search for Social Justice (under Patel Memorial Lecture Series) in English and *Swatantrata Sangram Ke 25 Varsh* (Vol. I) and *Swarnabhoomi ki Lok Kathain* in Hindi. Four Punjabi titles - *Gaunda Punjab - Mele Te Tyohar*, *Hara Samundar*, *Utton Pe Cayee Raat Part I* and *Jungle Mein Mor Nacha* have already been released. Another title in Punjabi *Sikh Shrines in India* is under production process. Besides, the *Speeches of R. Venkataraman (as President)*, *India 91*, *Our National Flag and Nivedita's New Home and other stories in English* and *Adi Shankracharya in Hindi* have also been released. The deluxe editions of *Rajiv Gandhi (Vol. II, III & IV)*, *Speeches of President Giani Zail Singh (Vol. II)*, *Mass Media in India 91 (in English)* and *Bharat 1991 in Hindi* are expected to be released by March 1992. In all 30 titles in English, 40 in Hindi and 54 in other Indian languages including reprints, have also been released.

## Journals

**9.3.1.** The Division brings out 20 journals of different periodicity in English, Hindi and other Indian languages which focus on social, economic, developmental, literary and cultural subjects. *Yojana*, a journal devoted to planning and development, is brought out in 12 languages namely English, Hindi, Punjabi, Urdu, Telugu, Marathi, Kannada, Gujarati, Tamil, Bengali, Malayalam and Assamese. While English, Hindi, Tamil and Telugu appear fortnightly, the rest are monthly. This year topical issues like Census 91, New Industrial Policy, Child Labour, Devaluation, Credit Policy, Rural Banking, Capital Market and Conservation of Energy were highlighted in various issues. Two other significant areas focussed on, included the literacy drive and problems of women. The Special Independence Day Issue was devoted to Industrial Development. Eminent scholars and noted economists contributed to the issue covering various aspects of industrial development. The Republic Day Special number covered the theme: "Health for All".

**9.3.2.** *Kurukshetra*, a monthly journal published in English and Hindi, disseminates information on various programmes of rural development. It serves as a forum for free and frank discussion on the problems of agricultural development and rural reconstruction. It is brought out on behalf of the Department of Rural Development of the Ministry

of Agriculture. This year, it brought out a number of issues on evils of child marriage in the spirit of "SAARC Decade of Girl Child 1991- 2000", social forestry, Union Budget 91-92 and rural development, rural banking, co-operatives, ecology and role of rural women in development.

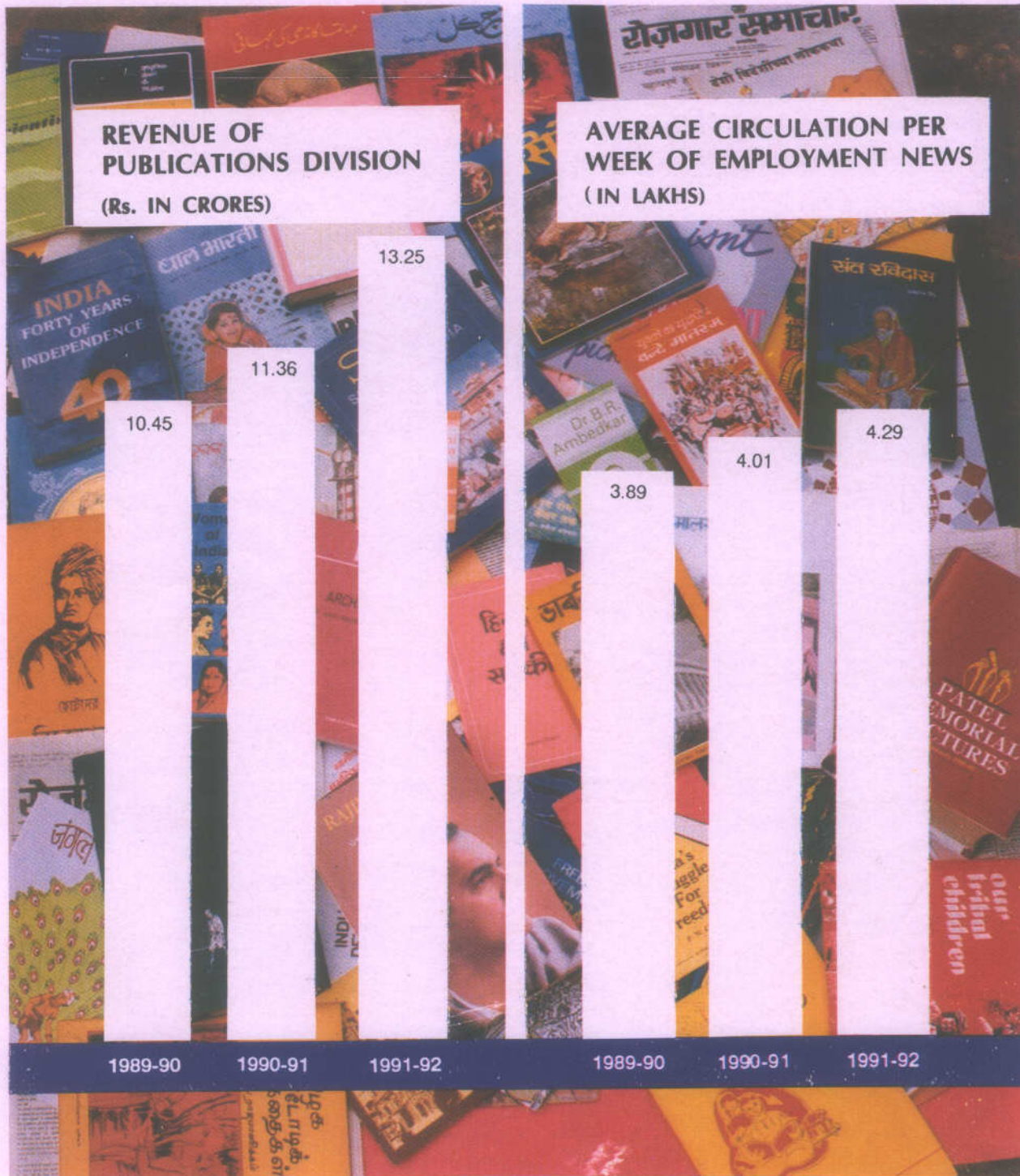
**9.3.3.** *Ajkal* published in Hindi and Urdu, is a monthly magazine, reflecting activities in the fields of literature, culture, art and social ethos. This year, the Hindi edition brought out a special issue on short stories. In other issues, it carried special articles on late Dr. Hazari Prasad's last novel as a tribute to the great writer on the occasion of his death anniversary, on late Dr. Prabhakar Machwe, an eminent litterateur, Shere-Punjab Lala Lajpat Rai, novelist Acharya Chatursen Shastri, tribal poet Bhima Bhoi and noted sculptor Ram Kinkar Vajj. Material on Telugu literature, contemporary Malayalam drama, Kannada poetry, children's literature and on promotion of Hindi, was also published. Special tributes were paid to the former Prime Minister late Shri Rajiv Gandhi in the June'91 issue. The Urdu edition carried special articles on the birth and death anniversaries of Munshi Prem Chand, Maulana Azad, Mirza Ghalib and others. It also carried articles on Prof. Vinayak Krishna Cokak, winner of Jnanpith Award 91 and on Nadine Gordimer, Nobel Prize winner for literature. Articles on writers of different languages, and translated stories and poems from other regional languages were published extensively with a view to stimulating cultural synthesis.

**9.3.4.** *Bal Bharati*, a Hindi monthly for children, carries stories and poems and features for the wholesome development of the personality of the child. There were special articles on social evils, sports, cinema and Independence Day postage stamps. Its cartoon serials are popular. Almost every issue carries inspiring articles on the lives of great men and women of India and the world. It brought out a special issue on 'World Cup Cricket Tournament' during the quarter ending March 1992.

**9.3.5.** *Employment News* in English and *Rozgar Samachar* in Hindi and Urdu is the largest circulated weekly of the Division. This year, it continued to project job vacancies in the Central and State Government departments and undertakings, as well as premier private organisations for the benefit of the unemployed. It provided a dependable medium for disseminating information on the Government's Special Recruitment Drive for SC/ST candidates. It carries a package of guidance material relevant to



# PERFORMANCE OF PUBLICATIONS DIVISION AT A GLANCE





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the needs and requirements of the candidates preparing for various examinations/interviews. Its 'subjects specific series' which is directly related to the syllabi of Central Civil Services Examination, Medical Services Examination etc. are gaining popularity. To its array of features like Diary of Events, Test Your Knowledge, Improve Your English, Do you know?, was added "India This Week", "World this Week", based on current national and international affairs and events. Besides, a new feature on Hindi language writing entitled "Apni Hindi Sudharein" has been started.

**9.3.6.** The weekly is rated as the best produced weekly in the tabloid size. The print run during 1991-92 is expected to average 4.25 lakhs as against 4.02 lakh copies in 1990-91. The weekly is poised for a quantum jump in its gross revenue, from Rs. 710.45 lakhs in 1990-91 to Rs. 839.00 lakhs during this year.

### **House Journal**

**9.4.** The quarterly newsletter, *Publications Samachar* informing its readers about the activities and achievements of the Division is gaining popularity.

### **Marketing**

**9.5.1.** Besides its own Sales Emporia at New Delhi, Bombay, Calcutta, Madras, Patna, Lucknow, Trivandrum and Hyderabad, about 3,600 book-sellers sell the Division's publications throughout the country and abroad. Apart from its own publications, the Division sells books of 20 government and semi-government organisations through its sales outlets. The participating organisations under this scheme are: NBT, CSIR, ICAR, Sahitya Akademi, Sangeet Natak Academy, ICCR etc. During the year, efforts were continued to enlist the support of the State Governments/Autonomous Bodies for the bulk purchase of the Division's publications, especially under the Operation Blackboard Scheme.

### **Book Exhibitions**

**9.5.2.** As part of its sales promotion activities, the Division participated in 37 major book exhibitions/fairs in India and proposes to participate in 12

more exhibitions during January-March 1992. Besides, there were several mini book exhibitions coinciding with special occasions, undertaken by the Mobile Exhibition units in Delhi and nearby places. With the help of the National Book Trust, the Division also participated in the exhibitions held at Beijing, Shanghai, Malaysia, Singapore, Moscow and Frankfurt and proposes to participate in two more international exhibitions during the quarter ending March 1992.

### **Other Activities**

**9.5.3.** As part of the celebrations of the 111-birth anniversary of Munshi Premchand, a function was organised on 31 July 1991 jointly by the Publications Division and Akhil Bharatiya Swatantra Patrakar Lekhak Sangh at the Division's premises. A book exhibition was also organised on the occasion. Three noted authors were felicitated for their outstanding work in the field of Munshi Premchand's literature.

