



**MINISTRY OF INFORMATION  
AND  
BROADCASTING**

**Annual Report  
2006-2007**

---

# CONTENTS

## Highlights

1. Overview	1
2. Administration	3
3. Information Sector	12
4. Broadcast Sector	53
5. Films Sector	110
6. International Co-operation	169
7. Plan and Non-Plan Programmes	171
8. New Initiatives	184

## Appendices

I. Organisation Chart of the Ministry	190
II. Media-wise Budget for 2006-2007 and 2007-2008	192

---

---

**Published by the Director, Publications Division, Ministry of Information and Broadcasting, Government of India**

**Typeset at : Quick Prints, C-111/1, Naraina, Phase - I, New Delhi.**

**Printed at :**

---

---

## **HIGHLIGHTS OF THE YEAR**

- The 37<sup>th</sup> Edition of International Film Festival of India-2006 was organized in Goa from 23<sup>rd</sup> November to 3<sup>rd</sup> December 2006 in collaboration with State Government of Goa. Shri Shashi Kapoor was the Chief Guest for the inaugural function.
  - Indian Film Festivals were organized under CEPs/Special Festivals abroad at Israel, Beijing, Shanghai, South Africa, Brussels and Germany.
  - Indian films also participated in different International Film Festivals in 18 countries during the year till December, 2006.
  - The film RAAM bagged two awards - one for the best actor and the other for the best music in the 1<sup>st</sup> Cyprus International Film Festival.
  - The film 'MEENAXI - A Tale of Three Cities' also bagged two prizes—one for best cinematography and the other for best production design.
  - Films Division participated in 6 International Film Festivals with 60 films, 4 National Film Festivals with 28 films and 21 State level film festivals with 270 films, during the period 1-04-06 to 30-11-06.
  - Films Division Released 9791 prints of 39 films, in the theatrical circuits, from 1-4-06 to 30-11-06.
  - During the period from 1.4.2006 to 30.11.06, 188 informative and educative films have been digitised, 480 films transferred on High Definition tapes and 825 films transferred on international tracks (transferred on DVD) by Films Division.
  - 'Master Strokes', a collection of FTII Diploma films was also released by Shri S. K. Arora, Secretary, I&B Ministry on 7<sup>th</sup> July, 2006 at India Habitat Centre, New Delhi.
  - Five Diploma films - 1) Gadha Janam Safal, 2) A Route Called '13', 3) Parsi Wada, Tarapore, Present Day, 4) Chabiwali Pocket Watch and 5) Kshitij were selected for the Indian Panorama section of IFFI 2006, Goa.
  - 31<sup>st</sup> Film Appreciation Course was conducted in collaboration with National Film Archive of India, Pune between 15<sup>th</sup> May and 10<sup>th</sup> June, 2006. 75 participants took part.
  - 52<sup>nd</sup> TV Production and Technical Operations Course for 38 Doordarshan employees was conducted from 29.7.2006 to 20.10.2006.
  - PIB organized more than 55 PICs in various parts of the country, till the end of December 2006. Each PIC was of 5 days duration, with about 25 stalls from where information regarding important Central Government programmes was made available.
  - PIB highlighted local success stories through the field units of DFP, DAVP, DPD etc. and release of photo fetures, exhibition by DAVP etc.
  - PIB held a Conference at Chandigarh with focus on Northern Region during April 17-18 (2006),
  - PIB held an Editors Conference at Srinagar in June 2006, on socio-economic development with special focus on J&K,
  - PIB also held Economic Editors' Conference in November 2006 at Delhi.
  - PIB set up Media Center in Goa, for the 37<sup>th</sup> IFFI.
-

- 
- The Research, Reference and Training Division (RRTD) successfully brought out the 51<sup>st</sup> edition of their Reference Annual, INDIA-2007 on 4<sup>th</sup> January 2007.
  - Publications Division has produced the Reference Annual 'India 2007' in English and 'Bharat 2007' in Hindi in PDF e-book format and uploaded them on its website. Now, the updated information on India is available to the general public with the click of a button.
  - Publications Division's monthly literary magazine 'Aajkal' published special issues on children's literature and on litterateur Mahadevi Verma on her birth centenary year.
  - The National Documentation Centre for Mass Communication (NDCMC), a unit of RRTD has brought out 38 services on various aspects of Mass Media till December 2006.
  - The Training Division of RRTD successfully organized training programmes for 82 IIS officers till December 2006.
  - Photo Division is digitizing its collection which would be available on its website. The Division has also undertaken upgradation of News Photo Network, which is likely to be completed during the current financial year.
  - Photo Division conducted a training programme for Afghan officials on the digital management of conventional photo images in the Bhaktar News Agency, Kabul, Afghanistan.
  - The Photo Division also conducted a workshop on "Media Communication and the role of Digital Photography" at Agartala and New Delhi.
  - DAVP released the New Advertisement Policy for print media effective from 1<sup>st</sup> June, 2006.
  - DAVP also released its Policy for Empanelment of Audio-Video Producers, 2006 and Policy for Empanelment of Electronic Media Channels, 2006.
  - RNI is hosting its title verification letter on its website to bring in more transparency.
  - RNI has also introduced a computerized automatic title de-blocking system which would increase availability of titles.
  - RNI has conducted a session called "Tatkal Samadhan" to redress grievances as also to educate the public about the various procedures under the PRB Act, 1876.
  - Dte. of Field Publicity (DFP) participated in 55 Public Information Campaigns organized by PIB and also carried out nation-wide awareness campaigns on 'National Rural Health Mission'.
  - The Press Council of India hosted a 2 day international meet to celebrate the National Press Day on 16-17th November 2006 on completion of 40 years of its existence.
  - The Government has liberalized the policy for grant of permission for setting up of community radio station in December 2006 by bringing non profit organizations like civil society and voluntary organizations etc. under its ambit, in addition to educational institutions in order to allow greater participation by the civil society in issues relating to development.
-

