



MINISTRY OF INFORMATION AND BROADCASTING

**Annual Report
1996-97**

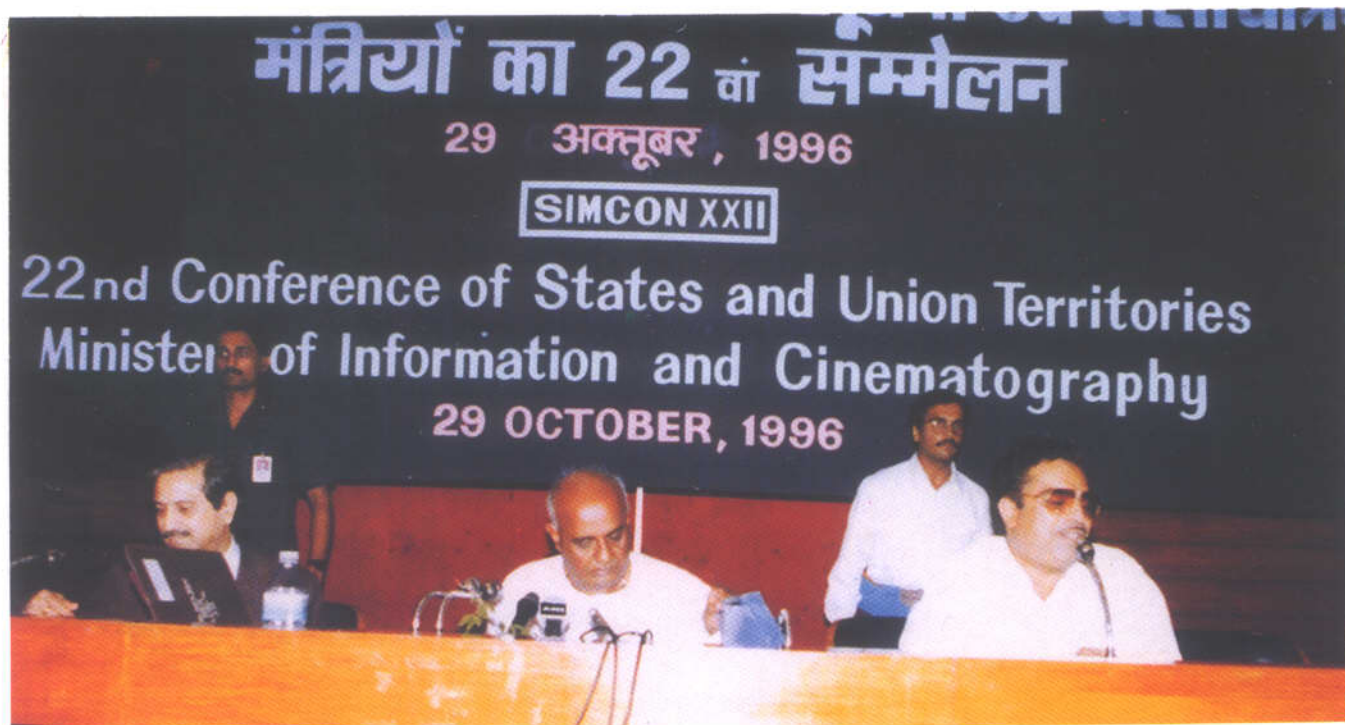
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OVERVIEW

1.1 The freedom of expression is one of the most cherished values in a democracy. This freedom, as guaranteed in our Constitution, enables the people to keep themselves well informed and facilitates their participation in the process of socio-economic development by offering a wide choice of opinions and alternatives for deciding on various local, regional and national issues. The Ministry of Information & Broadcasting, through the media of radio, television, films, the press, publications, public service advertising, live performances and inter-personal modes of communication caters to the information, education and entertainment needs of all sections of society, both in the urban and rural areas. While doing so, it attempts to strike a careful balance between public interest and commercial needs in its delivery of services.

1.2 In support of the developmental needs of the Ministry of Information & Broadcasting, an outlay of Rs.3634 crore, revised to Rs. 3672.42 crore was earmarked for the Eighth Five Year Plan (1992-93 to 1996-97). The Annual Plan allocations provided during these five years were of the order of Rs.2074.49 crore. The major thrust during the Eighth Plan period was on bringing about substantial improvement in infrastructure, particularly of the electronic media, by enhancing transmission and programme generation capacities. Special attention was given to strengthen regional and local facilities by taking recourse to satellite based broadcasting. On the software side, the electronic and non-electronic media units concentrated on priority areas of national concern like national integration, communal harmony, primary/elementary education, eradication of illiteracy,



The Prime Minister, Shri H.D. Deve Gowda inaugurating the State Information Ministers' Conference, New Delhi, 29 October 1996

environmental protection, health care and family welfare, agriculture and rural development, as also issues relating to women, children and other weaker sections of the society.

1.3 Unlike in the past, the electronic and non-electronic media units will have to function in a fiercely competitive environment in the Ninth Plan period and beyond. The broad approach during the Ninth Plan envisages optimum investment in various areas, including the collection and dissemination of information, increasing the reach and coverage of the public media, development and adoption of newer technologies to meet specific requirements, creation of appropriate software to carry meaningful and socially relevant programmes to the people and formulation of suitable strategies to sustain the interest of the target groups.

1.4 The activities of the Ministry can broadly be divided into 3 sectors i.e. the Broadcasting Sector, the Films Sector and the Information Sector. The functions of these three sectors are complementary to each

other and cannot be strictly compartmentalised. Each of these Sectors operate through specialised media units and other organisations which perform different functions with a view to ensure that the dissemination of information, education and entertainment reaches the country as a whole. The media units include Akashvani (All India Radio), Doordarshan, Press Information Bureau, Publications Division, Research, Reference and Training Division, Directorate of Advertising and Visual Publicity, Photo Division, Song and Drama Division, Directorate of Film Festivals, Films Division and National Film Archive of India. The Ministry is also associated with the National Film Development Corporation, National Centre of Films for Children and Young People, Film and Television Institute of India, Pune, Satyajit Ray Film and Television Institute, Calcutta, Indian Institute of Mass Communication, Press Council of India and Central Board of Film Certification. The activities of these organisations during 1996-97 have been set out in detail in the succeeding chapters. Appendices at the end of the report contains information in statistical and tabulated form.

ALL INDIA RADIO

NETWORK

2.1.1 All India Radio has at present (as on 10 December 1996) 187 radio stations operating in the country. These include 179 full fledged stations, four relay centres, one auxiliary centre and three exclusive Vividh Bharati Commercial centres. This year two Radio stations at Pauri Garhwal (UP) and Osmanabad (Maharashtra) have been added to the AIR network. AIR presently has 297 transmitters. These include 149 Medium Wave, 52 Short Wave and 96 FM transmitters and provide radio coverage to a population of 97.3 per cent spread over 90.1 per cent area of the country. The growth of the network over the various Five Year Plans and also the coverage by area and population is shown in the graphs on the following pages.



Smt. Parveen Sultana performing at the Akashvani Sangeet Sammelan, New Delhi, 21 September 1996

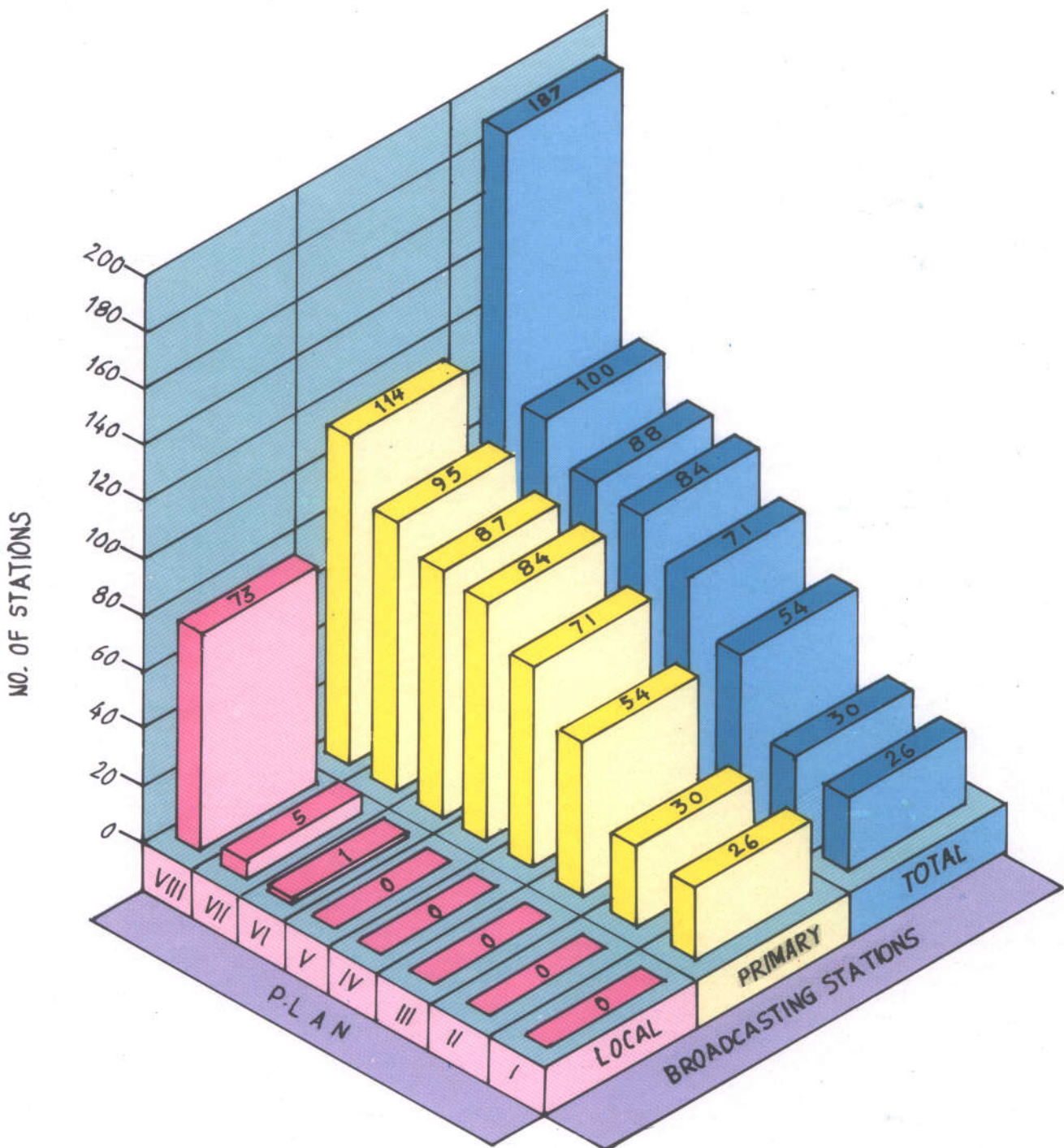
GROWTH OF AIR

	1990-91	1996-97	Growth %
No. of stations	108	187	73.15
No. of transmitters	197	297	50.76
Radio coverage (area) (%)	84.6	90.1	6.5
Radio coverage (population) (%)	95.4	97.3	02
Broadcast duration on FM Metro channel (in hours)	05.5	24	336
Commercial revenue (Rs. in crores)	39.30	48	22.13
		(upto 9/96)	(Appx.)
Budget (Rs. in crore)	355.58	529.53	48.92

2.1.2 In order to bring radio closer to the people, the concept of local radio station was introduced in the Sixth Plan when six such stations were planned as pilot projects. The number of local radio stations in the country today is 73.

2.1.3 The Computer Division of All India Radio has been engaged in inculcating and spreading the computer culture in the organisation in various areas like MIS, transaction processing and office automation. It is operating and running on ND-550 computer system with a number of application packages viz., Artist Booking System, Royalty payments, Computer Aided-design, Project Management system etc. These application packages have been developed as per the requirements of users. Bilingual software packages have also been developed for Artist Booking System & Payroll and implemented by EDP Cell. Training courses were also conducted by EDP Cell for training the staff of AIR and field units in use of application packages.

2.1.4 During the year a number of AIR stations



GROWTH OF RADIO STATIONS IN SUCCESSIVE PLANS

have been upgraded and modernised in its network. These are : (a) 10 KW MW Tr. at Gangtok (Sikkim) has been upgraded to 20 KW; (b) A new 10 KW SW Tr. at Gangtok has been installed to provide Short Wave support to the primary Medium Wave coverage in the State of Sikkim ; (c) An additional morning transmission has been introduced at Gangtok; (d) The power of the existing 10 KW MW Tr. at Parbhani (Maharashtra) has been increased to 20 KW; (e) Studio facilities at Thiruvananthapuram have been modernised and upgraded with latest technical facilities.

2.1.5 AIR has seven stations and 17 projects technically ready. The stations are Kullu, Mt. Abu, Bijapur, Kinnaur, Kargil, Uttarkashi and Pithoragarh and projects are Kurseong 1 KW MW Tr., Calcutta second FM stereo channel, Tawang 10 KW MW Tr., Chandigarh 3 KW FM Tr., Allahabad 2x10 KW MW Tr., Ranchi 2x3 KW FM Tr. (CBS), Ahmedabad 2x5 KW FM Tr. (VB), Mumbai second FM stereo channel, Jabalpur 2x5 KW FM Tr. (CBS), Panaji Type-III studios, Panaji two units of 250 KW SW Tr. each, Parbhani Type-I studios, Jagdalpur 100 KW MW Tr., Bangalore 2x3 KW FM Tr. (stereo), Nagarcoil 2x5 KW FM Tr., Thiruvananthapuram 2x5 KW FM Tr. (VB) & Chennai second FM channel.

External Services Division

2.2.1 External Services Division of All India Radio acts as a bridge between India and the world. It is an important link with different regions of the world. The broadcast, projects the Indian point of view on matters of National and International importance through its various programmes, broadcast in 24 languages, spanning a period of about seventy hours.

2.2.2 The General Overseas Service (English), Urdu and Hindi Services have been the three major services of External Services Division. The broadcast follow a composite pattern. The Urdu Service continues to project the image of a modern progressive resurgent India committed to the principles of Democracy, Socialism, International Peace and Co-existence. It has been the endeavour to counter false and baseless propaganda launched by Pakistani electronic media particularly with regard to the insurgency in Kashmir. Special inputs were initiated in Urdu, Sindhi and Punjabi Services highlighting Human Rights violation in Pakistan, situation in Sindh and Indo-Pak relations vis-a-vis Pakistan's role in fomenting terrorism in Jammu & Kashmir and Pakistan's role in Narco Drug smuggling. Similarly, General Overseas Service (English) and Hindi Services were geared to mount wide publicity for the New Economic Policy of

ALL INDIA RADIO

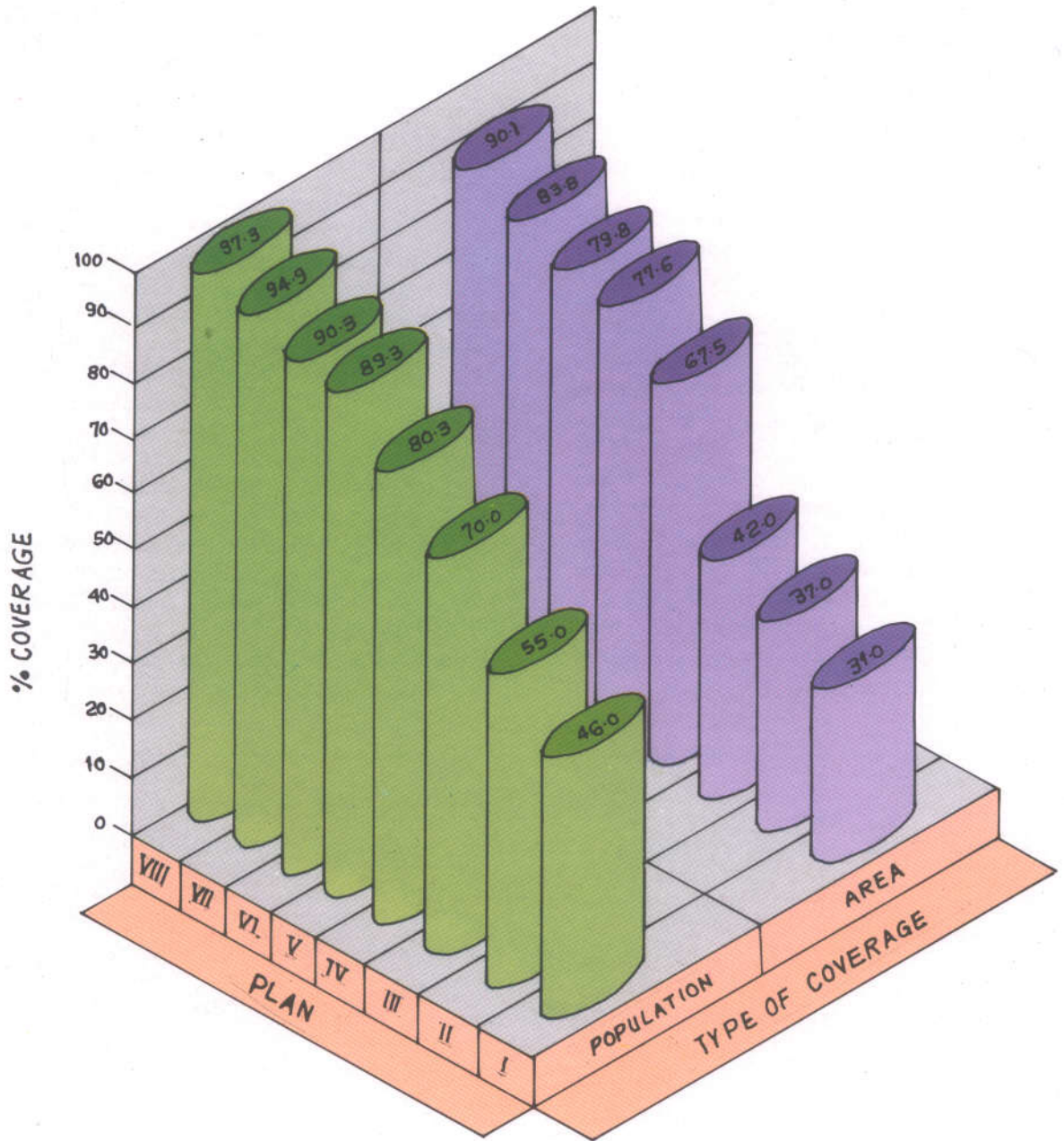
FM Broadcast and other Projects expected to be completed during 1997-98

FM Projects

- | | |
|---------------------|------------------------|
| 1. Bhadarwah | 2x3 KW FM Tr. |
| 2. Hissar | Local Radio Station |
| 3. Jodhpur (VB) | 2x3 KW FM Tr. |
| 4. Lucknow | 2x5 KW FM Tr. (Stereo) |
| 5. Dhubri | 2x3 KW FM Tr. (Relay) |
| 6. Jamshedpur (CBS) | 2x3 KW FM Tr. |
| 7. Siliguri (CBS) | 2x5 KW FM Tr. |
| 8. Coimbatore (CBS) | 2x5 KW FM Tr. |

Other Projects

- | | |
|---------------------|---------------------------------------|
| 1. Delhi (Phase II) | Refurbishing of Studios |
| 2. Bhubaneswar | STI (T) |
| 3. Mumbai | Refurbishing of Studios, (Phase-II) |
| 4. Mumbai | Consolidation of VB Service (Phase-I) |



POPULATION & AREA COVERAGE AFTER SUCCESSIVE PLANS

liberalization giving all the details of Government schemes and incentives for the new investment climate in India, specially for the non-resident Indians and multinationals. ESD Transmitters directed to SAARC countries, West Asia, Gulf and South East Asian countries continue to carry the 21.00 hours National Bulletin in English, originally meant for Home Services.

2.2.3 The Division brings out independently a monthly programme journal, 'India Calling' in English.

Family Welfare

2.3.1 AIR Stations broadcast more than 8,500 programmes on family welfare every month in all the languages/dialects of our country. The main emphasis is laid on small and happy family norms. Important programmes on AIDS, TB, Dengue, Sexually Transmitted Diseases, water-borne diseases, malaria eradication programme, child survival and safe motherhood programme, sterilization, vasectomy, tubectomy etc. are broadcast. Also each station broadcast once a week 'Health Forum' programme of a duration of 15 minutes.

Programme for Children

2.4.1 All India Radio broadcast from almost all its stations programmes for children of three categories, viz. programmes for children between the age of 5 to 7 years and 8 to 14 years of age. Special programmes are also broadcast for rural children. The programmes are broadcast on a weekly basis. Plays, short stories, features, choral songs, interviews, stories from epics etc. form part of these broadcasts. Children, regardless of their educational and literacy status, participate in these programmes.

2.4.2 Several workshops are being organised from time to time to sensitize the AIR programmers who are involved with production of children's programmes. All AIR stations actively join the celebration of the International Children's Day of Broadcasting every year by arranging envelop and special phone-in programme to give children a platform to express their voices on the various issues concerning them.

Women's Programmes

2.5.1 AIR stations broadcast programmes for rural women as well as urban women at the timings convenient for listening by the respective target groups. The programmes cover subjects related to socio-economic development of women, health and

family welfare, food and nutrition, scientific home management, women entrepreneurship, education, including adult education, gender issues etc. These programmes also aim at creating wide social awareness about rights and privileges of women through the propagation of legal literacy. All India Radio strives, through its programmes, to seek to raise the social consciousness of the country in regard to attitude towards women.

2.5.2 Workshops are conducted regularly by the Staff Training Institute as well as in collaboration with International Organisations for sensitizing the programmes about the latest issues and trends in broadcasting. Recently workshops on "Radio for Women" and "Expanding Partnership for adolescent Girls" have also been organised.

Programme on AIDS Awareness

2.6.1 To emphasize the fact that the dreaded AIDS disease can be prevented with the proper information and knowledge. AIR mounted special programmes such as "Kavya Natika" (Opera)/Phone-in programmes/Self-experience of AIDS affected persons' interviews/Seminars/Street Plays and special Invited Audience programmes. Some stations have started "Radio lessons on AIDS" with registered listeners. A number of serials have been produced for creating awareness. The broadcast of weekly serials on AIDS awareness was started from 15 September 1996 from the National Channel which will continue for two years.

Pulse Polio Immunisation Campaign

2.7.1 All India Radio extended extensive communication support to this campaign which comprised : (i) Continuous publicity in the nature of radio spots, announcements and information items in various programmes particularly addressed to women and rural audience; (ii) Interviews with messages from medical officers, medical practitioners, opinion leaders, programmes of talks/discussions/dialogues in support of this immunisation programme; (iii) Intensive publicity in consultation with the local authorities.

2.7.2 Special care was taken in respect of interior and remote areas. Stations located in the remote areas and local radio stations in the interior areas sent their OB team in advance to get motivation and support from the local leaders, opinion makers, doctors, and health and other officials.

Farm and Home Programmes

2.8.1 All Stations of All India Radio broadcast programmes directed at rural audiences. The programmes are broadcast daily in the morning, noon and evening. The average duration of farm and home broadcasts is 60-100 minutes per day. Morning service programmes are known as farmer's bulletin which is based on particular day-to-day agricultural practice followed by weather report and market rates. Evening and mid-day programmes catering to all the agricultural and rural development organisations which include banks and rural industries as well.

2.8.2 Farm and Home programmes also include programmes for rural women and rural children. Broadcast of mother and child care series in collaboration with UNICEF and State Governments has been undertaken by many AIR stations. The main thrust of these have been issues relating to rights of the child, gender issues and child abuse etc.

2.8.3 More emphasis is laid on 'Environmental protection' programme. Each station broadcasts at least one programme per day on environment.

2.8.4 Forty per cent of farm and home programmes are generally field oriented and are recorded in farm fields and villages. In these programmes farmers and experts are informed keeping in view the local agricultural problems.

2.8.5 Once a week at every AIR station letters received from farmers are replied either by an expert or by radio staff after consultation with experts.

2.8.6 Farm schools as a method of communicating distant education on farming has been adopted by many AIR stations. These impart lessons on various important farming techniques in collaboration with agriculture universities at State agriculture departments.

2.8.7 The programmes lay emphasis on the various economic measures taken by Government aimed at rural development such as IRDP, JRY, IAY and MSY etc.

2.8.8 In order to create awareness amongst the masses regarding various schemes for rural development, special multi-media campaigns on rural development were launched by the Ministry of Information and Broadcasting in various States. All India Radio provided extensive communicative support.

Central Educational Planning Unit (CEPU)

2.9.1 "CHEER" (Children Enrichment Experiment Through Radio) Programme is meant for pre-school children of socially deprived classes in the age group of 3-6 years. It is a joint venture of AIR, Department of Women & Child Development and NCERT. The Serial has attracted the target audience and policy makers alike with continued demand to replicate the experiment in other languages.

2.9.2 After the successful broadcast of the Hindi version, the transcreated regional version of the Drama Serial 'DEHLEEZ' is being produced at AIR Ahmedabad, Calcutta, Chennai, Cuttack, Hyderabad & Mumbai and broadcast from 2 October 1995. Nearly 55,000 target audience have registered their names from these regional stations. AIR Bangalore will commence its Kannada version shortly.

2.9.3 National Science Magazine popularly known as 'Radioscope' is being aired every second Friday of the month with inputs from various AIR stations. National Council for Science & Technology Communications (Department of Science & Technology) has been coordinating in this programme by providing latest scientific achievements/Science News/Development etc., and also by giving three prizes to the winners of the Quiz which is a regular item and also popular among the audience. The programme has brought wide appreciation from eminent scientists and also listeners from different corners of the country.

2.9.4 "TINKA TINKA SUKH" is a serial on family life education with specific focus on self-efficiency, inter-spouse communication, gender bias and above all family harmony. It is broadcast twice a week with two repeats in the same week. Population Communications International, New York (USA) are the collaborative partners for this serial. Now nearly 5000 listeners have registered their names with CEPU, DG: AIR as captive listeners and more listeners have registered their name with their respective originating stations. 'Tinka Tinka Sukh' has the merit of being first developmental in-house programme on Primary Channel. These experiments of AIR have been attracting various Government, Non-governmental and International agencies to collaborate with AIR in the field of interactive broadcasting.

Staff Training

2.10.1 Staff Training Institute (Technical) caters to the training needs of the technical staff of All India

Radio and Doordarshan. During the year, the Institute conducted 101 courses of training for 1484 technical personnel from All India Radio and Doordarshan. The Institute organised workshop on 'Modern Broadcast Technologies' and 'Course Development in the field of Telecommunication' (CODEVTEL). The new Training Institute is nearing completion at Bhubaneswar.

2.10.2 Staff Training Institute (Programme) has been imparting in-service training to the various cadres of programme staff including Administrative Staff. Besides, there is one STI (P) at Cuttack and five Regional Training Institutes at Hyderabad, Shillong, Ahmedabad, Thiruvananthapuram and Lucknow to cater to the needs of the Radio Stations in respective regions. During 1995-96, the Institute conducted 24 training courses and imparted training to about 331 programme and administrative personnel. In the period April 1996 to November 1996, the Institute conducted 12 training programmes including one in collaboration with Radio Training Centre, Deutsche Welle, Germany and imparted training to 222 programme and administrative personnel and has planned 10 training programmes including three courses in collaboration with Commonwealth Broadcast Association, London, for the period, December 1996 to March 1997. Regional Training Institute at Hyderabad, Shillong, Ahmedabad, Thiruvananthapuram, Lucknow and STI (P) Cuttack conducted 32 training programmes in the period April to November 1996 and imparted training to about 500 programme and administrative personnel and have planned 21 training programmes from December 1996 to March 1997.

National Channel

2.11.1 The National Channel was conceived as a channel different from other channels of AIR to provide a choice to the discerning listeners who already have a Local/Regional and the Vividh Bharati Service. Presently, it works as night service covering over 70 per cent of the population of the country and provides a judicious blend of information and entertainment. Having the whole of India as its zone, it draws the best available talent in the country. The channel broadcasts recording of the Question Hour also for the benefit of the listeners. Two new programmes like Ghatna and Health Tips have been introduced.

Transcription and Programme Exchange Service (DTPES)

2.12.1 Three hundred thirty one (331) tapes have been added to the archives in 1996 which include recordings of music and spoken word items. The Sound Archives has been receiving the recordings of Radio Autobiographies of Distinguished persons from different walks of life. The Sound Archives which has been preserving the recordings of speeches of our Presidents and Prime Ministers, supplies excerpts of these to various departments and organisations.

Programme Exchange Unit

2.13.1 Programme Exchange library at present has 7,232 tapes. The main function of this library is to receive and scrutinise AIR contributions and circulate and contribute programmes amongst other stations of AIR. This year 325 contributions received from various AIR stations in different formats were screened and the selected ones published in the PEU bi-monthly bulletin called "VINIMAYA". On indented requests from stations, 300 tapes containing 1,000 programmes were supplied for broadcast. Approximately 305 hours of recordings were fed to All India Radio Stations through satellite transmission. To maintain the quality of tapes stored in the PEU library, regular checking is done. This year 200 tapes have been weeded out. The library has procured language lessons in English, Oriya, Bengali, Tamil, Telugu, Gujarati, Marathi, Malayalam, Kannada and Sanskrit. Apart from these, obituary programmes and children's programmes are also available. The PEU award winning programmes of Akashvani Annual Awards are also preserved in the library alongwith their scripts. It also maintains a book library.

Transcription Unit

2.14.1 Transcription Unit caters to the need of transcribing the speeches of the President and Prime Minister. There is a regular inflow of these speeches delivered by the President and Prime Minister from different parts of the country and the world. These recordings are preserved in the Archives alongwith their transcripts in volumes. The Unit procured 231 speeches and 225 transcripts of the speeches delivered by the President and Prime Minister from April 1996 till November 1996.

Central Tape Bank

2.15.1 Seventyfive thousand tapes of this Tape Bank are in circulation among 185 AIR stations for the purpose of exchanging programmes among the stations. To provide such tapes to new and upcoming stations is also being done by this Bank.

Foreign Programme Library

2.16.1 The Foreign Programme Unit of Transcription and Programme Exchange Service procures best of the programme material from seven continents across the globe for the stations of All India Radio. This gives an international spectrum of listening pleasure to AIR's audience. During 1996, the Unit received 125 programmes from Germany, 302 programmes from the United Nations, 217 programmes from Australia, 23 programmes from ABU countries, 12 programmes under SAARC Audio Visual Exchange, 36 programmes from France which brings a total of 715 programmes. These programmes were screened and circulated to stations in Audio Magnetic spool tapes and through RN channel-1 of INSAT-1D and RN channel-1 of INSAT-2A.

Satellite Transmission

2.17.1 Transmission and Programme Exchange Service (T. & P.E.S.) has a satellite transmission on RN channel-1 of INSAT-1D and RN channel of INSAT-2A through which 480 programmes were fed during the year 1996.

Release of Archival Material

2.18.1 During the year, the archival recordings of late Ustad Allaiddin Khan, Sarod Maestro was released. The total hours of recording released in this connection was 4 hours and 5 minutes. From April 1996 to December 1996 the total royalty received was Rs. 2,62,767.

UNDP Project

2.19.1 The existing All India Radio archives at Akashvani Bhawan, New Delhi has been provided with latest technical facilities for Audio Signal refurbishing and optical storage of programmes for bringing improvement in the quality of Archival material and for long term preservation and use. The

facilities, which comprise the following, have been provided under a UNDP assisted project of three years duration with effect from May 1992 to May 1995.

Audio Signal Refurbishing Labs — 2

Optical Disc Transfer/Recording Lab — 1

2.19.2 With the help of the manpower trained abroad under the ITU fellowships, it has now become possible for AIR to clean the old and degraded recordings to a good extent and then transfer them on to the optical disc medium (Compact Disc Recordables). The Compact Disc Recordables can be played on a standard CD player. So far 102 hours previous old degraded material has been refurbished and 102 Compact Discs have been produced.

News Services Division

2.20.1 The election to the Lok Sabha and the State Assemblies of Tamil Nadu, Kerala, West Bengal, Assam, Haryana, Uttar Pradesh, Jammu & Kashmir, and the Union Territory of Pondicherry, United Front Government coming to power at the Centre following the resignation of the BJP Government, compilation and release of the revised second edition of NSD's Style Book, inauguration of an Electronic News Display Board, setting up of a Hindi monitoring unit and bagging the first prize for commendable performance in implementation of the official language policy during 1995-96, are the highlights of coverage/achievements of the News Services Division (NSD) during the period of report. The coverage of general elections and elections to some State Assemblies especially the Jammu and Kashmir Assembly was a major challenge as Radio faced a stiff competition from the private media. NSD made special arrangements to give the latest trends and results from all over the country round the clock. A special election cell was set up to make arrangement for quick announcement of the results. NSD made extensive use of technological facilities provided in its two high-tech studios to include live voice-casts in its bulletins and other programmes.