### **Revenue**

**9.6.** The Publications Division earned a total revenue of Rs. 7.53 crores during April-December 1991 and is likely to earn Rs. 5.72 crores during the quarter ending March 1992.

### **Advisory Committee**

**9.7.** A seven-member Advisory Committee headed by Dr. B.K. Bhattacharya, President of the Sahitya Akademi, advises the Division on themes and topics for publication, selection of titles, about authors and translators. It consists of eminent public persons, litterateurs, historians and educationists.

**9.8.** The Bharatendu Harish Chandra Awards for the year 1990 were presented by Dr (Ms) Girija Vyas, Deputy Minister for Information & Broadcasting on 13 February 1992. Three prizes were awarded. The first prize of Rs. 25,000/- was awarded to Shri Jai Prakash Bharati, the second prize of Rs. 15,000/- to Shri Manoj Kumar Pateria and the third prize of Rs. 10,000/- to Shri Keshav Chandra Varma. Five consolation prizes were also awarded on the occasion.

# Directorate of Field Publicity

**10.1.1.** The Directorate of Field Publicity (DFP), by virtue of being a field-oriented organisation has been playing a pivotal role since its inception in the task of national development with active involvement of people belonging to every stratum of the society. This is sought to be done by securing their participation in developmental schemes and activities formulated by the government for the benefit of various sections of society, particularly, the weak and the downtrodden, and by bringing about a change in their attitudes.

**10.1.2.** Equipped with men and material suitable for the job which are taken to the doorsteps of the people, DFP's field units endeavour to inform and interpret the policies and programmes of the Government in their local languages/dialects. The units of the Directorate in their interface with the people, try to expose them to the various themes through programmes which include films, live performances by song and drama parties, oral communication and special programmes such as group discussions, public meetings, seminars, symposia and competitions of various categories. The films are specially selected to suit the requirements of publicity keeping in view the regional conditions. The organisation also seeks to gather people's reactions to the programmes and policies of the Government and their implementation down to the village level and to report back for appropriate action including corrective measures by the Government. The Directorate thus works as a two-way channel of communication between the Government and the people.

### Organisation

**10.2.** The Directorate of Field Publicity now

comprises the Directorate's Headquarters at New Delhi, 22 Regional Offices and 257 Units (including 72 border and 30 Family Welfare units) in various parts of the country. There are 8 to 18 units in a 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. A list of the Regional and Field publicity units is given at appendix-VII.

### Activities

**10.3.1.** Each Field Unit is a self-contained multi-faceted publicity set-up equipped with a vehicle, cine equipment, public address equipment, tape recorder, transistor and also a generator for use in the areas where there is no electricity. The units remain out on tour for 12 to 15 days in a month, in their respective areas and co-ordinate with the Central and State government organisations and voluntary associations while carrying out publicity activities in the field.

**10.3.2.** The field units highlighted important national themes like commitment to democracy, socialism, secularism, national integration and communal harmony, family welfare and eradication of social evils such as drug abuse, alcoholism, dowry, child marriage etc. through film shows, song and drama programmes, oral communication programmes, special competitions and contests. The thrust, however, remained mainly on the theme of national integration and communal harmony. Special campaigns were launched on the theme in the States of Punjab, Jammu and Kashmir and Assam and progress was reviewed by a High-powered Inter Media Co-ordination Committee in the Ministry on

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weekly basis. To promote national integration and communal harmony, the Directorate also organised conducted tours of opinion leaders to other parts of the country. During the year, 13 conducted tours were organised.

**10.3.3.** During April-September 1991, the field Units of the Directorate arranged over 30,712 film shows, 3,757 song and drama programmes, 20,168 photo exhibitions and 32,383 oral communications catering to a total of three crore people belonging to different sections of the society. Multi-media campaigns were also mounted on policies and programmes of the Government.

**10.3.4.** The DFP has started feeding the Ministry with Audience Response Reports on a fortnightly basis. These reports carry the people's reactions to the government's plans and policies particularly their implementation.

### **Action Plan**

**10.3.5.** In its efforts to bring about improvement in administration by making it more result-oriented and responsive, the Directorate followed general rules and orders as issued by the Government to review the present working and simplify the procedures. Some of the financial powers for regions and unit heads were also enhanced.

**10.3.6.** Concerted efforts in the form of multi-media publicity campaigns were made in all parts of the country by the DFP units to publicise themes decided by the Central Group on communication strategies, viz., commitment to democracy, socialism and secularism, unity and integrity of the country, nation's major achievements, progress under the 20-Point and 15-Point programmes, improvement in agriculture, rural development, health and family welfare and other important national themes. The field units were also geared to publicise positive aspects of the Union Budget and the new economic measures.

### **Publicity on 20-Point Programme**

**10.4.** Publicity for the 20-Point Programme aimed at improving the living conditions of the people, especially the weaker sections of society, was carried out by the DFP units through various channels of communication in a variety of programmes. These programmes were so organised as to reach the target audience with the message relevant to them and the area.

### **National Integration**

**10.5.1.** National integration remained one of the major themes which was publicised by the DFP through various audio-visual means. Publicity programmes were arranged in sensitive and identified areas. *Quami Ekta Week* was observed all over the country from 19-25 November 1991. Various programmes ranging from film shows to song and drama programmes, debates, elocution contests and seminars were arranged and patriotic songs competitions held to highlight the theme. The units arranged special field programmes to publicise the country's commitment to secularism. The *Sadbhavana Diwas* on 19 November was also celebrated with a number of field programmes in the regions.

**10.5.2.** Meerut, Agra, Muzaffarnagar and Dehradun Units were specially deployed to cover the famous annual *Nauchandi Mela*, a symbol of Hindu-Muslim Unity. The Units arranged film-shows, song and drama performances, oral communication and photo exhibitions etc. on the theme. The Allahabad unit arranged a *Rashtriya Ekta Sammelan* on 30 April at Sangipur village of Holagarh block. The Delhi unit covered the famous secular festival of "Phool Walon Ki Sair" and organised film-shows, oral communication etc.

**10.5.3.** In Andhra Pradesh, the Nalgonda unit held an essay competition on the "Role of Youth in Promoting National Integration" at Dindi. The Nizamabad unit arranged essay and elocution contests on "Gandhian Thoughts for School Students" on the eve of Gandhi Jayanti. The Hyderabad unit gave programme support to a special public meeting organised on the occasion of National Integration Week. A 12-day long massive multi-media joint publicity campaign was launched during *Rath-Yatra Festival of Lord Jagannath* at Puri, Baripada, Keonjhar and Koraput in Orissa. The Trivandrum unit organised a six-day National Integration Convention at Poovachal Panchayat in Trivandrum district. Coverage of the famous *Panthradu Vilakku Festival* and *Synchronizing fair* at Ochira in Quilon district with a 11-day special campaign was another highlight.

### **Welfare of Minorities**

**10.6.** The DFP units organised various programmes to disseminate information regarding the 15-Point Programme, specially focussed on the welfare of minorities. Problems relating to the welfare of

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minorities and institutional finances and loan facilities were the themes in these group discussions. The units projected the government's sincerity in ameliorating the lot of minority communities. The steps taken by various state governments to provide social justice and opportunities were also highlighted in these field programmes.

### **Education**

**10.7.1.** The DFP units carried out publicity on the theme and highlighted that education was the backbone of social change and development.

**10.7.2.** In Andhra Pradesh, a 10-day intensive campaign for Adult Education was organised in Chittoor district. Multi-media publicity campaigns were also arranged in Medak district. To mark the International Literacy Day, the Kurnool unit organised a Youth Rally at Nadichegi. In Uttar Pradesh, the Uttarkashi unit organised a seminar on the "Role of Guardians in Students Education". The Moradabad unit gave its programme support to a training camp of National Literacy Mission held at village Bahjoye in the district.

### **Health and Family Welfare**

**10.8.** The Directorate continued intensive publicity on the theme through film shows, photo exhibitions, song and drama programmes, oral communications and healthy baby shows, mothers' meets and question-answer sessions etc. Even door-to-door contacts were made in co-ordination with the medical and health authorities, primary health centres, youth clubs and other voluntary organisations. Essay and elocution contests, painting competitions, seminars were also organised by various field units. For prevention of diarrhoea, cholera and malaria, awareness campaigns were launched in the respective regions. The World Health Day in April and World Population Week in July were observed by all the units with intensive coverage of the identified areas.

**10.9.** The Gandhi Jayanti, centenary celebration of Dr. Ambedkar, birth anniversaries of Pandit Jawaharlal Nehru, Smt. Indira Gandhi, Lal Bahadur Shastri and Dr. S. Radhakrishnan were some of the occasions utilised by the units to propagate the themes of national integration and communal harmony, secularism, democracy and freedom struggle. The field units also actively participated on occasions like World Population Day, World Nutri-

tion Day, world Environment Day, SAARC Decade of the Girl Child, Immunisation Day etc.

### **Other Themes**

**10.10.** Socio-economic themes like status of women, eradication of untouchability, prohibition, drug abuse and role of public sector formed part of the DFP's publicity package. Some units also organised special competitions for women. Seminars, Essay competitions, elocution contests, group discussions and film shows were organised on these themes.

### **Economic Measures**

**10.11.** As part of the national effort to secure maximum publicity for the new economic measures, and for highlighting the positive aspects of the Union Budget, the units of the Directorate, organised mass contact campaigns to motivate different cross sections of the population through various publicity programmes. The need for conservation of fuel and austerity in expenditure etc. was highlighted through film shows and oral communications. Besides, subjects such as self-sufficiency in foodgrains, New Trade and Industrial Policy, Consumer Protection were dealt with, in group discussions throughout the period.

### **Coverage of Fairs/Festivals**

**10.12.1.** Coverage of fairs and festivals has been a regular feature of the DFP units to take advantage of the crowd-points for propagating national themes.

**10.12.2.** The units in Andhra Pradesh covered the famous Godavari Pushkaram and the Lord Brahmotsavam fairs. Field units in Uttar Pradesh organised campaigns during the famous Nauchandi Mela at Meerut. The other important fairs covered by the field units are "Matri Ka Mela" at Durg, Roopkund Mahotsava at Gopeshwar, Ganesh Chauth Mela at Chandausi and Kumbh Mela at Nasik.

### **Conducted Tours**

**10.13.** To promote national integration and create a sense of oneness among the people, conducted tours of opinion leaders are organised. Every year people of one region (including persons from the border, tribal and backward areas comprising folk artists, teachers, students and youth, opinion leaders and progressive farmers) are taken to other

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parts of the country to enable them to see for themselves, the developments taking place in various fields.