---

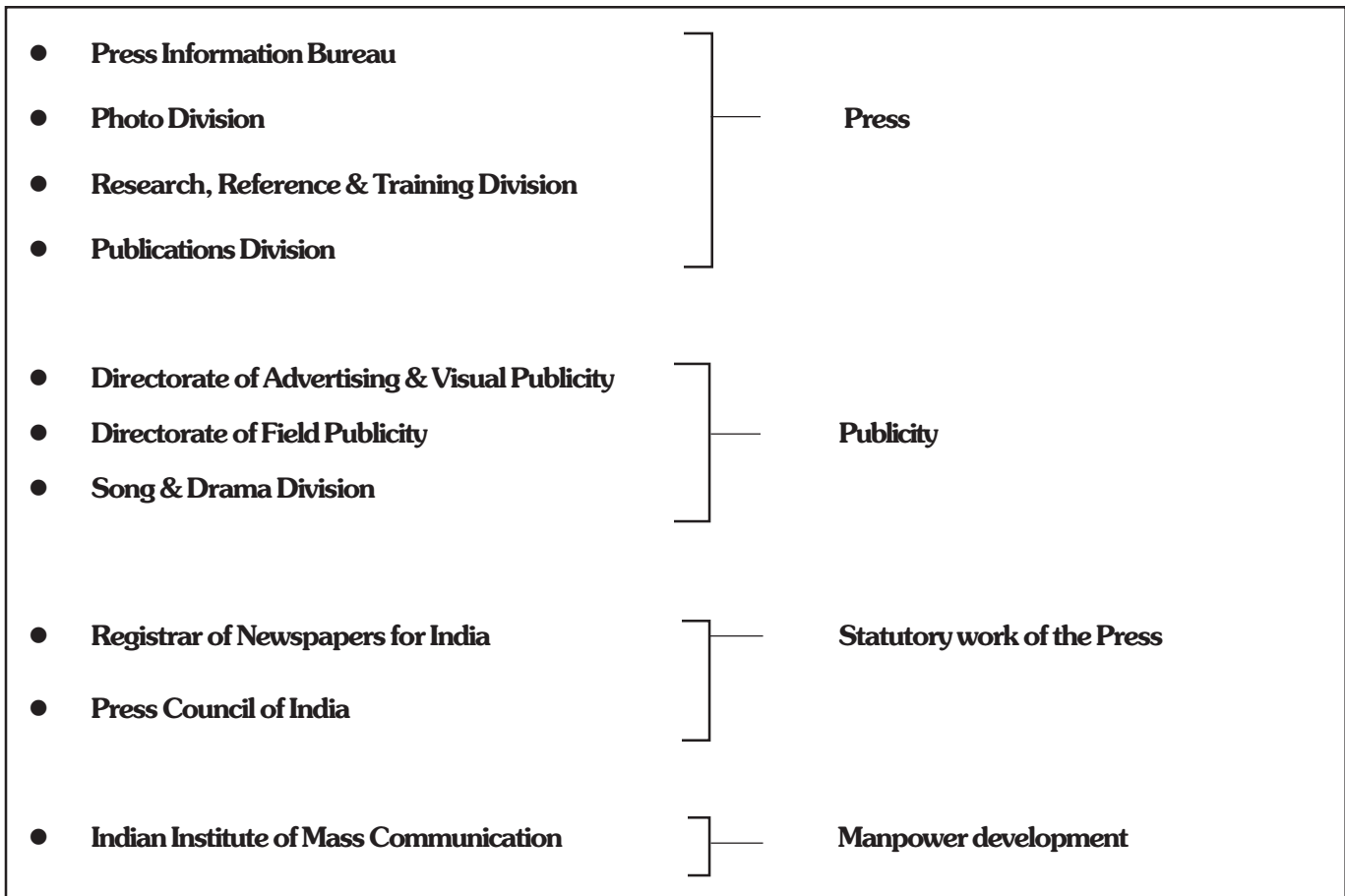
# 1

## OVERVIEW

The Ministry of Information and Broadcasting, through the mass communication media consisting of radio, television, films, press and print publications, advertising and traditional modes of communication such as dance and drama, plays an effective role in helping people have access to free flow of information. The Ministry is involved in catering to the entertainment and intellectual needs of various age groups and focusing attention of the masses on issues of national integrity, environmental protection, health care and family welfare, eradication of illiteracy

and issues relating to women, children and other weaker sections of the society. The Ministry is divided into 4 wings i.e. Information Wing, the Broadcasting Wing, the Films Wing and the Integrated Finance Wing.

The **Information Wing** under the Joint Secretary (Policy & Administration) deals with the policy matters of the print and press media and publicity requirements of the Government. The media units in this Wing are:



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

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

- Broadcast Engineering Consultants (India) Limited (BECIL)

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

- |   |                                 |
|---|---------------------------------|
| ● Films Division                                    | - Documentary film production   |
| ● Central Board of Film Certification               | - Certification of films        |
| ● National Film Archive of India                    | - Preservation of films         |
| ● National Film Development Corporation             | - Film Finance                  |
| ● Film & Television Institute of India, Pune        | - Manpower development          |
| ● Satyajit Ray Film & Television Institute, Kolkata | - Manpower development          |
| ● Directorate of Film Festivals                     | - Promotion of good cinema      |
| ● Children's Film Society, India                    | - Promotion of Children's Films |

The **Integrated Finance Wing** looks after the financial aspects of the Ministry including budget and

Plan Coordination. A total of Rs. 538 crore has been approved under Annual Plan 2006-2007.