2.20.2 Successful completion of three-phase Assembly elections in Jammu & Kashmir and the formation of an elected government in the State were widely covered in the news bulletins and news-based programmes. The duration of Dogri and Kashmiri bulletins from Delhi was extended to accommodate more election news. The visit of the Prime Minister and Home Minister to J&K, the arrangements made

by the Central/State Government for peaceful conduct of polls and steps taken to instill confidence among the people of the State to vote without any fear, were given wide publicity. The special steps taken by the government to enable 98,000 displaced persons from the Valley to cast their votes at their places of living were highlighted.

2.20.3 Similarly, during the announcement of election results to the Uttar Pradesh Assembly, a series of special programmes in Hindi were broadcast by NSD. These included live voice-casts from different stations and interaction by the anchor person with the experts in the studios in different stations in the State.

2.20.4 The revised second edition of the Style Book for Editors/Correspondents and other professional staff in AIR was compiled. It was formally released by the Minister of Information and Broadcasting. An electronic News Display Board was installed at Broadcasting House for instant display of news.

2.20.5 A small Hindi Monitoring Unit was set up to improve and strengthen the functioning of the Hindi News Pool. It was formally inaugurated on September 19, 1996. The Division was awarded for commendable performance in implementation of the official language policy during 1995-96.

2.20.6 The two-hour live Radio Bridge Programme on the presentation of the Union Budget for 1996-97 was another landmark in the history of news broadcasting. The programme in which several experts participated, was on the air linking Delhi with Mumbai, Calcutta, Chennai, Bangalore, Hyderabad, Ahmedabad and Lucknow.

2.20.7 All India Radio was quick to break the news about the mid-air collision of two Aircraft on the outskirts of Delhi at Charkhi Dadri. A team of Correspondents was immediately rushed to the spot who filed first-hand reports for inclusion in the news bulletins. The relief operations undertaken by the Haryana Government and some other voluntary organisations were widely covered. Similarly, the Amarnath Yatra tragedy in which several hundred pilgrims were killed, was given adequate coverage. The arrangements made by the Jammu & Kashmir Government to airlift the trapped pilgrims and provide relief to those stranded at various places on the Yatra route were widely noticed.

2.20.8 On the national scene, the coverage was dominated by the swearing-in of Mr. Atal Bihari Vajpayee and later Mr. H.D. Deve Gowda as the Prime Ministers, the UF Government winning the vote



A view of the new Audio Restoration System installed by AIR with UNDP assistance

of confidence and release of its Common Minimum Programme, economic packages for the North-Eastern States and J&K, mid-air collision of two foreign Airlines planes at Charkhi Dadri, the Amamath tragedy, Supreme Court judgements and filing of charge sheets against some politicians and others, floods and cyclones in several parts of the country, and the launching of several schemes for the uplift of the Scheduled Castes and Scheduled Tribes, Minorities and the rural poor.

2.20.9 On the international scene, the coverage was dominated by the dismissal of Ms. Benazir Bhutto's Government in Pakistan, swearing-in of Sheikh Hasina Wajid as the new Prime Minister of Bangladesh, developments in Afghanistan, CTBT conference in Geneva, G-15 Summit at Harare, World Food Summit at Rome, sectarian violence in Pakistan, killing of Murtaza Bhutto and the Sri Lankan army operations against the LTTE.

2.20.10 AIR news bulletins and news-based programmes laid special emphasis on the schemes announced for the welfare of the Scheduled Castes, Scheduled Tribes, Minorities and the rural poor. NSD mounted a large number of programmes at the national level and through its network of Regional News Units to explain the people the benefits of various social welfare schemes and ways and means of availing of their benefits.

2.20.11 The relief and rescue operations initiated by the State Governments in cyclone and flood affected areas and the Prime Minister's visit to the drought affected areas of Orissa and cyclone-hit areas of Andhra Pradesh were widely covered.

2.20.12 The President's visit to Oman, Poland, Czech and Slovak Republics and Italy, the Vice-President's visit to Kyrgyzstan, Kazakhstan and Mongolia and Iran; Prime Minister's visit to Harare and Rome and the External Affairs Minister's visit to Malaysia, Singapore, Bangladesh and New York were adequately covered. Similarly, the visits of foreign dignitaries to India were provided suitable coverage. These included: the President of Finland, the Chinese President; the Prime Minister of Mauritius, the World Bank Chief and the Foreign Ministers of Bangladesh, Nepal, Iran, Australia and the Defence Ministers of Russia and Germany.

2.20.13 Some of other events highlighted include the

swearing in of Mrs. Rajinder Kaur Bhattal as the new Chief Minister of Punjab, the Sengupta Committee Report on Prasar Bharati, Inter-State Council meeting, Chief Minister's conference, Miss World contest at Bangalore, stampede at Haridwar in Uttar Pradesh and Ujjain in Madhya Pradesh and International Conference of foreign investors etc. The passing away of freedom fighter, Aruna Asaf Ali, former president Dr. Neelam Sanjiva Reddy, Assam Chief Minister Hiteswar Saikia, Veteran CPI leader E. Gopalkrishnan, former Tamil Nadu Chief Minister Janaki Ramachandran, former RSS Chief Bala Saheb Deoras and media personality Appan Menon were noticed appropriately.

2.20.14 Major national and international sports events were prominently covered in the news bulletins. Some of them were : French Open Tennis Championships, Wimbledon Tennis, four-nation hockey tournament, India-England cricket series, Titan Cup Triangular cricket tournament, the Challenger Cup Cricket tournament, Singer Cup cricket series, Sahara Cup Cricket, Centennial Olympic Games in Atlanta, European Soccer championships, Federation Cup Football, International NALCO Billiards championships, Suisse Master's Rapid Chess Tournament, US Open Tennis Tournament, World Chess Olympiad, Durand Cup Football Tournament and Junior and Senior Nehru Hockey Tournaments.

2.20.15 Important discussions and day-to-day proceedings in both Houses of Parliament were prominently covered in the news bulletins. Round-up of the proceedings and important contributions made by the Members were given in the programmes Today in Parliament (daily) and This Week in Parliament (weekly on Saturdays) during the sessions in Hindi and English simultaneously. Reviews of the proceedings of State Legislatures were broadcast from the RNUs in capital stations.

2.20.16 All India Radio is now putting out 306 bulletins every day with a total duration of 39 hours and 26 minutes. Of these, 103 bulletins are broadcast in the Home Services for a duration of 12 hours 20 minutes, while 138 news bulletins go on the air every day from 41 Regional News Units for a total duration of 18 hours and 11 minutes. In the External Services, 65 news bulletins are beamed every day to different countries for a duration of 8 hours 55 minutes. The morning Hindi bulletin of AIR Shimla was shifted to

the afternoon at 1420 hrs following popular demand of the people of the State.

2.20.17 At present, All India Radio has 92 posts of regular Correspondents in India and seven abroad. The post of AIR Special Correspondent at Harare was shifted to Pretoria during the year. Besides, AIR has 246 part-time Correspondents working for NSD and its Regional News Units.

Central Music Unit

2.21.1 AIR is broadcasting 39.2 per cent of the total broadcast for music in Hindi, southern languages and other regional languages. This year Akashvani Sangeet Sammelan featured artists like Buddhdev Dasgupta—Sarod, Kishan Maharaj — Tabla, Parveen Sultana — Vocal, Savita Devi — Light classical, Jaya Biswas — Sitar, C.R. Vyas — Vocal, Budhiya Mukherjee — Sitar, Rahim Faymuddin Dagar — Dhrupad Dhamar, N. Rajan—Violin, Rajan Sajan Mishra—Hindustani Music, G.S. Krishnan—Flute, M.K. Nagrajan—Karnatak Vocal, Sushila Raman — Vocal, T.R. Srinath—Flute, Rajkumar Bharti — Karnatak Vocal, K.L.N. Sastri Kamat — Violin.

2.21.2 AIR is also contributing for Asian Broadcasting Union (ABU) festival which is circulated to various countries who are the members of ABU for broadcast in their programmes.

2.21.3 AIR is also releasing archival materials through different Gramophone companies. During 1996, it has released recordings of Jagdish Prasad Pandit, V.G. Jog, Pt. Nikhil Banerjee, Girija Devi, Bismilla Khan and party.

2.21.4 Community Singing Cell organises and coordinates the broadcast of community songs regularly in different regional languages all over the country through AIR stations to support and strengthen national integration amongst masses of all sectors of the society.

Audience Research Unit

2.22.1 Audience Research Unit has completed 22 major and 50 minor studies. Major studies are : (i) Survey on National Channel at five places viz. Nagpur, Bangalore, Indore, Cuttack and Agartala; (ii) General Listening Survey at eight places viz. Jamshedpur, Nagpur, Dharwad, Mathura, Aizawl, Pondicherry, Tirunelveli and Hyderabad; (iii) Feed Forward Study for

new AIR stations to come up shortly at Kodaikanal (TN), Mount Abu (Rajasthan), Pauri (UP) and Ziro (Arunachal Pradesh); (iv) Market Survey on FM Channel at five places viz. Delhi, Mumbai, Calcutta Chennai and Panaji; (v) AIR 1996 — Facts and Figures Compendium.

Engineering Section

2.23.1 The Engineering Officers of AIR have contributed a number of technical documents on the various aspects of Sound Broadcasting to the International meetings of the International Telecommunication Union (ITU), Asia Pacific Broadcasting Union (ABU), Commonwealth Broadcasting Association (CBA) etc. Besides, AIR's engineering officers also presented documents at the international seminars. These documents have contributed towards the development of international standards in the field. One major contribution has been in the field of High Frequency Broadcasting (HFBC). A highly successful trial HFBC coordination exercise was carried out in the Asia-Pacific region under the chairmanship of AIR's officer which is likely to result in the establishment of a regional HFBC Coordination Committee. AIR's engineering officers are also holding the Chairmanship/Vice-Chairmanship of a number of International Study Groups/Committees.

Drama

2.24.1 About 80 stations of All India Radio broadcast plays in various languages. The National Programmes of plays is broadcast every 4th Thursday of the month in Hindi and its regional versions are broadcast by the relevant stations simultaneously. Special model plays of 30 minutes duration are produced at the Central Drama Unit at Delhi. All India Radio's most popular and well received programmes have been the humorous programmes. A hilarious programme of skits and humorous plays entitled "Hasya Tarang" was organised before a packed audience on 13 September 1996. To discover fresh talent and to encourage talented playwrights to write specifically for Radio, an All India Competition for Radio Playwrights was organised in 19 prominent languages of India.

Commercial

2.25.1 All India Radio introduced commercials on 1 November 1967—now extended to 99 Primary channel stations, 30 Vividh Bharati Centres, 72 local radio

stations and five FM Metro channels. Commercials are also allowed over National channel, New Delhi and the North Eastern Service, Shillong.

2.25.2 Presently though a major part of the earning is from the commercials, a part is also received from the FM licence fee and R.D.S. Paging. To have a competition, private producers are also allowed to produce and broadcast their programmes from all the four FM metros and Panaji. Now 9 one hour slots have been given to private producers from Delhi, Calcutta, Chennai and Mumbai and 4 one-hour slots in Panaji, Goa. Again, there is a proposal to release eight more one hour slots from the four metros.

2.25.3 The popular Vividh Bharati Service provides entertainment for more than 14 hours a day from 35 centres, including short wave transmitters at Mumbai, Delhi, Chennai and Guwahati. The total revenue earned by radio during the year 1995-96 was Rs. 80.97 crore against a target of Rs. 80 crore. The table with details of revenue earnings from Radio Commercials from 1975-76 to 1995-96 is given in the following page. The revenue earned up to October during 1996-97 is Rs. 48 crore. The target for the year 1996-97 has been fixed at Rs. 95 crore which includes earning from FM licences and RDS paging.

2.25.4 Marketing of commercial time over AIR has been taken in an extensive manner. Commercials were extended to 25 more primary channel stations w.e.f. 1 July 1996. Vividh Bharati Service was made available on all the local stations w.e.f. 6 October 1996.

2.25.5 Both the clients and agencies were given incentives to attract bookings for Radio Commercials, monitoring of revenue earning has been intensified both at Directorate and Central Sales Unit level. Review meetings of CBS Heads are also carried out to know the position and sort out any of the problems arising from time to time. The best CBS Centre award has been named after late Dr. R.K. Talib in 1987 who valiantly laid down his life for the cause of the nation, after serving as the sheet anchor of Commercial Broadcasting Service.

Central Monitoring Service

2.26.1 The Central Monitoring Service (CMS) monitors broadcasts and telecasts of important Radio and Television networks. During the year, the CMS, on an average, monitored everyday 60 news bulletins from 12 countries in six languages (five Indian and one

foreign). Besides feeding the News Services Division of All India Radio and Newsroom of Doordarshan with news reports and flashes, the CMS disseminated the monitored information on selective basis to various media units and several Government departments, including the Ministries of Home, External Affairs, Defence and Information & Broadcasting so as to keep them apprised of the latest events and developments of interest/relevance to India. Monitored Reports from Radio and TV Networks, a daily compilation of monitored material, is a major service of the CMS. The CMS also prepares a Weekly Analytical Report highlighting the trends in foreign broadcasts and an exclusive report on Kashmir on a weekly basis. The reports tell in a consolidated manner what the world thinks and says about India. These serve as an invaluable guide in the task of formulation of policies and programmes. The CMS has two field units at Jammu and Calcutta.

Spoken Word

2.27 This year's Patel Memorial Lecture was delivered by Dr. Rafiq Zakaria, an eminent scholar and Parliamentarian on 29 and 30 October 1996 on the subject "Sardar Patel and Indian Muslims". Dr. Rajendra Prasad Memorial Lecture 1996 was delivered by Dr. Bhishma Sahni an eminent writer on 28 November 1996 on the subject "Lekhak Aur Uska Yug". On the eve of Republic Day, AIR organises a 'Sarva Bhasha Kavi Sammelan'.

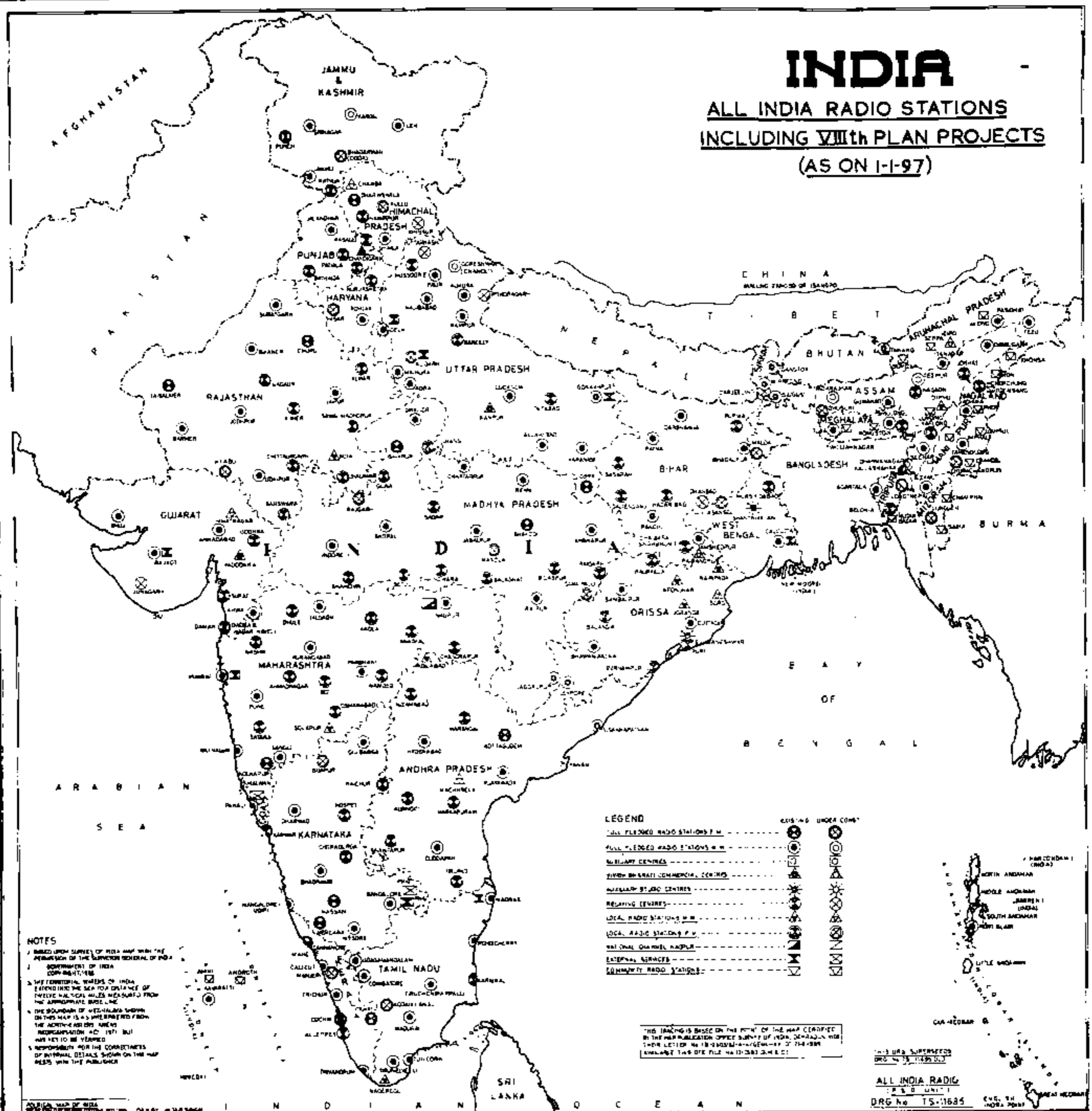
Sports

2.28.1 During April-December, 1996 AIR has provided effective coverage to International sporting events held in India and abroad viz. 26 Olympic Games at Atlanta, Wimbledon, Davis Cup Tennis, India-England Cricket Series in England, Triangular Cricket Series and India-South Africa Cricket Test Series in India, Four nation hockey tournament, India-Australia Hockey Test Series and Champions Trophy Hockey Tournament in India, International World Professional Billiards Championship, Asian Body Building Championship, Asian Kho-Kho Championship and South Asian Handball Championship in India on National Hook-up.

2.28.2 In addition to the coverage of International and National Sporting events like Olympics, Asian Games, SAF Games, World Cup Hockey, World Cup Cricket, All India Radio also encourages traditional games like Kho-Kho, Kabaddi etc., through broadcast

INDIA

ALL INDIA RADIO STATIONS INCLUDING VIIIth PLAN PROJECTS (AS ON 1-1-97)



NOTES

1. BASED UPON SURVEY OF INDIA MAP WITH THE PERMISSION OF THE SURVEY GENERAL OF INDIA GOVERNMENT OF INDIA COPYRIGHT, 1986.
2. THE TERRITORIAL WATERS OF INDIA EXTEND INTO THE SEA TO A DISTANCE OF TWELVE NAUTICAL MILES MEASURED FROM THE APPROPRIATE BASE LINE.
3. THE BOUNDARY OF MIZORAM SHOWN ON THIS MAP IS AS ANNOUNCED FROM THE NORTH-EASTERN AREAS INCORPORATION ACT 1971 BUT HAS NOT TO BE VERIFIED.
4. RESPONSIBILITY FOR THE CORRECTNESS OF ORIGINAL DETAILS SHOWN ON THE MAP RESTS WITH THE PUBLISHER.

LEGEND

	EXISTING	UNDER CONSID.
FULL FLEDGED RADIO STATIONS F.M.	⊗	⊗
FULL FLEDGED RADIO STATIONS M.M.	⊙	⊙
MILITARY CENTRES	⊕	⊕
FIVEW-BHARATI COMMERCIAL CENTRES	⊗	⊗
RELAYING CENTRES	⊗	⊗
LOCAL RADIO STATIONS M.M.	⊙	⊙
LOCAL RADIO STATIONS F.M.	⊗	⊗
NATIONAL CHANNEL STATIONS	⊗	⊗
EXTERNAL SERVICES	⊗	⊗
COMMUNITY RADIO STATIONS	⊗	⊗

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1:50,000 SUPERSEDES DRG No. TS-1685
ALL INDIA RADIO
 P. S. D. UNIT
 DRG No. TS-1685
 C.S. 24
 INDIA 2001



INDIAN OCEAN

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

(Figures in Rupees)

Year	Vividh Bharati	Gross Revenue Earned from 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	15,93,58,046	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	9,60,45,546	32,45,20,666
1989-90	23,72,28,116	68,02,372	10,59,36,265	35,06,55,753
1990-91	25,25,09,742	64,71,500	13,40,37,024	39,30,18,255
1991-92	34,89,00,000	83,62,000	17,00,68,000	52,73,00,000
1992-93	37,66,00,000	1,38,00,000	19,87,00,000	58,91,00,000
1993-94	36,96,00,000	1,93,00,000	25,46,00,000	64,35,00,000
1994-95	35,44,00,000	58,00,000	28,27,00,000	64,39,00,000
1995-96	37,32,30,000	1,45,48,000	42,19,79,000	80,97,57,000
1996-97	18,19,00,000	87,00,000	20,75,00,000	48,00,00,000

(up to Sept '96)

of running commentaries in order to popularise them among the youth of the country and to encourage sports talents in the domain of traditional sports and games.

Akashvani Annual Award

2.29 All India Radio presents Akashvani Annual Awards to outstanding broadcasts of every calendar year in different disciplines and subjects. These are plays, documentaries, musical productions, innovative programmes, best Farm and Home programmes, programmes on Family Welfare and Yuva Vani. Special prizes 'Lassa Kaul Awards' on National Integration and 'Correspondent of the Year' for excellence in News Reporting are also awarded. There is also an award for a special topic documentary. This year's subject is "Communications Revolution". An award at national level is given to the Best coral Singing Group (Senior and Junior Groups) for a competition held for children at various regional centres. An award for "Audience Research/Survey Reports" has also been introduced from 1995. AIR also awards the Best Commercial Broadcasting Service Centre and for Technical Excellence to encourage research and development efforts besides the Best installed and maintained Station. AIR award scheme also honours talented producers/broadcasters for their creative efforts in these competitions.

International Relations

2.30 Under Cultural Exchange Agreement between India and Australia, the Government of Australia organised a four-week integrated country promotion titled "Australia — India New Horizons" from 22 October 1996. AIR participated in Prix-Italia, ABU Prize for External Services and Radio festival of folk music 1996. Besides, two workshops were conducted in collaboration with Deutsche Wells. A special programme—the Glasswall was produced by AIR in collaboration with other SAARC countries for the SAARC Literacy Day. It was broadcast on 8 December 1996 by all member countries.

PP & D Section

2.31 Under Software Development of Eighth Five Year Plan, two serials namely (i) Sare Jahan Ka Dard & (ii) Swatantrata Ki Amar Gatha have been approved during 1996-97.

Research

2.32 The Research Department of All India Radio and Doordarshan is engaged in research and development activities incorporating latest state of the art technology in Radio and Television broadcasting. The major achievements of the Research Department are :— (i) Launching of AIR on-line Information Service on Internet in text mode from Research Department on 2 May 1996 on the eve of General Elections, 1996; (ii) A PC Based Transmission Analyzer has been developed and commissioned on BBC 300 KW MW Transmitter at AIR Lucknow; (iii) A Multi Channel Modulation Analyzer has been installed at SPT, AIR, Bangalore for monitoring, recording and analyzing the modulation of all the six transmitters of the complex; (iv) DAB, the future of sound broadcasting, provides multiple CD quality audio programmes and enormous amount of data in the same RF channel. Experimental terrestrial DAB transmissions have been conducted in VHF Band-II (105 MHz utilizing a ground plane antenna on a 100 M high tower at Parliament Street, New Delhi (v) An innovative interactive service — Radio on Demand has been successfully experimented and is awaiting implementation in AIR network shortly; (vi) In order to provide high fidelity stereo service over a wide area through AM transmitter with minimum investment, successful trials have been made for transmission of AM-stereo signal on existing AM Transmitters; (vii) A fully Automatic Model Monitoring Centre is being established at the International Monitoring and Receiving Centre, Todapur, New Delhi; (viii) A three-element DAB Transmitting Antenna has been developed and is proposed to be installed on the 100 M tower situated at Parliament Street, New Delhi; (ix) a new Sound Proof Door for studios has been developed utilizing eco-friendly materials—steel and aluminium; (x) A Computer Based Remote Monitoring and Control system for six numbers of 500 KW SW Transmitters at SPT, Bangalore has been developed; (xi) A PC based cost effective Denoisers System to remove noise from old audio recordings in the archives has been developed; (xii) R & D engineers have covered Lawn-Tennis and Golf matches using Computer Based Score Display System; (xiii) The Research Department bagged Republic Day NRDC Award (1996) for the development of Dynamic Carrier Control (DCC) System used for saving power in high power transmitter.

Training/Deputation Abroad

2.33 AIR has been deputing officers abroad for Training Courses like AIBD, ABU, CCIR, AMIC, BONAC etc. During the year a total of 21 officers were deputed for such foreign assignments.

Special Recruitment Drive

2.34 Special Recruitment Drives have been launched for filling up vacant posts of SCs/STs in various services since 1990 for direct recruitment. The sixth Recruitment Drive has been launched this year.

Special Programmes

2.35.1 A number of programmes were broadcast at national, regional and local level. An intensive coverage was provided to Lok Sabha election, Jammu & Kashmir and UP assembly elections. AIR conducted voter awareness campaign to educate the people regarding their rights to vote. The recognised Political Parties were provided opportunity for political broadcast at the State and National level at the time of

Elections. AIR broadcast programmes Round-the-Clock from 8 May to 12 May 1996 in connection with the election results including live news based programmes and the Radio Bridge Programmes in Hindi and English. A number of special programmes were broadcast in connection with the elections in J & K and U.P. Radio Kashmir, Srinagar broadcast news and news analysis relating to the results of the Assembly elections in J & K Round-the-Clock. The swearing in ceremony of the new Government on 9 October 1996 and Governor's address to the new Assembly on 18 October 1996 were covered live by Radio Kashmir, Srinagar.

2.35.2 For the first time AIR provided live coverage to the Vote of Confidence Motion from Parliament House on 27 and 28 May 1996 and 11 and 12 June 1996.

2.35.3 During 1996-97 live coverage was provided to the (a) Presentation of the interim Rail Budget by the Railway Minister on 27 February 1996, Vote on Account on General Budget by the Finance Minister



Shri C.M. Ibrahim, Minister of Information and Broadcasting inaugurating the Digital News Display Board at Akashvani Bhavan, New Delhi

on 28 February 1996, presentation of Rail Budget by the Railway Minister on 16 July 1996 and presentation of General Budget by the Finance Minister on 22 July 1996 in the Parliament; (b) Presentation of National Film Awards by the President at the 43rd National Film Festival at Vigyan Bhavan on 6 August 1996; (c) Presentation of Rajiv Gandhi National Sadbhavana Award held at Vigyan Bhavan on 20 August 1996; (d) Sadbhavana Diwas function held on the occasion of the Birth Anniversary of late Prime Minister Rajiv Gandhi at Siri Fort Auditorium on 20 August 1996; (e) Plenary Session of the International Conference "Destination India" inaugurated by the Prime Minister on 10 September at Vigyan Bhavan; (f) The Premier of the film "The Making of the Mahatma" from Siri Fort Auditorium, New Delhi on 2 October 1996; (g) Inaugural Session of National Housing Seminar on "Adequate Shelter for All" organised at Vigyan Bhavan on 7 October 1996; (h) Opening Session of the second International Conference on "Elimination of Leprosy" inaugurated by the Prime Minister in New Delhi on 11 October 1996; (i) Inauguration of the joint opening Session of UN-ESCAP Ministerial conference on Infrastructure and World Infrastructure Forum by the Prime Minister on 28 October 1996 in New Delhi; (j) National Awards presentation function

for the Welfare of the Handicapped by the President on 3 December 1996 in New Delhi; (k) AIR arranged intensive coverage of "Australia-India New Horizons"—a multi dimensional promotion in India organised by Australia from 14 October 1996 to 5 December 1996 at Delhi and other selected cities.

Public Relations

2.36.1 AIR programmes scheduled for broadcast are being publicised in the national dailies by AIR stations besides their publicity over microphone to keep the listeners informed well in advance.

2.36.2 From time to time AIR organises programmes before invited audience to come in close contact with the listeners. The programmes organised in this respect during 1996-97, include Akashvani Sangeet Sammelan, Hasya Tarang, Patel Memorial Lecture, Rajendra Prasad Memorial Lecture, National Symposium of Poets, Akashvani Annual Award, Natya Sandhya and Light Music Concert.

2.36.3 An attractive leaflet to highlight CBS special campaign was brought out. AIR stations have also stepped up audience interaction programmes like seminars, group discussions etc. to project the programmes with a person to person contact with its listeners.

ANNEXURE

**STATEMENT SHOWING S.B.G. 1996-97 AND RECOMMENDED R.E. 1996-97 AND
B.E. 1997-98 UNDER REVENUE NON-PLAN**

Demand No. 56-Broadcasting Services
Reference Non-Plan—Major Head '2221'

(FIGURES IN LAKHS)

Sl. No.	Name of Activity	S.B.G. 1996-97	Recommended	
			R.E. 1996-97	B.E. 1997-98
1.	Direction & Administration			
	Voted	1022.00	1320.73	1362.63
	Charged	21.00	16.00	—
2.	Operation & Maintenance			
	Voted	4657.00	5112.65	5871.02
	Charged	140.00	122.78	24.50
3.	Commercial Broadcasting Services			
	Voted	2185.00	2548.94	2689.42
	Charged	62.00	61.94	7.57
4.	Programme Services			
	Voted	14292.00	18211.79	19398.51
	Charged	917.00	956.49	16.68
5.	News Services			
	Voted	1726.00	1939.80	1885.82
	Charged	9.00	11.41	—
6.	Listener Research			
	Voted	91.00	109.65	121.52
	Charged	—	—	—
7.	External Services Division			
	Voted	340.00	381.75	404.45
	Charged	—	—	—
8.	Planning & Development			
	Voted	592.00	725.24	773.52
	Charged	35.00	28.81	—
9.	Research & Training			
	Voted	296.00	373.84	405.21
	Charged	18.00	20.20	—
10.	Suspense	6304.00	6410.00	7840.00
11.	Transfer to NLF	5780.00	7129.00	7629.00
12.	Other Expenditure	360.00	371.20	377.87
	GRAND TOTAL (VOTED)	37645.00	44634.59	48758.97
	(CHARGED)	1202.00	1217.63	48.75

BUDGET BRIEF FOR THE YEAR 1996-97

(Figs. in lakhs of Rs.)

	Capital Plan	Capital Non-Plan	Total	Revenue Plan
1. Final Appropriation 1995-96	7480.00	440.00	7920.00	5496.21
Charged Expenditure	20.00	0.00	20.00	203.00
2. Actual Expenditure 1995-96	7379.13	389.80	7768.93	5512.85
Charged Expenditure	1.45	0.00	1.45	141.60
3. Sanctioned Budget Grant 1996-97	7770.00	475.00	8245.00	5639.00
Charged Expenditure	30.00	0.00	30.00	561.00
4. Anticipated Expenditure 1996-97 i.e. Revised Estimates 1996-97	7810.00	455.00	8265.00	7043.42
Charged Expenditure	165.00	0.00	165.00	476.58
5. Budget Estimates 1997-98	10920.00	520.00	11440.00	2550.00
Charged Expenditure	30.00	0.00	30.00	0.00

Expenditure during last four years (Plan)

	Capital	Revenue
1992-93	7910.53	3534.94
1993-94	10535.83	3998.26
1994-95	7277.88	5418.05
1995-96	7379.13	5512.85

*Revised Estimates 1996-97 and Budget Estimates 1997-98 are projected requirements subject to approval by the Min. of I & B.

DOORDARSHAN

NETWORK

3.1.1 From an experimental service started in 1959 at Delhi, Doordarshan, over the years has grown into a giant structure, and in the process, has become one of the major transmitting networks in the world. Doordarshan is presently telecasting programmes on 19 channels with a network of 41 programme production centres and 834 transmitting stations of varying powers, providing service to about 85.8 per cent of the country's population, covering an estimated 68.8 per cent area of the country.

3.1.2 Programmes on all these 19 channels except international channel are disseminated through INSAT satellites (presently 1D, 2A, 2B and 2C satellites are in operation). Uplinking facilities for the purpose have

been established at various Doordarshan stations in the country. The international channel programmes are disseminated through PAS-4 satellite.

3.1.3 Programmes of Primary Channel (DD-I) are being relayed by 784 transmitters of varying power. These are :

- (a) High power (10KW/5KW/1KW) transmitters—77.
- (b) Low power (300W/100W) transmitters—534.
- (c) Very low power transmitters/Transponders (10W)—173.