### **Talking Points**

**10.14.** To help provide proper orientation to the field officers on various themes, Talking Points are prepared at the headquarters and sent to the field units. The Talking Points so issued keep the field staff posted with the latest developments on the national scene with particular reference to the publicity themes regularly handled by them. This year, Talking Points on "Drug Abuse", "Health and Family Welfare", "Population Explosion" and "Campaign on Economic Measures I & II" were issued.

### **Inspection and Evaluation**

**10.15.** For monitoring, analysing and assessing

the activities of the field publicity units, there is an Inspection and Evaluation Cell at the DFP headquarters. A team of officers of the Cell visit Regional offices and Field Publicity Units from time to time to assess their functioning and give on-the-spot guidance. A 'Year Book' containing comparative study of the activities of the Regions/Units is also issued by this Cell.

### **Feedback**

**10.16.** The Directorate of Field Publicity is a two-way channel of communication. On the one hand, it disseminates information with regard to the policies and programmes of the Government, while on the other, it collects spontaneous reactions of the people and sends the same to the concerned quarters for such remedial measures as may be deemed appropriate.

# Directorate of Advertising and Visual Publicity

**11.1.1.** The Directorate of Advertising and Visual Publicity is a multi-media central agency for publicising the policies, achievements and programmes of the Government of India, particularly in the field of economic and social developments. It is a service department and caters to the need of its clients which include the departments and ministries (except Railways) of the Government and a number of autonomous bodies and public sector undertakings. It also services the media units of Information and Broadcasting.

**11.1.2.** To organise intensive as well as extensive publicity campaigns, DAVP has a network of offices spread all over the country. It has two regional offices at Bangalore and Guwahati and two Regional Distribution Centres at Calcutta and Madras to help in the speedy distribution of its publicity material, produced in 11 major regional languages besides, Hindi and English. The Directorate has an Exhibition Kit Production Centre at Guwahati and 35 Field Exhibition Units. The Regional Exhibition Workshop at Madras assists the Exhibition Division at Headquarters in designing, fabrication and display of exhibits.

**11.1.3.** Publicity campaigns are launched through various channels like press advertisements, printed material such as posters, folders, brochures and booklets; outdoor display like hoardings, kiosks, cinema slides, wall paintings, plastic file folders and tin posters; transit advertising on buses, tram cars and railway coaches, radio and TV commercials, short films, video quickies and exhibitions.

### Press Advertising

**11.2.** During April to December 1991, the Directorate issued 12,979 advertisements (classified 12,411 and displayed 568) to over 3,600 publications on its panel. For the third successive year, empanelment of over 3,000 newspapers was completed before July 1991 and this was possible because of the use of its electronic data processing centre. The Government announced 18 per cent upward revision in the rates of advertisements to newspapers released by DAVP, to be effective from August 1991. The advertising accounts handled by DAVP include over 100 autonomous bodies and 10 public sector undertakings.

### Exhibitions

**11.3.1.** During April-December 1991, the Directorate organised 187 exhibitions spread over 1,244 exhibition days. An estimated number of 45,69,880 people visited these exhibitions. The major themes covered by the exhibitions were national integration and communal harmony, family welfare, upliftment of scheduled castes and scheduled tribes and welfare of women and children. The title of the exhibitions were 'Ek Rashtra Ek Pran', 'India Today', 'Dr. B.R. Ambedkar', 'Girl Child', 'Towards Better Future', 'Drug Abuse', 'Ganga' and 'Freedom Struggle'.

**11.3.2.** Two new exhibitions were designed and produced by DAVP in 1991. One exhibition titled 'Youth and Nation' was conceived and put up on the occasion of 'Sadbhavana Divas' on 20 Aug '91



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## Chapter XI

# Directorate of Advertising and Visual Publicity

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at Indira Gandhi Stadium in New Delhi. Another new exhibition designed by the Directorate titled "Drug Abuse" was put up on the occasion of "International Day Against Illicit Trafficking in Drugs". The Directorate also assisted in the organisation of an exhibition 'Indian Parliament' at Parliament Annexe on the occasion of 37th Commonwealth Conference in the capital. To mark the Golden Jubilee Celebration of "Quit India Movement", the Directorate put up an exhibition from 1 to 6 November at Bombay.

### Audio-Visual Publicity

**11.4.1.** Increasing use was made of the electronic media to reach more people during April-November 1991. The audio visual publicity cell of the Directorate produced 1,010, radio spots, jingles and sponsored programmes in addition to 117 video spots/quickies and documentaries. The total number of broadcasts including weekly sponsored programmes was 31,210 and that of telecasts was 605. The turnover handled during this period came to over Rs. 150 crore. There was a big increase in the production and replacement of TV commercials in the form of video spots in different languages under different themes. Campaign on new economic measures was the major thrust and was undertaken on war-footing. Eight video spots and seven radio spots were produced on the subject dealing with various themes like 'Voluntary Deposit Scheme linked to "National Housing Bank", "India Development Bond", "Voluntary Disclosures Under Income-tax Section 273-A", etc. The focus of the spot was on the salient features of the New Economic Policy and its utility to the common man.

**11.4.2.** Pollution, Health and Family Welfare and Girl Child were the other major areas of focus. A 10-minute sponsored programme titled 'Naya Sawera' covering different aspects of women and child development, is being produced in 11 languages and broadcast over 29-CBS channels every week.

**11.4.3.** As a part of its service to the media Units of Information and Broadcasting and to provide software to the field units of different media of the Ministry and for the purpose of supporting DAVP's exhibitions, a special experimental audio cassette was produced by DAVP on the theme of national integration and communal harmony. The cassette entitled 'Tarang Anek Rag Ek' in the format of narration, songs and brief dialogues among three generations of men, women and children, traverses India's past, briefly

halting at its great moments.

**11.4.4.** *Health and Family Welfare* : DAVP maintained the momentum gained over the years in disseminating information on various aspects of family welfare. To encourage more and more people to avail themselves of the services available for both terminal and non-terminal methods of family planning, a large number of TV quickies, radio spots, exhibitions, press advertisements, cinema slides, booklets and posters were used. A big exhibition on the theme of 'Population and Small Family' was put up at IITF'91 in Pragati Maidan in November 1991. An Exhibition 'Towards a Better Future' highlighting various aspects of family welfare was put up at 21 different places in the country. DAVP designed and produced a new exhibition on the theme of 'Drug Abuse' on the occasion of International Day against Illicit Trafficking in Drugs. To spread the message of spacing of birth, booklets titled 'Guidelines for Oral Pill Administration' and 'India's Population, 1991 - A disturbing Profile' have been printed and distributed throughout the country.

**11.4.5.** On the health front, multi-media publicity campaigns were launched against 'Drug Abuse' and to motivate people to check and control diseases like AIDS and other sexually transmitted diseases. Posters, cinema slides, kiosks, radio spots were produced to inform the people about various "Health Safety" measures such as "Boil Water Before Drinking" and "Take ORS in case of dysentery".

**11.4.6.** *Lok Sabha Elections* : In connection with 10th Lok Sabha Elections, the Directorate undertook a special campaign by producing posters, press advertisements, cinema slides, bus back panels, hoardings, video quickies and audio cassettes to highlight Government efforts for holding free and fearless elections and to educate the voters. A booklet titled "Elections in India - A fascinating story" and two reference Handbooks on Elections were also produced.

**11.4.7.** *Literacy* : To mobilise resources, both human and material to intensify action to combat illiteracy and sustain people's interest in the measures for its eradication, DAVP brought out motivational posters, put up hoardings, kiosks, wall paintings, released press advertisements and also prepared a 90-minute video programme in Hindi on literacy and allied subjects.

**11.4.8.** *Industry* : A sustained public awareness campaign was mounted by DAVP to highlight the 'New Industrial Policy' announced by the Govern-

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ment in July 1991 as part of the wider package of economic reform to explore the health of the economy and to fully exploit the potential for further higher growth. Two informative booklets highlighting the objectives of the Policy were printed and distributed to target groups in different parts of the country.

**11.4.9. *Income-Tax, Customs and Excise* :** A multi-media publicity campaign was undertaken to educate tax payers of their rights, duties and obligations. Multi-media campaigns on schemes to unearth black money and simplification of the procedure before the Settlement Commission providing an opportunity to tax payers to declare their undisclosed income and wealth, were also arranged.

**11.4.10. *Armed Forces* :** Extensive publicity was undertaken on behalf of Ministry of Defence to motivate the educated and qualified youths like engineers, doctors and other professionals to join the different wings of Armed Forces, namely, Army, Air Force, Navy, Coast Guard and Territorial Army.

### **Printed Publicity**

**11.5.** Printed publicity material brought out by DAVP during April-December 1991 included booklets/folders on "New Industrial Policy-Instrument of Dynamic Growth", "Why Export? Why Not? - new policy package on trade", "New Industrial Policy", "Union Budget-1991-92", "Swift Actions to Surge Ahead", "Our Rights and Duties - two sides of the same coin", "15 Factsheets on Assam" and "Elections in India-A fascinating story". Under the "Prime Minister speaks" series, 11 speeches of the Prime Minister Shri P.V. Narasimha Rao were brought out as booklets/folders in Hindi, English and major regional languages. These included PM's Independence Day speech under the title 'No compromise on Secularism' and his address at the special meeting of Chief Ministers on 4 October 1991 under the title 'Concerted Action Needed to Curb Atrocities on Scheduled Castes and Scheduled Tribes'. In all 85 lakh copies of booklets, posters, calendars and diaries, and miscellaneous items were printed during the period April-November'91. Ragamala's Paintings which have a universal appeal was the theme of the calendar brought out by DAVP.

### **Outdoor Publicity**

**11.6.** During the period April to December 1991, 80,332 NMEP Tin posters, 33,636 cinema

slides, 3,500 wall posters, 2,930 kiosks, 2,290 bus panels, 7,000 plastic file folders, 350 wall paintings, 276 cloth banners and 236 hoardings were used to publicise DAVP's information and motivational publicity campaigns especially in the rural and semi-urban areas.

### **Workshop for Field Exhibition Officers**

**11.7.** A four day workshop (18-22 November, 1991) for Field Exhibition Officers working in North and North-East region of the country, was organised to equip the officers with the latest technology for organising exhibitions.

### **Mass Mailing Wing**

**11.8.** The Mass Mailing Wing of the Directorate distributed over 117 lakh copies of the printed publicity material. Distribution was undertaken from the Headquarters to New Delhi and the Regional Distribution Centres at Madras and Calcutta. As on 31 December 1991, DAVP's mailing list comprised 15.08 lakh addresses spread over 527 categories like primary/middle schools, panchayats, post offices, rural banks and co-operative societies.