---

# 2

## ADMINISTRATION

The Ministry of Information and Broadcasting, as per the Allocation of Business Rules, has a wide mandate in respect of information, education and

entertainment to be executed with functions relating to print and electronic media as also films.

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

- News Services through All India Radio (AIR) and Doordarshan (DD) for the people, including Indians abroad.
- Development of Broadcasting and Television services.
- 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.
- Development of Press relations to disseminate the policies of the Government of India.
- Administration of the Press and Registration of Books Act, 1867.
- Dissemination of information about India within and outside the country, through publications and media 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 14 Attached and Subordinate Offices, 6 Autonomous Organizations and 2 Public Sector Undertakings.

---



## FIELD FORMATION OF THE MINISTRY OF INFORMATION AND BROADCASTING

Attached and Subordinate Organisations	Autonomous Organisations and Public Sector Undertakings
1. Office of the Registrar of Newspapers for India	1. Prasar Bharati (Broadcasting Corporation of India)
2. Directorate of Advertising and Visual Publicity	2. Film and Television Institute of India, Pune
3. Press Information Bureau	3. Indian Institute of Mass Communication
4. Publications Division	4. Children's Film Society, India
5. Directorate of Field Publicity	5. Press Council of India
6. Directorate of Film Festivals	6. Satyajit Ray Film and Television Institute, Kolkata
7. Research, Reference and Training Division	7. National Film Development Corporation
8. Films Division	8. Broadcast Engineering Consultants India Limited
9. Photo Division	
10. Song and Drama Division	
11. Central Board of Film Certification	
12. National Film Archive of India	
13. Electronic Media Monitoring Centre	
14. Chief Controller of Accounts	

### Main Secretariat

The Main Secretariat of the Ministry is headed by a Secretary who is assisted by an Additional Secretary, a Financial Advisor & Additional Secretary, three Joint Secretaries and one Chief Controller of Accounts. There are 15 posts of the level of Director/Deputy Secretary, 21 of Under Secretary level,

58 of other gazetted officers and 267 non-gazetted posts in the different wings of the Main Secretariat.

### Citizen's Charter

Citizen's Charter has been prepared and hosted on the official website of this Ministry (<http://www.mib.nic.in>).

### **Reservation for Scheduled Castes, Scheduled Tribes and other Backward Classes**

The Ministry of Personnel, Public Grievances and Pensions and the Ministry of Social Justice and Empowerment are the nodal Ministries in so far as the policy matters relating to reservation in services are concerned. The necessary guidelines and instructions regarding reservation for SCs/STs/OBCs in Services and for other benefits, issued from time to time by the nodal Ministries/Departments, are circulated to all the media units for strict compliance.

This Ministry has been making all possible efforts to ensure adequate representation to Scheduled Castes, Scheduled Tribes and Other Backward Classes in the posts and services under its administrative control keeping in view the orders/instructions/guidelines issued by the Government in this regard. The Ministry is taking every step to bridge the gap between the allocated percentage of reservation and the actual representation of SCs/STs/OBCs in various posts and services in the Ministry, including all its attached and subordinate offices. Efforts are also made to ensure adequate representation of officers belonging to Scheduled Castes, Scheduled Tribes and Other Backward Classes under various training programmes. Post based rosters are maintained by all the attached/subordinate offices/PSUs/Autonomous Bodies in or under the administrative control of the Ministry.

The percentage of SCs, STs and OBCs vis-à-vis the total number of employees in the Ministry including all its attached and subordinate offices as on 1.1.2007 was as under :-

	<b>Group A</b>	<b>Group B</b>	<b>Group C</b>	<b>Group D</b>	<b>Total</b>
SC	12.66%	15.58%	18.68%	29.78%	20.26%
ST	6.2%	5.66%	7.86%	11.60%	8.16%
OBC	4.90%	4.47%	8.09%	8.16%	7.38%

Cells have been functioning in this Ministry and all its attached and subordinate offices, autonomous organisations and PSUs under the supervision of a Liaison Officer of the rank of Director/Deputy Secretary for coordination and monitoring of work relating to implementation of reservation policy and

other benefits due and admissible to SCs/STs/OBCs under Rules.

### **Use Of Hindi As Official Language**

Hindi is the Official Language of the Union of India. It is a well-considered policy of the Government to accelerate the progressive use of Hindi in official work. This Ministry has been stressing on the use of Hindi as per the Official Language Policy of the Government of India. The Official Language Implementation Committee (OLIC) in the Main Secretariat of Ministry monitors the progressive use of Hindi in the Secretariat as well as its attached and subordinate offices. The meetings of the Official Language Implementation Committee are held regularly. In these meetings, the status of implementation of the Official Language Policy in the Ministry and its organizations is reviewed and ways and means are discussed to augment the use of Hindi in the official work and achieve targets under the Annual Programme as fixed by the Department of Official Language.

For promoting the use of Hindi in official work, "Hindi Fortnight" was organized in the Main Secretariat of the Ministry during 14-28 September, 2006. During the period, Essay Writing, Poetry, Noting/Drafting, Speech, Translation, Hindi Stenography, Debate, Quiz and Antyakshari Competitions were organized in which 167 officials participated and 72 officials (Both from Hindi and Non-Hindi speaking areas) were awarded a certificate and cash prize by Secretary, I&B. Similarly, Hindi Fortnight and Hindi competitions were also organized in attached and subordinate offices of the Ministry. Cash prizes and certificates were also awarded to the winners. An appeal was issued by the Minister for increasing the use of Hindi in the official work. Moreover, the appeals issued by the Union Home Minister and the Cabinet Secretary on this occasion were also circulated.