For terrestrial transmission of DD-II Channel programmes, 43 transmitters including six high power transmitters are in operation in various cities. High



Shooting of a dance performance in progress at the Central Production Centre of Doordarshan, New Delhi

power transmitters are in operation at the metropolis of Delhi, Mumbai, Calcutta and Chennai for terrestrial transmission of DD-III programmes. The low power transmitters for relay of Lok Sabha and Rajya Sabha proceedings and one low power transmitter at Srinagar for relay of Kashmir channel programmes are also in operation.

3.1.4 There are 41 programme production centres presently in operation in various parts of the country. In addition, a Central Production Centre comprising two large studios equipped with modern and sophisticated technical facilities is in operation at Delhi. This centre caters to high quality programme production. In addition there is a production centre at Guwahati equipped with modern equipment which produces programmes for relay by various TV stations in the North-Eastern part of the country.

3.1.5 Thirteen colour outdoor broadcast (OB) vans each equipped with four cameras and other associated equipment and a large OB van equipped with six cameras and nine electronic field production (EFP) and 12 mini vans are available in the network. Electronic news gathering (ENG) equipment is available at all the programme producing stations for coverage of outdoor activities.

Development Programmes

3.2.1 For the purpose of expansion of coverage of DD-I channel about 480 transmitter projects are presently under implementation/envisaged to be set up. With the commissioning of these transmitters, over 92 per cent population of the country is expected to be brought under TV coverage. To extend reach of DD-II channel programmes, four additional low power transmitters are being set up at Panaji, Murshidabad, Port Blair and Pondicherry. At Bangalore and Hyderabad, high power transmitters are being set up in replacement of the existing low power transmitters.

3.2.2 To augment in-house production 31 Studio/ Programme generation facility projects are under implementation/proposed to be set up, as part of VIII Plan schemes. In addition, a National Studio Complex at Delhi, viz., Doordarshan Bhavan comprising eight studios of size varying from 50 sq. mtrs. to 600 sq. mtrs. and associated technical facilities, to be housed in an eleven-storeyed building, is under implementation.

3.2.3 The current Five Year Plan (1992-97) of Doordarshan lays stress on consolidation of existing

facilities and modernisation/augmentation of facilities at various stations in view of fast changing technologies. The developmental activities taken up by Doordarshan during the current Plan includes computerisation of news system and introduction of multilingual transmission of programmes in a limited way. Besides, a decision to introduce CCD cameras for use in ENG; Studio and OB vans has been taken and Betacam recording format is being adopted in major Kendras in a phased manner. A number of ENG-based production facilities have been envisaged at various locations in the country to augment the programme production from various States. Computerisation of office management has been taken up. Doordarshan is prepared to absorb new technologies in the field of broadcasting.

3.2.4 Consequent upon operationalisation of INSAT 2C additional transponder capacity has become available to Doordarshan. Most of Doordarshan services have been shifted to INSAT 2C Satellite. Satellite news gathering has been introduced. SNG equipment is presently installed at Srinagar. Additional services, viz., regional service in Punjab and Himachal Pradesh and transmission utilising digital compression technique, DTH, etc., are planned to be introduced in future.

3.2.5 During the remaining period of 1996-97, installation of HPTs at Jodhpur (interim), Fazilka (interim), Bangalore (DD-II) and Hyderabad (DD-II), besides a number of LPTs and VLPTs, are expected to be completed.

3.2.6 Sixty-eight projects (studios at Mau and Jalpaiguri; HPTs at Jaisalmer, Barmer (interim), Mokokchung and Kumool; 52 LPTs and 10 VLPTs) are presently awaiting commissioning.

DDI National Channel

3.3.1 The main aim of the programmes telecast in the national channel is to promote national integration, inculcating a sense of unity and making people proud that they are Indians. The National Programme was started on 15 August 1982 and has been extended in stages to include programmes in the mornings, afternoons, etc. At present about 80 hours of programmes are telecast in the National Network. The programmes include education, information and entertainment roughly in the proportion of 30:40:30.

3.3.2 A large number of topical events are covered live in the National Programmes.

3.3.3 The proceedings in the two Houses of Parliament are available through two low-power transmitters in Delhi and thus can be received within a radius of 10-15 kilometres around Parliament House.

3.3.4 The telecast timings of the National Network were rationalised to make DD-I and DD-II complementary to each other.

Regional Segment

3.4 All the Doordarshan Kendras originate programmes in their respective regional languages. The major Kendras originate about 25 hours of programmes each week while other Kendras for one to 10 hours a week. While rural development is one of the major concerns in the regional programmes, subjects like agriculture, health, family welfare and environment are also regularly dealt with. With satellite uplinking it has been possible to provide common programmes for viewers in 13 States.

National Programme Highlights

- * Republic Day Parade
- * Independence Day Speech
- * Rath Yatra of Puri
- * Thyagaraja and Tansen Festivals
- * Inauguration of National and International Film Festivals.
- * Proceedings in the Parliament
- * Question Hour in Lok Sabha and Rajya Sabha — direct telecast
- * Sansad Samachar
- * Today in Parliament
- * Address of the President to the Joint Session of Parliament
- * Presentation of Union Budget
- * Railway Budget
- * Brahmotsav, Tirumala, Tirupati

Educational TV

3.5.1 Doordarshan has given high priority to programmes on education from the beginning. The

school telecasts started from Delhi in 1961 itself. As a part of SITE continuity, programmes for school children were started in 1982. At present, school programmes produced by Doordarshan are telecast in the regional segment from Delhi, Mumbai and Chennai and programmes produced by the State Institute of Education are telecast in Hindi, Marathi, Gujarati, Oriya and Telugu for relay by all transmitters in the particular language zone.

3.5.2 The higher education TV programmes produced by UGC and IGNOU are telecast 13 hours each week on the National Network. There is a proposal to have a channel devoted exclusively to educational programmes.

News Bulletins and News Magazines

3.6.1 Doordarshan News telecasts 12 bulletins including headlines every day from the Headquarters in Delhi. The headline news is telecast at 10.30 p.m. and 11.30 p.m. in Hindi and English respectively for two minutes each. Two weekly news round-ups are telecast on Sundays—one is meant specially for the hearing impaired and is telecast in sign language at 1.00 p.m. for 15 minutes, the other is in Sanskrit language and is telecast at 1.15 p.m. for 10 minutes. The major news bulletin in Hindi is telecast at 8.30 p.m. and English news bulletin at 9.00 p.m., both for 20 minutes, on National Network. However, when Parliament is in session, these two prime-time news bulletins are telecast for 15 minutes followed by Parliament review in both Houses—Sansad Samachar in Hindi and Parliament News in English—for a duration of 15 minutes each.

3.6.2 The Regional News Units in different States telecast a daily 15-minute news bulletin in the respective regional languages at 7 p.m. In Mumbai and Calcutta, regional news bulletins are also telecast for 10 minutes at 21.50 hours. In Guwahati, an Assamese news bulletin is also telecast at 08.45 hours. In Jalandhar, a Punjabi news bulletin is telecast for five minutes at 5 p.m. from Monday to Friday, besides the regular news bulletin at 7 p.m. In Chennai, a Tamil news bulletin is telecast for 3 minutes at 7 p.m. and for 20 minutes at 8.30 p.m. On all Saturdays and Sundays a 3-minute news bulletin is telecast at 5 p.m., besides the regular news bulletin at 7 p.m. From Srinagar a Kashmiri bulletin is telecast at 4 p.m.

3.6.3 Doordarshan News played a major role in reporting several important events that took place

during 1996. The most significant event covered by Doordarshan News was the worst ever mid-air disaster involving two passenger planes, a Saudi Arabian aircraft and a Kazakhstan aircraft over the Indian skies on 12 November 1996, in which more than 350 passengers were killed. Doordarshan News coverage of the worst mid-air collision received wide acclaim and won the Asia Vision Monthly Award for November 1996. Doordarshan News also won accolades from different quarters for its balanced coverage of the General Elections and the installation of the first United Front Government. The housing scam in which several leaders were indicted and also cases pertaining to political leaders, such as former Prime Minister and some of his Cabinet colleagues were noticed without any prejudice and at the same time giving factual information to the viewers all over the country.

3.6.4 Pulse Polio Immunization Programme was given wide coverage in the Doordarshan news bulletins. The launching of the main battle tank, Arjuna, for regular production and also the launching of Prithvi Missile were noticed prominently by Doordarshan News. India's objection to the Comprehensive Test Ban Treaty was highlighted giving not only the visual coverage but appropriate sound bytes in all major bulletins, including the news bulletins beamed to other countries.

3.6.5 On the international front, Doordarshan News made meticulous arrangements for the news coverage of the President's visit to Oman, Poland, Czech Republic, Slovakia and Italy; the Vice-President's visit to the Central Asian countries—Mongolia, Kyrgyz Republic and Kazakhstan and Iran; the Prime Minister's visit to Harare — G-15 Summit, Rome (World Food Summit) and also the visits of several dignitaries, such as the Prime Minister of Canada, the President of Brazil, the South African President, Dr. Nelson Mandela, the President of Israel and the Prime Minister of Malaysia, Dr. Mahathir Mohammed.

3.6.6 The death of the Freedom fighter Aruna Asaf Ali, the former Chief Minister of Andhra Pradesh, N.T. Rama Rao, the former President, Neelam Sanjiva Reddy and the killing of Murtaza Bhutto, brother of Ms Benazir Bhutto, former Prime Minister of Pakistan were given adequate coverage.

3.6.7 Among the cultural events, the Festival of India in Thailand and the World Hindi Conference held in West Indies were given prominent coverage.

The events during the celebration of 50 years of Independence were also covered by Doordarshan in a significant manner.

3.6.8 On the sports front, besides national games like Durrand Football and DCM Football, the Wills World Cup Cricket held in India and Pakistan, Davis Cup tournaments, French Open and U.S. Open and the Olympic Games received significant coverage.

3.6.9 In its coverage of events many a time Doordarshan News happened to be the first one to break the news well ahead of other agencies. The visuals obtained by Doordarshan News were later used by a number of foreign agencies and broadcast organisations resulting in revenue for Doordarshan.

Current Affairs

3.7.1 Doordarshan telecasts a number of programmes dealing with topical subjects on DD-I. There are programmes in the magazine format dealing with the developments in Kashmir and North-East, telecast once a week on the National Network. A news and cultural magazine in Hindi 'Parakh' is telecast every week. 'Apex Judgement', a round-up of Supreme Court judgements on matters that have wide public interest and 'Amul Surabhi', a socio-cultural magazine are telecast once a week. Special programmes were telecast on General Elections 1996 and State Assembly Elections held in UP and J&K on the National Network. Programmes dealing with science, technology, education, social awareness, health, minorities and weaker sections of society were telecast on a regular basis.

3.7.2 A large number of programmes on News and Current Affairs are also telecast on DD-II. Some of them are : (a) Daily programmes like 'Aaj Tak', 'First Edition' 'Business Plus' and 'Ankhon Dekhi' (under sponsored category); (b) Weekly programmes like 'Karobaamama', 'World of Business' and 'India This Week' (under sponsored category).

3.7.3 Sponsored programmes on News and Current Affairs entitled 'South Asia Report', 'Market Tonight', 'Market Round-up', 'The Second Edition', 'Midday Market' and 'Stock Market' are telecast regularly on channel DD-III. A weekly programme entitled 'Round Table' dealing with topical events is also telecast on this channel.

Sports

3.8.1 During 1996-97 more than 800 hrs. of live coverage of sports events was done and all types of

sports events from Kho-Kho, Malkham, Kabaddi, Judo and Gymnastics to Cricket, Tennis, Hockey, etc., were covered and telecast. Atlanta Summer Olympic Games were telecast extensively over Doordarshan. For the first time in the history of Doordarshan more than 18 hrs. of daily transmission was devoted to these games. All the matches of Wills World Cup Cricket-1996 (except three slotted in Sri Lanka) were telecast live. Davis Cup matches featuring India and held in India, French Open Tennis, Wimbledon-1996, Australian Open Tennis-96, U.S. Open Tennis-96, Triangular One Day Cricket Series (India/South Africa/Australia) and highlights of all test matches, 6th Indira Gandhi International Gold Cup Women Hockey Tournament at New Delhi and the European Soccer Tournament were extensively covered.

3.8.2 On National Network 'Sports World' a weekly sports programme is being telecast every Saturday. On DD-II sports programmes are available from Tuesday to Friday at 14.35 hrs. to 15.00 hrs. in 'Sports Time' and from Monday to Friday on 'Metro Sports Hour' at 16.00 hrs. Since November '96 two hours sports programmes are also being telecast on DD-III every day. All the major Kendras/Regional Kendras are telecasting weekly sports programmes under different titles either in regional languages or in Hindi/English.

3.8.3 During the period, Doordarshan was able to conclude long-term agreements for TV Rights with Indian Hockey Federation, All India Tennis Association and Equestrian Federation of India. Negotiations are also in progress with other Sports Federations/Associations in this respect.

Commercials

3.9 Doordarshan Commercial Service at Delhi accepts bookings for National Network, DD-II, DD-III, DD-International and all Regional Kendras. At present advertisements are telecast by the Regional Kendras at Ahmedabad, Bangalore, Mumbai, Calcutta, Delhi, Hyderabad, Jalandhar, Lucknow, Chennai, Srinagar, Thiruvananthapuram, Jaipur, Bhopal, Guwahati, Patna, Bhubaneswar, Raipur and Goa. The sponsorship of Doordarshan programmes for Regional Kendras is also handled by the Doordarshan Commercial Service, Delhi. Facilities are available at individual Kendras to accept bookings of spots and sponsorship along with programmes of its own Kendras. Acceptance of advertisements is governed by a Comprehensive Code for Commercial Advertising. Advertisements of ciga-

rettes, tobacco products, liquor, wine and other intoxicants are, however, not accepted. However, surrogate advertising is allowed. Normally, advertisements in Hindi and English are telecast on the National Network while advertisements in regional languages are telecast by the Regional Kendras.

Earnings of Doordarshan in the last five years

Year	Rs. (in crore)
1992-93	360.23
1993-94	372.98
1994-95	398.02
1995-96	430.13
1996-97	480.00

Comissioning of Programmes

3.10 Doordarshan has been assigning programmes and providing funds under the Special Software Schemes to outside producers to meet its software requirements. The programmes cover a wide range of subjects and the formats of presentation include telefilms, serials, documentaries, features, interview-based programmes, news and current affairs, and reports on important socio-cultural events. Some of the commissioned serials telecast during the year include "Akhir Kaun", "Byomkesh Bakshi", "Himant Nagraj", "Ek Zara Si Baat" and "Manthan". Some of the programmes are being sponsored and attracting adequate spot buys. Documentary series commissioned by Doordarshan and telecast include 'Himalaya Watch' by Serbjeet Singh, 'Mind Watch' by Dr. Avdesh Sharma, a documentary on Tripura tribes by Ashok Bakshi and 'Rhythm of Tribal India' by Anita Roy Chaudhury.

Sponsorship of Programmes

3.11 Under its new Sponsorship Scheme, Doordarshan invited proposals in the year 1990. Of the 449 proposals approved in 8 categories, 118 were prioritised for prime-time telecast. During the current financial year, by winding up the ongoing serials, many producers were provided the opportunity to come on air at the prime time. Doordarshan also made efforts to popularise all the non-prime time slots by encouraging the producers willing to come under the sponsorship scheme with the result that all

available non-prime time slots which were not being utilised earlier have been allotted to outside producers under the Sponsorship Scheme.

Central Production Centre: Doordarshan

3.12.1 The Central Production Centre produces programmes which other Doordarshan Kendras are not in a position to make. Over the years it has emerged as the prime contributor of in-house programmes to all the four major channels of Doordarshan. CPC has recorded quality Light Music entertainment programmes wherein film playback singers, freelance pop singers, bands, western pop artistes from all the regions of the country have performed. It has also produced long dramatic serials, some of which have been telecast. Many of CPC productions have been sold to foreign television networks.

3.12.2 During the year CPC successfully organised and telecast sixty hours uninterrupted Election Analysis - 'India Votes 96' which received wide public acclaim. It also recorded programmes on different tribes of North-East by bringing them to studios as well as by taking the camera to their habitat. This not only gave good exposure to these tribes but also the rest of the country could get a glimpse of their life-style, traditions, customs, music and dance.

3.12.3 Programmes on "Chaitra Parva" in the tribal belt of Orissa and on the art of Chhau, Mayurbhanj style were also made. For the International Children's Broadcasting Day CPC organised a programme of one hour - By the children for the Children - TUNING TO KIDS which showcased the children's viewpoints on several social issues.

3.12.4 Several programmes on classical music and dance series have been bought by foreign networks and also sent in exchange to other countries. CPC has the distinction of inviting prominent classical singers and dancers to perform for the programme of Music and Dance. Recording of programmes before invited audience is yet another feature of CPC.

Performance of CPC during 1996 at a glance

- | | |
|---|---|
| 1. Total hours of programmes produced during the year | - 279 hours |
| 2. Total programmes telecast | - 352 hours |
| | (including programmes produced earlier) |
| 3. Increase in production over the previous year | - 39.5% |

DD-II Metro Entertainment Channel

3.13.1 Metro Hour Scheme was introduced by Doordarshan as a pilot scheme from the four metro cities on 26 January 1993 with programmes of one hour duration. Presently programmes for 17 hours per day are telecast and the Metro Channel is reaching out to 167 million people in more than 43 cities in various parts of the country. The Channel is now identified as DD-II. Besides the terrestrial transmitters, the channel is available through the INSAT Satellites.

3.13.2 Almost all the programmes telecast on this Channel are sponsored and entertaining in format. Serials on comedy, family drama, mythology and film based, are telecast at prime time from 8.00 p.m. to 10.00 p.m. Non-prime time telecasts include quiz, chat shows, sports, business shows, English serials, music-based programmes, science and educational programmes. The sponsored Hindi News magazine 'Aaj Tak' is shown at 10.00 p.m. and News from remote areas at 8.55 p.m. Two hours local programming from Chennai, Mumbai and Calcutta and a ten-minute regional language news bulletin is also telecast. Programmes from Delhi are carried by 40 other transmitters. Apart from the English feature films on Friday/Saturday late nights, Hindi feature films are telecast on Saturday and Sunday afternoons on this Channel.

Regional Language Satellite Services

3.14.1 To provide additional software in the major languages of the country, many of which are spoken by more than 50 million, Doordarshan has started a number of Regional Satellite Channels (DD-4 to DD-11 and DD-13) with programmes in Assamese, Bengali, Gujarati, Kannada, Kashmiri, Malayalam, Marathi, Oriya, Punjabi, Tamil and Telugu. The programmes on these Channels include the regional service, which is available terrestrially in the concerned States and additional programmes which could be received through the use of dish antenna. As the foot prints of the INSAT satellite cover the whole country, the regional language programmes are now available for all people in the country, irrespective of their place of residence. Thus, RLSS facilitates telecast of more programmes in regional languages and provides access to regional programmes for viewers throughout the country. Whereas regional services are received terrestrially in the respective States and via satellite outside the States, the RLSS (exclusive satellite programmes) is received via satellite in and outside the State.

3.14.2 Doordarshan regional language satellite channels were started on 1 October 1993, carrying programmes in Assamese, Bengali, Gujarati, Kannada, Kashmiri, Malayalam, Marathi, Oriya, Tamil and Telugu. The programmes were telecast five days a week in non-prime time in the four DD satellite channels. On 1 February 1994 three separate channels, i.e. DD-4 (Kannada, Malayalam, Tamil and Telugu), DD-5 (Assamese, Bengali, Malayalam, Tamil and Telugu) and DD-6 (Kashmiri, Gujarati, Marathi and Punjabi) were uplinked from Delhi.

3.14.3 On 15 August 1994, separate channels were started for each language, uplinking the programmes from State capitals, integrating regional services single metro programmes with RLSS. Thus, starting separate channels for each language facilitated programmes for longer duration in prime time in the language for viewers within the State and regional programmes, including news in the language being available for viewers throughout the country. The RLSS programmes constitute infotainment programmes, films, film songs, serials and plays.

DD-III

3.15 The DD-III Channel inaugurated on 14th November 1995 is available terrestrially in Delhi, Mumbai, Calcutta and Chennai. In addition, its signals are received in other parts of the country, initially, via an extended C-Band Transponder on the INSAT 2B and later w.e.f. 1st November 1996, via a C-Band transponder on the INSAT 2C Satellite. The initial daily transmission of six-and-a-half hours was increased to more than 12 hours from 1 November 1996.

DD-I International

3.16 Three hours service of Doordarshan International Channel was started on 14 March 1995 through ASIASAT from Monday to Friday. The service was shifted to PanAm Sat on 30 September, 1995. Duration of transmission was increased to four hours and the service was extended to all the seven days of the week from 15 July 1996. The service of Doordarshan International Channel was further extended to 18 hours based on repeat of 9 hours capsule from 6.30 A.M. to 0.30 hrs. everyday from 15 November 1996 onwards. The programme aims at projecting India's social, cultural, political and economic scene. There are two daily news bulletins one in Hindi and the other in English. One daily programme titled 'India File' deals with trade and business. During the year, efforts were made to

distribute the Channel through local cable TV operators in different countries. Doordarshan has so far signed NOCs with M/s ATN Canada and ASIANET, USA and UK.

Cultural Exchange and International Marketing

3.17.1 During 1996-97 Doordarshan hosted a six-member Chinese delegation headed by their Vice Minister and signed a Memorandum of Cooperation. In order to promote Indian art, culture and project Indian view point, 12 hours of programmes were supplied to foreign countries free of charge. Doordarshan sent a three-member delegation to the MIP TV Festival in Cannes, France to promote its programmes in the global market. During the year, Doordarshan sold its programmes and services worth US \$ 1.60 lakhs to foreign parties in USA, UK, Japan, Canada and Malaysia. One award winning film 'Tigerman' by Buddhadeb Dasgupta was sold to Channel 4, U.K. Doordarshan also provided services and sold programmes to Indian parties and earned Rs. 17.00 lakh.

Programme Advisory Committees

3.18.1 With the objective of getting advice of experts in various fields, Programme Advisory Committees are set up in major Doordarshan Kendras. The panel of experts are drawn up from various disciplines and interested groups available in the region.

3.18.2 The nomination of experts as non-official members is made in consultation with the Information Department of the concerned States. The Programme Advisory Committee reviews the programmes telecast since the last meeting and also makes suggestions for improvement in programmes and on the matters concerning planning and production of programmes of the ensuing period. Meetings are presided over by the Directors of the concerned Kendra and assisted by the head of the engineering wing and the officers on the programme side. In addition to the above, Doordarshan Kendras are also associated with the Inter Media Publicity Coordination Committee with a view to coordinate programmes with the different media units in the State and monitor the progress.

Audience Research

3.19.1 Audience Research Units have been established in 19 Doordarshan Kendras. The main func-

tions of the Audience Research Unit is to provide research support for the programming on Doordarshan network. Different types of research methods are used for this purpose. The Unit is manned by professionally trained people. The system of giving DART ratings (Doordarshan Audience Research Television ratings) on the National Metro and the main Regional networks of Doordarshan was introduced in 1993 and this system has now been extended to 33 cities. The members of panels in each city represent a cross-section of TV-viewing public of that city. The DART ratings are publicised over the air and also through major newspapers. They are also supplied to advertisers and advertising agencies.

3.19.2 The Audience Research Unit also serves as a data bank to the Directorate and the Kendras. The Audience Research Unit at the headquarters brought out Doordarshan'96 — a compilation of all available information about the media in the country with special focus on Doordarshan. Recently a nation-wide survey on 'Television Ownership and Viewership in

Rural Areas' has been launched. The findings of this survey will help in understanding the status of the media in the rural areas and thereby make Doordarshan programmes more meaningful and effective for the rural audience. The Unit also interacts with the market research agencies, communication research organisations etc. and monitors the research done by them on the media.

Council for Public Service Communication

3.20.1 The Council for Public Service Communication (Lok Seva Sanchar Parishad) was set up in January 1987 with a view to promote the production of quickies, short films and messages on issues of public importance like National Integration, Environment, Consumer Awareness, Drug Abuse etc. The Council is a non-official body where all the members are offering their services voluntarily as it is meant for Public Service Communication. The cost for the presentation of the programmes/quickies like laboratory charges and transport is generally met by



Shri K.P.S. Gill, President, IHF and Shri K.S. Sarma, DG, Doordarshan exchanging documents after signing an agreement on telecast rights, while the Minister of I & B Shri C.M. Ibrahim looks on

the advertisers through the Indian Society of Advertisers. The creative inputs and technical supervision is done by the advertising agency free of cost. Doordarshan telecasts these messages without charges.

3.20.2 A number of quickies have been telecast under the logo of the Lok Seva Sanchar Parishad. They are Torch Capsule: Freedom Run, One Tune (Ek Sur), Raga Desh, Selected Classical Pieces of Raga Desh, Dance and Drut (Raga Desh), Gandhiji, Helmet Safety, Car Accident, Help the Municipality Help You, Water Conservation (Tap), Water Conservation (Man Shaving and Child Brushing the Teeth), Anti-Burns, National Anthem and Eye Donation featuring Ms Aishwarya Rai, Miss World 1994. There are several

other Public Service Films which are in the pipeline and would be telecast as and when ready.

3.20.3 The Lok Seva Sanchar Parishad in collaboration with the Ford Foundation has launched a Public Service Communication Initiative wherein the emphasis is on Environment and Sustainable Development, Social Justice and Women's Issues. Public Service Films/Spots/Documentaries/Telefilms on these issues would be produced and broadcast. Eminent filmmakers have expressed their keen interest in the Public Service Communication Initiative. By the end of 1997, films funded by PSCI would be ready for telecast. The Parishad is also launching a campaign on Social Responsibility wherein the emphasis is on good civic behaviour.

Annexure-I

Doordarshan Network (As on 15.1.97)

S. No.	State/UT	PPCs	Primary Coverage (DD-I) trs.				Metro. Channel (DD-II) trs.				
			HPTs	LPTs	VLPTs	Trp.	Total	HPTs	LPTs	VLPTs	Total
1.	Assam	3	3	18	1	1	23	-	1	-	1
2.	Andhra Pradesh	1	6	48	5	1	60	-	1	-	1
3.	Arunachal Pradesh	1	1	2	18	-	21	-	1	-	1
4.	Bihar	4	5	36	-	1	42	-	1	-	1
5.	Goa	1	1	-	-	-	1	-	-	-	-
6.	Gujarat	2	4	38	2	-	44	1	1	-	2
7.	Haryana	-	-	7	-	-	7	-	1	-	1
8.	Himachal Pradesh	1	2	5	17	2	26	-	1	-	1
9.	Jammu & Kashmir	2	4	3	27	1	35	-	3	-	3
10.	Kerala	1	3	16	2	-	21	-	3	-	3
11.	Karnataka	2	4	35	1	-	40	-	1	-	1
12.	Madhya Pradesh	2	6	60	5	1	72	-	1	-	1
13.	Meghalaya	2	2	2	2	-	6	-	2	-	2
14.	Maharashtra	2	5	57	4	1	67	1	1	-	2
15.	Manipur	1	1	1	4	-	6	-	1	-	1
16.	Mizoram	1	2	-	1	-	3	-	1	-	1
17.	Nagaland	1	1	2	3	1	7	-	1	-	1
18.	Orissa	2	3	50	4	1	58	1	4	2	7
19.	Punjab	1	3	5	-	1	9	-	1	-	1
20.	Rajasthan	1	2	47	10	2	61	-	2	-	2
21.	Sikkim	-	1	-	3	-	4	-	1	-	1
22.	Tamil Nadu	1	3	30	4	2	39	1	-	-	1
23.	Tripura	1	1	-	-	1	2	-	1	-	1
24.	Uttar Pradesh	3	9	50	17	4	80	-	3	-	3
25.	West Bengal	2	4	15	2	-	21	1	-	-	1
26.	Delhi	1	1	-	-	-	1	1	-	-	1
27.	A. & N. Islands	1	-	2	9	-	11	-	-	-	-
28.	Daman & Diu	-	-	1	1	-	2	-	-	-	-
29.	Pondicherry	1	-	2	2	-	4	-	-	-	-
30.	L' Dweep Islands	-	-	1	8	-	9	-	-	1	1
31.	Chandigarh	-	-	1	-	-	1	-	1	-	1
32.	Dadra & Nagar Haveli	-	-	-	1	-	1	-	-	-	-
Total		41	77	534	153	20	784	6	34	3	43

Note : In addition to above transmitters, four HPTs at Delhi, Mumbai, Calcutta and Chennai for relay of DD-III Channel programmes; two LPTs at Delhi for relay of LS & RS proceedings and one LPT at Srinagar for relay of Kashmir Channel programmes are in operation. Total number of transmitters—834.

TV projects commissioned during 1996-97 (up to 15.1.97)

- | | | |
|------|----------------------------------|---|
| I. | Studio facilities : | Interim Studio, Santiniketan; Playback facility, Gangtok |
| II. | Satellite uplinking facilities : | Earth Station at Calcutta
SNG at Srinagar |
| III. | Transmission facilities | |
| | (a) LPTs
(9 Nos.) | Bhander (Madhya Pradesh)
Krishnagiri (Tamil Nadu)
Mau Ranipur (Uttar Pradesh)
Kasganj (Uttar Pradesh)
Mahoba (Uttar Pradesh)
Thodupuza (Kerala)
Phoolparas (Bihar)
Puttur (Karnataka)
Arsikere (Karnataka) |
| | (b) VLPTs
(33 Nos.) | Jashpurnagar (Madhya Pradesh)
Khed (Maharashtra)
Netrang (Gujarat)
Chintapalli (Andhra Pradesh)
Parvatipuram (Andhra Pradesh)
Kanjirapalli (Kerala)
Udumalper (Tamil Nadu)
Vazapadi (Tamil Nadu)
Baratang (A&N Islands)
Katchal (A&N Islands)
Havelock (A&N Islands)
Bandla (Himachal Pradesh)
Bharati (Himachal Pradesh)
Bhim (Rajasthan)
Zawar Mines (Rajasthan)
Fatehpur (Rajasthan)
Mandalgarh (Rajasthan)
Bageshwar (Uttar Pradesh)
Didihat (Uttar Pradesh)
Ghandyal (Uttar Pradesh)
Kaljikhil (Uttar Pradesh)
Valparai (Tamil Nadu)
Devikolam (Kerala)
Nayagarh (Orissa)
Gajja (Uttar Pradesh)
Devprayag (Uttar Pradesh)
Joshimath (Uttar Pradesh)
Kalaktang (Arunachal Pradesh)
Chayangtajo (Arunachal Pradesh)
Moreh (Manipur)
Thournal Rampur (Orissa)
Bada Barbil (Orissa)
Kondagaon (Madhya Pradesh) |

FILMS

FILMS DIVISION

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

4.1.2 The Division produced documentaries/news magazines from its headquarters at Mumbai, films on agriculture, defence and family welfare from Delhi and featurettes with rural bias from the regional centres at

Calcutta and Bangalore. The Division caters to over 12,623 cinema theatres all over the country and to the non-theatrical circuits like units of the Directorate of Field Publicity, mobile units of the State Governments, Doordarshan, field units of the Department of Family Welfare, educational institutions and voluntary organisations. The documentaries and newsreels of State governments are also featured in the Division's release on the theatrical circuit. The Division also sells prints, stock shots, video cassettes and distribution rights of documentaries and featurettes in India and abroad.

4.1.3 By organising four international film festivals for documentary, short and animation films at Mumbai, the Division has emerged as a powerful force behind the documentary film movement in the world.



Veteran Kannada Film Actor, Dr. Rajkumar receiving the Dadasaheb Phalke Award from the President Dr. Shanker Dayal Sharma

The Division is also geared up for the Fifth Mumbai International Film Festival to be held in February 1998.

4.1.4 The organisation of the Division is broadly divided into four wings each respectively in charge of Production, Distribution, International Documentary and Short Film Festival and Administration.

Production

4.2.1 In addition to the headquarters at Mumbai, three production centres of the Division are located at Bangalore, Calcutta and Delhi. The production wing is responsible for production of documentary films, news magazines, short feature films specially designed for rural audience and animation films.

4.2.2 The Division produces through its own directors and producers nearly 60 per cent of the films on its annual production programme. Documentaries are produced on a wide range of themes and topics that encompass different spheres of human activity and endeavour.

4.2.3 Normally, the Division reserves about 40 per cent of its production schedule for allotment to independent film-makers in various centres with a view to encouraging individual talent and thus helping the documentary movement in the country. In addition to its normal production programme, the Division provides assistance to all the Ministries and Departments of the Government including public sector organisations in producing documentary films.