### **Major Campaigns**

**11.9.** To inform, educate and ensure people's participation in the national programmes for social change and economic developments, multi-media campaigns were launched during 1991-92, with special emphasis on such themes as national integration and communal harmony, economic development, health and family welfare, energy conservation, consumer protection, uplift of weaker sections of society, evasion of income tax, excise and custom duties, smuggling, drug abuse and trafficking in narcotics. Publicity coverage was also given to major National and international events like Drug Abuse, Golden Jubilee Celebration of Quit India Movement, Independence Day, Republic Day, Birth Anniversary of Pandit Jawaharlal Nehru, Maha Parinirvan Divas of Baba Saheb Dr. Ambedkar, Teacher's Day and Air Force Day.

### **New Economic Measures**

**11.10.** DAVP continued its multi-media support to the New Economic Measures announced by the Government. As a part of its public awareness campaign to highlight various aspects of the New Economic Measures, the media brought out publi-



Children at the Summer camp put up by DAVP





Artists performing Bhangra at Nauchandi Mela, Meerut

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cations which included booklets titled "Union Budget - Measures to Revive the Economy"; "Industrial Policy" highlighting the New Industrial Policy in a lucid manner; statement on "Industrial Policy"; Industrial Policy in the question answer format; "Swift Actions to Surge Ahead" - featuring various steps launched for the welfare of the people and "Why Export? Why Not"-a booklet on Trade Policy' and a publicity folder containing four booklets on Economic Measures. Eight video spots and seven radio spots were produced on the subject dealing with various themes like 'Voluntary Deposit Scheme' linked to "National Housing Bank", "India Development Bonds"; "Voluntary Disclosures" under income tax section 273-A; "Amendment to Section 245-D regarding "Settlement Commission"; and opportunity for setting up small industries, need for export, value added export etc., to give audio, visual support to different multi-media campaign on behalf of different client ministries/departments.

### **National Integration and Communal Harmony**

**11.11.** To induce people to eschew parochial attitude and regionalism and to strengthen the sense of oneness and national unity, DAVP brought out a number of booklets, pamphlets and brochures

throughout the year. A total of 56 exhibitions were organised in different parts of the country under the title "*Ek Rashtra Ek Pran*". fifteen factsheets on Assam covering various aspects of development like agriculture, industry, rural development and power besides one comprehensive factsheet on North-East Council (NEC) highlighting the role of NEC for the developmental efforts in the region were brought out to inform the public about the potential and progress of Assam and also to bring to the notice of the people that rapid economic progress and development can only be achieved through national unity. Major speeches and statements of the Prime Minister, Shri P.V. Narasimha Rao on the subject titled "No Compromise on Secularism - United efforts needed to meet the Economic Crisis" and "Unity of India must be Preserved at All Costs" were printed and widely distributed. On the occasion of '*Quami Ekta*' week (19-25 November 1991), a booklet titled 'To Make India Strong and Great through Unity' and a folder 'Secularism and National Unity' were printed and distributed throughout the country. DAVP continued to sustain its outdoor publicity campaigns carrying the messages on national integration and communal harmony during the year under review.

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## Chapter XII

# Photo Division

**12.1.1.** The Photo Division, the biggest production unit of its kind in the country in the field of photography, prepares photographs in black and white as well as in colour for internal and external publicity on behalf of the Government of India.

**12.1.2.** The Photo Division also seeks to photographically document the growth and special developments in the country and provides visual support required in communication. The Division provides photographic visuals to the Media Units of the Ministry of Information and Broadcasting and other Ministries/Departments, Central and State Governments including President's Secretariat, Vice-President's Secretariat, Prime Minister's Office, Lok Sabha/Rajya Sabha Secretariats and to Indian Missions abroad. It also supplies, on payment, black and white and colour photographs and colour slides/transparencies to non-publicity organisations and general public. During April-December 1991, the Division earned a revenue of Rs. 4.40 lakhs under its 'Pricing Scheme'.

**12.1.3.** The Division has a well-equipped laboratory for handling different kinds of photographic assignments both in black and white and colour at its headquarters in Delhi. The Division has three regional offices at Bombay, Calcutta and Madras and a Photo Unit at Guwahati.

### Major Coverages

**12.2.1.** The Photo Division undertook extensive photo coverage of Prime Minister's visits all over India from time to time. Prime Minister's visits to Germany in connection with inauguration of Festival of India, Harare for CHOGM, Venezuela for the

G-15 Summit, bilateral visit to France, and to Sri Lanka were also extensively covered. The photographs were released to the press all over the country through the Press Information Bureau and to the Indian Missions abroad, through the XP Division.

**12.2.2.** All the other important functions/events during the year including the Mid-Term Elections and Swearing-in-Ceremony of the present new Central Council of Ministers were also covered. The Photo Division also undertook coverage of foreign VVIPs/dignitaries as well as Heads of State/Government of foreign countries who visited India during the year 1991.

**12.2.3.** The Photo Division also organised an Annual National Photo Contest and Exhibition on a selected theme by involving amateur photographers in the country. The theme for this year was "Literacy for All".

**12.2.4.** The number of assignments covered, negatives handled and prints/albums produced/prepared by the Division during the period April-December 1991 is as under:-

i) News and feature assignments (both in black & white and colour)	:	2,280
ii) Negatives handled (both black & white and colour)	:	62,283
iii) Colour slides/transparencies	:	137
iv) Black & white prints made	:	3,67,257
v) Colour prints	:	20,344
vi) Total black & white and colour prints	:	3,87,601
vii) Photo Albums/Wallets	:	30



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## Chapter XIII

# Song and Drama Division

**13.1.1.** The Song and Drama Division utilises live media, specially the folk and traditional media, to create awareness among the masses regarding various programmes of socio-economic significance. It utilises a wide range of traditional stage forms such as drama, dance-drama, puppets, folk recitals etc. besides light and sound programmes. The Division also caters to the entertainment needs of the Armed Forces in the forward areas. In all its activities, the Division functions in close collaboration with the Central and State Government agencies.

**13.1.2.** During the major festivals where large number of people congregate, the live media is effectively utilised to put across the messages of national integration, patriotism, communal harmony, eradication of untouchability, prohibition, health and family welfare programmes etc. for special publicity.

### Activities

**13.2.1.** The Division, headed by the Director, functions at three levels (i) Headquarters at Delhi (ii) eight regional centres located at Bhopal, Calcutta, Chandigarh, Delhi, Guwahati, Lucknow, Madras, Pune and (iii) nine sub-centres located at Bhubaneswar, Hyderabad, Patna, Imphal, Jodhpur, Darbhanga, Nainital, Shimla and Srinagar. Besides, there are two Sound and Light Centres at New Delhi and Bangalore and one Tribal Centre at Ranchi. These Centres and sub-centres are responsible for the preparation of publicity oriented programmes.

**13.2.2.** The Division carried its activities through its 43 Departmental Troupes, two light and sound

units, one tribal unit and 684 professional troupes registered with the Division. The Division constantly tapped the publicity potential of live traditional folk media and presented 34,120 programmes, out of which 27,629 programmes were organised from April-December 1991 in various formats.

**13.2.3.** The Division makes special efforts to reach out to the interior, backward and remote areas of the country. The presentation of programmes in the field is carried out in close collaboration with the concerned Central and State agencies. Efforts are made to mobilise all the resources in designing and mounting campaigns according to the local requirements in support of Government programmes.

### Departmental Drama Troupes

**13.3.** There are six departmental drama troupes in the Division. These are located at Pune, Hyderabad, Srinagar, Delhi, Patna and Bhubaneswar. During the year, these troupes presented 811 performances consisting of full-length plays, skits etc., in Hindi, Kashmiri, Urdu, Marathi, Oriya and Telugu. The Hyderabad departmental drama troupe, alongwith the Madras Regional Centre, was actively involved in emotional integration campaigns in Tamil Nadu, Kerala, Karnataka and Andhra Pradesh. The Pune departmental drama troupe made special efforts to cover various functions organised in commemoration of the centenary celebrations of Babasaheb Dr. Bhimrao Ambedkar. Patna and Srinagar departmental drama troupes made significant contribution in mounting new Sound and Light spectacle "Aur Qadam Badhte Rahe" at Jhansi and Gwalior. The Division also or-

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ganised the Mewar Festival in Rajasthan covering all the major towns of Mewar.

### **Programmes by Border Publicity Troupes**

**13.4.** For effective and concentrated publicity in areas adjoining international borders, departmental troupes gave performances in border villages in local dialects, thus boosting the morale of people living there and making them aware of our defence-preparedness by fostering the feelings of emotional and national integration. These centres also organised intensive publicity campaigns in co-ordination with the Directorate of Field Publicity and other Central and State Government agencies and voluntary organisations. To further strengthen the feeling of national integration and communal harmony among the masses in various parts of the country, especially in sensitive areas, the Division utilised various Border Troupes as a model of cultural exchange during the emotional integration campaigns conducted throughout the year. These programmes were well received.

### **Programmes by Armed Forces Entertainment Wing Troupes**

**13.5.** The Armed Forces Entertainment Wing (AFEW) was established in 1967 for entertainment of Jawans in forward areas. Of the nine troupes, one is located at Madras; the rest are at Delhi. These troupes, apart from entertaining the Jawans in forward areas also prepared and presented special items for the audiences of the rural and urban areas and a full-length play "Kanjoos". The programmes were prepared in a manner that evinced the interest of different linguistic groups. From April-December 1991, these troupes presented 513 programmes.

### **Sound and Light Programmes**

**13.6.** The Division has a sound and light unit each at Delhi and Bangalore. A special sound and light programme "Rani Jhansi" on national integration was presented on the occasion of 'Phool Walon Ki Sair' at New Delhi. Two new sound and light programmes "Aur Qadam Badhte Rahe" and "On-nakazcha" were prepared and presented during the year. While the former was presented at Jhansi and Gwalior, the latter at Quilon (Kerala).

### **Professional and special services**

**13.7.** This scheme has been in operation since the inception of the Division primarily to scout local

talents, specially from folk and traditional groups. The Division utilises the professional troupes in the field of performing arts to propagate the messages of national integration, communal harmony and other socially relevant subjects. Starting with five professional troupes, there are at present 684 troupes registered with the Division for presenting programmes on specified themes of national importance. Performances are also organised for and on behalf of the Ministry of Health and Family Welfare in close co-ordination with the Directorate of Field Publicity, State Governments, field agencies, semi-government agencies and voluntary organisations. During the year, the Division presented 31,282 programmes in different parts of the country under this scheme.