The second prize of Indira Gandhi Rajbhasha Puraskar for the year 2004 - 2005 was awarded to the Ministry. The Union Home Minister presented the Award to the Additional Secretary (I&B) in a function held at Vigyan Bhawan on 14<sup>th</sup> September, 2006.

One Director (OL), one Assistant Director (OL) and four translators are posted in the Main Secretariat to

provide the necessary assistance in translation, implementing and monitoring the Official Language Policy of the Government of India.

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

Reconstitution of the Hindi Salahkar Samiti in the Ministry headed by the Hon'ble Minister is under active

consideration. The meetings of the Hindi Salahkar Samiti are held to review the progress made regarding use of Hindi and suggest ways and means for increasing the use of Hindi in the official work in the Ministry and all the attached/subordinate offices under its administrative control.

An incentive scheme for original noting and drafting is operative as per directions of Deptt. of Official Language, Ministry of Home Affairs. Ten officials of the Ministry (Main Secretariat) were awarded cash prizes for the year 2005-2006 under the scheme. Sarva Shreshtha Patrika Puraskar Scheme is also operative for publishing magazines/journals for the Ministry and all its offices. During the period under review, the best

*Prime Minister Shri Manmohan Singh going round the exhibition organized by the Ministry of Information & Broadcasting to mark the 'Civil Service Day' in New Delhi on April 2, 2006. The Minister of State for personnel Public Grievances & Pensions and Parliamentary Affairs, Shri Suresh Pachauri, the Cabinet Secretary, Shri. B.K. Chaturvedi and the Secretary, Ministry of Information & Broadcasting, Shri S.K. Arora are also seen.*

five magazines/periodicals/journals published by the different media units were awarded with shields.

The Second Sub-Committee of Parliament on Official Language inspected 25 offices under this Ministry during the year (up to 31st December, 2006). A senior officer represented the Ministry in these inspection meetings. The suggestions made by the Committee were noted and remedial actions initiated. For the better implementation of Official Language policy, 15 offices under the Ministry were inspected and remedial actions were suggested.

In order to promote the progressive use of the Official Language by the officials of the Ministry and its Media Units, Rajbhasha Sammelans were organised by Directorate General of Doordarshan, Directorate General of All India Radio and office of the Chief Controller of Accounts in different parts of the country. As a result of these sammelans, tremendous improvement in the implementation of the Official Language Policy was witnessed.

### **Organization & Method Unit**

Consequent upon implementation of Expenditure Reforms Commission's recommendations, the mandate for conducting work measurement studies now rests with the Staff Inspection Unit of Ministry of Finance. Accordingly, in consultation with Department of Administrative Reforms & Public Grievances, being the nodal Department in O&M matters, the Internal Work Study Unit (IWSU) of this Ministry has been renamed as Organization and Method (O&M) Unit with effect from 24-5-2006.

Since then this Unit has been carrying out various organization and method (O&M) activities like monitoring compliance, review of channel of submission and level of disposal of cases; fixation of time limit for disposal of cases, etc. Besides this, records management activity was accorded special attention. Two special drives launched on records management during the period, together with the monthly efforts on recording activities, have resulted in recording of 21,951 files, reviewing of 24,404 files and weeding out of 9,271 files. O&M Inspections of Sections/Desks

were also carried out to ensure that the various provisions of the Manual of Office procedure are adhered to in day-to-day transaction of business. As per guidelines issued by the Department of Administrative Reforms and Public Grievances, this Unit is also required to conduct O&M Inspections of attached/subordinate offices of this Ministry. Accordingly, this Unit has undertaken O&M Inspections of Regional Offices of Directorate of Field Publicity at Thiruvananthapuram and Chandigarh, Regional Office of Central Board of Film Certification at Thiruvananthapuram and Regional Centre of Song & Drama Division at Chandigarh. Besides this, before the end of the current financial year, this Unit plans to undertake similar inspections of two or three more attached/subordinate offices.

As a follow up action on the Action Plan for revision of forms presented by Secretary (I&B) before the Committee of Secretaries, a Task Force had been constituted on 10-11-2005 in the Ministry under the chairmanship of JS (P&A) to review all the existing forms being used in the Ministry as well as in the Media Units. After review, the Task Force recommended 35 forms for continuance in their present form; 37 forms for modification/redesigning and 19 forms for elimination. A status report indicating the follow up action taken by this Ministry on the above Action Plan for revision of forms was sent to the Cabinet Sectt. on 21-6-2006.

O&M Unit has also been functioning as the nodal agency of this Ministry for implementation of the various award schemes sponsored by DAR&PG for Central Government Employees as well as members of the Public.

### **Public Grievances**

A Public Grievances Cell is functioning in the Main Secretariat of the Ministry. Joint Secretary (P&A) has been designated as head of the internal grievance redressal machinery.

### **Information Facilitation Centre**

The Information and Facilitation Counter of the Ministry was opened on 4<sup>th</sup> July, 1997 in pursuance of the decision of the government to make the administration more transparent and responsive.