4.2.4 The Newsreel Wing is headed by a Joint Chief Producer assisted by Directors, Newsreel Officers and Assistant Newsreel Officers, forming a network, embracing the main cities and towns including State and Union Territory capitals. The coverages are used for making fortnightly news magazines and also in compilation of archival material.

4.2.5 The Cartoon Film Unit of the Division has gained distinction through a steady output of animation films which have won outstanding recognition all over the world. The unit also prepares animation sequences for the documentaries and news magazines and is now equipped for production of puppet films.

4.2.6 The commentary section looks after the dubbing of films and news magazines into 14 Indian languages and the foreign languages, whenever

required, from the basic version (English or Hindi).

4.2.7 The Delhi unit of the Division has the responsibility of production of instructional and motivational films for the Ministry of Agriculture, Ministry of Defence and the Department of Family Welfare.

4.2.8 The regional centres of the Division at Calcutta & Bangalore produce rural-oriented featurettes in 16mm of about an hour's duration. These socially relevant films are evolved on a storyline to spread the message of social and national issues such as family welfare, communal harmony and project and focus on such evils as dowry, bonded labour, untouchability, etc.

4.2.9 The 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 the language and region. Now this scheme has been extended to making films in northern and western regional languages and dialects.

Distribution

4.3.1 The Distribution Wing of the Films Division has branch offices in the ratio of one branch to 1500 cinema houses. At present, there are 10 distribution branch offices located at Bangalore, Chennai, Calcutta, Hyderabad, Lucknow, Madurai, Mumbai, Nagpur, Thiruvananthapuram and Vijayawada. In 1996, the Division covered 12623 cinema houses spread all over the country with an audience of about nine to ten crores per week.

4.3.2 The Wing also supplies prints to the 16mm mobile units of the Directorate of Field Publicity and the Departments of Central as well as State Governments. On a rough basis, the number of people covered by these units is estimated to be around 4 to 5 crores every week. In addition, the documentary films of Films Division are also being telecast on the national as well as regional networks of Doordarshan. Educational institutions and other social organisations all over the country also borrow films of the Division from its libraries maintained in the distribution branch offices.

4.3.3 Video cassettes of the Division's films are also sold to railways, public sector undertakings, Central and State Government departments, educational institutions and private parties for non-commercial

use. During April to December 1996, 934 cassettes were sold for non-commercial use.

4.3.4 The External Publicity Division of the Ministry of External Affairs distributes prints of selected films of the Division to the Indian Missions abroad. The National Film Development Corporation Limited and private agencies also arrange for the international distribution of the Division's films. Films produced by the Division are also commercially exploited, on royalty basis, for overseas video and TV networks.

International Documentary and Short Film Festivals

4.4.1 The Films Division has been entrusted with the task of organising the Mumbai International Film Festival for documentary, short and animation films. It is a biennial event. The first Mumbai International Film Festival was held in March 1990, the second in February 1992 and the third from 1-7 February, 1994 and the fourth from 29 January to 5 February, 1996. The Fifth Mumbai International Film Festival is to be held in February, 1998.

Administration

4.5 The Administration Wing provides the necessary facilities like finance, personnel, stores and equipment to other wings of the Division. It is responsible for all matters relating to establishment, stores, accounts, factory management and general administration.

Performance

4.6.1 During April to December, 1996 the Division produced 13 news magazines and 15 documentaries/short featurettes. Out of this, 15 films (66 reels), 7 films (20 reels) were produced departmentally, 8 films (46 reels) were produced through independent producers.

4.6.2 The Division provided sustained publicity and communication support through its documentaries, news magazines and 16mm featurette films for important national campaigns like communal harmony, national integration, eradication of untouchability, family welfare programme, dowry and prohibition, etc.

4.6.3 During the period the Division has produced noteworthy films like: (i) Balgobin Bhagat; (ii) Contribution of Kerala to India's Freedom Movement; (iii) Pulse Polio Immunisation and (iv) a video spot on

Hi-Band on Pulse Polio Immunisation titled "Chota Baccha Samajh Ke" on behalf of Public Health Department, Government of Maharashtra.

4.6.4 The Division has been participating in various National/International Film Festivals. During the period up to December, 1996 the Division participated in two National and 18 International Festivals by entering 52 and 35 films respectively (List enclosed in Annexure VII). The Division also received five National Awards.

Revenue

4.7. During April to December, 1996 the Division released 14,754 prints of 33 documentaries and 13 news magazines in the theatrical circuits. The Division also sold 178 prints and 832 video cassettes of its films for non-commercial use in India and abroad. The total revenue earned by the Division up to December, 1996 amounted to Rs. 125.84 lakh. This also includes Rs. 19.01 lakh earned from sale of stock shots.

COMMITTEE TO IMPROVE PERFORMANCE

On the recommendations of the Standing Committee on Communication, a committee to examine the functioning of the Films Division and to make recommendations regarding steps to be taken to improve its performance has been appointed under the Chairmanship of Shri Shyam Benegal, a noted film personality. The terms of reference of the Committee are as under:-

- (a) To review the objectives, functions and procedures of the Films Division in respect of the production, marketing and distribution of documentaries and news magazines for public exhibition and to examine the feasibility of making it a more effective organisation, especially keeping in view the current trends in the field of mass media;
- (b) to identify the shortcomings, if any, in the working of the Films Division and to suggest appropriate corrective steps to be taken in this regard and also to give recommendations regarding its future role, organisational set-up and other related matters; and
- (c) to examine any other allied matters necessary to enable the Committee to make its recommendations.

DIRECTORATE OF FILM FESTIVALS (DFF)

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

National Film Awards

4.8.2 The 43rd National Film Festival commenced its jury screenings in April 1996. The feature film jury was chaired by Shri Hrishikesh Mukherjee and the non-feature jury by Smt. Vijaya Mulay. Ms. Aruna Vasudev was the Chairperson of the committee set up to adjudge the best writing on cinema. 88 feature films, 68 non-feature films, 12 books and 17 critics were entered for the awards. The President, Dr. Shanker Dayal Sharma, gave away the awards at a ceremony held on 6 August 1996 in New Delhi. The best feature film award was bagged by 'Kathapurushan' directed by Adoor Gopalakrishnan, while Rajat Kapoor's 'Tarana' (Hindi) got the award for the best non-feature film. The award for the best book on cinema went to 'Marathi Cinema in Retrospective' (Marathi) by Shri Sanjit Narwekar and Shri M.C. Raja Narayanan was given the best film critic award for 1995. The Dada Saheb Phalke Award for 1995 was conferred on the veteran Kannada actor Dr. Rajkumar for his outstanding contribution to cinema.

International Film Festival

4.8.3 The 28th International Film Festival of India (IFFI) was organised in Thiruvananthapuram from 10 to 20 January, 1997. This was a non-competitive film festival. This festival had as many as 214 feature and non-feature films in various sections from 47 countries, including India. The largest of these was in the Cinema of the World Section, 78 from 37 countries, featuring films that have won awards or acclaim at various film festivals. There were 41 films in Retrospectives which included tributes to Shri P.A. Backer, Malayalam film-maker (3 films), Shri Tapan Sinha (one film) and Ms. Smita Patil (2 films).

4.8.4 The Indian Panorama had 14 feature films and 16 non-features. In addition, there were 32 films

in retrospective of Malayalam cinema.

Activities Abroad

4.8.5 During the period under report, the Directorate participated in more than 50 international film festivals held abroad. The film titled 'Hkhagoroloi Bohu Door' won the special jury award and the hero Shri Bishnu Kharghoria won the best actor award for the same film in Singapore International Film Festival. The film 'Bandit Queen' won three major awards. Shri Jahnu Barua won the best director award for the film 'Hkhagoroloi Bohu Door' and Shri Nandan Kudiyadi won the special mention for his film 'Rasayatra' in the 18th International Film Festival at Brussels, Belgium.

Cultural Exchange

4.8.6 Three film weeks of Indian films were organised in various countries. Four foreign films weeks were organised in India.

NATIONAL CENTRE OF FILMS FOR CHILDREN AND YOUNG PEOPLE (N' CYP)

4.9.1 The National Centre of Films for Children and Young People (N' CYP) is engaged in production of feature films, television serials, short featurettes and short animation films for children and young people. The Centre also purchases the rights of foreign films and exhibits them likewise after dubbing in Indian languages.

4.9.2 N' CYP has its headquarters at Mumbai and branch offices at New Delhi and Chennai.

4.9.3 The films produced by the Centre are entered in various national and international film festivals and have won many awards. N' CYP also holds its own international film festival every alternate year. The 9th such festival was held in November 1995 at Hyderabad and the 10th festival will be held in November 1997. The film 'Halo' produced by N' CYP Director Shri Santosh Sivan was adjudged as the 'Best Children's Film' during the National Awards 1995. 'Halo' also features in the Indian Panorama of IFFI 1997.

4.9.4 During the year, two short animation films directed respectively by Ms Rani Burra and Shri A.R. Sen, were completed. N' CYP has taken up the production of one serial and two feature films during the year.

4.9.5 During the year, the Centre participated in six international festivals. The film 'Senani Sane Guruji', directed by Shri Ramesh Deo, won a special award - Golden Palm - given by the special jury of 6th Cairo International Film Festival for Children held in February-March 1996. He was also honoured with a Diploma of Honour during the 12th Isfahan International Film Festival for Children and Young Adults, Iran, held in October 1996 for the same film.

4.9.6 The Centre continues to utilise the half-an-hour slot every Sunday on the national network of Doordarshan. N'CYP also offers its films to Doordarshan for telecast on national and other channels.

4.9.7 The films produced by the Centre are also exhibited through district-wise package programmes. This year a total of 85 programmes have been held with a gross estimated viewership of 45 lakhs. In all, 21 States/Union Territories have been covered during the year.

4.9.8 N'CYP has also been assigning work to certain agents who individually conduct shows in areas allotted to them. There has been a large increase in this activity and an audience of approximately 10

lakhs, mostly at village level, has been covered during the year.

4.9.9 In order to provide a boost to the children's film movement, N'CYP proposes to organise 'film circles for children' in major cities of the country. The first such film circle has been established at Pune and has at present a membership of 600 children.

NATIONAL FILM ARCHIVE OF INDIA (NFAI)

4.10.1 The fundamental objective of the National Film Archive of India (NFAI) is conservation, preservation and restoration of films. High on NFAI's priorities is the preservation of films in ideal storage conditions. During the year, detailed checking was carried out in respect of 751 reels in 35mm and 48 spools in 16mm. Similarly, a thorough checking was carried out in respect of almost all preservation prints to identify the material to be copied or repaired. 12 reels of nitrate base films were transferred to safety base. The restoration of a recently acquired silent film material by the great film pioneer, Baburao Painter, is in the final stages. A detailed statement of NFAI's important activities is provided in the following page.

4.10.2 With its headquarters at Pune NFAI has



The Prime Minister, Shri H.D. Deve Gowda at the premiere of the film 'The Making of the Mahatma' co-produced by NFDC and the South African Broadcasting Corporation

three regional offices at Bangalore, Calcutta and Thiruvananthapuram. Dissemination of film culture is another important activity of NFAI and its distribution library of 16mm films extends facilities to the members throughout the country. Apart from films loaned through the distribution library, 35mm prints are also supplied for special occasions, anniversary programmes, retrospectives, etc. Regular joint screening programmes at important centres like Bangalore, Calcutta, Mumbai, Hyderabad and Thiruvananthapuram have significantly exposed audiences to the history of Indian cinema and the best of world cinema.

4.10.3 NFAI conducted a four-week film appreciation course in Pune and also collaborated in organising several short duration courses in other centres.

4.10.4 NFAI also has an excellent collection of books and periodicals on Indian and International cinema and other allied arts in its library. One of the important activities of NFAI is documentation where it collects information and ancillary material on Indian cinema like stills, booklets, wall posters, disc records, audio tapes, film reviews, articles etc. The details of recent acquisitions by NFAI are given in the statement.

4.10.5 During the year, NFAI also entered into an agreement with Films Division to undertake preservation of historical films available with the Films Division. As a result, the first batch of 255 cans of preservation elements of Films Division has been received in NFAI for preservation in its vaults. NFAI also received prints of nine Satyajit Ray films restored by the Academy Film Archive, Los Angeles on behalf of the producers and society for the preservation of Satyajit Ray films.

4.10.6 NFAI had also been designed as the nodal agency for the celebration of the centenary of the cinema. One of the most significant events organised as part of the centenary celebrations was installation of a plaque on 7 July 1996 at the venue of the first screening of Lumiere Brothers' "Cinematographe" that was held in India on the same day of 1896 at the erstwhile Watson's Hotel in Mumbai.

4.10.7 NFAI has been a full member of the International Federation of Film Archives (FIAP) since May, 1969 which enables it to get expert advice and material on preservation techniques, documentation, bibliographies, etc. and to exchange rare films with other archives under the Archival Exchange Programme.

National Film Archive of India			
Items	As on 31.3.96	April-Dec. 1996	As on 31.12.96
Films	13,283	151	13,434
Video Cassettes	1,323	189	1,512
Books	22,008	450	22,458
Scripts	21,709	50	21,759
Pre-recorded audio cassettes	392	84	476
Stills	1,00,360	706	1,01,066
Wall Posters	7,050	76	7,126
Song Booklets	7,095	223	7,318
Audio Tapes (oral history)	153	8	161
Press Clippings	1,36,273	-	1,36,273
Pamphlets/Folders	7,616	17	7,633
Slides	4,014	-	4,014
Microfische	42	-	42
Microfilms	1,957	-	1,957
Discrecords	2,387	5	2,392

FILM AND TELEVISION INSTITUTE OF INDIA (FTII), PUNE

4.11.1 The Film and Television Institute of India (FTII), Pune was set up in 1960. It consists of a Film Wing and a Television Wing. The following training courses offered by the Film Wing were of two years' duration:

- (i) Motion Picture Photography
- (ii) Audiography
- (iii) Film Editing
- (iv) Production Management (Film & TV)
- (v) Art Direction (Film & TV)

- (vi) A Post-Diploma Course in Direction
- (vii) A short-term certificate course for Acting (Film & TV) of six months' duration

4.11.2 On a demand made by the students against reduction of the duration of courses, the Governing Council of the Institute on the recommendations of the Review Committees and the Academic Council decided to revert to the three-year courses on the pre-1996 pattern from the next academic session beginning from July/August, 1997.

4.11.3 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.

4.11.4 A four-week Film Appreciation Course was jointly organised by the FTII and the National Film Archive of India from 27 May to 22 June, 1996. Fifty-five participants from the field of journalism, teaching, theatre and media research attended the course. The Institute in collaboration with National Centre for Performing Arts, Mumbai conducted a six-day Film Appreciation Programme from 17 June to 23 June,

National Film Archive of India

(Activities)

Preservation	No. of reels	
	16mm	35 mm
1) Detailed checking of films	150	751
2) Routine checking of films	414	12,587
3) Nitrate reels transferred to safety base	12 reels (8,164 mtrs)	
Dissemination of Film Culture		
1) Distribution Library Members	-	42
	(fresh)	(renewed)
2) No. of films supplied to Distribution Library Members		64
3) Films supplied for special occasions		181
4) Joint Screenings		101
5) Films supplied for Film Appreciation Courses		68
6) Films supplied to FTII for academic screenings		182
7) Films supplied for screenings to members of Parliament		-
8) Films supplied for producers/copyright owners video copying		50
9) Viewing facilities extended to research workers		53 Indian 11 Foreign
10) No. of films shown		41

1996 at NCPA. One hundred participants attended the course.

4.11.5 The students' diploma films were entered in various national and international film festivals. The film 'The Rebel' directed by Ms. Rajashree won the "Best Short Fiction Film of the Year" award at 43rd National Film Award Festival - 1996 held in New Delhi.

4.11.6 The TV Wing conducts courses and workshops in collaboration with Asia Pacific Institute for Broadcasting Development (AIBD), Kuala Lumpur, Malaysia. Apart from short-term courses in specialised areas, the Wing also conducted the following courses:

- (i) Video Course for 2nd year Film Wing students;
- (ii) TV News Techniques course for IIS probation officers from IIMC, New Delhi;
- (iii) TV News Production Techniques course for Doordarshan personnel;
- (iv) 41st TV Production and Technical Operation course for Doordarshan personnel.

Annual Plan Allocations and Expenditure

1993-94		1994-95		1995-96	
Approved Outlay	Actual Exp.	Approved Outlay	Actual Exp.	Approved Outlay	Actual Exp.
0.75	0.75	5.50	5.50	6.54	6.54

The Annual Plan outlay for the year 1996-97 of FTII is Rs. 554.00 lakh (Rs. 225.09 lakh for Film Wing and Rs.328.91 lakh for TV wing). The funds are mostly for procurement of machinery and equipment.

Plan and Non-Plan Budget for 1996-97 and 1997-98

B.E. 1996-97	R.E. 1996-97	B.E. 1997-98
Plan	Non-Plan	Plan
5.44	3.20	11.11
		4.87
		(proposed)

SATYAJIT RAY FILM AND TELEVISION INSTITUTE (SRFTI)

4.12.1 The scheme to set up the Satyajit Ray Film & Television Institute (SRFTI) at Calcutta was approved

in November 1992 at an estimated cost of Rs. 29.50 crore.

4.12.2 The SRFTI has started 2-year Diploma Courses in four disciplines, namely, Direction, Cinematography, Editing and Sound Recording w.e.f. 2 September 1996. The Institute after becoming fully operational, would in addition to four courses already started, offer courses in disciplines of Acting, Art Direction, Computer Graphics and Animation, Systems Engineering and Maintenance and Make-up. The total expected annual intake of students would be 102. For the present, in four courses being run by the Institute, 32 students have been admitted.

NATIONAL FILM DEVELOPMENT CORPORATION (NFDC)

4.13.1 The National Film Development Corporation Limited (NFDC) established on 11 April, 1980 aims at bringing improvement in the quality of cinema in India and increasing its access. To achieve this objective and to promote the cause of a healthy film movement in the country, the NFDC undertakes several activities.

4.13.2 NFDC promotes the concept of low-budget films. The production of low-budget but high quality films is one of the possible remedies to the problem of financing film-making in our country.

4.13.3 The Corporation launched its programme of co-productions with the highly successful film 'Gandhi' directed by Sir Richard Attenborough, followed by 'Salam Bombay', 'Unni', 'Maya Memsaab', 'The Making of the Mahatma', 'Jaya Ganga', etc. Two international co-productions recently completed are 'Sanshodhan' by Shri Govind Nihalani, an NFDC-UNICEF co-production and 'The Show Goes On' by Shri Mrinal Sen, an NFDC-British Film Institute (BFI) joint venture. Two other international co-productions, viz., 'Dance of the Wind' by Shri Rajan Khosa, an Indo-German co-production and 'The Name of a River' by Shri Anup Singh, an NFDC-British Film Institute joint venture are under production.

4.13.4. During 1996-97, six films were sanctioned under co-production agreements between NFDC and Doordarshan. Of the films approved earlier under this category, 13 films have either been completed or are under production. Another film titled 'The Train to Pakistan' by Pamela Rooks being made in Hindi/Punjabi is under production.

4.13.5 The Theatre Financing Scheme was

formulated and put into execution by NFDC to ensure creation of additional seating capacity in the country and to provide outlets for good cinema. During the year 1996-97 two theatre loans were sanctioned and loans amounting to Rs. 40 lakh disbursed.

4.13.6 The Corporation imports about 90 to 100 titles every year. During the year (up to November, 1996) five films for theatrical and non-theatrical rights, 87 films for TV rights and 51 TV episodes were imported by the Corporation. It also released nine Indian films in different circuits.

4.13.7 The Corporation organised Panorama Film Weeks at six centres in different parts of the country. It also organised several important Retrospective and Film Weeks under the National Film Circle.

4.13.8 The Corporation exported 95 titles to different countries and earned Rs. 103 lakh.

4.13.9 Video Cassette Marketing activity has suffered a major setback due to the growth of large number of satellite channels and other options available to viewers. However, during the year, the Corporation released six titles in the market.

4.13.10 NFDC continued exhibition of its films and acquired films on various Doordarshan channels. These films included the feature films on Friday and Saturday slots on DD-I, Saturday and Sunday slots on DD-II and films on the Movie Club.

4.13.11. The Corporation has also developed a software for interconnecting various ad agencies by the Internet. The software is in off-line testing. After the trial runs are over and the software has become operational, it would be the first of its kind in India and ad agencies are expected to be serviced much better on line.

4.13.12 For providing essential pre-production and post-production infrastructure facilities to the film industry, NFDC has set up various technical projects in different parts of the country.

4.13.13 NFDC Film Centre at Calcutta provides production and post-production facilities whereas its Video Centre in Chennai provides good quality film transfer facilities. The Corporation's Laser Sub-titling plant at Mumbai which is the only plant of its kind in Asia has helped to improve the quality of sub-titling. The Corporation has done sub-titling work for neighbouring countries. NFDC continued to sub-title in multiple languages for Sunday feature film slot

on DD-I.

4.13.14 During the year 1996-97, NFDC has set up, with the assistance of Mediation, a special effects studio 'Maya the Magic Shop' to cater to special effects for TV and film world.

4.13.15 The Cine Artistes Welfare Fund of India (CAWFI) set up by the NFDC with the corpus of Rs. 3.55 crore has been extending pension and other benefits to needy cine artistes of yesteryears. During 1996-97 (up to November 1996), an amount of Rs. 23.95 lakh was disbursed under various schemes to about 500 needy cine artistes.

4.13.16 The Corporation continued to take effective steps for implementation of various schemes for use of Hindi. The Corporation conducted a Hindi Workshop and imparted training in Hindi typing and stenography to its employees. Incentive schemes were continued in the Corporation to promote use of Hindi.

4.13.17 The Corporation also recruited seven employees from SC/ST category. Four employees belonging to OBC category were also recruited.

CENTRAL BOARD OF FILM CERTIFICATION (CBFC)

4.14.1 The Central Board of Film Certification (CBFC) set up under the Cinematograph Act, 1952 certifies films for public exhibition in India. It consists of a Chairman and 25 other non-official members. The Board has its headquarters at Mumbai and nine regional offices located at Bangalore, Calcutta, Chennai, Cuttack, Guwahati, Hyderabad, Mumbai, New Delhi and Thiruvananthapuram. The regional offices are assisted in the examination of films by advisory panels consisting of eminent personalities from different walks of life. Shri Shakti Samanta, a distinguished film-maker, continues to be the Chairman of the Board. The Board was constituted on 7 March 1996.

4.14.2 During the calendar year 1996 the Board issued a total of 3238 certificates - 1974 for theatrical films and 1264 for video films. The number of Indian feature films certified was 683. Regionwise and languagewise details of these films are given at the following page.

4.14.3 Out of 683 Indian feature films certified during 1996, 419 were granted 'U' certificates (unrestricted public exhibition) (61.35 per cent), 112 'UA' certificates (parental guidance for children below the age of 12 years) (16.40 per cent) and 152 'A'

certificates (exhibition restricted to adults only) (22.25 per cent). Among the 139 foreign feature films certified in 1996, 25 were granted 'U' certificates (17.98 per cent), 33 'UA' certificates (23.74 per cent) and 81 'A' certificates (58.28 per cent). A total of 19 Indian films and 15 foreign films were initially refused certificates by the Board, as they were found to be violative of one or more of the statutory film certification guidelines. Some of them were subsequently certified in their revised versions or on the orders of the Film Certification Appellate Tribunal.

4.14.4 During 1996 under the theatrical films category, the Board certified 934 Indian short films (864 'U' certificates, 23 'UA' certificates and 47 'A' certificates) and 209 foreign short films (102 'U' certificates, 42 'UA' certificates and 65 'A' certificates).

4.14.5 Regarding video films, the Board certified a total of 1264 films. Out of this, 149 were Indian feature films, 82 foreign feature films, 602 Indian short films, 411 foreign short films and 20 films belonging to 'others' category.

4.14.6 Complaints about certification of films

continued to be received during the year. The complaints mainly related to excessive depiction of sex and violence in films. Most of these complaints were general in nature.

4.14.7 Action has already been initiated to reconstitute the various advisory panels of the Board. Workshops were arranged at various regional centres for the benefit of the members of advisory panels and examining officers. At these workshops, the Chairman requested the participants to apply the guidelines strictly and uniformly so as to curb the excessive depiction of sex and violence in films.

4.14.8 During the year the Board has started collecting cess for the welfare of cine-workers at the enhanced rates prescribed by the Ministry of Labour in respect of Indian feature films certified by it. The enhanced rates are Rs. 10,000 for Hindi films, Rs. 5,000 for Tamil, Telugu, Kannada and Malayalam films, Rs. 3,000 for Bengali, Marathi and Gujarati films and Rs. 2,000 for Oriya, Assamese and all other regional language films.

4.14.9 The work relating to grant of No-Objection



The Chief Minister of Kerala, Shri E.K. Nayanar inaugurating the 28th International Film Festival of India, Thiruvananthapuram, January, 1997

CENTRAL BOARD OF FILM CERTIFICATION
INDIAN FEATURE FILMS CERTIFIED IN 1996

Language	(REGIONWISE LANGUAGEWISE)					(CELLULOID FILMS)				
	MUM	CAL	CHE	BAN	THIR	HYD	ND	CUT	G UW	TOTAL
Hindi	96	1	17	1	—	11	—	—	—	126
Tamil	2	—	89	10	7	30	—	—	—	138
Telugu	5	—	58	15	5	71	—	—	—	154
Kannada	—	—	—	85	—	—	—	—	—	85
Malayalam	—	—	41	1	20	3	—	—	—	65
Marathi	11	—	—	—	—	—	—	—	—	11
Punjabi	9	—	—	—	—	—	—	—	—	9
Nepali	5	—	—	—	—	—	—	—	—	5
Gujarati	5	—	—	—	—	—	—	—	—	5
Bengali	3	31	2	—	—	—	—	—	1	37
Bhojpuri	5	1	—	—	—	—	—	—	—	6
Assamese	1	—	2	—	—	—	—	—	1	4
English	3	—	3	1	7	—	—	—	—	14
Oriya	—	—	1	—	—	—	—	11	—	12
Haryanvi	1	—	—	—	—	—	—	—	—	1
Rajasthani	3	—	—	—	—	—	—	—	—	3
Lambani	—	—	—	1	—	—	—	—	—	1
Garhwali	1	—	—	—	—	—	—	—	—	1
Sadari	1	—	—	—	—	—	—	—	—	1
Urdu	1	—	—	—	—	—	—	—	—	1
Spanish	2	—	—	—	—	—	—	—	—	2
Konkani	—	—	—	1	—	—	—	—	—	1
Manipuri	—	—	—	—	—	—	—	—	1	1
Total	154	33	213	115	39	115	—	11	3	683

MUM= Mumbai, CAL=Calcutta, CHE=Chennai, BAN=Bangalore, THIR=Thiruvananthapuram, HYD=Hyderabad, ND=New Delhi, CUT=Cuttack, G UW=Guwahati.

Certificate (NOC) for import of foreign films under the New Import Policy continued to remain with the CBFC.

FEDERATION OF FILM SOCIETIES OF INDIA

4.15. The Federation of Film Societies, an apex body of the film Societies in the country, is given grants-in-aid by this Ministry to propagate film

consciousness and development of audience taste in the field of cinema. These Film Societies aim at developing film culture. A budgetary provision of Rs. 3 lakh has been provided in 1996-97 for the purpose of grants-in-aid to the Film Societies, out of which an amount of Rs. 1.5 lakh has been released to the Federation. The second and final instalment of Rs.1.5 lakh will be released during the financial year 1996-97.

PRESS PUBLICITY

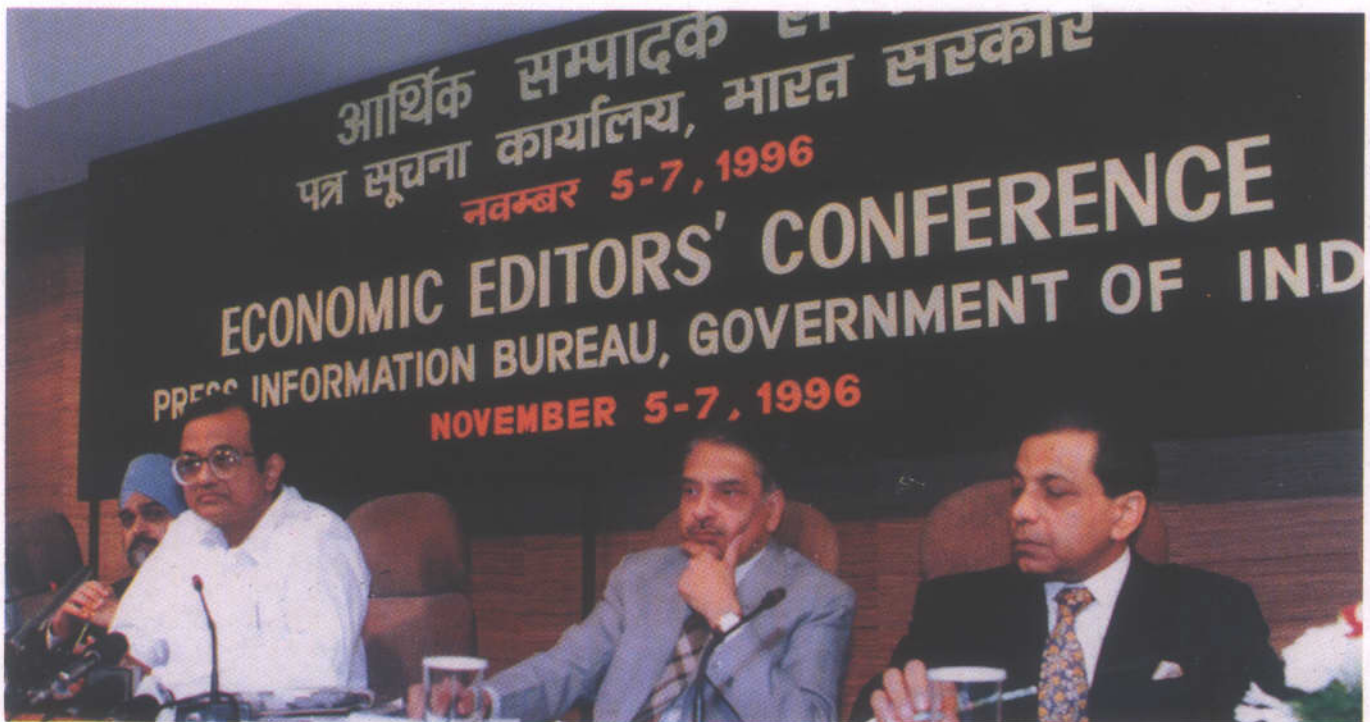
PRESS INFORMATION BUREAU

5.1.1 The Press Information Bureau (PIB) is the nodal agency of the Government to disseminate information to the print and electronic media on its various policies, programmes and achievements. The Bureau, with its eight Regional Offices, 32 Branch Offices and other centres disseminates information through different modes of communications, such as conferences, press releases, interviews and briefings etc.

5.1.2 The Bureau at Headquarters has a team of officers who are exclusively attached to various Ministries and Departments for the purpose of assisting them in disseminating information to the media. The officers also provide feedback to their assigned Ministries/Departments on peoples' reaction

being reflected in media towards Government policies and programmes.

5.1.3 The PIB is linked with 28 of its Regional and Branch offices over computer to facilitate fast feeding of information. The Bureau also has link with the INTERNET system which makes material available for international consumption. With a view to disseminate information in a short time, the press releases from the Bureau are faxed through computers to local newspapers as well as all resident correspondents of the important outstation newspapers. PIB has started photo transmission by computers to some of its offices. A Bulletin Board Service (BBS) has also been introduced on computer which contains releases, features, photos and graphics. The features and graphics are also the important communications which



The Finance Minister, Shri P. Chidambaram addressing the Economic Editors' Conference organised by the Press Information Bureau



Shri M.S. Gill, Chief Election Commissioner going round the Election Newsroom of Press Information Bureau, New Delhi

are released in all the languages by the Regional and Branch offices of the Bureau scattered all over the country.

5.1.4 The PIB provides accreditation facilities to media persons so as to make easy access to information from the Government sources. A total of 1258 correspondents and cameramen are accredited with the Bureau's Headquarters. Besides, 190 technicians and 64 editors/media critics have also been granted these professional facilities.

Highlights on Various Campaigns

5.2.1 Several publicity campaigns were launched

by the Bureau during the year, major thrust being on the Pollution Problem, Pulse Polio Immunization Programme, World Food Summit, 50th anniversary of India's Independence, Food Grains for the poor people at cheaper rates and conducting General Elections in J & K State. Wide publicity was given to the Govt.'s decision to provide 10 kg. of food grains per family per month at the half of the prevailing price through Public Distribution System to those who are below the poverty line.