### **Tribal Centre, Ranchi**

**13.8.** The Division has a centre at Ranchi under the Tribal Project Plan to utilise the tribal talent in Madhya Pradesh, Bihar and Orissa. The basic concept of the scheme is to give incentives to these communities to present programmes in their own idiom and dialect and to educate and impart information to their brethren who have virtually no access to any other mode of communication for the present. The salient feature of this project lies in getting programmes prepared by the tribal troupes in their own dialect and ensuring that their age-old traditional forms do not suffer distortion in any manner. Five hundred and ninety-seven such programmes were presented in the tribal pockets by the Division under this scheme during April-December 1991.

### **Family Welfare**

**13.9.1.** Special campaigns in support of Family Welfare were mounted by the Division in co-ordination with various agencies. The Division prepared and presented a number of new programmes on the revised strategy of health and family welfare in orientation-cum-training camps at Madras, Madurai, Calicut and New Delhi.

**13.9.2.** The Division also launched a special campaign in the J.J. Clusters of Delhi in co-ordination with Delhi Administration. During the year, the Division organised programmes in the high fertility districts of Uttar Pradesh, Bihar, Madhya Pradesh, Kerala and West Bengal. A week long national campaign on the 'World Population Day' was organised from 8-14 July 1991 throughout the country. The Division also presented programmes at the Interna-

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tional Trade Fair, Pragati Maidan and presented a large number of programmes in close co-ordination with the Department of Health and Family Welfare.

### **Fairs and Festivals**

**13.10.** The Song and Drama Division covered various fairs and festivals where large number of people congregated. Forty-six programmes were presented by the Division in Simhastha Kumbh Mela, Nasik. 148 programmes were sponsored for the famous 'Rath Yatra' at Puri (Orissa). The other important fairs/festivals covered included Durgapuja in different parts of the country, Bihu in Assam, Urs at Ajmer, Nauchandi and Kumbh in Uttar Pradesh and Phool Walon Ki Sair in Delhi.

### **20-Point Economic Programme**

**13.11.** Almost all the programmes presented by the Division covered the 20-Point Economic Programme such as land reforms, rehabilitation of

bonded labour, development of scheduled castes/scheduled tribes. Special orientation-cum-training camps on "Girl Child" and "Family Welfare and Education" were organised at New Delhi and Madras. Besides, the Division arranged a large number of performances on progress of literacy at grass-root level.

### **Communal Harmony and National Integration**

**13.2.1.** The Division continued to present programmes projecting National Integration and Communal Harmony. In Punjab, Jammu and Kashmir and Assam, the target audience was rural youth. All the 12 districts of Punjab were covered more than once by presenting special programmes on Emotional and National Integration. A large number of programmes were presented by the Regional Centre, Guwahati in all the North-eastern states. Similar programmes were also arranged all over the country on the occasion of the 'Quami Ekta' Week.

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## Chapter XIV

# Research and Reference Division

**14.1.1.** The Research and Reference Division provides backgrounders, reference and research material and other facilities for the use of the Ministry, its media units and others engaged in mass communication. The Division handled 111 reference assignments upto 30 November 1991 including 21 backgrounders on topics of current interest, 3 biographies, 1 fact-sheet and 1 reference paper. Two series of background papers were prepared, one on the 1991 General Elections and the other on the occasion of the National Integration Week. Important backgrounders were also issued on the 1991 Census Report, the Trade and Industrial Policy, Liberalisation and Rupee Devaluation. Biographies were issued on Rajiv Gandhi, S.A. Dange and Uma Shankar Dixit.

**14.1.2.** Another important work undertaken by the Division was the compilation of two Reference Annuals - "*India-A Reference Annual*; a standard work of reference on India" and "*Mass Media in India*", a publication on mass communication in the country. During the year, the Division compiled the 1991 edition of the Reference Annual and the 1991 edition of the Mass Media Annual which are expected to be published by March, 1992 by the Publications Division.

### Reference Library

**14.2.** The Division has a well-equipped reference library with a large collection of books on various subjects, bound-volumes of selected periodicals and various Reports of Ministries, Committees and Commissions. It has a large collection of books on topics like journalism, public relations, advertising and audio-visual media. Year-Books, Contemporary Ar-

ticles and Encyclopaedic Series from all prominent publishers the world over, stocked in this library, are used by over 700 accredited correspondents (both Indian and foreign) and a large number of Government mediamen. The Library received around 105 Indian and foreign periodicals. As many as 84 titles were added to the stock of the library till November, 1991.

### National Documentation Centre on Mass Communication

**14.3.1.** The National Documentation Centre on Mass Communication was created in 1976 as a part of Research and Reference Division on the recommendation of the Experts Committee set up by the Ministry, for collecting, interpreting and disseminating information about the events and trends in mass media.

**14.3.2.** The NDCMC is engaged at present in bringing out eight services - "Current Awareness Service", "Reference Information Service", "Bibliography Service", "Who's Who in Mass Media", "Honours Conferred on Mass Communicators", "Media Memory", "World Media Service", "Bulletin on Film". The Centre also has a "Newspaper Clipping Service". During April-November 1991, the Centre released 31 papers.

### Computerisation

**14.4.** The Division is in the process of computerising its documentation and retrieval activities as well as its library services. This would not only impart speed and efficiency to the Division's research and reference activities, but also prove helpful to the users including press correspondents.

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## Chapter XV

# Indian Institute of Mass Communication

**15.1.1.** The Indian Institute of Mass Communication was established in 1965 as a national centre for teaching, training and research in mass communication. It is an autonomous body receiving funds from the Government of India through the Ministry of Information and Broadcasting in the form of grants-in-aid. It also gets grants from Akashvani and Doordarshan Commercial Revenue Fund (NLF) for conducting courses for the personnel of All India Radio and Doordarshan.

**15.1.2.** The Institute conducts a number of teaching and training programmes, organises seminars and contributes to the creation of an information infrastructure suitable for India and other developing countries.

**15.1.3.** During the year under review, the Institute conducted two in-service training programmes, namely, Orientation Course for officers of the Indian Information Service and Broadcast Journalism Course for personnel of All India Radio and Doordarshan. It also conducted five regular Diploma Courses. These are: (i) Post-Graduate Diploma in Journalism; (ii) Post-Graduate Diploma in Advertising and Public Relations; (iii) Post-Graduate Diploma in Hindi Journalism; and (iv) Diploma in News Agency Journalism for Non-aligned Countries (two courses). Of the two News

Agency Diploma courses, one was concluded in November 1991 and the other will conclude in April 1992.

**15.1.4.** The Institute conducted 10 short-term courses, a seminar and a workshop during the year in which 203 participants attended.

**15.1.5.** Ninety-four students received their Diplomas in various courses at the Annual Convocation held on 25 April 1991. The IIMC Silver Jubilee Award for International Understanding, Baba Saheb Dr. Bhim Rao Ambedkar Award and the awards donated by Rajasthan Patrika, PTI, Saptahik Hindustan, Deccan Herald, Hindu, Patriot, Advertising Agencies Association of India and the Public Relations Society of India, Prof. V.C. Desai Award and the IIMC Award were given to meritorious students.

**15.1.6.** The Institute brought out two issues of "Sanchar Madhyam" and two issues of "Communicator". It also organised Silver Jubilee lectures and published a commemorative volume entitled "Communication-2000 A.D." The Institute celebrated Hindi Week from 9-13 September 1991. The Department of Communication Research and Evaluation Studies of the Institute completed six communication studies.

# APPENDIX-II

## MINISTRY OF INFORMATION & BROADCASTING

### STATEMENT SHOWING THE BUDGET FOR PLAN & NON-PLAN

**Demand No. 55 - Ministry of Information & Broadcasting**

(Rs. in thousands)

S. No.	Name of Media Unit	Budget Estimates 1991-92			Revised Estimates 1991-92			Budget Estimates 1992-93		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
<b>Revenue Section</b>										
<b>Major Head-"2251"-Secretariat-Social Service</b>										
1.	Main Sectt.	-	2,61,23	2,61,23	-	2,64,37	2,64,37	-	2,76,17	2,76,17
2.	Composite P.A.O.	10,00	1,31,77	1,41,77	1,00	138,63	1,39,63	5,00	1,49,83	1,54,83
<b>Total</b>		<b>10,00</b>	<b>3,93,00</b>	<b>4,03,00</b>	<b>1,00</b>	<b>4,03,00</b>	<b>4,04,00</b>	<b>5,00</b>	<b>4,26,00</b>	<b>4,31,00</b>
<b>Major Head "2205"-Art and Culture Certification of Cinematographic films for public exhibition</b>										
3.	Central Board Film Certification	20,00	53,80	73,80	15,00	55,00	70,00	20,00	56,80	76,80
4.	Film Certification Appellate Tribunal	-	2,20	2,20	-	2,00	2,00	-	2,20	2,20
<b>Total : Major Head "2205"</b>		<b>20,00</b>	<b>56,00</b>	<b>76,00</b>	<b>15,00</b>	<b>57,00</b>	<b>72,00</b>	<b>20,00</b>	<b>59,00</b>	<b>79,00</b>
<b>Major-head "2220"-Information and Publicity</b>										
5.	Films Division	1,75,00	14,85,15	16,60,15	1,38,96	14,98,73	16,37,69	2,70,00	15,52,82	18,22,82
6.	Directorate of Film Festivals-Est.	20,94	1,45,41	1,66,35	18,00	2,40,86	2,58,86	27,75	1,75,40	2,03,15
7.	International Film Festivals in India	92,06	-	92,06	92,06	-	92,06	80,00	-	80,00
8.	Film Festivals under Cultural exchange	80,68	-	80,68	51,00	-	51,00	24,00	-	24,00
9.	National Awards for Films	40,00	-	40,00	40,00	-	40,00	23,25	-	23,25
10.	Regional Film Festivals	-	-	-	-	-	-	-	-	-
11.	Participation in Foreign Film Festivals	11,32	-	11,32	5,00	-	5,00	5,00	-	5,00
12.	Maintenance of Film Festival Complex	-	-	-	-	-	-	-	-	-
13.	National Film Archive of India	45,00	28,65	73,65	45,00	26,93	71,93	60,00	28,73	88,73
14.	Grants-in-aid to Children's Film Society	1,50,00	27,00	1,77,00	1,50,00	16,00	1,66,00	1,20,00	27,00	1,47,00
15.	Grants-in-aid to Film & Television Institute of India	60,00	1,87,71	2,47,71	55,00	1,99,85	2,54,85	1,00,00	2,09,00	3,09,00
16.	Grants-in-aid to Film Societies	3,00	-	3,00	3,00	-	3,00	3,00	-	3,00
17.	Research and Reference Division	-	30,60	30,60	-	31,80	31,80	-	36,93	36,93
18.	Grants-in-aid to I.I.M.C.	70,00	94,14	1,64,14	50,00	96,36	1,46,36	50,00	96,50	1,46,50
19.	Directorate of Advertising & Visual Publicity	71,00	26,66,00	27,37,00	20,00	26,80,00	27,00,00	38,60	27,45,00	27,83,60