## GENDER ISSUES

In accordance with the guidelines suggested by the National Commission for Women, a Women's Cell was set up in the Ministry to review the programmes and monitor implementation of developmental schemes for women. Recently, the Women's Cell has been reconstituted with Joint Secretary (P&A) as its Chairperson with other three senior women officers as its members and also one external expert from YWCA of India (Ms. Leena Gonsalves) as non-official member. This Cell will also function as the Complaints committee in terms of the judgments delivered by the Supreme Court in matters relating to sexual harassment in work places which has since been included in the CSS (Conduct) Rules 1964 as Rule 3 C.

The officers of Indian Information Service are the interface between the Government and media, handle news on the public service broadcaster and are the medium through which messages are conveyed to the people through personal interface. Keeping in mind the important role these officers play they are imparted proper training also. Out of 741 IIS Group "A" and "B" officers, 134 are women officers.

### Accounting Organisation

The Secretary of M/O Information & Broadcasting besides being administrative head of the Ministry, is also designated as the Chief Accounting Authority. The Secretary performs this function with the assistance of Additional Secretary and Financial Adviser and Chief Controller of Accounts.

The Chief Controller of Accounts is the administrative head of the Accounting Organisation and exercises this function with the assistance of one Controller of Accounts, One Dy. Controller of Accounts and 34 Sr. Accounts Officers/ Accounts Officers. The Accounting Organisation comprises of a Pr. Accounts Office, 14 Pay & Accounts Offices, located at Delhi (5), Chennai (2), Kolkata (2), Mumbai (2), Lucknow (1), Nagpur (1), Guwahati (1) and Internal Audit Wing.

The Responsibilities of Accounting Organisation are:-

- Expenditure control over appropriation.
- Timely accounting of Receipts and Expenditure.

- Compilation and Consolidation of Monthly And Annual Accounts of the Ministry for submission to Controller General of Accounts.
- Formulation of Receipt Budget.
- Ensuring prompt payments including pay & allowances, office contingencies, loans and advances to Govt. servants, authorization of loans and grants-in-aid to State Govt. etc.
- Speedy settlement of pension, provident fund and other claims.
- Internal Audit of the Ministry, media units and PAOs.
- Making available accounting information to concerned authorities for effective financial management.
- Internal Finance Advisory function for Directorate of Film festivals, Press Information Bureau, Directorate of Field Publicity, Publications Division, Research, Reference and Training Division.

### Computerization

Following are the special e-governance initiatives taken by the Accounts organisation of Ministry of Information & Broadcasting during 2006-07.

- **Contributory Pension Fund Management:-** The record relating to New Pension Scheme is also being maintained through CPFMS software prepared by NIC Cell of Controller General of Accounts, M/o Finance and the software is being used to send pension contributions of the employees who are governed by new pension scheme w.e.f. 01.01.04 to CPAO through Pr. Accounts Office.
- **Computerization of Accounts (COMPACT):-** COMPACT is a multi-user software covering all the functions of Pay & Accounts offices. This software is also developed by NIC Cell of Controller General of Accounts, M/o Finance and is used for Pre-check, Compilation & consolidation of Accounts. Presently, 6 PAOs are using the COMPACT software.
- **Monthly Expenditure on Website:-** The summary of Monthly Receipts and Expenditure

of the Ministry of Information & Broadcasting is being displayed on the Ministry's website (under the heading NEW CCA] alongwith corresponding figures of the previous year.

- **Payment of salaries through ECS:-**The salaries to the staff of the O/o CCA, M/o I&B has been paid through ECS w.e.f. July 2005. Other DDOs have also been encouraged to accept salaries through ECS rather than cheque/ cash payments.

### INTERNAL AUDIT

Audit is instrumental in checking infructuous expenditure and guiding the demonstration for improvement of financial health.

For the sake of convenience and economy four zonal Internal Audit Parties have been established, namely, North Zone, South Zone, West zone and East Zone located at New Delhi, Chennai, Mumbai and Kolkata respectively. Each Zonal Internal Audit Office is headed by an accounts officer. The Internal Audit Wing at Head quarters carries out internal audit of the North Zone and co-ordinates the audit work of all the remaining three regional parties.

During the year 2005-06 General Audit of 77 units and Special Audit of 2 units were conducted. The Internal Audit Reports have helped in checking some major irregularities requiring Recoveries / Regulation/ Rectification and involving substantial sum of money such as:-

1. Non-recovery of Govt. dues	3381.87 lakh
2. Over Payment	0.71 lakh
3. Idle machinery/surplus store	56.72 lakh
4. Loss / infructuous expenditure	308.73 lakh
5. Irregular expenditure	78.69 lakh
6. Non-adjustment of advance	628.04 lakh
7. Irregular purchase	125.76 lakh
8. Blockade of govt. money	179.29 lakh
9. Non-accounting of costly store	12.13 lakh
10. Other items of special nature	1262.06 lakh
<b>Total</b>	<b>6034.00 lakh</b>

### Vigilance

The vigilance set up of the Ministry is functioning under the overall supervision of the Secretary. He is assisted by the Chief Vigilance Officer (at the level of Joint Secretary), Director/Deputy Secretary (Vigilance) and other subordinate staff. A separate Chief Vigilance Officer has been appointed for Prasar Bharati with the approval of Central Vigilance Commission who supervises the vigilance activities of both All India Radio and Doordarshan. In other attached/subordinate offices, public sector undertakings and registered societies, separate vigilance set ups exist. The Chief Vigilance Officer of the Ministry coordinates vigilance activities of the attached and subordinate offices, public sector undertakings and registered societies.