5.2.2 The Bureau set up an Election Cell to facilitate the communication of election related news to the media. Three reference handbooks were

Some Highlights of PIB during 1996-97

● Number of Assignments covered by Headquarters	1633
● Number of News photos released to Newspapers	1135
● Number of Photo Prints released	194260
● Number of Press Releases	30486
● Number of Features Releases	1780
● Number of Press Conferences Organised	651

Regional/Branch Offices of the PIB					
Name of Regional Office	Branch Office	Office-cum-Information Centre	Information Centre	Camp Office	Total
1. NORTHERN REGION Chandigarh	1. Jammu 2. Shimla	1. Srinagar 2. Jalandhar			5
2. CENTRAL REGION Bhopal	1. Jaipur 2. Indore 3. Kota 4. Jodhpur				5
3. EAST CENTRAL REGION Lucknow	1. Varanasi 2. Kanpur 3. Patna				4
4. EASTERN REGION Calcutta	1. Cuttack 2. Agartala 3. Bhubaneswar	Gangtok	Port Blair		6
5. NORTH EASTERN REGION Guwahati	Shillong	1. Kohima 2. Imphal	Aizawl		5
6. SOUTH CENTRAL REGION Hyderabad	1. Vijayawada 2. Bangalore				3
7. SOUTHERN REGION Chennai	1. Calicut 2. Madurai 3. Thiruvananthapuram 4. Cochin				5
8. WESTERN REGION Mumbai	1. Nagpur 2. Pune 3. Panaji 4. Ahmedabad 5. Rajkot 6. Nanded				7
Total - ROs=8	25	5	2	-	40

brought out which contained detailed information about previous general elections and the general election, 1996. An election information desk was set up in the National Media Centre. The Regional/Branch offices also set up election desks at State Headquarters which were connected through hotlines, fax, computers and teleprinters with Headquarters. All the election related information was also sent all over the world through INTERNET. A comprehensive display of election maps and charts was also arranged.

5.2.3 The Bureau highlighted the visit of the Prime Minister to North-Eastern States in October, 1996 in which a package of Rs. 6,100 crore was announced by the P.M. for the Economic Development of the North-Eastern Region. Likewise, the P.M.'s Independence Day address of providing a clean and efficient administration by removing corruption specially in high places was accorded appropriate publicity.

5.2.4 The PIB organised an Economic Editors' Conference in the month of November, 1996 in which a large number of Editors/Writers participated. The conference was inaugurated by the Finance Minister. The Bureau also arranged the media coverage/publicity for UN-ESCAP Ministerial Conference on World Infrastructure Forum Asia-1996 held in October, 1996. Special publicity was also

launched during the year for several conferences such as the Chief Ministers' Conference on basic services as well as on Power, Energy Ministers' Conference, International Conference on drinking water problems in Third World countries etc.

5.2.5 Extensive publicity was given on "Hundred Days of UF Government—Policies, Programmes and Initiatives". Similar publicity was accorded on "Six months of UF Government". This campaign gives overall picture of progress made by a particular Ministry during the specific period.

5.2.6 In a chain of publicity campaigns, the Bureau also highlighted several other programmes and activities of the Government viz., setting up of Foreign Investment Promotion Council, revamping of Foreign Investment Promotion Board, setting up of a regulatory body to co-ordinate functioning of Alternative Disputes Resolution Courts; constituting of a Working Group to review the Companies Act, 1956; improvement of hygienic conditions of *dhabas* on highways, setting up of a Minority Cell in the Ministry of Home Affairs etc.

5.2.7 PIB set up a Media Centre on the occasion of the 28th International Film Festival of India held in January, 1997 at Thiruvananthapuram and organised extensive coverage through national and international media.

REGISTRATION OF NEWSPAPERS

REGISTRAR OF NEWSPAPERS FOR INDIA

6.1.1 The office of the Registrar of Newspapers for India (RNI) is an attached formation of the Ministry of Information and Broadcasting. As a part of its statutory functions, it verifies and regulates the availability of titles of Newspapers, registers them, verifies circulation claims and brings out an Annual Report "Press in India" containing detailed information on newspapers. As a part of non-statutory functions, the office issues entitlement certificates to the small and medium category of newspapers/periodicals whose annual entitlement of newsprint is less than 200 M.Ts. and whose circulation is below 75,000 copies per publishing day for the procurement of indigenous newsprint from the scheduled newsprint mills out of the reserved quota. In addition to this, RNI certifies essentiality for the import of printing machinery and allied materials required by the newspapers.

6.1.2 During April-November, 1996, RNI scrutinised 12,611 applications for availability of title, of which 6432 titles were cleared and the remaining titles were not found available. During the same period, 1247 newspapers/periodicals were issued registration certificates and circulation claims of 1084 newspapers/periodicals were verified.

6.1.3 The Annual Report "PRESS IN INDIA — 1995" containing detailed information on print media was printed and released for sale. The "Press in India-1996" is expected to be released for sale by the end of this financial year.

Newsprint

6.2.1 The newsprint import continues to be under Open General License and all types of newsprint including glazed newsprint has become importable by all persons. Upto 28 October, 1996 there was no customs duty on imported newsprint. However, as per notification issued by the Ministry of Finance, Department of Revenue, 10 per cent customs duty is being levied with effect from 29 October, 1996 on imported newsprint excluding glazed newsprint. Newsprint produced by indigenous newsprint mills is, however, free from excise duty when purchased by the newspapers registered by RNI. However, in order to safeguard the interests of small and medium newspapers, under the order of the Ministry of Industry, Department of Industrial Policy and Promotion, one third of the total production of indigenous newsprint is being reserved by the scheduled newsprint mills for small and medium newspapers. Under this Policy, RNI issues Entitlement Certificates for procurement of indigenous newsprint from the scheduled mills out of the reserved quota to the publications whose total annual entitlement is less than 200 M.Ts. and whose circulation is below 75000 copies per publishing day on receipt of application from these categories of newspapers only. During April-November, 1996, Entitlement Certificates were issued to 49 small and medium newspapers involving total quantity of 1754.45 M.Ts.

Printing Machinery

6.3.1 During April-November, 1996, Applications of 12 newspaper establishments were recommended for import of printing machinery and allied equipment at concessional rate of customs duty.

PUBLICATIONS

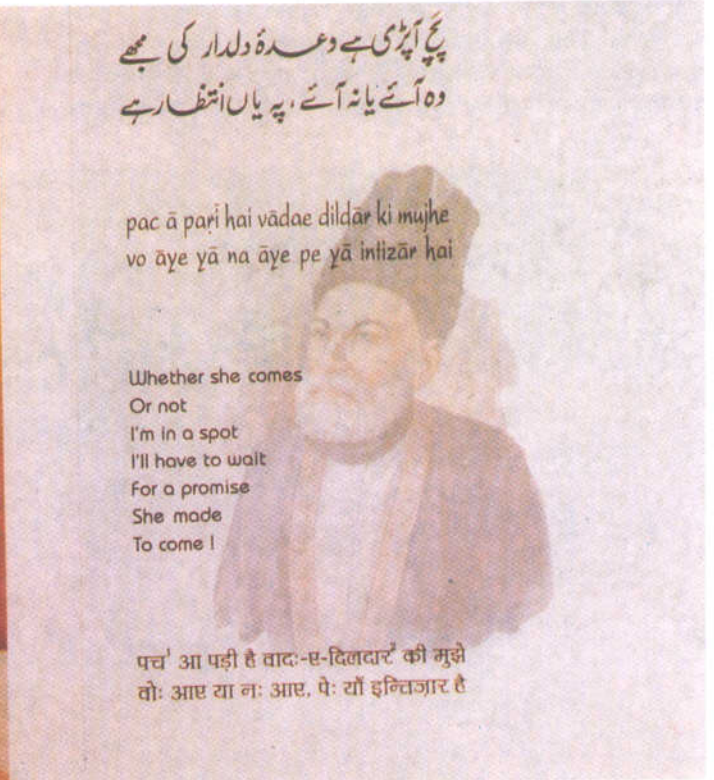
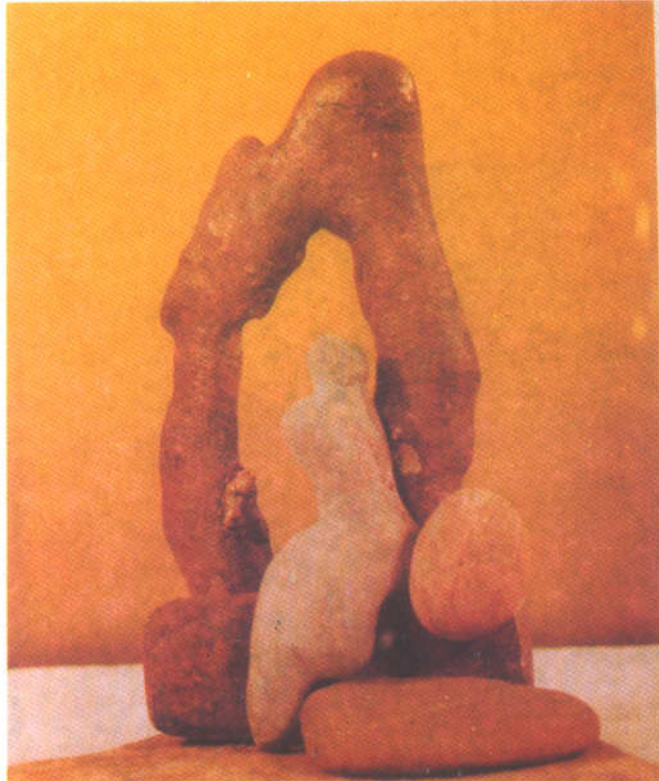
PUBLICATIONS DIVISION

7.1 The Publications Division is the leading publishing organisation in the Government. Set up in 1941, as a branch of the Bureau of Public Information, it acquired its present name and identity in 1944. The Division aims at disseminating information to common people and also providing informative and educative literature at reasonable price through its various publications in different languages.

Books

7.2 During 1996-97 (April '96 to December '96), 79 titles were released in English and Hindi and

different regional languages. Among the important titles released were : President Shanker Dayal Sharma — Speeches Vol. I", "Ghalib — A Hundred Moods", "Hindi — Mat Abhimat", "Bharat Ki Veer Gathaein", "Bharatiya Swatantrata Andolan Ka Itihas Part-I & II", "Ganjina-e-Ghalib (Urdu)", "M.R. Jayakar (Marathi)", "Valmiki & Vyas (Gujarati)", "Our National Song (Telugu)". Other important titles released during the period were "Sanskrit Lokokti Kosh", a dictionary of Sanskrit proverbs and sayings with an explanation in Hindi; "Bharat Aur Manav Sanskriti Vol. I & II", a monumental work about the development of world civilisation and culture; "Hindi Vikas Aur Sambhavana", a useful and informative book about Hindi;



A page from the book "Ghalib : A Hundred Moods" published by the Publications Division to commemorate the 200th birth anniversary of the poet

“Rabindranath Tagore Ki Kahanian”, a collection of Gurudev’s stories for children; “Prachin Bharat”, a collection of articles written by well-known writers on ancient Indian history and first published in “Employment News” and “Rozgar Samachar”; “Mushtaq Ali”, a biography of great cricketer of yesteryears; “Raja Rammohun Roy”, a biography of the great reformist and educationist.

Journals

7.3.1 The Division brings out 21 journals in Hindi, English and other regional languages.

7.3.2 ‘Yojana’, a premier monthly journal of the Division disseminates the message of planning to all sections of the society and highlights the social and economic development taking place in the country. The journal is brought out in 13 languages viz., Assamese, Bengali, English, Gujarati, Hindi, Kannada, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu and Urdu. The Independence Day special issue was on the theme “Tourism” which covered various issues like tourism infrastructures, tourism planning and strategy for boosting tourism. The Republic Day special issue highlighted the “Fifty Years of Independence” and multifaceted development taken place after Independence. The main highlight of the year was the media support to the Common Minimum Programme

announced by the Prime Minister. The articles included — Dimensions of Poverty and Approach for Poverty Alleviation, Eighth Plan in Retrospect by a New Model for Ninth Plan, Food Economy, Priorities in Plan allocation in Major Indian States, etc.

7.3.3 ‘Kurukshetra’, a journal devoted to rural development, is brought out in English and Hindi on behalf of the Ministry of Rural Areas and Employment. During the year, two special issues were brought out. One was on Rural housing coinciding with the UN Conference on Human Settlements held in Turkey in June, 1996 and the other on the Role of Panchayat Finance in making Grass root Democracy a reality. Besides this, the annual number (Oct.-Nov., 1996) was on the theme “Basic minimum services and People’s Participation”. Similarly the Hindi edition of Kurukshetra brought out two special issues on Gram Panchayats. Besides this a 124-page annual issue of October-November highlighting the minimum basic needs and people’s participation was brought out.

7.3.4 ‘Bal Bharati’, a children’s popular Hindi magazine of the Division is going to enter in its 50th year of publication in June, 1997. The journal publishes material inculcating the spirit of national integration, social justice and human values. Besides publishing a series on National Science Laboratories



A collage showing some books and journals brought out by the Publications Division

and India's Land and People, its June 1996 issue was devoted to environmental awareness and the July 1996 issue was on Olympic Games to coincide with Atlanta Olympics 1996.

7.3.5 'Ajkal', a literary monthly magazine is published in Hindi and Urdu. Ajkal (Hindi) has brought out a special issue on the poet Nagarjun on his 80th birthday in June 1996. The November issue was mainly based on history containing the articles of the popular writers Ramsharan Sharma and Lal Bahadur Varma. Similarly, Ajkal (Urdu) brought out a special issue on the 95 year old doyen of Hindi and Urdu short story writing — Shri Devendra Sathyarthi. In addition, articles like "Prohibition and Drug Abuses", "Adult Education", and poems on Mahatma Gandhi's 126th birth anniversary were published. Also published was a photo album portraying the essence of Ghalib couplets based on the sculptures of Shri Brijendra Sayal, on the eve of the 200th birth anniversary of the great poet Mirza Ghalib.

7.3.6 'Employment News' / 'Rozgar Samachar', published in English, Hindi and Urdu every week is the largest circulated career guide today. It provides information about various job vacancies in Central/State Government departments, public sector undertakings, reputed private organisations, educational institutions etc. The journal also publishes articles from reputed authors on diversified subjects which are of current value. The subject specific series having direct bearing on Central Civil Services Examination syllabus has gone a long way in providing the much needed source material for the candidates. Besides the features 'Diary of Events' and 'Apni Hindi Sudharen', the journal introduced three new columns 'Do You

Know', 'Education through Correspondence' and 'Letters to the Editor'. The average print order during a month in the current financial year (from April to December 1996) was over five lakhs a week, now approaching seven lakhs per week.

Marketing

7.4. The Publications Division carries out the sale of its own publications and books of other Government and Semi-Government organisations through its own sales outlets located at New Delhi, Mumbai, Hyderabad, Calcutta, Lucknow, Chennai, Patna and Thiruvananthapuram as well as through the agents. The division earned a total revenue of Rs. 11.85 crore during the period from 1 April to 31 December 1996 through the sale of books and journals.

Exhibitions/Fairs

7.5. During the year 1996-97, the Division organised/participated in nearly 32 exhibitions/fairs all over the country. This year the Division also organised three independent exhibitions at Chandigarh, Nagpur and Delhi which was a significant achievement.

Awards

7.6. The Publications Division has won a number of Awards for Excellence in Book Publishing in various categories from the Federation of Indian Publishers. 'India-1995' got Certificate of Merit in Reference Books category. Bal Bharati also got Certificate of Merit in journals category. In General and Trade Books category, 'Hindi Aur Uski Upa Bhashayen' received the second prize and the Urdu book 'Raag Raaginiyon Ki Tasveeren' was awarded the second prize in Art books category.

IMPORTANT EXHIBITIONS AND REVENUE EARNED

S.No.	Exhibitions/Fairs	Venue	Gross Sales (Rs. in lakh)
1.	Summer Book Exhibition	Hyderabad	1.05
2.	Summer Book Exhibition	Lucknow	1.03
3.	Summer Book Exhibition	Thiruvananthapuram	2.72
4.	Summer Book Exhibition	Delhi (Hqrs)	4.05
5.	Delhi Book Fair 1996	Delhi (Hqrs.)	2.20
6.	Nagpur Book Exhibition	Nagpur	2.00
7.	Chandigarh Book Exhibition	Chandigarh	1.50

FIELD PUBLICITY

DIRECTORATE OF FIELD PUBLICITY

8.1.1 The Directorate of Field Publicity (DFP) is an interpersonal communication medium of the Ministry, working chiefly at the grass roots level. It was established in 1953 under the name "Five Year Plan Publicity Organisation" with publicity of the Five Year Plans being its sole objective. Over the years, its area of operation gradually expanded beyond the confines of Plan publicity and came to encompass publicity of all objectives, plans and policies of the Government. In December 1959, the Organisation was renamed the Directorate of Field Publicity.

8.1.2 Over the years, the Directorate has played a vital role in mustering popular participation in the process of nation-building. Its wide network of 260 field units has helped the organisation build inroads into the remotest of villages, reaching people as yet untouched by other forms of mass media. Through the means of group discussions, public meetings, film shows, exhibitions and live entertainment programmes, the Directorate purveys its messages to people at large, motivating them to participate in the process of development. The organisation also gathers people's

reactions to various programmes and policies of the Government, and reports back the same for appropriate action and corrective measures. Thus the Directorate works as a two-way channel of communication between the Government and the people.

Organisation

8.2 The diagrammatic sketch given below represents the basic organisational structure of the Directorate:



A women's rally organised by DFP to create awareness against alcoholism and other social evils, Andhra Pradesh

A list of the Regional Offices and Field Publicity Units is given at the end of the chapter.

Performance

8.3 The DFP units reach people chiefly through the means of oral interpersonal communication modes like group discussions, public meetings, seminars, symposia etc. Visual aid is provided by films, photo exhibitions, and live folk art and theatre forms. To encourage maximum participation in the programmes, competitions like debates, elocution, painting, singing, essay and slogan writing, sports and rallies are organised.

Performance of Field Units (April 1996 – December 1996)

Film shows	36,387
Oral Communication	39,634
Special Programmes	5,695
Photo Exhibitions	22,828
Tour Days	18,885

Given below is an account of the theme-wise activity organised during 1996-97:

National Integration and Communal Harmony

8.4 Apart from being a regular component of most field programmes of the Directorate, the theme of National Integration and Communal Harmony received special attention during coverage of important fairs and festivals of different regions and on important occasions like Gandhi Jayanti, Independence Day, Sadbhawana Diwas, Quami Ekta Day etc. Several seminars/symposia, public meetings, rallies, film shows, kavi sammelans, and also competitions like debates, elocutions, painting and singing of patriotic songs were organised. Some of the notable programmes were those organised by units located in border States like Mizoram, Nagaland, Arunachal Pradesh, Assam and Jammu & Kashmir. Udhampur unit in J&K organised programmes for villages located near the line of control. Chennai Regional Office organised exclusive group discussions and film shows for Sri Lankan Tamil repatriates. Among other programmes, Quilon and Trichur units of Kerala

organised a five-day campaign on National Integration in May 1996. Bangalore unit organised a multi-lingual poets' meet on the occasion of Quit India Day and Bhagalpur unit (Bihar) organised a "Sadbhawana Daur" on the occasion of Sadbhawana Diwas.

Rural Development and Panchayati Raj

8.5. Rural Development and Panchayati Raj continued to be an important publicity theme for the Directorate, with the new Government's Common Minimum Programmes forming the focus of all activity. Over the year, a variety of activities including kisan sammelans, mahila sammelans, rallies, public meetings, rural sports, group discussions, question & answer sessions and symposia were organised, along with films shows, photo exhibitions, distribution of pamphlets, song and drama programmes, etc., to promote public participation in rural development activities. Various poverty alleviation schemes of the Government, as also issues relating to rural health and sanitation, irrigation facilities, etc., were given wide publicity. Efforts in this regard were especially consistent in States like Rajasthan, Orissa, Madhya Pradesh, Bihar, Jammu & Kashmir, and Uttar Pradesh, with almost every field programme devoting considerable attention to this theme. A large number of public reaction reports and success stories on the implementation of rural development schemes were collected and supplied to concerned agencies.

Health and Family Welfare

8.6.1 DFP continued intensive publicity on various aspects of Health and Family Welfare during 1996-97. The problem of AIDS received maximum attention, with every field unit organising mass education programmes to create awareness about the disease. The programmes were targeted chiefly at the high risk groups like truck drivers, women, youth, commercial sex workers and drug addicts, and were done largely in coordination with voluntary organisations, health workers, youth clubs and mahila mandals etc. The AIDS awareness campaign was especially vigorous in States like Kerala, Tamil Nadu, Maharashtra, Assam, Nagaland, Mizoram, Manipur, Meghalaya, Punjab, Uttar Pradesh and Orissa. In Kerala, Ernakulam unit launched an intensive "Talk AIDS-Stop AIDS" campaign, while Alleppey unit carried out a sustained 6-month long campaign targeted at fishermen, coir workers and peeling shed workers. In Orissa, Phulbani and Keonjhar units worked to create AIDS awareness

among the tribal population through a series of group discussions, public meetings and distribution of publicity literature. Special awareness programmes were organised for jail inmates by the Warangal unit in Andhra Pradesh. Field units in Punjab, Maharashtra and Uttar Pradesh organised several programmes for school and college students. A national level workshop on this subject was held in Bangalore in January 1997, to facilitate interaction between field level functionaries of different regions.

8.6.2 Other than AIDS, all field units provided publicity support to the Health Check-up Programme in primary schools in July 1996 and the Pulse Polio Immunization drive in December 1996 and January 1997. In the North-Eastern region, field units organised programmes on prevention and management of malaria, while in Bihar, Orissa, West Bengal, UP and Assam, mass education programmes on water borne diseases were organised during the monsoon and post-monsoon period. Besides, occasions like National Nutrition Week, World Breastfeeding Week, World Health Day, World Food Day, Mental Health Day, Eye Donation Fortnight, Blood Donation Week, International Day Against Drug Trafficking etc. were appropriately utilized to focus on specific health

problems, drinking and drug addiction, mental health, blood donation and eye donation etc.

8.6.3 Publicity on family welfare followed the Area Approach Plan, laying emphasis on the 90 weak districts and the 24 saturation districts identified for intensive coverage by the DFP. On the occasion of World Population Day several units organised week-long campaigns to focus on the fallouts of population explosion.

Rights of the Child

8.7 In coordination with UNICEF, the Directorate organised three workshops on "Rights of the Child", at Udaipur, Dehradun and Bhubaneswar in May and June 1996. The purpose was to sensitize field level functionaries with the issue. Field Publicity Officers from Rajasthan, Madhya Pradesh, Uttar Pradesh, Bihar, West Bengal and Orissa attended the workshops. Following this, field units launched special drives on child rights in their respective regions. As part of a three-month action plan to intensify public efforts, field units of both Dehradun and Lucknow regions of Uttar Pradesh organised several "Vichar Goshthis", and workshops in coordination with NSS, Nehru Yuva Kendra and voluntary organisations,



A group discussion with women on social issues organised by the Chamoli Unit of DFP

along with competitions like essay-writing, elocution and debate. In Orissa, Bhubaneswar and Puri units organised workshops, symposia and other programmes during the Rath Yatra at Puri. Phulbani and Bhawanipatna units launched an intensive three-month campaign on the subject in Kandhmal district. In West Bengal, apart from a series of workshops, rallies and competitions all over the State, the Calcutta and Barrackpore units launched a 15-day campaign in North-24 Parganas district in November. Electronic display boards carrying the message of child rights, especially rights of the girl child were put up at several points in Calcutta city.

50th Year of Independence

8.8 As the 50th year of Independence dawned on 15th August 1996, all field units of the Directorate launched special programmes to mark the beginning of the year-long celebrations. Units in Kerala, Jammu and Kashmir, Punjab, Haryana, West Bengal and Uttar Pradesh organised seminars and special talks on issues like National Integration in the present day context, nation's cultural heritage, India and CTBT etc. Cultural programmes and kavi sammelans were organised by Kathua, Poonch (J&K), Nampong (Arunachal Pradesh), Chinsurah, Berhampore (WB) units. Field units all over the country screened films and put up photo exhibitions on India's Freedom Struggle, besides organising painting, elocution, quiz, sports and singing competitions for school and college children.

Fairs and Festivals

8.9 Field units of the Directorate mounted publicity programmes to cover important fairs and festivals of their respective regions. Some of the festivals covered include Rath Yatra of Lord Jagannath in Puri, Baisakhi in Punjab and Haryana, Nauchandi Mela in Meerut, Sudhmahadev Mela of Udhampur, Ambubashi Mela of Kamakhya temple in Assam, Rajgir Malmaas Mela in Bihar, Gangaur Mela of Rajasthan, Adi Badri Mela of Chamoli, Onam, Navratra, Ganesh Utsav etc. The occasions were appropriately utilized to propagate national integration and communal harmony, promote positive social attitudes and create awareness about AIDS and other health problems.

Literacy

8.10 The total literacy campaigns being conducted

in various States were provided publicity support by the field units of the Directorate. In coordination with Saksharta Samitis, the units organised live entertainment programmes and film shows to highlight the importance of elementary education and functional literacy for all. The occasions of World Literacy Day and Teachers' Day were appropriately utilized for highlighting the theme.

New Economic Policy and Revamped Public Distribution System

8.11 The units of the DFP continued to educate the masses on Liberalised Economic Policies and Revamped Public Distribution System. Relevant films including 'Chetna', 'Asha Ki Kiran', 'Samaya Ke Sath', etc., were screened. Several seminars and group discussions were organised in different parts of the country to inform people about consumer rights and consumer protection measures taken by the Government. A large number of feedbacks on the implementation of the RPDS were collected and sent to relevant quarters for appropriate action.

Days, Weeks and Fortnights

8.12 The Directorate of Field Publicity carried out special publicity programmes in connection with World Health Day, World Population Day, World Environment Day, Wildlife Week, International Literacy Day, International Day Against Drug Abuse, World Habitat Day, Nutrition Week etc. and other competitions. Field units gave publicity support to the Health Check-up Programme for primary school children. Days of national importance like Independence Day, Sadbhawana Diwas, Quami Ekta Diwas, Gandhi Jayanti, Ambedkar Jayanti etc. were also observed by organising suitable field programmes.

Women and Child Development

8.13 The development of Women and Child continued to be a priority issue of field communication during the year. Important schemes like Mahila Samridhi Yojana, Integrated Child Development Services (ICDS), Indira Mahila Kosh, Indira Mahila Yojana and various components for women in the rural development schemes were taken up for creating awareness and educating the masses so as to promote women's empowerment. Drive against social evils like child marriage, dowry, discrimination against girl child and reservation for women in Panchayati Raj Institutions were also taken up by the field publicity units.

Lucknow, Rai Bareilly and Lakhimpur-Kheri units under Lucknow region organised an eight-day campaign on Mahila Samridhi Yojana in Salon block of Rai Bareilly district in July 1996 and 266 new MSY accounts amounting to Rs. 22,000 were opened on the last day of the campaign.

Days/Weeks Observed

World Population Day
 International Literacy Day
 World Environment Day
 World Health Day
 International Day Against Drug Abuse
 World AIDS Day
 National Nutrition Week
 World Breastfeeding Week
 Blood Donation Week
 Eye Donation Fortnight
 Mental Health Day
 Independence Day
 Republic Day
 Gandhi Jayanti
 Ambedkar Jayanti
 Sadbhawana Day/Week
 Quami Ekta Day/Week
 Hindi Diwas/Pakhwara

Eradication of Untouchability

8.14 Untouchability is a crime against humanity. This was the refrain of the publicity programmes organised by various field units in connection with eradication of untouchability. Appropriate occasions like Sant Ravi Das Jayanti, Dr. Ambedkar Jayanti, Buddha Purnima, Gandhi Jayanti etc., were effectively utilised to educate the masses on the evils of untouchability. Gulbarga unit in Karnataka organised a week-long campaign on the theme in October 1996. Field units in Maharashtra, Uttar Pradesh and Kerala organised group discussions and competitions among children. Films such as 'Sant Ravi Das', 'Cry for Justice', 'Ancient Curse', 'Majhab', 'Hum Ek Rahenge' etc., were screened.

Prohibition and Drug Abuse

8.15 The Field Publicity Units screened various films including 'Alcoholic Drink', 'Boond Boond Zahar', 'Jam Aur Anjam' and 'Bottled Cannibal' to highlight evils of drinking and drug abuse and to promote prohibition. International Day against Drug Abuse and the Prohibition Week were specially utilised for this purpose.

Environment and Forestry

8.16 Several field units organised programmes to create mass awareness on environmental issues. The World Environment Day, Van Mahotsav Week, World Habitat Day, Wildlife Week etc., were suitably utilized for the purpose. On the occasion of World Environment Day, Udhampur and Kathua units in J&K organised symposia and cultural programmes. Hazaribagh unit in Bihar organised a symposium for jail inmates, while the Bangalore unit organised a poetry symposium. Sambalpur and Phulbani units in Orissa organised several programmes including a *padayatra* for students in observance of Van Mahotsav Week. The Kerala region launched "Oushadhodyanam", a campaign for growing medicinal plants. On the occasion of Pollution Day, Calcutta unit organised a seminar on environmental pollution at an upcoming industrial area in South 24-Parganas district.

Promotion of Hindi

8.17 The Directorate has bagged the third prize for promotion of Hindi in official work. This award was instituted by the Department of Official Languages, Ministry of Home Affairs. Hindi Day and Hindi Fortnight were observed by all field units in a befitting manner.

Conducted Tours

8.18 The Directorate organised three conducted tours for opinion leaders comprising farmers, youth leaders and social workers. In the first conducted tour organised by the Dehradun Regional Office of DFP, 19 opinion leaders from hill districts of UP were taken to institutes, projects and industrial units in Punjab and Haryana. The second tour was organised by Chennai Regional Office in which 18 opinion leaders were taken on a visit to Gujarat. The Ranchi Region organised the third tour, taking 20 opinion leaders on a visit to West Bengal and Uttar Pradesh.