(Rs. in thousands)

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
20.	Press Information Bureau	3,29,75	6,37,81	9,67,56	1,93,98	6,49,18	8,43,16	20,00	6,87,00	7,07,00
21.	Press Council of India	-	27,24	27,24	-	23,48	23,48	-	30,37	30,37
22.	Grants-in-aid to News Agencies	-	25,00	25,00	-	25,00	25,00	-	1,00	1,00
23.	National Council for Journalism Training	25	-	25	-	-	-	-	-	-
24.	Subsidy in lieu of interest on loan to PTI	-	2,86	2,86	-	2,86	2,86	-	2,38	2,38
25.	Payment for Pro. & Spl. Services	-	39,22	39,22	-	30,80	30,80	-	39,22	39,22
26.	Directorate of Field Publicity	95,00	8,18,43	9,13,43	42,00	8,10,00	8,52,00	75,00	8,39,00	9,14,00
27.	Song and Drama Division	50,00	5,03,95	5,53,95	37,00	5,04,00	5,41,00	1,65,00	5,28,00	6,93,00
28.	Publications Division	10,00	4,54,44	4,64,44	-	6,75,05	6,75,05	64,00	5,62,72	6,26,72
29.	Employment News	-	6,52,10	6,52,10	-	6,82,10	6,82,10	-	7,50,59	7,50,59
30.	Reimbursement of losses to STC	-	3,18,00	3,18,00	-	1,89,77	1,89,77	-	1,00	1,00
31.	Subsidy to Small & Medium Newspaper on indigenous Newsprint	-	1,00	1,00	-	7,00	7,00	-	-	-
32.	Registrar of Newspapers for India	9,00	57,14	66,14	6,75	60,10	66,85	28,00	67,64	95,64
33.	Photo Division	40,00	83,15	1,23,15	28,25	81,63	1,09,88	1,20,00	95,20	2,15,20
34.	Contribution to International Programme for the Development of Communication	-	19,00	19,00	-	26,50	26,50	-	27,50	27,50
Total : Major Head "2220" :		13,53,00	83,04,00	96,57,00	9,76,00	85,58,00	95,34,00	13,03,00	85,03,00	98,06,00
<b>Total : Revenue Section :</b>		<b>13,83,00</b>	<b>87,53,00</b>	<b>101,36,00</b>	<b>9,92,00</b>	<b>90,18,00</b>	<b>100,10,00</b>	<b>13,28,00</b>	<b>89,91,00</b>	<b>103,19,00</b>

**Capital Section****Major-head "4220" - Capital outlay on Information and Publicity****A) Machinery & Equipment**

1.	Acquisition of equipment for Films Divn. Bombay	90,00	-	90,00	66,00	-	66,00	3,42,00	-	3,42,00
2.	Acquisition of equipment for N.F.A.I., Pune	45,00	-	45,00	64,50	-	64,50	47,00	-	47,00
3.	Acquisition of equipment for Press Information Bureau	-	-	-	-	-	-	1,80,00	-	1,80,00
4.	Acquisition of equipment for Dte. of Field Publicity	-	-	-	-	-	-	1,20,00	-	1,20,00
5.	Acquisition of equipment for Song & Drama Division	-	-	-	-	-	-	20,00	-	20,00

**B) Buildings**

6.	Multi-storeyed building for Films Divn. - Major works	10,00	-	10,00	22,00	-	22,00	25,00	-	25,00
7.	Construction of office building for N.F.A.I. - Major works	10,00	-	10,00	14,00	-	14,00	13,00	-	13,00
8.	Film Festival Complex - Additions and alterations - Major works	60,00	-	60,00	53,50	-	53,50	40,00	-	40,00
9.	Setting up of Film & Television Institute at Calcutta - Acquisition of Land & Construction of Building	-	-	-	-	-	-	11,00,00	-	11,00,00
10.	Soochna Bhavan buildings - Major works	50,00	-	50,00	57,00	-	57,00	3,45,00	-	3,45,00
11.	Construction of office and Residential Accommodation for Field Publicity - Major works	15,00	-	15,00	31,00	-	31,00	40,00	-	40,00
12.	National Press Centre	-	-	-	-	-	-	-	-	-



(Rs. in thousands)

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
13.	National Film Development Corporation	1,40,00	-	1,40,00	1,25,00	-	1,25,00	2,00,00	-	2,00,00
<b>Total : Major Head "4220" :</b>		<b>4,20,00</b>	<b>-</b>	<b>4,20,00</b>	<b>4,33,00</b>	<b>-</b>	<b>4,33,00</b>	<b>24,72,00</b>	<b>-</b>	<b>24,72,00</b>
<b>Major-head "6220"-Loans for Information Publicity</b>										
<b>Loans to Public Sector and other Undertakings</b>										
	National Film Development Corporation Ltd.	1,40,00	-	1,40,00	1,25,00	-	1,25,00	2,00,00	-	2,00,00
<b>Total - Major Head "6220"</b>		<b>1,40,00</b>	<b>-</b>	<b>1,40,00</b>	<b>1,25,00</b>	<b>-</b>	<b>1,25,00</b>	<b>2,00,00</b>	<b>-</b>	<b>2,00,00</b>
<b>Total - Capital Section</b>		<b>5,60,00</b>	<b>-</b>	<b>5,60,00</b>	<b>5,58,00</b>	<b>-</b>	<b>5,58,00</b>	<b>26,72,00</b>	<b>-</b>	<b>26,72,00</b>
<b>Total - Demand No. 55</b>		<b>19,43,00</b>	<b>87,53,00</b>	<b>106,96,00</b>	<b>15,50,00</b>	<b>90,18,00</b>	<b>105,68,00</b>	<b>40,00,00</b>	<b>-</b>	<b>40,00,00</b>

## Demand No. 56 - Broadcasting Services

### REVENUE

(Rs. in thousands)

Sl. No.	Description	Budget Estimate 1991-92			Revised Estimate 1991-92			Budget Estimate 1992-93		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
<b>Revenue Section</b>										
<b>(A) Major Head-'2221'</b>										
<b>ALL INDIA RADIO</b>										
1.	Direction & Administration	3,76,22	8,29,00	12,05,22	1,43,00	7,72,00	9,15,00	4,13,00	7,79,00	11,92,00
2.	Operation & Maintenance	13,20,79	29,08,00	42,28,79	7,39,00	27,70,00	35,09,00	14,19,00	29,79,00	43,98,00
3.	Commercial Broadcasting Services	14,94	10,93,00	11,07,94	1,00	10,69,00	10,70,00	20,00	11,09,00	11,29,00
4.	Programme Services	38,28,86	89,85,00	1,28,13,86	15,49,00	91,07,00	1,06,56,00	45,92,00	94,20,00	1,40,12,00
5.	News Services Division	1,32,05	9,42,00	10,74,05	5,00	9,38,00	9,43,00	1,13,00	9,47,00	10,60,00
6.	Listeners' Research	31,98	67,00	98,98	11,00	65,00	76,00	49,00	69,00	1,18,00
7.	External Services Division	42,93	2,18,00	2,60,93	2,00	2,29,00	2,31,00	41,00	2,32,00	2,73,00
8.	Planning & Development	1,60,41	4,01,00	5,61,41	1,46,00	4,09,00	5,55,00	1,90,00	4,28,00	6,18,00
9.	Research & Training	1,29,82	2,07,00	3,36,82	83,00	1,98,00	2,81,00	1,63,00	2,14,00	3,77,00
10.	Suspense	-	50,02,00	50,02,00	-	37,54,00	37,54,00	-	51,76,00	51,76,00
11.	Tr. to NIF	-	21,71,00	21,71,00	-	26,03,00	26,03,00	-	28,83,00	28,83,00
<b>Total : AIR (Revenue)</b>		<b>60,38,00</b>	<b>2,28,23,00</b>	<b>2,88,61,00</b>	<b>26,79,00</b>	<b>2,19,14,00</b>	<b>2,45,93,00</b>	<b>70,00,00</b>	<b>2,42,36,00</b>	<b>3,12,36,00</b>
<b>DOORDARSHAN</b>										
1.	Direction & Administration	15,00	5,82,00	5,97,00	54,00	5,60,00	6,14,00	1,10,00	5,84,00	6,94,00
2.	Operation & Maintenance	15,89,00	43,54,00	59,43,00	10,87,00	43,60,00	54,47,00	18,75,00	46,44,00	65,19,00
3.	Commercial Services	-	34,84,00	34,84,00	-	45,15,00	45,15,00	-	49,67,00	49,67,00
4.	Programme Services	45,90,00	1,11,92,00	1,57,82,00	23,35,00	1,07,68,00	1,31,03,00	54,14,00	1,15,00,00	1,69,14,00
5.	Listeners' Research	6,00	50,00	56,00	1,00	56,00	57,00	1,00	53,00	54,00
6.	Suspense	-	80,67,00	80,67,00	-	57,54,00	57,54,00	-	74,87,00	74,87,00
7.	Transfer to Akashvani & DD Commercial Revenues Funds	-	1,86,03,00	1,86,03,00	-	2,47,90,00	2,47,90,00	-	2,73,56,00	2,73,56,00
<b>Total : Doordarshan (Revenue)</b>		<b>62,00,00</b>	<b>4,63,32,00</b>	<b>5,25,32,00</b>	<b>34,77,00</b>	<b>5,08,03,00</b>	<b>5,42,80,00</b>	<b>74,00,00</b>	<b>5,65,91,00</b>	<b>6,39,91,00</b>
<b>Total : Major Head '2221'</b>		<b>1,22,38,00</b>	<b>6,91,55,00</b>	<b>8,13,93,00</b>	<b>61,56,00</b>	<b>7,27,17,00</b>	<b>7,88,73,00</b>	<b>1,44,00,00</b>	<b>8,08,27,00</b>	<b>9,52,27,00</b>
<b>Total : Revenue Section</b>		<b>1,22,38,00</b>	<b>6,91,55,00</b>	<b>8,13,93,00</b>	<b>61,56,00</b>	<b>7,27,17,00</b>	<b>7,88,73,00</b>	<b>1,44,00,00</b>	<b>8,08,27,00</b>	<b>9,52,27,00</b>
<b>CAPITAL</b>										
<b>Capital Section - Major Head '4221'</b>										
<b>ALL INDIA RADIO</b>										
1.	Machinery & Equipment	1,26,40	-	1,26,40	1,24,00	-	1,24,00	63,00	-	63,00
2.	Studios	42,66,65	8,00	42,74,65	31,11,00	17,00	31,28,00	45,42,00	10,00	45,52,00
3.	Transmitters	76,01,75	-	76,01,75	51,04,00	-	51,04,00	79,55,00	-	79,55,00
4.	Suspense	-	4,89,00	4,89,00	-	4,89,00	4,89,00	-	4,99,00	4,99,00
5.	Other Expenditure (Estt. & M.W.S)	34,67,20	-	34,67,20	24,26,00	78,00	25,04,00	29,40,00	3,00	29,43,00
<b>Total : ALL INDIA RADIO</b>		<b>1,54,62,00</b>	<b>4,97,00</b>	<b>1,59,59,00</b>	<b>1,07,65,00</b>	<b>5,84,00</b>	<b>1,13,49,00</b>	<b>1,55,00,00</b>	<b>5,12,00</b>	<b>1,60,12,00</b>
Voted		1,54,52,00	4,97,00	1,59,49,00	1,07,55,00	5,84,00	1,13,39,00	1,54,90,00	5,12,00	1,60,02,00
Charged		10,00	-	10,00	10,00	-	10,00	10,00	-	10,00