Concerted efforts were made to streamline procedures in order to minimize scope for corruption. Persons of doubtful integrity were identified and a close watch was maintained over such officials. Efforts were also made to rotate the staff posted in sensitive positions. Regular and surprise inspections were carried out by senior officers to ensure proper observance of rules and procedures. During April, 2006 to December, 2006, 70 regular and 83 surprise checks were carried out and 90 persons were identified for being kept under surveillance. In addition a total of 40 areas have been selected for being kept under surveillance in different media units of this Ministry. During the period, the yearly exercise of preparation/review of 'Agreed' and 'Doubtful Integrity' lists of officers of gazetted status of the Ministry and its Media Units has been taken up in consultation with the CBI. To continue the anti-corruption drive, launched by the Government on the 50<sup>th</sup> Anniversary of the Independence, CVO has been nominated as the Liaison Officer to deal with the complaints forwarded by the Prime Minister's Office. The complaints received from PMO are constantly monitored and periodical reports are sent to the PMO. A week long Vigilance Awareness Week was observed by the Ministry of I&B and its Media Units.

During the period from April, 2006 to December, 2006, 290 fresh complaints were received in the

Ministry and its media units etc. from different sources. These were examined and preliminary enquiries were ordered in 84 cases. Preliminary inquiry reports in respect of 42 cases were received during this period. Regular departmental action for major penalty was initiated in 34 cases and for minor penalty in 3 cases. Major penalties have been imposed in 10 cases and minor penalty in 6 cases. During the period under report, 24 officials were placed under suspension and in 25 cases administrative action has been taken.

Monthly reports on pending disciplinary cases and fortnightly reports on pending sanction for prosecution are regularly obtained from all the Media Units and forwarded to Department of Personnel & Training. Detailed information on pending vigilance cases were periodically sent to CVC. In addition, periodical review meetings are conducted by the Chief Vigilance Officer/ Secretary of the Ministry to discuss the pending disciplinary cases in the Media Units as well as in the Ministry.

#### **C&AG Audit Observations**

##### **Wasteful expenditure on pay and allowances :**

Films Division did not transfer eight surplus staff members to other offices of the Ministry or the surplus cell of the Department of Personnel and Training which resulted in wasteful expenditure of Rs. 32.67 lakh between 1999-2000 and 2004-05 on the pay and allowances of the surplus staff.

*(Para No. 9.1 of Report No. 2 of 2006)*  
*Transaction Audit Observations*

##### **Undue benefit to a producer :**

An undue concession was extended to the producer of a serial by way of irregular grant of additional Free Commercial Time up to July 2001. During the subsequent period of telecast, the producer enjoyed concessional telecast fee and the same total quantum of free commercial time as before. Undue financial benefit of Rs.10.66 crore accrued to the producer on these counts.

*(Para No. 9.1 of Report No. 3 of 2006)*  
*Autonomous Bodies*

##### **Non-commissioning of TV transmission systems and studios :**

Doordarshan failed to appoint operational and maintenance staff for nine low power TV transmission systems built during March 2002 to September 2004. The consequent non-commissioning of these equipment resulted in their idling as well as idling of investment of Rs. 6.74 crore. Further, Doordarshan also failed to commission studios set up at six stations during March 2001 to March 2005 at a cost of Rs. 22.55 crore even 12 to 48 months after their completion.

*(Para No. 9.2 of Report No. 3 of 2006)*  
*Autonomous Bodies*

##### **Premature procurement:**

Premature procurement of two transmitters by Doordarshan resulted in idling of Rs. 3.82 crore for two to four years as of July 2005. The guarantee for the equipment also lapsed.

*(Para No. 9.3 of Report No. 3 of 2006)*  
*Autonomous Bodies*

##### **Blocking of funds:**

Failure of Doordarshan to pursue the claim for refund of Rs. 62.39 lakh from the Delhi Vidyut Board resulted in blocking of this amount for over 5 years and 5 months and consequential loss of interest of Rs. 34.53 lakh.

*(Para No. 9.4 of Report No. 3 of 2006)*  
*Autonomous Bodies*

##### **Injudicious investment on staff quarters:**

The Satyajit Ray Film and Television Institute, Kolkata invested Rs. 2.20 crore on construction of 41 staff quarters without properly assessing the need. As a result many staff quarters remained vacant due to poor demand from the staff, while the Institute had to pay Rs. 27.47 lakh as house rent allowance to them.

*(Para No. 9.5 of Report No. 3 of 2006)*  
*Autonomous Bodies*

System of revenue generation by Doordarshan and All India Radio :

### **Doordarshan**

DD could earn only Rs. 665.27 crore against the revenue target of Rs. 701.34 crore during 2004-05 as it failed to exploit the tremendous growth in its network to generate commensurate revenues.

Grant of additional FCT to sponsors while revising the rate card resulted in the DD earning only Rs. 27.87 lakh through the increased rates while the sponsors benefited by Rs. 6.55 crore.

DCS, New Delhi and DDK, Mumbai suffered losses of Rs. 12.56 crore and Rs. 6.52 crore respectively due to non-monitoring of the use of FCT in the telecast of feature films.

Irregular grant of FCT resulted in the loss of Rs. 8.88 crore in 100 cases.

DCS, New Delhi suffered a loss of Rs. 5.03 crore owing to failure to charge increased telecast fee as stipulated in the rate card.

Non-monitoring of telecast duration of the programme contents led to loss of Rs. 4.01 crore.

Doordarshan provided uplinking facilities to outside producers without entering into contracts resulting in non-realisation of Rs. 3.03 crore.

Non-initiation of timely action by Doordarshan to realise revenues resulted in outstanding dues of Rs. 513.38 crore.

Interest of Rs. 1.17 crore was lost due to delay in raising bills, non-charging of interest on late payments and incorrect application of the provision relating to charging of interest.