**Directorate of Field Publicity Regions and Field
Publicity Offices
(Regional Offices Underlined)**

Andhra Pradesh

- | | | |
|---------------------|-------------|--------------------|
| 1. Cuddapah | 5. Kumool | 9. Nizamabad |
| 2. Guntur | 6. Nalgonda | 10. Srikakulam |
| 3. <u>Hyderabad</u> | 7. Medak | 11. Vishakhapatnam |
| 4. Kakinada | 8. Nellore | 12. Warangal |

Arunachal Pradesh

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

Assam

- | | | |
|--------------|--------------------|--------------------|
| 1. Barpeta | 5. <u>Guwahati</u> | 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. <u>Patna</u> |
| 3. Chapra | 7. Munger | 11. Sitamarhi |
| 4. Darbhanga | 8. Motihari | |

Bihar (South), Ranchi

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

Gujarat

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

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. <u>Jammu (Tawi)</u> | 10. Leh | 15. Udhampur |

Karnataka

- | | | |
|---------------------|----------------|--------------|
| 1. <u>Bangalore</u> | 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. <u>Thiruvananthapuram</u> |
| 4. Kalpetta (Wynad) | 8. Palghat | 12. Kowaratti |

Madhya Pradesh (East), Raipur

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

Madhya Pradesh (West), Bhopal

- | | | |
|------------------|----------------|--------------|
| 1. <u>Bhopal</u> | 5. Gwalior | 9. Mandasaur |
| 2. Chattarpur | 6. Hoshangabad | 10. Sagar |
| 3. Chhindwara | 7. Indore | 11. Ujjain |
| 4. Guna | 8. Jhabua | |

Maharashtra & Goa

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

Meghalaya, Mizoram & Tripura

- | | | |
|-------------|----------------|--------------------|
| 1. Agartala | 4. Kailashahar | 7. <u>Shillong</u> |
| 2. Aizawl | 5. Lunglei | 8. Tura |
| 3. Jowai | 6. Saiha | 9. Udaipur |
| | | 10. William Nagar |

Nagaland & Manipur

- | | | |
|------------------|------------------|---------------|
| 1. Chandel | 4. <u>Kohima</u> | 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) |
| 3. <u>Chandigarh</u> | 9. Rikong Peo | 15. New Delhi (ii) |
| 4. Dharmsala | 10. Ludhiana | 16. Pathankot |
| 5. Ferozepur | 11. Mandi | 17. Rohtak |
| 6. Hamirpur | 12. Nahan | 18. Shimla |

Orissa

- | | | |
|-----------------|-----------------------|---------------|
| 1. Balasore | 5. <u>Bhubaneswar</u> | 9. Keonjhar |
| 2. Baripada | 6. Cuttack | 10. Phulbani |
| 3. Berhampur | 7. Dhenkanal | 11. Puri |
| 4. Bhawanipatna | 8. Jeypore | 12. Sambalpur |

Rajasthan

- | | | |
|--------------|--------------------|-------------------|
| 1. Ajmer | 6. <u>Jaipur</u> | 11. Sikar |
| 2. Alwar | 7. Jaisalmer | 12. Sriganganagar |
| 3. Barmer | 8. Jodhpur | 13. Udaipur |
| 4. Bikaner | 9. Kota | |
| 5. Dungarpur | 10. Sawai Madhopur | |

Tamil Nadu & Pondicherry

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

Uttar Pradesh (CE), Lucknow

- | | | |
|--------------|--------------------|------------------|
| 1. Allahabad | 6. Jhansi | 11. Rai Bareilly |
| 2. Azamgarh | 7. Kanpur | 12. Sultanpur |
| 3. Banda | 8. Lakhimpur-Kheri | 13. Varanasi |
| 4. Gonda | 9. <u>Lucknow</u> | |
| 5. Gorakhpur | 10. Mainpuri | |

Uttar Pradesh (NW), Dehradun

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

West Bengal (North), Siliguri

- | | | |
|----------------|--------------|--------------------|
| 1. Cooch Behar | 4. Jorethang | 7. <u>Raiganj</u> |
| 2. Gangtok | 5. Kalimpong | 8. <u>Siliguri</u> |
| 3. Jalpaiguri | 6. Malda | |

West Bengal (South) Calcutta

- | | | |
|----------------|--------------------|--------------------------|
| 1. Bankura | 5. <u>Calcutta</u> | 9. Port Blair |
| 2. Barrackpore | 6. Car Nicobar | 10. Ranaghat |
| 3. Berhampore | 7. Chinsurah | 11. <u>Calcutta (FW)</u> |
| 4. Burdwan | 8. Midnapore | |

ADVERTISING AND VISUAL PUBLICITY

DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY

9.1.1 The Directorate of Advertising and Visual Publicity (DAVP) is the primary multi-media advertising agency of the Central Government to inform the people about Government's activities, policies and programmes and to motivate them to participate in developmental activities. It caters to the communication needs of client ministries and departments as also of some autonomous bodies and PSUs in different languages through print material, press advertisements, audio-visual publicity programmes on radio and television, outdoor publicity and exhibitions. Themes highlighted by the Directorate include rural development programmes, health and family welfare, uplift of girl child, handicrafts, immunization, women and child

development, national integration and communal harmony, defence, new economic policy, environment, literacy, employment, elections, AIDS, drug abuse and prohibition, customs and central excise, income tax and energy conservation.

9.1.2 The main set-up of DAVP at the headquarters consists of several wings like Campaign, Advertising, Outdoor Publicity, Printed Publicity, Exhibitions, Electronic Data Processing Centre, Mass Mailing, Audio-Visual Cell, Studio, and Copy Wing. DAVP has a network of offices spread all over the country. It has two regional offices one at Bangalore and another at Guwahati to coordinate the Directorate's activities in the region. Two Regional Distribution Centres at Calcutta and Chennai look after distribution of publicity material in eastern and southern regions, respectively. The Directorate has 35 Field Exhibition



A view of the exhibition organised by DAVP at Red Fort to commemorate Netaji's birth centenary

DAVP : Field Exhibition Units

No.	Name of Unit	Unit	Name of the State/UT	Jurisdiction
1.	Agartala	Gen	Tripura	Tripura, Mizoram
2.	Ahmedabad	Gen	Gujarat	Gujarat, Rajasthan, Daman and Diu, Dadra and Nagar Haveli
3.	Bangalore	Gen	Karnataka	Karnataka
4.	Bhubaneswar	Gen	Orissa	Orissa & Bihar (Southern)
5.	Mumbai	Gen	Maharashtra	Maharashtra and Goa
6.	Calcutta	Gen	West Bengal	West Bengal, Sikkim and Bihar (Eastern)
7.	Chandigarh	Gen	Chandigarh	Chandigarh, Punjab and Haryana
8.	Guwahati	Gen	Assam	Lower Assam and Meghalaya
9.	New Delhi-I	Gen	Delhi	Entire U.T. of Delhi and special assignments all over the country
10.	New Delhi-II	Gen	Delhi	Entire U.T. of Delhi and special assignments all over the country
11.	Hyderabad	Gen	Andhra Pradesh	Andhra Pradesh
12.	Indore	Gen	Madhya Pradesh	Madhya Pradesh
13.	Imphal	Gen	Manipur	Manipur
14.	Jammu	Gen	Jammu & Kashmir	Jammu & Kashmir
15.	Jorhat	Gen	Assam	Upper Assam
16.	Kohima	Gen	Nagaland	Nagaland
17.	Lucknow	Gen	Uttar Pradesh	Uttar Pradesh & Western Bihar
18.	Chennai	Gen	Tamil Nadu	Tamil Nadu, Pondicherry
19.	Shimla	Gen	Himachal Pradesh	Himachal Pradesh
20.	Thiruvananthapuram	Gen	Kerala	Kerala
21.	Tura	Gen	Meghalaya	Garo Hills, Adjoining districts of Assam
22.	Jaipur	FW	Rajasthan	Rajasthan, Gujarat
23.	Bhopal	FW	Madhya Pradesh	Madhya Pradesh and Rajasthan
24.	Calcutta	FW	West Bengal	West Bengal, Orissa & entire North Eastern region
25.	Varanasi	FW	Uttar Pradesh	Eastern U.P.
26.	Lucknow	FW	Uttar Pradesh	U.P. and Bihar
27.	New Delhi-III	FW	Delhi	Delhi and adjoining areas and special assignments
28.	Patna	FW	Bihar	Bihar

29.	Ahmedabad	Van	Gujarat	Gujarat, Maharashtra, Goa, Daman and Diu, Dadra and Nagar Haveli
30.	Aizawl	Van	Mizoram	Mizoram
31.	Bikaner	Van	Rajasthan	Rajasthan
32.	Calcutta	Van	West Bengal	West Bengal
33.	Itanagar	Van	Arunachal Pradesh	Arunachal Pradesh
34.	Port Blair	Van	A & N Islands	A & N Islands
35.	Shillong	Van	Meghalaya	Assam and Meghalaya

Note : Gen : General Publicity
 FW : Family Welfare Unit
 Van : Mobile Van Unit

HIGHLIGHT OF DAVP ACTIVITIES DURING 1996-97

(FROM APRIL TO DECEMBER 31, 1996)



Press Advertisements
 76,508 Insertions



Printed Material
 1,14,33,309 Copies



Outdoor Material
 3,613 Displays



Exhibition
 900 Days



Broadcast/Telecast
 24,490 Insertions



Audio & Video Spots
 2,905 Productions



Literature Mailed
 1,35,63,172 Copies

Units which include seven mobile exhibition vans, seven family welfare units and 21 general field exhibition units. The Regional Exhibition Workshop at Chennai and Exhibition Kit Production Centre at Guwahati assist the Exhibition Division at headquarters in designing and fabricating exhibits.

Printing of Material

9.2.1 During the period April-November 1996, the Directorate brought out folders, booklets, brochures, posters, stickers, etc., on a variety of schemes/programmes like rural development, health and family welfare, income tax, registration of birth and death, women and child development, national integration and communal harmony, union budget, etc.

9.2.2 The Prime Minister's speeches delivered on important occasions were printed in the form of booklets/folders in Hindi, English and regional languages. These include "India Will Never be a Theocratic State", "Minimum Basic Services to the People", "United Action Against Terrorism", "PM's Statement in Parliament on Jammu and Kashmir", "New Initiatives for North Eastern Region" (also printed in Mizo, Manipuri, Garo and Khasi), "Need to Involve People in Planning Process", "Top Priority for Drinking Water and Sanitation" and "More Liberalisation and Greater Transparency in Trade and Business". DAVP also brought out the Independence Day speech of the Prime Minister under the title "Nation's Pledge to Eradicate Poverty and Achieve Self-reliance". Besides, a series of five posters on various development programmes announced by the Hon'ble Prime Minister were brought out in Hindi, English and regional languages. These were entitled 'Safe Drinking Water and Primary Health', 'Mid-day

Themes of Printed Material

Agriculture

- Technical Information Chart
- Conservation Week
- Let's practice Soil and Water Conservation with Full Devotion and Determination

Defence

- Series of Posters on Security
- Need to know
- Total Security
- Be Vigilant Always
- Security Is the Shield

Health and Family Welfare

- Cardio-vascular Diseases
- Child Bearing Should be Joy not Burden
- Niyojan Kiska? Gaon Ka - Parivar Ka
- Voluntary Blood Donation

— Pulse Polio

— Safe Drinking Water and Primary Health

— Mid-day Meal

Registration of Births and Deaths

— Series of Stickers on Registration of Births and Deaths

Rural Development

- Nation's Pledge to Eradicate Poverty and Achieve Self-reliance
- All-weather Roads for all Villages
- Give Your Land the Best

Information and Communication

- INDEPEX, 1997
- Style Book, NSD, AIR Doordarshan Annual

Finance

- Union Budget 1996-97
- Faster Economic Growth with Social Justice

Meal', 'A House for Shelterless Poor', 'All- Weather Roads for All Villages' and 'Give Your Land the Best'.

9.2.3 The Directorate also brought out a special bulletin entitled 'INDEPEX, 1997 - Volume I on World Philatelic Exhibition' for attracting foreign countries to participate in the INDEPEX - 1997 to be held at Pragati Maidan during December 1997. The informative contents of the bulletin are in five languages, viz., Hindi, English, French, German and Spanish. The Directorate also brought out a Calendar-1997 on '50 Years of Independence'. A 'Style Book' for News Services Division of AIR, brochure on 43rd National Film Festival and Annual Book for Doordarshan were also printed.

9.2.4 During the period April-November 1996, the Directorate printed about 98 lakh copies of 250 publications in Hindi, English and regional languages.

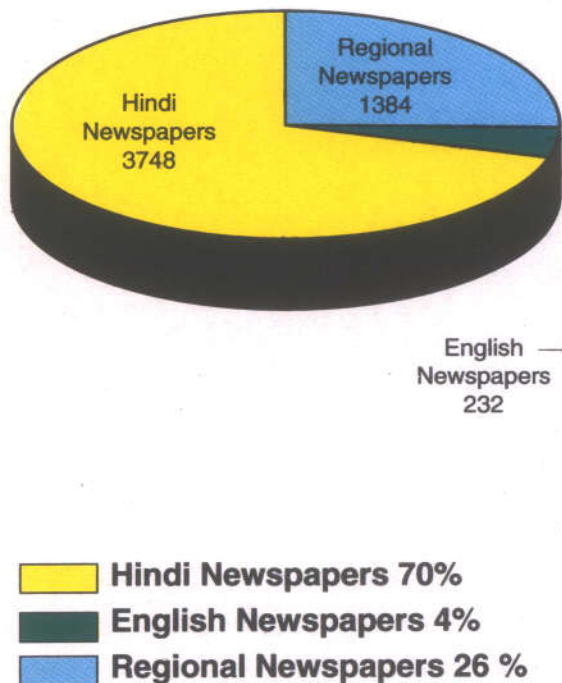
Press Advertisements

9.3.1 DAVP released press advertisements on behalf of various Central Government ministries/ departments and for some of the autonomous bodies and public sector undertakings. Over 5,000 newspapers/periodicals were on its panel for the purpose during the year. Besides, release of classified advertisements related to recruitments, tenders and auctions, display advertisements in various sizes were issued on different publicity themes. Supplements on special days/occasions were also issued.

9.3.2 During April-November, 1996, more than 8,870 press advertisements (8,600 classified and 270 display advertisements) in English, Hindi and regional languages were issued to newspapers and periodicals in various parts of the country on behalf of ministries/ departments, 200 autonomous bodies and six public sector undertakings.

NEWSPAPERS EMPANELLED WITH DAVP YEAR 1996-97

(FROM APRIL TO DECEMBER 31, 1996)



Exhibitions

9.4.1 DAVP, through its network of 35 field exhibition units including seven mobile exhibition vans, seven family welfare exhibition units and 21 general exhibition units, put up exhibitions in different parts of the country to publicise various schemes, programmes and policies of the Government.

9.4.2 A special exhibition on the occasion of "5th World Hindi Conference" was organised at Port of Spain in Trinidad and Tobago in April 1996. The exhibition was designed to provide an overview of the history and growth of the Hindi language, its status, usage and development in the Hindi diaspora. The exhibition was visited by several distinguished persons including Prime Minister of Trinidad and Tobago and

delegates from various countries. It displayed several publications on the theme from different periods.

9.4.3. The Directorate organised 58 exhibitions on National Integration and Communal Harmony entitled 'Ek Rashtra Ek Pran' for over 300 days in various parts of the country including the States of Uttar Pradesh, Himachal Pradesh, Jammu and Kashmir, Assam, West Bengal, Haryana, Gujarat, Tamil Nadu and Orissa. To celebrate the 125th birth anniversary of Mahatma Gandhi, 50 exhibitions were organised in the States of Kerala, Assam, Karnataka and Delhi for 110 days. During the two-day festival of European Films on 23rd and 24th October 1996 at Siri Fort, DAVP put up an attractive display of posters and literature of popular European films. As part of the centenary celebration of '100 Years of Cinema in India', DAVP organised an exhibition at Bangalore. The exhibition, through about 1000 photographs, brought out the growth of cinema in India from its inception, covering various trends and developments over the century. The exhibition was taken to Mumbai, Jamshedpur and Patna later. An exhibition on 'Performance of Parliament' was organised in Parliament House Annexe which consisted of over 300 photographs, books and write-ups on the theme. As part of multi-media publicity campaign on rural development, six exhibitions were organised in Gujarat, Andhra Pradesh, Karnataka and Delhi for over 40 days. Exhibitions were also organised on Swami Vivekananda in different parts of the country.

9.4.4 During the period April-November 1996, the Exhibition Division of DAVP organised about 170 exhibitions for 800 days in various parts of the country.

Outdoor Publicity

9.5.1 Outdoor Publicity Wing of DAVP arranged, through the outdoor formats, nation-wide publicity for various programmes and themes of the Government, like national integration and communal harmony, national film festival, drug abuse and prohibition, untouchability, health and hygiene and 22nd SIMCON, etc. Around 106 hoardings were displayed on national integration and communal harmony in various parts of the country including Assam, Nagaland, Arunachal Pradesh, West Bengal, Bihar, Manipur, Himachal Pradesh, Uttar Pradesh, Madhya Pradesh, Meghalaya, Haryana and Rajasthan. Besides, 50 kiosks were put up in Delhi during Quami Ekta Week. A series of 192 hoardings were displayed on drug abuse and prohibi-

tion all over the country. The Directorate prepared 1,800 block pulls and displayed 120 bus-q-shelters with the message on drug abuse and prohibition. Computerised animation display on various rural development schemes were screened at vantage points at Vaishno Devi, and ITO and NOIDA crossings, New Delhi. During the European Film Festival, a programme board was displayed highlighting the schedule of the films being screened at Siri Fort. Banners and flags were also displayed all over Delhi on the occasion. Adequate publicity was given to 22nd SIMCON, held in Parliament House Annexe, New Delhi through display of banners.

9.5.2. During the period April-Novemehr 1996, over 310 hoardings, 230 kiosks, 1,800 block pulls, 120 bus-q-shelters and 140 banners were displayed all over the country.

Audio and Visual Publicity

9.6.1 Audio and Visual Cell produced audio and video programmes on various programmes/schemes

of the Central Government. These included :-

- AIDS and Blood Donation
- Pulse Polio Immunization Programme
- Rural Development
- Welfare of the Handicapped
- National Integration and Communal Harmony
- Infant Feeding and Mother Care
- Health and Family Welfare
- Human Resource Development
- Non-conventional Energy Sources
- Disposal of Plastic Bags
- Proper Utilisation of Water Resources
- National Small Savings Organisation
- Leprosy
- Consumer Affairs

Subjects of Some Display Advertisements Released

Important Days/Events Covered

- Anti-Terrorism Day - Indira Gandhi's Death Anniversary
- Birth Anniversary of Dr. Ambedkar
- Gandhi Jayanti - Mahatma Gandhi's Birthday
- International Labour Day - May Day
- International Day of the Family
- International Day against Drug Abuse and Illicit Trafficking
- Independence Day
- International Day for the Disabled
- National Nutrition Week
- Teachers' Day
- Universal Children's Day
- World Environment Day
- World Health Day
- World Population Day
- World Thrift Day

Important Themes/Programmes Covered

- AIDS
- Breast Feeding
- Blood Donation
- Health Check-up for Primary School Children
- Indira Vikas Patra
- Income Tax/Presumptive Tax Scheme
- Integrated Child Development Service
- Kisan Vikas Patra
- Literacy
- Non-conventional Energy Sources
- National Film Festival
- Prevention of Dengue Fever
- Pulse Polio Immunization Programme
- Perfect Health Mela
- Rural Development



Visitors going round an exhibition on Gandhiji set up by DAVP in Shimoga District

- Panchayat's Role in Sustainable Land Use
- Food and Nutrition
- Drug Abuse and Prohibition
- Women and Child Development
- Mahila Samridhi Yojna
- Literacy

9.6.2 Messages relating to rural development, national integration, health and family welfare, AIDS, drug abuse and other socially relevant issues were displayed on Close Circuit Television System at Chennai Central, Tiruchirapalli, Madurai, Tirunelveli, Virudhunagar and Tuticorin railway stations. Various programmes were broadcast/telecast on AIR/Doordarshan on behalf of client ministries/departments. Ten video spots on AIDS and Blood Donation are being telecast by Doordarshan Network and Metro Channel. The Directorate also produced seven weekly radio-sponsored programmes entitled 'Aao Hath Badhayen' on welfare themes, 'Nai Raah Apnao' on non-conventional energy sources, 'Naya Savera' on women and child development, 'Haseen Lamhe' and

'Yeh Bhi Khoob Rahi' on family welfare, 'Gaon Vikas Ke Ore' and 'Chalo Gaon Ki Ore' on rural development schemes. These programmes were broadcast every week through 30 AIR stations of Vividh Bharati.

9.6.3 During the period April-November 1996, the Directorate produced around 2,450 audio and 45 video programmes. The total number of broadcasts and telecasts were 23,350 and 100 respectively. The programmes were produced in Hindi and regional languages and broadcast/telecast all over the country through AIR/Doordarshan.

Mass Mailing

9.7.1 The Mass Mailing Wing has over 15 lakh addresses under 545 categories. Publicity material is despatched to these addresses as required under the campaign.

9.7.2 During the period April-November 1996, the Directorate despatched over 1.22 crore publications all over the country. More than 16,500 new addresses were added and 50,000 old addresses were updated.

PHOTO PUBLICITY

PHOTO DIVISION

10.1.1 The main function of the Photo Division is to photographically illustrate the growth, development and social changes in the country and to provide visual support for communication strategies. The Division provides photographic material to the various media units of the Ministry of Information and Broadcasting and other Central and State Government ministries/ departments including the President's Secretariat, Vice-President's Secretariat, Prime Minister's Office, Lok Sabha/Rajya Sabha Secretariats and Indian Missions abroad through the External Publicity (XP) Division of the Ministry of External Affairs. The Division also supplies, on payment, black & white and colour photographs and colour slides/transparencies to non-publicity organisations and the general public. During April-November, 1996, the Division earned a revenue of Rs. 7.87 lakh.

10.1.2 The Division has well equipped laboratories and equipment for handling different kinds of photographic jobs and assignments at its headquarters in Delhi. A Photo Data Bank has also been installed in the Head Office. Work on the network for linking the Photo Data Bank with all regional offices is in progress. The process of recording the photographs into the Photo Data Bank is also in progress. The Division has four regional offices at Mumbai, Calcutta, Chennai and Guwahati.

Major Coverages

10.2.1 The Photo Division undertook extensive photo coverage of the visits of the President, the Vice-President and the Prime Minister to various parts of the country. The Vice-President's visit to Mongolia, Kazakhstan, Kyrgyzstan and Iran and the Prime



Photo Division's state-of-the art digital equipment for instant transmission of photographs



Smt. Anita Dua's first prize winning photograph in the All India Photo Competition organised by Photo Division and UNICEF

Minister's visit to Rome and Harare were also covered. The Division has also done an extensive coverage of UN-ESCAP held in New Delhi. The photographs were released to the Press all over the country through Press Information Bureau and Indian Missions abroad through XP Division of the Ministry of External Affairs.

10.2.2 The Division also undertook the photo coverage of the visit of foreign dignitaries as well as Heads of State/Government of foreign countries to India.

10.2.3 From September 9 to 13, 1996 the Division organised the First Refresher Course on Photography in which 45 participants deputed from the Information and Public Relations Departments of the State Governments took part. The Course was inaugurated

by Secretary, I&B and certificates to the participants were given away at the end of the Course by the Information Advisor to the Prime Minister.

10.2.4 The Photo Division also organised an All India Photo Competition on the Theme of 'Child in the City' in collaboration with UNICEF to mark the UNICEF's 50th year of service to children worldwide. In the Competition, 1000 Black & White entries from 353 participants and 4030 Colour entries from 878 participants were received. A jury consisting of Shri Amarjeet, Shri N. Thiagarajan and Shri O.P. Jora selected 26 award winning photographs - 13 each in both sections. In addition to this, the jury also selected 154 photographs for exhibition. The exhibition was put up at the Fresco Gallery, Lalit Kala Akademi, Copernicus Marg, New Delhi from December 6 to 12, 1996.

SONG AND DRAMA

SONG AND DRAMA DIVISION

11.1 The Song and Drama Division was set up in 1954 with specific mandate of development communication mainly in rural areas. This is the largest organisation in the country and perhaps in Asia dealing with performing arts as a mode of communication. It utilises a wide range of folk and traditional forms, such as folk and traditional dramas, folk and traditional recitals, puppetry and even the skills of hundreds of magicians with age-old tradition. In addition, the Division also utilises Sound and Light spectacle with modern techniques and hundreds of artistes for presenting programmes on broad national themes such as Communal Harmony, National Integration, Secularism, Promotion of cultural heritage, Health, Environment, Education etc.

Organisational Set-up

11.2 With its Headquarters at Delhi, the Division has ten Regional Centres, seven Border Centres, six Departmental Drama Troupes, nine Troupes of Armed Forces Entertainment Wing, four Sound and Light Units and a Pilot Project at Ranchi apart from approximately 700 registered troupes and about 1000 empannelled artistes of various categories. To expand the Information, Education and Communication (IEC) activities, the Division has upgraded Bangalore Centre into a Regional Centre having jurisdiction over Karnataka, Kerala and Lakshadweep. The Ranchi Tribal Centre was also upgraded to enhance IEC activities in the State of Bihar, especially in Tribal Areas.



Prime Minister, Shri H.D. Deve Gowda inaugurating the National Cultural Festival organised by the Song and Drama Division, Kozhikode, Kerala

Major Activities

11.3.1 The Division undertook major publicity campaigns on Rural Areas Employment Schemes, Mahila Samridhi Yojana, Prevention of AIDS, Pulse Polio, Drug Abuse, National Integration, Communal Harmony, Revamped Public Distribution System and New Economic Policy.

11.3.2 National Cultural Festival, Sound and Light Programmes *Yug Purush* on Mahatama Gandhi, *Keerti Parav* on the achievements of Indian Army in 1971 war, *Krishna Devaraya* on Vijaynagar Empire, *Karnataka Vybhava* on History and Culture of Karnataka and *Swatantryam Tanne Jeevitham* on History and Culture of Kerala are some of the prestigious programmes of the Division during 1996-97.

11.3.3 Special publicity was undertaken in the sensitive and Inner Line areas of North-Eastern States, Jammu and Kashmir, Punjab and other border regions of the country. Special efforts were made to involve cultural troupes from Tribal, Scheduled Caste and Minority Communities.

The activities of the Division are carried out under various Plan and Non-Plan schemes.

Border Publicity Troupes

11.4 The Division has 28 Border Publicity Troupes located in 7 Border Centres viz., Imphal, Jammu, Shimla, Nainital, Darbhanga, Jodhpur and Guwahati. These Troupes have undertaken publicity in the remote border areas to educate the people about various development schemes and also to counter the propaganda across the border. These programmes were organised in close collaboration with SSB, BSF and other Govt. agencies. During 1996-97 (up to December 1996), 1,438 programmes were presented by these troupes. Some of the regions where intensive publicity was undertaken during the year are Papumpara (Arunachal Pradesh), East Khasi Hills and Garo Hills (Meghalaya), Tuensang (Nagaland), Kailasahar, Kohima (Nagaland), Nalbari, Darrang, Sibsagar, Dubri, Cachar (Assam). The Troupes also carried out communal harmony campaign in Rajouri, Poonch, Udhampur, Kathua and Jammu districts of J&K and Nainital Border Centre also conducted the campaign in Almora, Nainital, Bindukala and Bageshwar regions of Uttar Pradesh. Darbhanga Centre participated in a Literacy Campaign at Gopalganj and also covered Saharsa, Madhopura, Lakhisarai etc. The Jodhpur Centre organised campaign on the theme of Rights of Child including the burning issue of child marriage.



Yakshagana performance by the artistes of the Song and Drama Division

Departmental Drama Troupes

11.5 During the year, Departmental Drama Troupes situated at Pune, Patna, Hyderabad, Bhubaneswar, Srinagar and Delhi presented 276 shows of plays on various themes like Family Welfare, AIDS, Drug Abuse, National Integration, Communal Harmony, Environment issues etc. These troupes presented shows especially in local fairs and festivals where large number of people congregate.

Armed Forces Entertainment Troupes

11.6 The Armed Forces Entertainment Wing of the Division through its nine troupes in Delhi and Chennai, entertain the Jawans in forward areas. During 1996-97 (up to December 1996), the troupes presented 239 programmes in coordination with Defence authorities. In addition, these troupes also presented programmes for national and international gatherings and also participated in national cultural festivals, campaigns on Pulse Polio, Prevention of AIDS etc.

Tribal Publicity

11.7 The Ranchi Tribal Centre established for involving Tribal Cultural Troupes in the IEC activities has been upgraded to increase the activities and also to involve more and more tribal people in the development process. During 1996-97 (up to December 1996), 412 programmes were organised by these troupes in the tribal areas of Bihar, Orissa and Madhya Pradesh to educate the people about various schemes meant for Tribals. The Adivasi Festival in commemoration of Bhagwan Birsa Munda was covered by organising a special cultural festival. Special efforts were made to reach the tribal population of North-Eastern States by Guwahati Regional Centre by deploying troupes to communicate on developmental issues.

Sound and Light Programmes

11.8 With an objective of educating the people in general and youth in particular about the glorious heritage of the country and the sacrifices made by the freedom fighters, the Sound and Light Units of the Division are mounting Sound and Light spectacle which are witnessed by thousands of audience. The Delhi Unit mounted "Yug Purush" on Gandhiji at Faizabad, "Mirza Ghalib" in Phool Walon Ki Sair at Mehrauli. A new programme entitled "Keerti Parav"

was prepared and presented at Calcutta on the occasion of Vijay Diwas. This programme depicted the achievements of Armed Forces since Independence, especially during 1971 war. The Bangalore Unit presented programmes "Karnataka Vybhava" in Mysore during Dussehra Festival, "Krishna Devaraya" on Vijayanagar Empire at Hampi which was the capital of Vijayanagar, "Swatantryam Tanne Jeevitham" on the history and cultural heritage of Kerala at Kozhikode. These units presented 42 shows up to December 1996.

Professional and Special Services

11.9 The Division deploys cultural troupes particularly the folk and traditional artists for communicating to people in their own cultural context. The private troupes are registered and oriented for communicating various developmental themes to the people living in rural areas. More than 700 troupes comprising about 7,000 artists and more than 1,000 empanelled artists are engaged in IEC activities presenting more than 22,400 programmes up to December 1996. These troupes participated in all the campaigns organised by the Division like AIDS Awareness, Health and Family Welfare, National Integration, Communal Harmony, New Economic Policy, Rural Areas and Employment Schemes, Mahila Samridhi Yojana etc.

Health and Family Welfare

11.10 To publicise various aspects of Health Care, Small Family Norm, Mother and Child, Sanitation, Immunization etc., the Division utilises various formats of live media to reach the remote and backward areas where electronic and print media are inaccessible. During the year, workshops for the officers of the Division at national level and for troupes at the State level were organised to orient them on Primary Health Check-up, Pulse Polio Immunization, Target Free Approach and Health Melas programmes. In the Workshop programme packages on these themes were prepared and 2000 performances on Primary Health Check-up were presented. A campaign was organised on Pulse Polio Immunization by presenting 3,000 programmes. The programmes on Health and Family Welfare were also organised in the famous fairs and festivals like India International Trade Fair, Tehri Garhwal Festival, Magh Mela—Allahabad, Gramshri Mela—Patna, Urs Fair, Sharanwani Mela—Bhagalpur, Sonapur Fair etc. More than

10,000 performances were presented on Health and Family Welfare up to December 1996.

Intensive Campaigns

11.11.1 National Cultural Festivals were organised in Mysore during Dussehra celebrations, in Bangalore during Karnataka Rajyostava celebrations and at Kozhikode during Malbar Mahotsava and Christmas. The objective of the festival is to promote National Integration and Communal Harmony by depicting the diverse culture of India on one platform. The artists from different parts of the country presented their representative art-forms to the local audience of the above places. About 200 artists were taken to smaller towns presenting 100 performances in Kerala and Karnataka.

11.11.2 The Division organised a week-long Peace and Harmony campaign in Assam in which about 200 artists from different places of North-Eastern Region participated. Communal Harmony campaigns were organised in Rajouri, Poonch, Kathua, Udhampur districts of J&K. Anti-terrorism campaign was organised in Jammu district. About 400 performances were organised in Jammu and Kashmir State. The campaign on National Integration and Communal Harmony was organised in Madhya Pradesh and Rajasthan in which 1,000 performances were presented.

11.11.3 In collaboration with Department of Women and Child Development, the Division organised special campaigns in the identified districts of Gujarat and Rajasthan to create awareness about Mahila Samridhi Yojana among rural women by presenting 200 programmes.

11.11.4 Special campaign on Prohibition was launched in Haryana in coordination with State Govt. Similar campaigns on Prohibition and Drug Abuse were organised in Madhya Pradesh, Uttar Pradesh, Andhra Pradesh and North-Eastern States.

11.11.5 Sustained publicity was undertaken by the Division on New Economic measures being implemented by the Govt. and about 5,000 performances were organised. Similarly, programmes on Revamped Public Distribution System were organised specially in the Tribal areas.

Fairs, Festivals and Anniversaries

11.12 The Division is presenting programmes in all the major fairs, *melas* and during important national and local festivals. Car Festival of Orissa, Dussehra Festival of Karnataka, Himachal Pradesh and West Bengal, Onam Festival of Kerala, Baishakhi in Punjab, Pongal in Tamil Nadu, Bihu in Assam, Raas and Yakchung in Manipur, Ganesh Festival of Maharashtra, Holi Festival, Duga Puja Festival of West Bengal, India International Trade Fair, Sonapur Fair, Magh Mela, Mashi Mela at Almora etc. were covered by presenting cultural programmes. Programmes were presented on the occasion of Mahavir Jayanti, Buddha Purnima, Guru Nanak Birth Day etc. Anniversaries of national leaders and social reformers were observed by presenting suitable programmes on the occasion. Gandhi Jayanti, Children's Day, Sadbhavana Diwas, Teachers' Day, Birth Anniversaries of Netaji Subhas Chandra Bose, Vinoba Bhave, Dr. B.R. Ambedkar, Rabindranath Tagore and Swami Vivekananda and others were observed.