(Rs. in thousands)

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
<b>DOORDARSHAN</b>										
1. Machinery & Equipment		1,04,00	-	1,04,00	29,00	-	29,00	28,92	-	28,92
2. Studios		84,80,56	1,66	84,82,22	47,87,00	37,07	48,24,07	74,82,75	1,00	74,83,75
3. Transmitters		70,69,01	1,34	70,70,35	48,21,00	10,62	48,31,62	62,90,84	1,87	62,92,71
4. Suspense		-	7,96,00	7,96,00	-	5,98,30	5,98,30	-	5,90,13	5,90,13
5. Other Expenditure (Estt. & M.W.S)		32,26,43	1,05,00	33,31,43	14,98,00	39,01	15,37,01	53,13,49	2,00	53,15,49
<b>Total DD</b>		<b>1,88,80,00</b>	<b>9,04,00</b>	<b>1,97,84,00</b>	<b>1,11,35,00</b>	<b>6,85,00</b>	<b>1,18,20,00</b>	<b>1,91,16,00</b>	<b>5,95,00</b>	<b>1,97,11,00</b>
Voted		1,88,70,00	9,04,00	1,97,74,00	1,11,25,00	6,85,00	1,18,10,00	1,91,06,00	5,95,00	1,97,01,00
Charged		10,00	-	10,00	10,00	-	10,00	10,00	-	10,00
<b>Total Major Head '4221'</b>		<b>3,43,42,00</b>	<b>14,01,00</b>	<b>3,57,43,00</b>	<b>2,19,00,00</b>	<b>12,69,00</b>	<b>2,31,69,00</b>	<b>3,46,16,00</b>	<b>11,07,00</b>	<b>3,57,23,00</b>
<b>Total : Capital Section</b>		<b>3,43,42,00</b>	<b>14,01,00</b>	<b>3,57,43,00</b>	<b>2,19,00,00</b>	<b>12,69,00</b>	<b>2,31,69,00</b>	<b>3,46,16,00</b>	<b>11,07,00</b>	<b>3,57,23,00</b>

## Appendix-III

### ALL INDIA RADIO

Radio Stations likely to be commissioned during later part of 1991-92 and 1992-93

FM Transmitters		Medium Wave/Short Wave Transmitters	
1. Chittorgarh	28. Mercara	1. Guwahati	22. Kokrajhar
2. Sawai Madhopur	29. Raichur	2. Bhopal (10 KW MW)	23. Passighat
3. Patiala	30. Churu	3. Barmer	24. Tezu
4. Jhalawar	31. Bareilly	4. Gangtok (10 KW SW)	25. Tawang
5. Jalandhar	32. Faizabad	5. Calcutta (100 KW MW)	26. Ziro
6. Kasauli	33. Jaisalmer	6. Itanagar (100 KW MW)	27. Diphu
7. Baripada	34. Jammu	7. Itanagar (50 KW MW)	28. Kohima
8. Purnea	35. Bhadarwah	8. Panaji (100 KW MW)	29. Calcutta (50 KW SW)
9. Hazaribagh	36. Hamirpur	9. Madras "C"	30. Bhopal (50 KW SW)
10. Chindwara	37. Poonch	10. Hyderabad	31. Panaji (2X50 KW SW)
11. Satara	38. Daltonganj	11. Bikaner	32. Ahwa
12. Yeotmal	39. Berhampur	12. Srinagar	33. Bangalore
13. Hospet	40. Lungleh	13. Lucknow (10 KW MW)	34. Trivandrum
14. Obra	41. Churachandpur	14. Lucknow (50 KW SW)	35. Trichur
15. Chaibasa	42. Mokokchung	15. Pauri	36. Ootacamund
16. Kailashahar	43. Bolangir	16. Jaipur	37. Madras (50 KW SW)
17. Haffong	44. Rourkela	17. Bhawanipatna	38. Bombay (50 KW SW)
18. Nowgong	45. Sagar	18. Calcutta (2X10 KW MW)	39. Kargil
19. Belonia	46. Nasik	19. Imphal	40. Uttarkashi
20. Shahdol	47. Osmanabad	20. Gangtok (2X10 KW MW)	41. Shimla
21. Raigarh	48. Surat	21. Jeypore	
22. Balaghat	49. Idukki		
23. Chandrapur	50. Karwar		
24. Dhule	51. Karaikal		
25. Guna	52. Akola		
26. Pune	53. Kolhapur		
27. Kurnool	54. Jhansi		

## Appendix-IV

### All India Radio

#### Revenue Earned from Commercials on the Vividh Bharati and Primary Channels

Year	Vividh Bharati	Gross Revenue Earned - Primary Channel		
		Phase-I	Phase-II	Total
1975-76	6,25,87,679	-	-	6,25,87,679
1976-77	6,85,54,222	-	-	6,85,54,222
1977-78	7,82,06,252	-	-	7,82,06,252
1978-79	8,90,75,436	-	-	8,90,75,436
1979-80	10,31,43,702	-	-	10,31,43,702
1980-81	12,51,32,824	-	-	12,51,32,824
1981-82	15,23,44,716	-	-	15,23,44,716
1982-83	15,39,89,422	72,64,000	-	16,12,53,422
1983-84	16,00,34,250	42,30,500	-	16,42,64,750
1984-85	15,93,53,046	66,78,500	-	16,60,31,546
1985-86	17,54,89,035	50,06,275	2,13,84,761	20,22,80,071
1986-87	17,71,77,765	1,06,68,575	5,20,92,195	23,99,38,535
1987-88	19,26,24,082	88,13,025	8,51,64,751	28,66,01,858
1988-89	21,99,92,445	84,81,675	9,60,46,546	32,45,20,666
1989-90	23,72,28,116	68,02,372	10,59,36,265	35,06,66,753
1990-91	25,25,09,742	64,71,500	13,40,37,024	39,30,18,266

## Appendix-V

### Central Board of Film Certification

Indian Feature Films Certified During Calendar Year 1991

Language	Bombay	Calcutta	Madras	Bangalore	Thiruvana- nthapuram	Hyderabad	Cuttack	Total
1. Hindi	134	4	48	5	11	13	-	215
2. Tamil	4	-	136	10	3	33	-	186
3. Telugu	2	-	55	9	5	103	-	174
4. Malayalam	-	-	55	3	36	-	-	94
5. Kannada	-	-	2	89	-	-	-	91
6. Bengali	6	44	-	-	-	-	1	51
7. Marathi	29	-	-	-	-	-	-	29
8. Gujarati	16	-	-	-	-	-	-	16
9. Oriya	3	5	-	-	-	-	3	11
10. Assamese	-	9	-	-	-	-	-	9
11. Punjabi	9	-	-	-	-	-	-	9
12. Bhojpuri	5	3	-	-	-	-	-	8
13. Nepali	8	-	-	-	-	-	-	8
14. Rajasthani	5	-	-	-	-	-	-	5
15. English	-	-	-	-	-	1	-	1
16. Manipuri	1	-	-	-	-	-	-	1
17. Haryanvi	1	-	-	-	-	-	-	1
18. Nagamese	1	-	-	-	-	-	-	1
Total	224	65	296	116	55	150	4	910

Except 4 films in Bengali language which were made in Black and White, the remaining 906 films were in colour.

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# Appendix-VI

## Press Information Bureau

### Regional/Branch Offices

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S. No.	Regional Offices	Branch Offices
1.	Bhopal	1. Indore 2. Jaipur 3. Jodhpur 4. Kota
2.	Bombay	5. Ahmedabad 6. Nagpur 7. Panaji 8. Pune 9. Rajkot
3.	Calcutta	10. Agartala 11. Cuttack 12. Gangtok 13. Port Blair(Information Centre)
4.	Chandigarh	14. Jammu 15. Jalandhar(Branch-cum-Information Centre) 16. Shimla 17. Srinagar(Branch-cum-Information Centre)
5.	Guwahati	18. Aizawl(Branch-cum-Information Centre) 19. Imphal (Branch-cum-Information Centre) 20. Kohima(Branch-cum-Information Centre) 21. Shillong
6.	Hyderabad	22. Bangalore 23. Vijayawada
7.	Lucknow	24. Kanpur 25. Patna 26. Varanasi
8.	Madras	27. Cochin 28. Madurai 29. Trivandrum

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# Appendix-VII

## FIELD PUBLICITY

### Regional and Field Publicity Offices

#### Andhra Pradesh

- |              |             |                   |
|--------------|-------------|-------------------|
| 1. Cuddapah  | 5. Kurnool  | 9. Nizamabad      |
| 2. Cuntur    | 6. Nalgonda | 10. Srikakulam    |
| 3. Hyderabad | 7. Medak    | 11. Vishakapatnam |
| 4. Kakinada  | 8. Nellore  | 12. Warangal      |

#### Arunachal Pradesh

- |             |                 |            |
|-------------|-----------------|------------|
| 1. Along    | 5. Khonsa       | 9. Seppa   |
| 2. Anini    | 6. Nampong      | 10. Tawang |
| 3. Bomdila  | 7. New Itanagar | 11. Tezu   |
| 4. Daporijo | 8. Passighat    | 12. Ziro   |

#### Assam

- |              |             |                    |
|--------------|-------------|--------------------|
| 1. Barpeda   | 5. Guwahati | 9. North-Lakhimpur |
| 2. Dhubri    | 6. Haflong  | 10. Nowgong        |
| 3. Dibrugarh | 7. Jorhat   | 11. Silchar        |
| 4. Diphu     | 8. Nalbari  | 12. Tezpur         |