In DDK, Thiruvananthapuram, a studio established in August 2002 at a cost of Rs. 2.95 crore has not been commissioned as of December 2005.

The quality of maintenance of records/registers was poor. Internal audit in most of the cases had not been conducted since the inception of Prasar Bharati.

### **All India Radio**

During 2004-05, AIR could earn only Rs. 136 crore against the target of Rs. 251.15 crore; the target was fixed after rationalisation of the grouping of stations according to their potential market value and not on the basis of previous year's performance. Revenue generation by AIR was not commensurate with its infrastructure of 215 radio stations spread all over the country as against the almost 49 per cent share of the revenue that the private channels had with only 22 stations.

Revenue from the FM channels at four metro cities declined heavily (by as much as 98 per cent in case of Mumbai) in 2004-05 from the level in 2001-02.

AIR had no prescribed time frame for revision of rate cards. Its rates were not revised keeping in view the rates charged by the private FM channels. There was no rational policy of fixing of rates. Instead, the rates were increased in an ad hoc manner only to be retracted later, in certain cases.

Due to non-execution of formal agreement, AIR could not recover Rs. 5.19 crore including interest of Rs. 84.12 lakh for the broadcast of special publicity campaign 'Irada Naye Bharat Ka' sponsored by the Ministry of Finance during 2004.

AIR failed to recover Rs. 18.63 crore from the agencies/advertisers; some of the dues pertained to the period prior to 1990. In some cases, the matter was under litigation, whereas in some others, the whereabouts of the agencies were not even known.

CSU, Mumbai allowed inadmissible incentives amounting to Rs. 1.04 crore to agencies which had outstanding dues.

There were cases of delays in raising the bills and depositing the receipts to Prasar Bharati main account. In CBS Patna alone, this resulted in loss of interest of Rs. 72.76 lakh, for the period 2001-05.

*(Report No. 19 of 2006)  
Performance Audit*



---

# 3

## INFORMATION SECTOR

### RESEARCH REFERENCE AND TRAINING DIVISION

The role of Research, Reference and Training Division is to assist the Media Units of the Ministry in collection, compilation and preparation of material involving research into published works, etc.; building up of a compendium of knowledge on important subjects and to prepare background notes on current and other topics for the use of the Media Units. Set up in the year 1945 the Division functions as an information serving unit for the Ministry of Information and Broadcasting and various media units under it. The Division studies trends in mass communication media and maintains reference and documentation service on mass communication. It provides background, reference and research material for use of the Ministry, its media units and others engaged in mass communication. The Division also looks after the training aspect of the Indian Information Service (IIS) officers in collaboration with the Indian Institute of Mass Communication (IIMC).

The Division compiles two annual reference books, *India - A Reference Annual*, a compilation on development and progress made by Central Ministries/Departments, State/Union Territory Administrations and PSUs/autonomous bodies during the year, and *Mass Media in India*, a comprehensive publication on mass communication in the country. India is simultaneously published in Hindi language under the title-Bharat. The Union Minister for Information and Broadcasting Sh. Priya Ranjan Dasmunsi released the 51st edition of Reference Annual, India/Bharat-2007 on 4th January 2007.

The Division has a regular service, the Diary of Events brought out every fortnight. The fortnightly focus on

important national and international events for record and reference. The Division also prepares a monthly report of specialty magazines and after screening sends it to the Ministry. These magazines have a share of FDI and are meant for specified subjects for which they have been given permission for publication in India. These magazines are also monitored to see whether they adhere strictly to the stipulations laid down by the government.

### Reference Library

A well equipped library is a life-line for any organization engaged in the area of research and reference. The Division has a well-stocked library with a large collection of documents on various subjects, bound volumes of select periodicals and various reports of the Ministry that serves as personal assistance to the readers, committees and commissions. Its collection includes specialized books on subjects pertaining to journalism, public relations, advertising and audio-visual media, all prominent encyclopedia series, year books and contemporary articles. The library facilities are available to accredited correspondents from both Indian and foreign press and officials of the Government. Around 118 new titles were added to the library during the year 2006-07 (till December 2006) including 57 books in Hindi. Besides a sizable number of regular visitors, the library has a membership of about 1075 readers.

### National Documentation Centre on Mass Communication

The National Documentation Centre on Mass Communication (NDCMC) was created in 1976 as a part of the Division on the recommendation of an Expert Committee set up by the Ministry, for

---

collecting, interpreting and disseminating information about the events and trends in mass media through its periodical services. The NDCMC documents major news items, articles and other information material available on mass media/communication. The current activities of the Centre range from collecting and documenting information, to dissemination, not only for the development of cross-country mass communication but also for participation in the international information flow.

The information collected is maintained and disseminated through services like 'Current Awareness Service'- An annotated subject index of articles on mass media published during past one year in newspapers and journals being subscribed by the Centre; '**Bulletin on Films**'-an abstract of various developments in the film industry in India; '**Reference Information Service**'- background papers on subjects of topical interests in the field of mass media; '**Who's Who in Mass Media**'- biographies of various media personalities in lime light; '**Honours Conferred on Mass Communicators**'-highlights of the various awards announced during the year in the field of mass communications including the national and international film awards, and '**Media Update**'-in it brings to focus major national and international media events for record and reference. The Centre brought out 38 such services during the year 2006-07 (till December 2006).

The NDCMC also compiles and edits a reference book 'Mass Media in India'. The Annual contains articles on various aspects of the mass media, information on the status of media organizations in Central Government, States and Union Territories. It also includes the general information on print and electronic media. The 21st edition of Mass Media in India is in the final stage of compilation.