RESEARCH, REFERENCE AND TRAINING

RESEARCH, REFERENCE AND TRAINING DIVISION

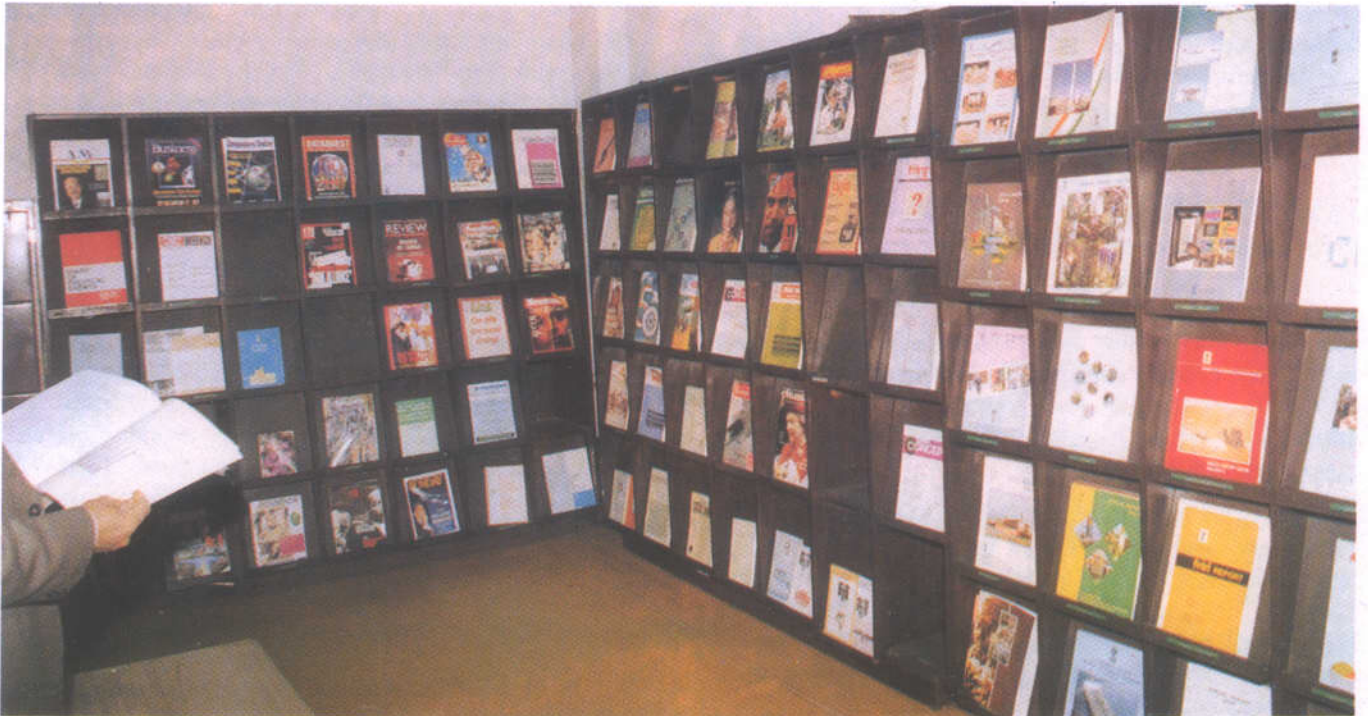
12.1.1. The Research, Reference and Training Division functions as an information servicing agency to the Ministry of Information and Broadcasting, its media units and their field offices. It serves as an information bank as well as an information feeder service to the media units to help in their programming and publicity campaigns. It also studies trends in Mass Communication Media and maintains a reference and documentation service on Mass Communication. The Division provides backgrounders, reference and research materials and other facilities for the use of the Ministry, its media units and others engaged in mass communication. The Division looks after the training aspect of the IIS officers in collaboration with

IIMC projecting the Ministry's emphasis on manpower planning and development.

12.1.2 The Division compiles two annual reference works entitled - "INDIA - A Reference Annual", an authentic work of reference on India and "Mass Media in India", a publication on mass communication in the country.

Reference Library

12.2 The Division has a well-equipped library with a large collection of documents on various subjects, bound volumes of selected periodicals and various reports of the Ministries, Committees and Commissions. Its collections include specialised books on subjects pertaining to Journalism, Public Relations, Advertising and Audio-Visual media, all prominent



A view of the Research, Referene & Training Division's well-equipped Library



Army officers attending a Course on 'Media Communications' conducted by the IIMC, New Delhi

encyclopaedia series, year-books and contemporary articles. The library facilities are available to accredited correspondents from both Indian and foreign Press and Government officials.

National Documentation Centre on Mass Communication (NDCMC)

12.3.1 The National Documentation Centre on Mass Communication (NDCMC) was created in 1976 as a part of the Division on the recommendation of an Experts Committee set up by the Ministry, for collecting, interpreting and disseminating information about the events and trends in Mass Media. The NDCMC documents and indexes all news items, articles and other information materials available on mass communication.

12.3.2 The information collected by the NDCMC is maintained and disseminated through about a dozen regular services. These include - "Current Awareness Service", "Bibliography Service", "Who's Who in Mass Media and "Honours Conferred on Mass Communicators". The Centre brought out 32 papers during April to December 1996.

12.3.3 During the year, the Division brought out 25

reference assignments including ten papers on a wide range of subjects. A few of them were issued in Hindi. Prominent among them were - Prasar Bharati Act, 1990 and the Supreme Court verdict, India in Olympics, Literacy and Adult Education, Netaji's ideals and its relevance today, Hike in Price of Petroleum products and Lok Pal. 'India 1995', compiled and edited by the Division, got a certificate of merit in the Reference Books category. The forty-first issue of the Reference Annual - 'India - 1996' was compiled and edited and is now under print.

12.3.4 The Division undertook a number of activities on the training front for the Indian Information Service Officers. A batch of 10 IIS Group 'A' probationers completed their eleven month Orientation Course at IIMC on 18th December, 1996. A New batch of IIS Group 'A' probationers has joined IIMC for an eleven-month Orientation Course. Some short duration training courses for in-service Group 'A' and Group 'B' officers were also organised.

INDIAN INSTITUTE OF MASS COMMUNICATION

12.4.1 The Indian Institute of Mass Communication (IIMC) was set up in 1965 as a centre for advanced study, research and training in various fields of mass

communication. It is an autonomous body receiving funds primarily from Government of India through Ministry of Information and Broadcasting. The Institute was registered on 22nd January, 1966 under the Indian Societies Registration Act (XXI) of 1860. The Institute conducts teaching and training programmes, organises seminars and contributes to the creation of an information infrastructure suitable for India and other developing countries.

12.4.2 During 1996-97, the IIMC conducted two training programmes and four diploma courses. These were : (i) Orientation Courses for officers of Indian Information Service, Group 'A'; (ii) Broadcast Journalism Course for personnel of All India Radio and Doordarshan; (iii) Post-graduate Diploma Course in Journalism (English) (iv) Post-graduate Diploma Course in Journalism (Hindi); (v) Post-graduate Diploma Course in Advertising and Public Relations; and (vi) Diploma Course in News Agency Journalism for Non-Aligned Countries. The 28th Diploma Course in News Agency Journalism for Non-Aligned Countries began in December, 1996.

12.4.3 The Institute also organises a number of refresher courses for the Indian Information Service officers and other specialised short courses for media personnel working in Government and Public sector organisations. Since its inception, the Institute has organised 311 short courses and workshops of varying durations from which nearly 6,962 participants (both from India and abroad) have benefited.

Convocation

12.5 At the Annual Convocation held on 23 April, 1996, 147 candidates of various Post-graduate Diploma Courses were awarded diplomas and meritorious students were given awards. Besides, 388 students of the Post-graduate Diploma Course in Journalism were awarded diplomas at the convocation of the IIMC branch, Dhenkanal held on 26 April 1996.

Academic Session 1996-97

12.6 For the three courses viz. Post-graduate Diploma Course in Journalism (English), Post-graduate Diploma Course in Journalism (Hindi) and Post-

graduate Diploma Course in Advertising and Public Relations, admission was offered to 44 students each in English and Hindi Journalism and 50 students in Advertising and Public Relations. The 27th Course in News Agency Journalism for Non-aligned Countries commenced in July 1996. In the fourth Post-graduate Diploma Course in Journalism (English) at IIMC Dhenkanal (Orissa) 36 students were admitted. In addition, the Institute conducted 19 short courses, workshops and seminars during the year 1996-97.

Research and Evaluation Studies

12.7 The Institute undertook following research and evaluation studies during the year 1996-97 :—

1. Evaluation of multi-media campaign for Rural Development : Covering 21 districts in 11 States.
2. Evaluation of All India Radio.
3. Readership of Yojana-AIR Evaluation Study.
4. Base-line survey of Water and Sanitation: covering 65 districts spread over 25 States and Union Territories. The field work in about 60 districts has been completed and the work is in progress in rest of the districts.

Publications

12.8 The Institute brought out quarterly journals 'Communicator' (English) and "Sanchar Madhayam" (Hindi). The students of Post-graduate Diploma Courses and the participants of Diploma Course in News Agency Journalism brought out laboratory journals as part of their academic pursuit.

IIMC Branches

12.9 IIMC has decided to set up its branches in the country on regional basis at Kottayam (Kerala), Jhabua (M.P.) and Dimapur (Nagaland). The first IIMC branch at Dhenkanal was set up on 14 August 1993. Since then the Institute has successfully conducted three Post-graduate Diploma Courses in Journalism (English) and the fourth one in the series started in August, 1996. The foundation stone of other branches have also been laid.

PLAN AND NON-PLAN PROGRAMMES

Eighth Five Year Plan Outlay

13.1.1 The Planning Commission has approved an Annual Plan outlay of Rs. 533 crore for the year

1996-97. The sector-wise details of Eighth Five Year Plan (1992-97) and Annual Plan, 1996-97, are as under :

Sector	8th Five Year Plan Outlay (1992-97)		Outlay 1996-97 (B.E.)	Actual/Anticipated Expr. of 8th Plan
	Original	Revised		
1. Broadcasting Media				
DD	2300.00	2300.00	340.38	1266.30
AIR	1134.95	1134.95	140.00	655.36
2. Films Media	123.65	149.79	41.26	122.96
3. Information Media	75.40	87.68	11.36	49.11
Total	3634.00	3672.42	533.00	2093.73

13.1.2 The statement showing details of the Budget for Plan and Non-Plan 1996-97 and 1997-98 in respect of the Ministry of I & B and its media units is presented at Appendix-II.

13.1.3 The achievements of the media units with regard to physical implementation of their Plan schemes during 1996-97 are indicated below:

Doordarshan

13.2.1 During the year 1996-97, Doordarshan has commissioned 43 terrestrial transmitters for expansion of TV coverage. These include 10 LPTs and 33 VLPTs for TV coverage of DD-I including 1 LPT for TV coverage of Metro Channel (DD-II). These are mostly located in hilly and remote areas. Doordarshan network and coverage at the end of 1995-96 and 1996-97 (as on 31.1.97) is as under:

	At the end of 1995-96	As on 31.1.97
I. Transmitter Stations for relay of Primary Channel DD-I		
a) HPTs	77	77
b) LPTs	526	536
c) VLPTs	120	153
d) Transposers	20	20
Total	743	786

	At the end of 1995-96	As on 31.1.97
II. Transmitters for relay of Metro Channel (DD-II)		
a) HPTs	6	6
b) LPTs	33	34
c) VLPTs	3	3
Total	42	43
III. Transmitters for relay of Metro Channel (DD-III)		
a) HPTs	4	4
IV. Other Transmitters (LPTs) (2 at Delhi for relay of Parliament proceedings & one at Srinagar).	3	3
V. Extent of Coverage		
a) Population	85.8%	86%
b) Area	68.8%	69%
VI. Programme Production Centres	40	41
VII. Total No. of Channels in operation	19	19

13.2.2 During the remaining period of 1996-97, installation of HPTs at Jodhpur (interim), Fazilka (interim), Bangalore (DD-II) and Hyderabad (DD-II), besides a number of LPTs and VLPTs and 4 Earth Stations are expected to be completed. Sixty-eight Projects (2 studios at Mau and Jalpaiguri, 4 HPTs at Jaisalmer, Barmer (interim), Mokokchung and Kumool, 52 LPTs and 10 VLPTs are presently awaiting commissioning.

13.2.3 Doordarshan's activities for 1997-98 include completion of studio projects at Allahabad, Vijayawada, Pune, Nagpur, Jagdalpur, Rajkot, Varanasi, Ranchi, Bhawanipatna, Trichur, Gwalior, Indore and two permanent studio projects at Sambalpur and Santiniketan, besides expansion of the TV Centre at Mumbai.

13.2.4 Other projects envisaged are completion of permanent HPT (10 KW) set-up at Jodhpur, Fazilka, Gulbarga (in replacement of 1 KW transmitter), Sambalpur (in replacement of 1 KW transmitter) and Churachandpur (1 KW). The 300 M tower and permanent set-up at Bhuj are also expected to be completed. Besides, HPT and 10 KW project at Baleshwar, permanent HPT 10 KW at Calicut, HPT

10 KW at Rajamundry, 59 LPTs, 64 VLPTs and the two permanent Earth Stations at Patna and Lucknow are also proposed to be completed.

All India Radio

13.3.1 During 1996-97 (as on 10.12.1996), AIR stations at Pauri Garhwal (U.P.) and Osmanabad (Maharashtra) have been added to the AIR network bringing the number of AIR Stations in the country to 187. AIR has, at present 297 transmitters — MW 149, SW 52 and FM 96. AIR presently provides coverage to a population of 97.3 per cent spread over 90.1 per cent area of the country.

13.3.2 During the year, 10 KW MW Tr. at Gangtok (Sikkim) was upgraded to 20 KW. A new 10 KW SW Tr. at Gangtok was installed to provide Short Wave support to the primary Medium Wave coverage. The power of the existing 10 KW MW Tr. at Parbhani (Mah) has been increased to 20 KW. Studio facilities at Thiruvananthapuram have been modernised and upgraded with latest technical facilities.

13.3.3 AIR stations at Kullu, Mt. Abu, Bijapur, Kinnaur, Kargil, Uttarkashi and Pithoragarh are technically ready. Similarly, projects at Kurseong 1

KW MW Tr., Calcutta IInd FM stereo channel, Tawang 10 KW MW Tr., Chandigarh 3 KW FM Tr., Allahabad 2x10 KW MW Tr., Ranchi 2x3 KW FM Tr. (CBS), Ahmedabad 2x5 KW FM Tr. (VB), Mumbai IInd FM stereo channel, Jabalpur 2x5 KW FM Tr. (CBS), Panaji type - III studios, Panaji two units of 250 KW SW Tr. each Parbhani Type-I studios, Jagdalpur 100 KW MW Tr., Bangalore 2x3 KW FM Tr. (stereo), Nagarcoil 2x5 KW FM Tr. Thiruvananthapuram 2x5 KW FM Tr. (VB) & Chennai IInd FM Channel are also technically ready.

13.3.4 By March 1997 the following projects are also expected to be technically ready : (a) Radio stations at Aligarh, Churachandpur, Asansol, Kodaikanal, Chamoli, Kokrajhar, Ziro and Tezpur; (b) Other projects at Ranchi 50 KW SW Tr., Jeypore 50 KW SW Tr., Jammu 2x5 KW FM Tr. (CBS), Delhi IInd FM stereo channel, Guwahati 2x5 KW Tr. (CBS), Guwahati 100 KW MW Tr., Sambalpur 100 KW MW Tr., Vishakhapatnam 2x5 KW FM Tr. (CBS), Delhi 20 KW MW Tr. for NC, Delhi 20 KW MW Tr. for VB, Jalandhar 200 KW MW Tr., Gorakhpur 100 KW MW Tr., Ranchi 50 KW SW Tr., Calcutta 200 KW MW Tr., Hyderabad 200 KW MW Tr., Alleppey 200 KW MW Tr., Gulbarga 20 KW MW Tr., Coimbatore 20 KW MW Tr., Pondicherry 20 KW SW Tr.; and (c) Refurbishing of studios at Guwahati and Calcutta is also expected to be completed by March, 1997. Regional workshops at Mumbai, Chennai and Delhi are also expected to be technically ready by the end of the current year.

13.3.5 During 1997-98, installation of Radio stations at Dhubri, Bhadarwah and Hissar will be completed. Projects at Coimbatore 2x5 KW FM Tr. (CBS), Jodhpur 2x3 KW FM Tr. (VB), Jamshedpur 2x3 KW FM Tr. (CBS) and Siliguri 2x5 KW FM Tr. (CBS) will also be completed. Besides, refurbishing of studios (Phase-II) at Delhi and Mumbai will also be completed. Regional Staff Training Institute at Bhubaneswar is also expected to be ready during 1997-98.

Films Media

13.4.1 The Plan outlay of Films Division during the Annual Plan 1996-97 is Rs. 4.13 crore (Rs. 1.98 crore capital and Rs. 2.15 crore revenue). The Division proposes to undertake production of special

featurette film in 16mm specially intended for rural audience, augmentation and replacement of cinematographic equipment and construction of IInd phase building at Mumbai. During 1996-97 (up to December 1996), Films Division has completed 4 featurettes specially bringing out the ecological, cultural and special changes taking place in rural areas and more than 30 featurettes on various subjects like National Integration, Dowry System, Untouchability, Bonded Labour, Uplift of SC/ST, Illiteracy and Superstition, etc., are under production. For the scheme of "augmentation and replacement of cinematographic equipment" an amount of Rs. 1.17 crore has been allotted. The Films Division has also been entrusted with the task of organising Mumbai International Film Festival for documentary, short and animation films. It is a biennial event. So far, 4 festivals have been organised by the Division in the years 1990, 1992, 1994 and 1996. During the year 1996-97, the work of return of prints and VHS cassettes, which were received for the 4th MIFF'96, was completed. The certificates of participation for films entered in the Competition/Information/Spectrum India/Video-vista sections were also issued.

13.4.2 During the year, budget grant of Rs. 1.54 crore has been allocated to National Film Archive of India (NFAI) for eight continuing schemes. These schemes include construction of specialised vaults, acquisition of archival films and ancillary films material, books, audio tapes, etc., computerisation of archival data, publications of Indian filmography and other research and oral history projects, construction of phase-II wing of NFAI's building complex and construction of staff quarters at Pune. All these schemes are at various stages of implementation.

13.4.3 The Plan outlay of National Centre of Films for Children and Young People (N'CYP) for the Annual Plan 1996-97 is Rs. 1.50 crore. N'CYP has completed one TV serial, while 5 films, 3 short films and one TV serial have been dubbed in other Indian languages. Further, rights of 2 feature films have been purchased and production of 2 feature films and 2 short films is in progress. The Centre participated in 8 Film Festivals held in other countries.

13.4.4 The Plan outlay of the Directorate of Film Festivals (DFF) during the Annual Plan 1996-97 is Rs. 3.33 crore. The DFF participated in more than 50

International Film Festivals held abroad. Besides, National Film Festival and the National Awards function were organised in New Delhi. It also arranged the screening of the Indian Panorama. Three Indian film weeks were arranged in foreign countries. The International Film Festival of India was held in Thiruvananthapuram from 10-20 January 1997.

13.4.5 The Annual Plan outlay of the National Film Development Corporation Limited (NFDC) during 1996-97 is Rs. 10 crore which is to be generated through internal and extra-budgetary resources of the Corporation. During the year 1996-97, the Corporation would be extending loan assistance for production of 4 films and producing 18 films under own/co-production category. The Corporation has proposed to extend financial assistance for the construction of 6 theatres during the year. It is also expected that the Corporation will be importing 60 films, including many classics for distribution in theatrical, non-theatrical and TV circuits during the year 1996-97 involving a capital outlay of Rs. 1.20 crore.

13.4.6 The total Plan allocation for the various plan schemes of the Central Board of Film Certification (CBFC) during the VIII Plan is Rs. 1 crore. Outlay for the year 1996-97 is Rs. 0.35 crore. A scheme for computerisation of the Board at Mumbai, entrusted to the National Informatics Centre, has been implemented.

13.4.7 The scheme to set up the Satyajit Ray Film and Television Institute, Calcutta (SRFTI) was approved in November 1992 at an estimated cost of Rs. 29.50 crore. As per the implementation schedule, all the infrastructural facilities are to come up by 31.3.97. The construction work at the Institute is progressing almost as per the schedule and all the infrastructural facilities are likely to be available by 31.3.1997 except for some equipment. The Annual Plan outlay for the year 1996-97 of SRFTI is Rs. 13.76 crore.

13.4.8 During 1996-97, emphasis was on completion of ongoing schemes of Film and Television Institute of India, Pune. The sound studio is likely to be completed by March, 1997. Action is also in progress for acquiring equipment and machinery for its various departments.

13.4.9 The Federation of Films Societies of India (FFSI), an apex body of the Film Societies in the country, is given grants-in-aid by this Ministry to propagate film consciousness and development of audience taste in the field of cinema. These Film Societies aim at developing film culture. A budgetary

provision of Rs. 3 lakh has been provided in 1996-97 for the purpose of grants-in-aid to the Film Societies.

Information Wing

13.5.1 During 1996-97, Press Information Bureau (PIB) proposes to set up computer centres at its two more Branch Offices. Upgradation of the existing computers by replacing 80286 & 80386 systems and installing RISC WEB Server and SUN Work stations, etc., are proposed for the year 1997-98. The Bureau proposes to open a Branch Office at Itanagar in Arunachal Pradesh during 1997-98 to promote dissemination of developmental activities in the North-Eastern region under Tribal Sub-Plan. Three Mini Media Centres are being set up in Guwahati, Hyderabad and Patna. During 1997-98, PIB proposes to acquire 5 vehicles and create an equal number of posts of drivers for providing greater mobility in PIB offices. A plot of land has been acquired during the VIII Five Year Plan for setting up of NPC at New Delhi. Substantial progress both in physical and financial terms would be made during 1997-98. The Bureau also proposes to organise Press tours to the tribal/rural areas and places where social welfare activities are undertaken under the Plan Scheme. 'Coordinating and Organising of Press Parties to the rural areas' for which Rs. 15.00 lakh has been sanctioned. During 1997-98 also, this Scheme would be continued.

13.5.2 Information, Education and Communication (IEC) activities of the Song and Drama Division are carried out under various Plan Schemes. The Plan outlay of the Division for the year 1996-97 is Rs. 1.30 crore. The Division has utilised Plan allocation to the maximum extent and successfully implemented various schemes. During the year, two centres, viz., Bangalore and Ranchi, which are functioning under Plan scheme, have been upgraded to full-fledged regional centres. Under two schemes, viz., the 'Sensitive Areas and Inner Line Publicity Scheme' and 'Special Publicity Scheme for Border Areas', the Division has undertaken special publicity in the sensitive areas of North-Eastern States, Jammu & Kashmir, Punjab and other border regions of the country. Under the schemes, 2,200 programmes were organised during the year (up to December 1996). The Tribal Troupes organised 412 programmes in the tribal areas of Bihar, Madhya Pradesh and Orissa. The Sound and Light Units of the Division are functioning at Delhi and Bangalore. During 1996-97 (up to December 1996), each unit presented 21 performances.

13.5.3 For the year 1996-97, a plan provision of Rs. 1 crore was made for the Directorate of Field Publicity (DFP). During the current year, the Directorate purchased 36 prints of 6 feature films and 60 cassettes of three feature films. Orders also have been placed for 6 prints of another two feature films. The procurement has been done at a cost of approximately Rs. 17 lakh. Orders have also been placed for the purchase of 30 portable video projectors, amounting to a total of Rs. 60 lakh. There is a proposal to purchase another 30 during the current year. As part of the process of modernisation, the Directorate replaced old, heavy-weight generators of 32 field units with light weight generators, at a cost of approximately Rs. 5.4 lakh. Five new jeeps have been procured for Rs. 13.5 lakh to replace old vehicles of five units. Three conducted tours for opinion leaders—first by Dehradun Regional Office in October; second by Chennai Region in November; and third by Ranchi (Bihar South) Region were organised during the year. During the year 1996-97 (April to September) the Field Publicity Units organised 38,280 film shows, 41,477 oral communication and 5,925 special programmes such as elocution/essay writing/painting competitions, rallies, rural sports events, healthy baby shows etc., and 25,630 photo exhibitions as per reports received so far.

13.5.4 An allocation of Rs. 30 lakh was made for the Directorate of Advertising and Visual Publicity (DAVP) for Annual Plan 1996-97. The Two schemes viz. Developmental Publicity Programme for Rural Sector and Strengthening of DAVP and Improvement of Mobility are under advance stage of execution and are likely to be completed during the current financial year.

13.5.5 Three schemes of Photo Division have been included in the VIIIth Five Year Plan (1992-97) with an allocation of Rs. 4 crore and Rs. 0.63 crore respectively. The scheme 'Modernisation of Photo Division' has been functioning with the procurement of equipment for updating/modernising the Division. With the installation of Computer Equipment at Head Office of Photo Division and Regional Offices at Mumbai, Calcutta, Chennai and Guwahati, the scheme 'Computerised Photo Data Bank' has already been in operation and work relating to feeding of photographs is in progress. Equipment for the first phase of the Scheme 'News Photo Net-Work' has already been procured and installed. At present the scheme is in operation and the coverages of the Prime Minister's recent itinerary to Harare and Rome were transmitted through the Digital Camera and all the photographs transmitted were instantly received at Photo Division's

Headquarters and distributed to the Press immediately for Photo-publicity.

13.5.6 The Publications Division is disseminating information through books and magazines. The articles on various developmental policies and programmes undertaken by the Government for uplift of the weaker sections, particularly SCs and STs, are carried from time to time by the journals of the Division. Mobile Book Shop being procured under another Plan scheme will be deployed at Guwahati in view of the Prime Minister's recent initiative in this regard. The Publications Division has also proposed to procure two more Mini Mobile Book Shops which will be deployed in the North-Eastern region during the Ninth Five Year Plan. The Oriya edition of Yojana was started in 1993-94 and is being published regularly. The average circulation of this monthly is around 600 to 700 copies. The scheme for modernisation of the Division is underway.

13.5.7 The outlay for the Annual Plan 1996-97 in respect of Indian Institute of Mass Communication is Rs. 1.87 crore. Apart from the regular courses conducted by the Institute, 22 short courses and workshops were organised in which about 229 participants took part. The Institute has undertaken four research and evaluation studies out of which one study has been completed and the remaining three studies are under progress. The Institute has upgraded its Audio Visual Department by installation of pentium and VHS-S editing equipment. Some latest 35mm still cameras have also been acquired to upgrade the teaching and training facilities. The Institute brought out quarterly journals 'Communicator' (English) and 'Sanchar Madhyam' (Hindi). The students of Post-graduate Diploma Courses and the participants of Diploma Course in News Agency Journalism brought out lab journals as part of their academic pursuit.

13.5.8 A total of Rs. 20 lakh was provided in the Eighth Five Year Plan for strengthening of Pay and Accounts organisation. Out of this, Rs. 14.48 lakh have been spent up to March 1996 and an amount of Rs. 1.93 lakh has been spent up to December 1996 during current financial year. The balance amount of Rs. 3.59 lakh is proposed to be utilised for computerisation of PAO (Main Sectt) and other allied purposes of the Principal as well as PAOs of this organisation.

13.5.9 Construction of Phase IV of Sochna Bhawan to house the various media units in a single complex has begun with an estimated cost of Rs. 11,42,617.

INTERNATIONAL COOPERATION

INDIA AND UNESCO

14.1.1 India is a founder member of UNESCO which is one of the specialized agencies of the United Nations Organisation. UNESCO's main goal is to promote international cooperation in the fields of education, science and technology, social sciences, culture and mass communication. Further, with a view to promote communication capabilities of developing countries, the 21st Session of the General Conference of UNESCO in 1981 approved the setting up of an International Programme for the Development of Communication (IPDC). India played a significant role in its inception and she has been a member of the Inter-Governmental Council (IGC) and also of the IPDC Bureau. India is a regular donor to the funds of IPDC and playing a leading role in its activities over the years. Being one of the founding members of IPDC, this Ministry has been representing in the meeting of General Conference of UNESCO and Bureau/Sessions of IPDC.

14.1.2 Seventeenth Session of the Inter-Governmental Council (IGC) of the International Programme for the Development of Communication (IPDC) and the 35th Bureau Meeting would be held in Paris in March, 1997. The highlight of this Meeting is a thematic debate on 'Societies in transition—Challenges for the media'.

INDIA NEWS POOL DESK AND NON-ALIGNED NEWS AGENCIES POOL

14.2.1 The Non-Aligned News Agencies Pool (NANAP), formally constituted in 1976 with a view to correct imbalances in the global flow of information, is an arrangement for exchange of news and information among the national news agencies of Non-Aligned countries, viz., Asia, Africa, Europe and Latin America. Its affairs are managed by a Coordinating Committee elected for a term of 3 years. India was the first Chairman of the Pool (1976-79) and is presently a member of the Pool. The cost of

running the 'Pool' is met by the participating members. They gather, process and distribute news at their own cost.

14.2.2 The Press Trust of India (PTI) is looking after the India News Pool Desk (INPD) on behalf of the Govt. of India. India continued to contribute substantially to the daily news file of the pool network. The reception of news into the Pool Desk during the year was in the range of 20-25 thousand words per day. The stories put out to Indian subscribers by the Pool Desk has averaged between 2,000 and 2,500 words per day. INDP's own contribution to the pool partners during the year has been in the range of about 9,000 words per day.

14.2.3 The Annual Meeting of the NANAP Coordinating Committee and the 7th General Conference of NANAP did not take place during the year 1996. But during the meeting of the Inter-Governmental Council for the development of Information (IGC), in May 1996, the Syrian Arab News Agency (SANA) offered to host both the Coordinating committee meeting and the General Conference of NANAP in Damascus.

14.2.4 The Indian Institute of Mass Communication (IIMC) continued to provide training to journalists of news agencies coming from different Non-Aligned countries.

Visit of Chinese TV Delegation to India

14.3 A six-member Chinese TV delegation headed by the Chinese Vice-Minister for Radio, Films and Television visited India during October-November, 1996 under the Cultural Exchange Programme between India and the People's Republic of China. The members of the delegation had wide ranging discussions with their counterparts in Doordarshan on various subjects of mutual interest. A Memorandum of Cooperation between Doordarshan and the China Central Television (CCTV) in the field of television was also signed during the visit of the delegation.

Indo-Russian Cooperation in Information Sphere

14.4 Under the protocol signed by Principal Information Officer on behalf of the Government of India and by Mr. Vladimir N. Marcov, Chairman of the Board of Russian Information Agency "RIA NOVOSTI" on behalf of the Russian Federation for cooperation in the field of information, PIO visited Russia from 16th October 1996 to 21st October 1996. During the visit, PIO had discussion with various dignitaries in the areas of Media and Information Exchange for further cooperation between the two countries. As a result an invitation was also extended to the Deputy Prime Minister, Mr. Ignatenko by the Information and Broadcasting Minister, Government of India.

Cooperation among NAM Countries in the Field of Information

14.5.1 Thirteenth Inter-Governmental Council Meeting of Conference of Ministers of Information of Non-Aligned countries was held in Abuja (Nigeria) from 27-30 May, 1996. A two member Indian delegation participated in the deleberations. It was a precursor of COMINAC-V which was held in Abuja, Nigeria from 1-6 September, 1996. A two-member Indian delegation participated in this Meeting also.

14.5.2 In this Meeting it was stressed that the developing countries should strive hard to bridge the gap between information rich and information poor countries. The existing imbalances and inequalities in the field of information and communication hinder the image of developing countries.

ADMINISTRATION

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

Mandate of the Ministry of Information and Broadcasting

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

The Ministry is assisted and supported in its activities through 13 attached and subordinate offices, five autonomous organisations and one Public Undertaking.

Formation of the Ministry of Information and Broadcasting

Attached and subordinate organisations

1. All India Radio
2. Doordarshan
3. Films Division
4. Directorate of Field Publicity
5. Directorate of Advertising and Visual Publicity
6. Press Information Bureau
7. Publications Division
8. Research, Reference & Training Division
9. Office of the Registrar of Newspapers for India
10. Photo Division
11. Song & Drama Division
12. National Film Archive of India
13. Chief Controller of Accounts

Autonomous/Statutory Organisations and Public Sector Undertakings

1. Film & TV Institute of India
2. Indian Institute of Mass Communication
3. Children's Film Society, India
4. National Centre of Films for Children and Young People (N' CYP)
5. Press Council of India
6. Satyajit Ray Films & Television Institute of India
7. Central Board of Film Certification (CBFC)
8. Directorate of Film Festivals
9. National Film Development Corporation (Public Sector Undertaking)

Main Secretariat

15.2.1 The Main Secretariat of the Ministry is headed by the Secretary, who is assisted by an Additional Secretary, an Additional Secretary-and-Financial Advisor, three Joint Secretaries and a Chief Controller of Accounts. There are 11 officers of the level of Director/Deputy Secretary, 15 officers of the level of Under Secretary, 43 other gazetted officers and 285 non-gazetted officials, in the different wings of the Main Sectt. Organisation chart of the Ministry is at Appendix-I.

Provision for Adequate Representation of SCs/STs

15.3.1 In pursuance of the declared policy of the Government, the Ministry has been making all out efforts to provide adequate 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 making constant efforts to ensure that the difference between the targeted percentage of reservation and actual representation of SCs and STs in various services and posts in the Ministry is reduced to the minimum. As a result of sustained efforts the percentage of SCs and STs in the total number of employees of the Ministry including its attached and subordinate offices as on 1.1.1996 was as under:

	Group 'A'	Group 'B'	Group 'C'	Group 'D'
SC	12.31	12.81	17.83	31.57
ST	3.94	3.97	8.91	11.40

15.3.2 Pursuant to the directives of the Department of Personnel and Training, a Special Recruitment Drive to fill up the unfilled backlog vacancies of SCs and STs has been launched this year also with a view to minimising the gap between the targeted percent-

age and actual representation of SCs and STs employees in the various services under this Ministry.