#### Bihar (North), Patna

- |              |               |                |
|--------------|---------------|----------------|
| 1. Bhagalpur | 5. Forbesganj | 9. Muzaffarpur |
| 2. Begusarai | 6. Kishanganj | 10. Patna      |
| 3. Chapra    | 7. Munger     | 11. Sitamarhi  |
| 4. Darbhanga | 8. Motihari   |                |

#### Bihar (South), Ranchi

- |               |               |               |
|---------------|---------------|---------------|
| 1. Daltonganj | 4. Gaya       | 7. Jamshedpur |
| 2. Dhanbad    | 5. Gumla      | 8. Ranchi     |
| 3. Dumka      | 6. Hazaribagh |               |

#### Gujarat

- |              |               |              |
|--------------|---------------|--------------|
| 1. Ahmedabad | 5. Godhra     | 9. Rajkot    |
| 2. Ahwa      | 6. Himatnagar | 10. Surat    |
| 3. Bhavnagar | 7. Junagarh   | 11. Vadodara |
| 4. Bhuj      | 8. Palanpur   |              |

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### Jammu & Kashmir

- |                 |            |              |
|-----------------|------------|--------------|
| 1. Anantnag     | 6. Kangan  | 11. Poonch   |
| 2. Baramulla    | 7. Kargil  | 12. Rajouri  |
| 3. Chadoora     | 8. Kathua  | 13. Shopian  |
| 4. Doda         | 9. Kupwara | 14. Srinagar |
| 5. Jammu (Tawi) | 10. Leh    | 15. Udhampur |

### Karnataka

- |              |                |              |
|--------------|----------------|--------------|
| 1. Bangalore | 5. Chitradurga | 9. Mangalore |
| 2. Belgaum   | 6. Dharwad     | 10. Mysore   |
| 3. Bellary   | 7. Gulbarga    | 11. Shimoga  |
| 4. Bijapur   | 8. Hassan      |              |

### Kerala

- |                     |               |                |
|---------------------|---------------|----------------|
| 1. Alleppey         | 5. Kottayam   | 9. Quilon      |
| 2. Cannanore        | 6. Kozhikode  | 10. Trichur    |
| 3. Ernakulam        | 7. Mallapuram | 11. Trivandrum |
| 4. Kelpetta (Wynad) | 8. Palghat    |                |

### Madhya Pradesh (East), Raipur

- |              |              |             |
|--------------|--------------|-------------|
| 1. Ambikapur | 5. Jabalpur  | 9. Rewa     |
| 2. Balaghat  | 6. Jagdalpur | 10. Shahdol |
| 3. Bilaspur  | 7. Kanker    | 11. Sidhi   |
| 4. Durg      | 8. Raipur    |             |

### Madhya Pradesh (West), Bhopal

- |               |                |             |
|---------------|----------------|-------------|
| 1. Bhopal     | 5. Gwalior     | 9. Mandsaur |
| 2. Chhatarpur | 6. Hoshangabad | 10. Sagar   |
| 3. Chhindwara | 7. Indore      | 11. Ujjain  |
| 4. Cuna       | 8. Jhabua      |             |

### Maharashtra & Goa

- |               |             |               |
|---------------|-------------|---------------|
| 1. Ahmednagar | 7. Kolhapur | 12. Ratnagiri |
| 2. Amravati   | 8. Nagpur   | 13. Satara    |
| 3. Aurangabad | 9. Nanded   | 14. Sholapur  |
| 4. Bombay     | 10. Nasik   | 15. Wardha    |
| 5. Chandrapur | 11. Pune    | 16. Panaji    |
| 6. Jalgaon    |             |               |

### Meghalaya, Mizoram & Tripura

- |             |                |             |
|-------------|----------------|-------------|
| 1. Agartala | 4. Kailashahar | 7. Shillong |
| 2. Aizawl   | 5. Lunglei     | 8. Tura     |
| 3. Jowai    | 6. Saiha       | 9. Udaipur  |

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### Nagaland & Manipur

- |                  |               |               |
|------------------|---------------|---------------|
| 1. Chandel       | 4. Kohima     | 7. Tamenglong |
| 2. Churachandpur | 5. Mokokchung | 8. Tuensang   |
| 3. Imphal        | 6. Mon        | 9. Ukhrul     |

### North-West

- |               |              |                      |
|---------------|--------------|----------------------|
| 1. Ambala     | 7. Hissar    | 13. Narnaul          |
| 2. Amritsar   | 8. Jalandhar | 14. New Delhi (I&II) |
| 3. Chandigarh | 9. Kalpa     | 15. Pathankot        |
| 4. Dharamsala | 10. Ludhiana | 16. Rohtak           |
| 5. Ferozepur  | 11. Mandi    | 17. Shimla           |
| 6. Hamirpur   | 12. Nahan    | 18. Delhi-I          |
|               |              | 19. Delhi-II         |

### Orissa

- |                 |                |               |
|-----------------|----------------|---------------|
| 1. Balasore     | 5. Bhubaneswar | 9. Phulbani   |
| 2. Baripada     | 6. Cuttack     | 10. Puri      |
| 3. Berhampur    | 7. Jeypore     | 11. Sambalpur |
| 4. Bhawanipatna | 8. Keonjhar    |               |

### Rajasthan

- |            |              |                    |
|------------|--------------|--------------------|
| 1. Ajmer   | 5. Dungarpur | 9. Kota            |
| 2. Alwar   | 6. Jaipur    | 10. Sawai Madhopur |
| 3. Barmer  | 7. Jaisalmer | 11. Sikar          |
| 4. Bikaner | 8. Jodhpur   | 12. Sriganganagar  |

### Tamil Nadu & Pondicherry

- |               |                   |                   |
|---------------|-------------------|-------------------|
| 1. Coimbatore | 5. Pondicherry    | 9. Tiruchirapalli |
| 2. Dharmapuri | 6. Ramanathapuram | 10. Tirunelveli   |
| 3. Madras     | 7. Salem          | 11. Vellore       |
| 4. Madurai    | 8. Thanjavoor     |                   |

### Uttar Pradesh (CE), Lucknow

- |              |                    |                |
|--------------|--------------------|----------------|
| 1. Allahabad | 6. Jhansi          | 11. Rae Bareli |
| 2. Azamgarh  | 7. Kanpur          | 12. Sultanpur  |
| 3. Banda     | 8. Lakhimpur-Kheri | 13. Varanasi   |
| 4. Gonda     | 9. Lucknow         |                |
| 5. Gorakhpur | 10. Mainpuri       |                |

### Uttar Pradesh (NW), Dehradun

- |             |                  |                 |
|-------------|------------------|-----------------|
| 1. Agra     | 5. Gopeshwar     | 9. Nainital     |
| 2. Aligarh  | 6. Meerut        | 10. Pauri       |
| 3. Bareilly | 7. Moradabad     | 11. Pithoragarh |
| 4. Dehradun | 8. Muzaffarnagar | 12. Ranikhet    |
|             |                  | 13. Uttarkashi  |

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**West Bengal (North), Siliguri**

1. Cooch Behar
2. Gangtok
3. Jalpaiguri

4. Jorethang
5. Kalimpong
6. Malda

7. Raiganj
8. Siliguri

**West Bengal (South), Calcutta**

1. Bankura
2. Barrackpore
3. Berhampore
4. Burdwan

5. Calcutta
6. Car Nicobar
7. Chinsurah
8. Midnapore

9. Port Blair
10. Ranaghat
11. Calcutta (FW)

## ERRATA

Page No.	Reference to Column etc.	For	Read as
1	Chapter I, Para 1.3.1, line 3	534	531
2	Chapter I, Para 1.3.1, Line 4	Power reaching 78.70	Powers reaching 81.17
2	Chapter I, Para 1.4.2, Line 3	Centenary this Year	Centenary Year
7	Chapter II, Para 2.1.2, Column Expenditure under Annual Plan 1990-91	159.54 130.78 305.80	160.16 131.05 306.69
7	Chapter II, Para 2.1.2, column Outlay under Annual Plan 1991-92	250.00 215.80	250.80 215.00
9	Chapter II, Para 2.7.1, Line 6	Lungleh	Lunglei
10	Chapter II, Para 2.8.2. i) line 2 ii) line 3 iii) line 6 iv) line 7	was SFCs would be SFCs	were SFC memos would be, SFC memos
10	Chapter II, Para 2.9.5, Line 3	advice	advise
15	Chapter IV, Para 4.2.1. i) line 1 ii) line 2	20 124	21 125
16	Chapter IV, Para 4.2.3, Line 5	Twenty-three	Twenty-four
18	Chapter IV, Para 4.4.1, Line 2	13 May 1988	18 May 1988
24	Chapter V, Para 5.1.1. i) line 3 ii) line 4 iii) line 8 iv) line 11	534 78.70 66 22	531 81.17 62 23
24	Chapter V, Para 5.1.2, Line 3	48	46
24	Chapter V, Para 5.2.1, Line 7	some	additional
24	Chapter V, Para 5.2.2, Line 2	in conjunction with	using
25	Chapter V, Para 5.5, Line 9	3.10 p.m.	4.00 p.m.
27	Chapter V, Para 5.9.3 under column Gross Revenue against 1991-92	290.00	300.00
32	Chapter VI, Para 6.4.6, Line 1	Video Cassettes of Films Division films	Video Cassettes of films
37	Chapter VI, Para 6.12.3, Line 5	and	an
38	Chapter VI, Para 6.13.3, Line 7	AIBD	(AIBD)
54	Chapter XI, Para 11.6, Line 5	236	256
62	Appendix - I, Column 3	-	US (TV-D) to come after US (TV-P) in Column 2
63	Appendix-II, under Budget Estimates 1992-93; Column 10, S. No. 1 Column 10, Total Column 11, S. No. 1 Column 11, Total	2,76,17 4,26,00 2,76,17 4,31,00	2,78,17 4,28,00 2,78,17 4,33,00
63	Under Major-head "2220" Information and Publicity, against S.No. 19. Column 9 Column 11	38,60 27,83,60	68,00 28,13,43
64	Against Total: Major Head "2220" Column 10 Column 11	85,03,00 98,06,00	85,04,00 98,07,00
65	Against Total-Demand No. 55 Column 5 Column 10 Column 11	106,96,00 - 40,00,00	1,06,96,00 89,91,00 1,29,91,00
68	Appendix - III, under FM Transmitters	-	S. No. 1 "Chittorgarh" may be treated as deleted
68	Appendix III, S. No. 40	Lungleh	Lunglei