15.3.3 A Cell has been functioning in the Ministry under the supervision of a Liaison Officer of the rank of Dy. Secy. for coordination and monitoring work relating to implementation of reservation orders. Rosters are maintained by the attached and subordinate offices, autonomous bodies and the public sector undertakings under the administrative control of this Ministry.

15.3.4 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 conducted by ISTM.

15.3.5 The reservation policy in respect of SCs/STs is also being strictly followed in services/posts in subordinate offices/autonomous bodies and public sector undertakings under the administrative control of this Ministry, viz., Film and Television Institute of India, Central Board of Film Certification, Indian Institute of Mass Communication, National Centre of Films for Children and Young People, Press Council of India, and National Film Development Corporation Limited.

Use of Hindi as Official Language

15.4.1 This Ministry has been stressing on the use of Hindi in accordance with the Official Language Policy of the Union Government. Official Language Implementation Committee is functioning in the Main Secretariat of the Ministry and its other attached and subordinate offices to implement the Official Language Policy. Meetings are regularly convened every quarter. This committee regularly monitors the position regarding implementation of Official Language Policy.

15.4.2 To promote the use of Hindi in official work, 'Hindi Fortnight' was organised in the Main Secretariat of the Ministry during September 14 - 28, 1996. During this period, Essay Writing, Shorthand, and Typing competitions in Hindi were organised. Fifty-five officials participated and twenty-five officials were awarded cash prizes and certificates for their excellent performance. Similarly, Hindi Fortnight and Hindi competitions with cash prizes were organised in

attached offices of the Ministry for promoting the use of Hindi in the official work.

During the year 1996-97, 15 offices under the Ministry were inspected by the Official Language Implementation Committee during 1996-97. They reviewed the use of Hindi in official work. As a measure to increase correspondence in Hindi, 28 employees were nominated for training in Prabodh, Praveen and Pragya courses and 19 Typists and 26 Stenographers were nominated for Hindi Typing/Stenography during the year. Fifteen offices under this Ministry were notified in pursuance of Sub Rules (4) of Rule 10 Official Language Rule, 1976.

15.4.4 The Second Sub-Committee of the Committee of Parliament on Official Language also inspected eight offices (including Sectt.) under this Ministry during the year (up to 21st January 1997) to have on the spot review of achievements/shortcomings related to the use of Hindi.

Internal Work Study Unit

15.5.1 The Internal Work Study Unit (IWSU) has been making concerted efforts to increase the efficiency of the organization. The important activities undertaken during the year (up to 31st December 1996) are enumerated below:

- (i) A special drive was conducted on record management. 4639 files were recorded, 7424 files were reviewed and 4842 files were weeded out. During the said period the number of files marked for further retention in the Departmental Record Room by various sections in the Main Sectt. is 2028, the number of files weeded out is 1875 and the number of recorded files transferred to National Archive of India (NAI) is 3046. In addition, special inspection by the team of NAI is presently underway to identify records which are to be transferred to NAI for permanent preservation.
- (ii) The IWSU has completed three work measurement studies which would result in savings to the public exchequer to the tune of approximately Rupees five lakh per annum.
- (iii) The O&M inspection were conducted as per the action plan to ensure proper observance of provisions contained in the Manual of Office Procedure.

Departmentalised Accounting Organisation

15.6.1 The Office of the Chief Controller of Accounts, Ministry of Information & Broadcasting came into existence with effect from October 1, 1976 as a result of promulgation of the Scheme of Departmentalisation of Accounts (Civil). The Scheme, *inter-alia*, provides that the Secretary of the Ministry is the Chief Accounting Authority and Additional Secretary (Financial Advisor) looks after the functions relating to financial advice and accounts. Chief Controller of Accounts is the Administrative Head of the Accounting Organisation of the Ministry and discharges vital responsibility towards:

- a) Consolidation of monthly accounts of Ministry and preparation of Annual Appropriation Accounts of the Demands for Grants controlled by the Ministry of Information & Broadcasting, submission of the Statement of Central Transactions and material for Finance Accounts of the Union Government (Civil) to the Controller General of Accounts.
- b) Payment of Loans and Grants to Autonomous Bodies, News Agencies and Corporation etc.
- c) Rendition of Technical Advice to Pay & Accounts Offices and Media Heads and maintaining liaison with Controller General of Accounts Office and exercise of overall control in the accounting matters.
- d) Monitoring of financial transactions of over 542 Drawing & Disbursing Officers spread all over the country and speedy settlement of Pension, Provident Fund and other claims.
- e) Formation of Budget of the Ministry.
- f) Coordination activities of Internal Work Study Unit.
- g) The Chief Controller of Accounts also offers his expertise to the different media units in monitoring of progress of schemes/projects and expenditure to facilitate a schematic review and coordination of disposal/follow up action on audit reports, queries from Comptroller and Auditor General of India, PAC/Estimates Committee/Committees on Public Undertakings reports.

15.6.2 The above functions are performed by the Chief Controller of Accounts through one Controller of Accounts, two Deputy Controllers of Accounts and 19 Pay & Accounts Offices located at Delhi (7), Calcutta (3), Mumbai (3), Chennai (3), Lucknow (1), Guwahati (1) and Nagpur (1).

15.6.3. A special feature of this organisation involves the payments relating to the personal claims and salaries of approximately 5000 gazetted officers of the Ministry and its attached and subordinate offices, which are made through a computerised system with the help of National Informatics Centre. This work is being handled by Deputy Controller of Accounts (IRLA) housed in AGCR Building, Indraprastha Estate, New Delhi.

15.6.4 During the year (November 1995 to October 1996) 2,49,350 bills [including 62,513 claims of gazetted officers processed by PAO (IRLA)] were processed by all the PAOs. In addition, 1,339 Pension/Family Pension cases and 713 GPF Final Payment cases in respect of the retired Government servants were finalised during November 1995 to December 1996.

15.6.5 An Internal Audit Organisation also functions under the Chief Controller of Accounts. The primary function of Internal Audit Organisation is to verify the accuracy, completeness of accounts and procedures of executive offices of media units of the Ministry. During the Internal Audit of media units in 1994 - 95, non-realisation of Government dues to the tune of Rs. 1,888.87 lakh on account of rentals of cinemas, claims on railways, advertising charges from Government and non-governmental agencies were brought to light. Huge capital amounting to Rs. 1,537.55 lakh on purchases of new equipment and expenditure incurred on various projects, without intended projects being commissioned till date have also been brought to the notice of Heads of Departments for proper planning before purchases are made. Up to March 1996, embezzlement of funds tampering with official records pertaining to payments, gross negligence in signing contracts with private producers, dubious ways in handling cash unadjusted "On Account Advances" for more than five years in Directorate General, Doordarshan, Mand. House, New Delhi, Song and Drama (Regional Centre), New Delhi and DDK, Jaipur have been

brought out. Recovery on account of overpayment made by drawing Remote Locality Allowances for the entire staff to the tune of Rs. 3.37 lakh at AIR and DDMC, Leh has been recommended.

Vigilance

Organisation

15.7.1 The vigilance set-up of the Ministry is functioning under the overall supervision of the Secretary. In this work, he is assisted by a Chief Vigilance Officer of the level of Joint Secretary, an Under Secretary, a Section Officer and other subordinate staff.

While vigilance units in attached and subordinate offices of the Ministry are headed by Vigilance Officers, those in the Public Sector Undertakings and Registered Societies are supervised by their respective Chief Vigilance Officers. Vigilance activities of the attached and subordinated offices, Public Sector Undertakings and Registered Societies are coordinated by the Chief Vigilance Officer of the Ministry.

Preventive Vigilance

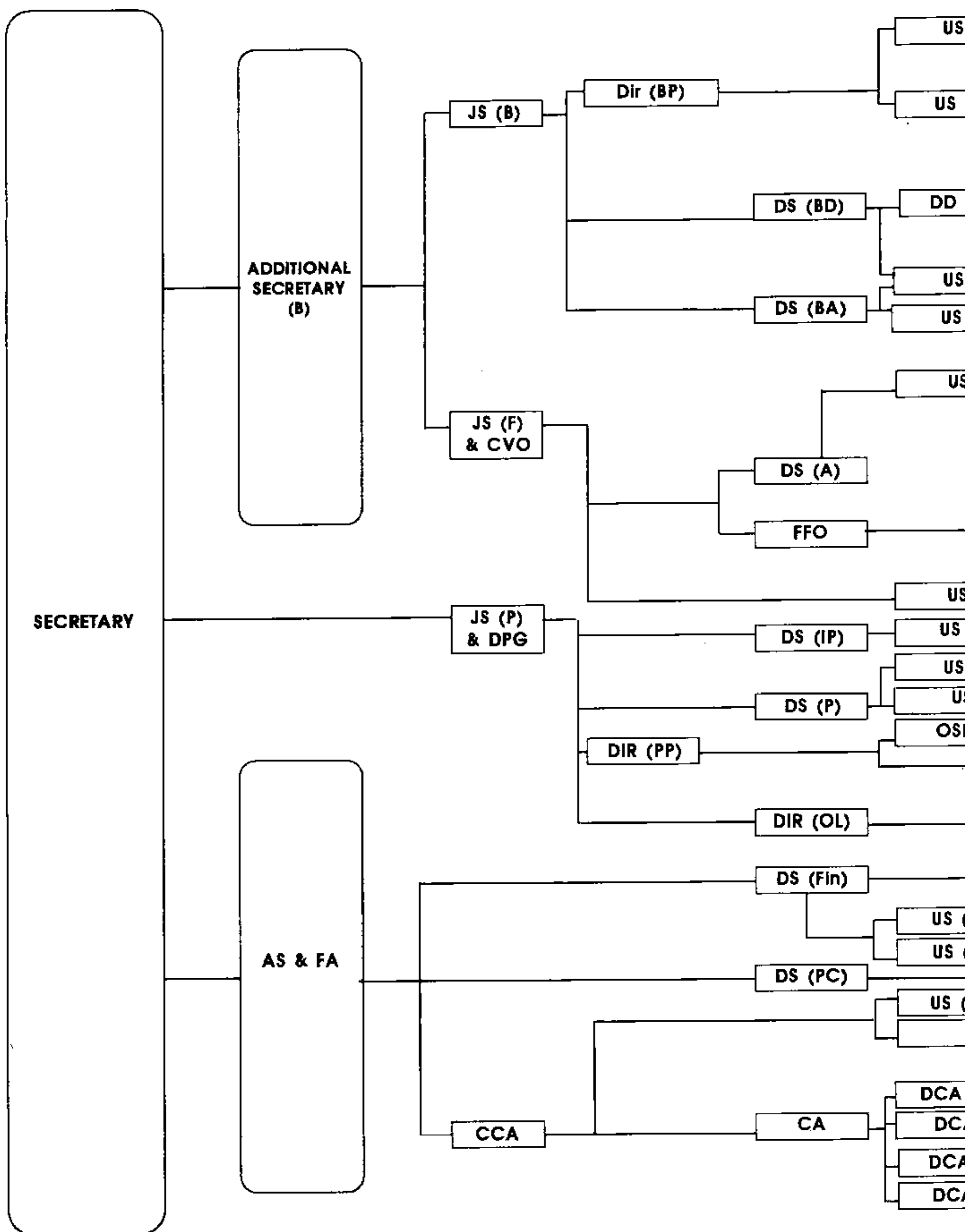
15.7.2 Efforts continued to simplify the procedures so as to minimise scope for corruption. A close watch was maintained over persons of doubtful integrity. Staff posted at sensitive points were rotated

periodically. Inspections were carried out by senior officers to ensure proper observance of rules and procedures. 144 regular and 67 surprise checks were carried out during the year and 26 persons were identified for being kept under surveillance.

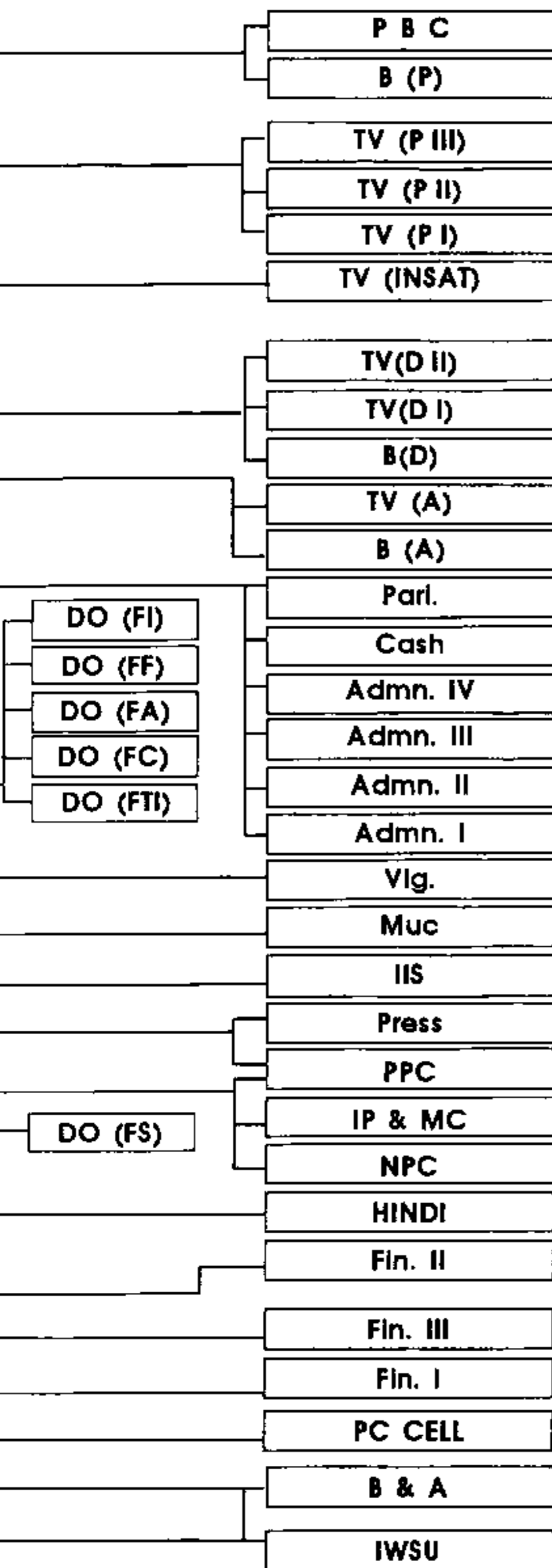
Curative Vigilance

15.7.3 During the period from April 1996 to December 1996, 231 fresh complaints were received in the Ministry and its media units etc., from different sources. These were examined and preliminary enquiries were ordered in 86 cases including sixteen cases undertaken by CBI. Preliminary enquiry reports in respect of 44 cases were received during the year. Regular departmental action for major penalty was initiated in 44 cases and that for minor penalty in 8 cases. Major penalties have been imposed in seven cases and minor penalties in 12 cases. Nine officers were placed under suspension during the year. In nine cases, the proceedings were dropped. One person was compulsorily retired under the provisions of F.R. 56 (j) and administrative warnings etc., were issued in 29 cases. In addition, two appeal cases were decided, of which one was rejected and the second was referred for *de novo* inquiry. Further, a review petition was also decided during the year. In addition to above, 14 cases have been identified for regular departmental action. Necessary follow up action is being initiated.

ORGANISATION CHART OF
INFORMATION



DEPARTMENT OF MINISTRY OF BROADCASTING



DESIGNATION IN THE MINISTRY

AS&FA	Additional Secretary & Financial Advisor
AS(B)	Additional Secretary (Broadcasting)
JS(P)&DPG	Joint Secretary (Policy)
JS(F)&CVO	Joint Secretary (Films) & Chief Vigilance Officer
JS (B)	Joint Secretary (Broadcasting)
CCA	Chief Controller of Accounts
Dir (PP)	Director (Policy Planning)
Dir (BP)	Director (Broadcasting Policy)
Dir (OL)	Director (Official Language)
DS (Fin)	Deputy Secretary (Finance)
DS (PC)	Deputy Secretary (Plan Coordination)
DS (P)	Deputy Secretary (Policy)
DS (IP)	Deputy Secretary (Information Policy)
DS (A)	Deputy Secretary (Administration)
DS (BD)	Deputy Secretary (Broadcasting Development)
DS (BA)	Deputy Secretary (Broadcasting Administration)
FFO	Film Facilities Officer
CA	Controller of Accounts
US (A)	Under Secretary (Administration)
US(B&A)	Under Secretary (Budget & Accounts)
US (Fin. I)	Under Secretary (Finance-I)
US (Fin.III)	Under Secretary (Finance-III)
US (IIS)	Under Secretary (Indian Information Service)
US (MC)	Under Secretary (Media Coordination)
US (I)	Under Secretary (Information)
US (V)	Under Secretary (Vigilance)
US (BA)	Under Secretary (Broadcasting Administration)
US (BD)	Under Secretary (Broadcasting Development)
US (TV-P)	Under Secretary (Television Programmes)
US (BP)	Under Secretary (Broadcasting Policy)
OSD (IP)	Officer on Special Duty (Information Policy)
DCA (HQ)	Deputy Controller of Accounts (Headquarters)
DCA (IRLA)	Deputy Controller of Accounts (IRLA)
DCA (IC)	Deputy Controller of Accounts (IC)
DCA (DAVP)	Deputy Controller of Accounts (DAVP)
SA	Senior Analyst
DD (INSAT)	Deputy Director (INSAT)
DO (FS)	Desk Officer (Film Societies)
DO (FTI)	Desk Officer (Film & TV Institutes)
DO (FC)	Desk Officer (Film Certification)
DO (FA)	Desk Officer (Film Administration)
DO (FF)	Desk Officer (Film Festivals)
DO (FI)	Desk Officer (Film Industry)
Admn. I	Administration I
Admn. II	Administration II
Admn. III	Administration III
Admn. IV	Administration IV
Cash	Cash
Parl.	Parliament Cell
Vig	Vigilance
B(A)	Broadcasting (Administration)
TV (A)	Television (Administration)
B (D)	Broadcasting (Development)
TV (D-I)	Television (Development-I)
TV (D-II)	Television (Development-II)
TV (INSAT)	Television (INSAT)
TV (P-I)	Television (Programme-I)
TV (P-II)	Television (Programme-II)
TV (P-III)	Television (Programme-III)
B (P)	Broadcasting (Policy)
PBC	Prasar Bharati Cell
IIS	Indian Information Service
MUC	Media Unit Cell
Press	Press
PPC	Policy Planning Cell
IP&MC	Information Policy & Media Coordination
NPC	News Pool Cell
Fin. I	Finance I
Fin. II	Finance II
Fin. III	Finance III
PC Cell	Plan Coordination Cell
Hindi	Hindi Unit
IWSU	Internal Work Study Unit
B&A	Budget & Accounts

Appendix IIMINISTRY OF INFORMATION & BROADCASTING
STATEMENT SHOWING THE BUDGET FOR PLAN & NON-PLAN**Demand No. 56 - Information, Films & Publicity**

S. No.	Name of Media Units/ Activity	B.E. 1996-97		
		Plan	Non-Plan	Total
REVENUE SECTION				
Major Head "2251"				
—Secretariat—Social Services				
1.	Main Sectt.	—	499.00	499.00
2.	Composite P.A.O.	6.00	242.00	248.00
Total :		6.00	741.00	747.00
Major Head "2205"				
— Art & Culture — Certification of Cinematographic films for public exhibition				
3.	Central Board of Film Certification	35.00	84.75	119.75
4.	Film Certification Appellate Tribunal	—	3.25	3.25
Total :		35.00	88.00	123.00
Major Head "2220"				
— Information & Publicity				
5.	Films Division	215.00	1723.20	1938.20
6.	Directorate of Film Festivals	269.00	214.43	483.43
7.	National Film Archive of India	103.00	44.12	147.12
8.	Film & Television Institute of India, Calcutta	100.00	—	100.00
9.	Grants-in-aid to National Centre of Films for Children and Young People (N' CYP)	150.00	10.00	160.00
10.	Grants-in-aid to Film & Television Institute of India, Pune	554.00	320.00	874.00
11.	Grants-in-aid to Film Societies	3.00	—	3.00
12.	Research, Reference & Training Divn.	—	55.55	55.55
13.	Grants-in-aid to I.I.M.C.	187.00	140.22	327.22
14.	Directorate of Advertising & Visual Publicity	30.00	2811.65	2841.65
15.	Press Information Bureau	80.00	1020.73	1100.73
16.	Press Council of India	—	58.72	58.72
17.	Subsidy in lieu of Interest on loan to PTI	—	0.48	0.48
18.	Payment for Pro. & Spl. Services	—	38.22	38.22
19.	Directorate of Field Publicity	40.00	1248.64	1288.64

(Rs. in lakh)

R.E. 1996-97			B.E. 1997-98		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
—	524.16	524.16	—	544.29	544.29
6.00	259.84	265.84	25.00	283.71	308.71
6.00	784.00	790.00	25.00	828.00	853.00
27.00	85.75	112.75	50.00	92.75	142.75
—	4.25	4.25	—	4.25	4.25
27.00	90.00	117.00	50.00	97.00	147.00
245.46	1690.13	1935.59	237.00	1876.81	2113.81
247.25	226.33	473.58	305.00	242.97	547.97
100.65	41.97	142.62	110.00	47.68	157.68
75.00	—	75.00	—	—	—
150.00	10.00	160.00	265.00	10.00	275.00
522.00	352.00	874.00	700.00	369.60	1069.60
3.00	—	3.00	4.00	—	4.00
—	53.75	53.75	—	58.95	58.95
187.00	148.63	335.63	315.00	154.96	469.96
30.00	3710.25	3740.25	160.00	3641.25	3801.25
72.71	1083.12	1155.83	55.00	1087.70	1142.70
—	99.22	99.22	—	106.57	106.57
—	12.73	12.73	—	12.25	12.25
—	29.44	29.44	—	38.22	38.22
40.30	1282.07	1322.37	140.00	1351.41	1491.41

S. No.	Name of Media Units/ Activity	B.E. 1996-97		
		Plan	Non-Plan	Total
20.	Song & Drama Division	116.00	854.75	970.75
21.	Publications Division	20.00	664.35	684.35
22.	Employment News	—	1122.14	1122.14
23.	Registrar of Newspapers for India	—	98.86	98.86
24.	Photo Division	10.00	144.94	154.94
25.	Contribution to International Programme for the Development of Communication	—	10.00	10.00
26.	Satyajit Ray F. & T.I., Calcutta	1051.00	—	1051.00
Total : Major Head "2220"		2928.00	10581.00	13509.00
Major Head "3601"				
27.	Jyoti Chitran	108.00	—	108.00
Total : Revenue Section		3077.00	11410.00	14487.00

R.E. 1996-97			B.E. 1997-98		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
136.00	826.26	962.26	155.00	895.41	1050.41
17.13	715.36	732.49	40.00	725.89	765.89
—	1005.18	1005.18	—	1006.38	1006.38
—	99.34	99.34	—	103.75	103.75
11.50	145.22	156.72	5.00	154.20	159.20
—	10.00	10.00	—	10.00	10.00
1051.00	—	1051.00	921.00	—	921.00
2889.00	11541.00	14430.00	3412.00	11894.00	15306.00
280.00	—	280.00	—	—	—
3202.00	12415.00	15617.00	3487.00	12819.00	16306.00

S. No.	Name of Media Units/ Activity	B.E. 1996-97		
		Plan	Non-Plan	Total
CAPITAL SECTION				
Major Head "4220"				
— Capital outlay on Information & Publicity.				
A) Machinery & Equipment				
1.	Acquisition of Equipment for Films Division	117.00	—	117.00
2.	Acquisition of Equipment for NFAI, Pune	—	—	—
3.	Acquisition of Equipment for PIB	15.00	—	15.00
4.	Acquisition of Equipment for Dte. of Field Publicity	60.00	—	60.00
5.	Acquisition of Equipment for Song & Drama Division	14.00	—	14.00
6.	Acquisition of Equipment for Photo Division	53.00	—	53.00
B) Buildings				
7.	Multi-storeyed building for Films Division — Major Works	81.00	—	81.00
8.	Construction of office building for N.F.A.I. — Major Works	51.00	—	51.00
9.	Film Festival Complex — Additions and alternations — Major Works	64.00	—	64.00
10.	Setting up of Film & Television Institute at Calcutta — Acquisition of Land & Construction of Building	225.00	—	225.00
11.	Soochna Bhavan building — Major Works	61.00	—	61.00
12.	Construction of office and Residential Accommodation for Field Publicity — Major Works	—	—	—
13.	Setting up of National Press Centre and Mini-media Centre for PIB	395.00	—	395.00
C) Other Investment				
14.	Joint production of a feature film "Making of the Mahatma" in collaboration with the Govt. of South Africa	29.00	—	29.00
15.	Broadcasting Engineering Consultants (India)	10.00	—	10.00
Total : Major Head "4220"		1175.00	—	1175.00
Major Head "6220"				
— Loan for Information Publicity				
16.	Broadcasting Engineering Consultants (India) Ltd.	10.00	—	10.00
Total : Major Head "6220"		10.00	—	10.00
Total : Capital Section		1185.00	—	1185.00
Total : Demand No. 56		4262.00	11410.00	15672.00

(Rs. in lakh)

R.E. 1996-97			B.E. 1997-98		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
177.00	—	177.00	192.00	—	192.00
—	—	—	—	—	—
15.00	—	15.00	165.00	—	165.00
60.00	—	60.00	160.00	—	160.00
14.00	—	14.00	20.00	—	20.00
70.00	—	70.00	70.00	—	70.00
60.00	—	60.00	96.00	—	96.00
24.00	—	24.00	110.00	—	110.00
64.00	—	64.00	40.00	—	40.00
320.00	—	320.00	350.00	—	350.00
150.00	—	150.00	350.00	—	350.00
7.00	—	7.00	—	—	—
50.00	—	50.00	240.00	—	240.00
29.00	—	29.00	—	—	—
10.00	—	10.00	—	—	—
1050.00	—	1050.00	1793.00	—	1793.00
10.00	—	10.00	—	—	—
10.00	—	10.00	—	—	—
1060.00	—	1060.00	1793.00	—	1793.00
4262.00	12415.00	16677.00	5280.00	12819.00	18099.00

**Demand No. 57 — Broadcasting Services
REVENUE**

S. No.	Name of Media Units/ Activity	B.E. 1996-97		
		Plan (3)	Non-Plan (4)	Total (5)
(1)	(2)			
Revenue Section:				
(A) Major Head "2221"				
All India Radio				
1.	Direction & Administration	315.00	1043.00	1358.00
2.	Operation & Maintenance	1235.00	4797	6032.00
3.	Commercial B'casting Services	2.00	2247.00	2249.00
4.	Programme Services	4241.00	15209.00	19450.00
5.	News Services Division	20.00	1735.00	1755.00
6.	Listeners' Research	50.00	91.00	141.00
7.	External Services Division	2.00	340.00	342.00
8.	Planning & Development	209.00	627.00	836.00
9.	Research & Training	126.00	314.00	440.00
10.	Suspense	0.00	6304.00	6304.00
11.	Transfer to NLF	0.00	5780.00	5780.00
12.	Other Expenditure	0.00	360.00	360.00
Total AIR (Revenue)		6200.00	38847.00	45047.00
Doordarshan				
1.	Direction & Administration	26.00	1316.00	1342.00
2.	Operation & Maintenance	2960.00	7281.00	10241.00
3.	Commercial Services	0.00	8283.00	8283.00
4.	Programme Services	8507.00	18498.00	27005.00
5.	Listeners' Research	7.00	91.00	98.00
6.	Suspense	0.00	7800.00	7800.00
7.	Transfer to NLF	0.00	45430.00	45430.00
9.	Other Expenditure	0.00	434.00	434.00
Total Doordarshan (Revenue)		11500.00	89133.00	100633.00
Total Major Head "2221"		17700.00	127980.00	145680.00
Total Revenue Section		17700.00	127980.00	145680.00
Voted		15934.00	126028.00	141962.00
Charged		1766.00	1952.00	3718.00

(Rs. in lakh)

R.E. 1996-97			B.E. 1997-98		
Plan (6)	Non-Plan (7)	Total (8)	Plan (9)	Non-Plan (10)	Total (11)
321.00	1212.00	1533.00	438.00	1235.00	1673.00
1269.00	4957.00	6226.00	475.00	5066.00	5541.00
2.00	2606.00	2608.00	12.00	3011.00	3023.00
4248.00	16698.00	20946.00	1298.00	17520.00	18818.00
19.00	1800.00	1819.00	9.00	1805.00	1814.00
63.00	99.00	162.00	10.00	103.00	113.00
1.00	352.00	353.00	5.00	367.00	372.00
146.00	698.00	844.00	235.00	698.00	933.00
131.00	338.00	469.00	68.00	338.00	406.00
0.00	6312.00	6312.00	0.00	6535.00	6535.00
0.00	7044.00	7044.00	0.00	8805.00	8805.00
0.00	368.00	368.00	0.00	379.00	379.00
6200.00	42484.00	48684.00	2550.00	45862.00	48412.00
16.00	1211.00	1227.00	1.00	1252.00	1253.00
2903.00	8586.00	11489.00	810.00	8755.00	9565.00
0.00	7538.00	7538.00	0.00	9417.00	9417.00
8577.00	19103.00	27680.00	10048.00	20567.00	30615.00
4.00	100.00	104.00	1.00	112.00	113.00
0.00	8300.00	8300.00	0.00	8500.00	8500.00
0.00	41500.00	41500.00	0.00	51875.00	51875.00
0.00	619.00	619.00	0.00	451.00	451.00
11500.00	86957.00	98457.00	10860.00	100929.00	111789.00
17700.00	129441.00	147141.00	13410.00	146791.00	160201.00
17700.00	129441.00	147141.00	13410.00	146791.00	160201.00
16581.00	127131.69	143712.69	13409.00	146377.00	159786.00
1119.00	2309.31	3428.31	1.00	414.00	415.00

S. No.	Name of Media Units/ Activity	B.E. 1996-97		
		Plan (3)	Non-Plan (4)	Total (5)
(1)	(2)			
Capital Section Major Head "4221"				
All India Radio				
1.	Machinery & Equipment	105.00	0.00	105.00
2.	Studios	2057.00	0.00	2057.00
3.	Transmitters	3501.00	0.00	3501.00
4.	Suspense	2137.00	475.00	2612.00
5.	Other Expenditure (Estt. &MWS)	0.00	0.00	30.00
Total : All India Radio		7800.00	475.00	8275.00
Voted		7770.00	475.00	8245.00
Charged		30.00	0.00	30.00
Doordarshan				
1.	Machinery & Equipment	75.00	0.00	75.00
2.	Studios	8806.00	0.00	8806.00
3.	Transmitters	8234.00	0.00	8234.00
4.	Suspense	0.00	560.00	560.00
5.	Other Expenditure (Estt & MWS)	5423.00	0.00	38.00
Total : Doordarshan		22538.00	560.00	23098.00
Voted		22500.00	560.00	23060.00
Charged		38.00	0.00	38.00
Total Major Head "4221"		30338.00	1035.00	31373.00
Total Capital Section		30338.00	1035.00	31373.00

R.E. 1996-97			B.E. 1997-98		
Plan (6)	Non-Plan (7)	Total (8)	Plan (9)	Non-Plan (10)	Total (11)
26.40	0.00	26.40	50.00	0.00	50.00
1863.00	0.00	1863.00	3448.00	0.00	3448.00
3459.00	0.00	3459.00	4701.00	0.00	4701.00
0.00	455.00	455.00	0.00	475.00	475.00
2451.60	0.00	2451.60	3571.00	0.00	3571.00
7800.00	455.00	8255.00	11770.00	475.00	12245.00
7635.00	455.00	8090.00	11720.00	475.00	12195.00
165.00	0.00	165.00	50.00	0.00	50.00
55.00	0.00	55.00	80.00	0.00	80.00
9059.00	0.00	9059.00	9823.00	0.00	9823.00
10692.00	0.00	10692.00	16644.00	0.00	16644.00
0.00	500.00	500.00	0.00	560.00	560.00
4232.00	0.00	4232.00	4153.00	0.00	4153.00
24038.00	500.00	24538.00	30700.00	560.00	31260.00
23888.00	500.00	24388.00	30665.00	560.00	31225.00
150.00	0.00	16400.00	35.00	0.00	35.00
31838.00	955.00	32793.00	42470.00	1035.00	43505.00
31838.00	955.00	32793.00	42470.00	1035.00	43505.00