### Training

RR&TD has been specially entrusted with the training aspect of IIS officers. Under the tenth plan, the division organized following training programmes during the year (2006-07) :

- (a) Refresher course for Directorate of Field Publicity Officials from 17-21 April 2006 at IIMC, New Delhi. The course was designed for 12 officers of STS or above level, to refurbish their knowledge and inculcate latest skills and trends in interpersonal and rural communication.
- (b) Training programmes on presentation skills for multimedia purposes from 22-26 May 2006 at IIMC, New Delhi. The course was designed for 20 Field Publicity Officers to inculcate skills in communication, multi-media and public speaking.
- (c) Refresher Course on Editing and Publishing from 19-23 June 2006 at IIMC, New Delhi. The course was designed for 10 Group A&B officers from DPD, DAVP, DPR (Defence), RNI to hone up their skills in editing and publishing.
- (d) Refresher Course for PIB Officers on 'latest Trends and Techniques in Information Dissemination from 3-7 July 2006 at IIMC, New Delhi. The course was designed for officers to hone up their information dissemination skills.
- (e) Training Programme in latest skills and techniques in Radio & Television Journalism from 10-14 July 2006 at FTIL, Pune. The course was designed for 10 Group A&B officers from electronic media to improve their skills and techniques in production, programme and various other aspects of radio and TV journalism.
- (f) Marketing the Winning Concepts and Practices from 4-8 September 2006 organized by IIM Lucknow at New Delhi. The course was especially meant for 10 JAG & above level officers from Doordarshan, All India Radio, Publications Division, Directorate of Advertising and Visual Publicity to give them an understanding of multimedia campaign on various public oriented issues.
- (g) Refresher Course exclusively for Group 'B' Officers from 11-24 September 2006 at IIMC. This course was designed for those officers not

covered by any training during the induction stage.

- (h) Public Information Campaign for DAVP from 18-22 December 2006 at IIMC, New Delhi. This course was designed for 15 officers from DAVP, DFP & PIB to have an understanding of multi media campaigns on public oriented issues, to enhance persuasive communication skills and create better coordination between different media units.

## PUBLICATIONS DIVISION

Publications Division publishes books, electronic books and journals on matters of national importance and on India's rich cultural heritage, and makes them available to readers at affordable prices.

With Headquarters at Sochna Bhawan, CGO Complex, New Delhi, the Division functions through its various field units—Sales Emporia at New Delhi, Delhi, Mumbai, Chennai, Kolkata, Patna, Lucknow, Hyderabad and Thiruvananthapuram and Yojana offices at New Delhi, Mumbai, Kolkata, Chennai, Ahmedabad, Guwahati, Hyderabad, Thiruvananthapuram and Bangalore. The offices of Employment News and Journals Unit are located at R.K.Puram, New Delhi.

### Books

Books of Publications Division cover the whole gamut of subjects from art, culture, history, land and people, flora and fauna, children's literature, science and technology, Gandhian literature, biographies of eminent persons to reference works like India-A Reference Annual, Press in India and Mass Media in India. The Division also publishes selected speeches of the Presidents and Prime Ministers of India

The Division, which brings out 120-150 titles every year has published more than 7700 titles so far. During the period April-December 2006, 75 titles have been published in English, Hindi and other regional languages. Some of the important titles released during this period are: *5000 years of Indian Architecture*, *The Story of India's Struggle for Freedom*, *A Career for You*, *Upbhokta Samrakshan*

*Adhinyam Aur Upbhokta Adhikar*, *Krantikari Mahilayein*, *Sangeet Bachchon Ke Liye*, *Jalianwala Bagh*, *Lehron Ka Kahar*, *Great Men and Women of India*, *Kalpana Chawla etc.*

### Journals

The Division also brings out 18 monthly journals including 'Bal Bharati' – a children's magazine, 'Aajkal in Hindi and Urdu', 'Kurukshetra' in Hindi and English and 'Yojana' in Hindi, English, Urdu, Punjabi, Oriya, Bengali, Assamese, Gujarati, Marathi, Tamil, Telugu, Malayalam and Kannada.

A comparative analysis of the monthly average circulation of the Division's journals in the statement given in the next page clearly indicates that the circulation of almost all the journals has registered an impressive growth over the years. The statement also shows that in the first half of the year 2006-07 (up to September 2006) the circulation of the journals has already exceeded the annual circulation of the journals during the last year.

### Bal Bharati

Bal Bharati, the popular children's monthly in Hindi is being published regularly since 1948. Its main objective is to provide healthy entertainment to children while inculcating in them human values and scientific temper through short stories, poems, pictorial stories and informative articles. Bal Bharati had organised a poetry competition for children in the month of December 2006 with the aim to tap the poetic talent of young children and develop a competitive spirit among them.

### Aajkal

Aajkal is a prestigious literary magazine in Hindi and Urdu. It has brought out a number of special issues that covered varied aspects of Indian culture and literature. Aajkal (Hindi) brought out a special issue on 'Kashi' in February 2006, 100 years of Indian Cinema in July 2006. The November 2006 issue was focussed on literature for children. It plans to bring out a special issue on Mahadevi Verma in March 2007 coinciding with her birth centenary. Aajkal (Urdu) highlighted Nobel Prize winners in its January 2007 issue and

**Statement showing the Monthly Average Circulation (Printed copies) of Journals during the Year 2003-04, 2004-05, 2005-06 & 2006-07 (up-to September 2006)**

Sl.No	Name of Journals (Languages)	2003-04	2004-05	2005-06	2006-07 Up-to Sep. 06
1.	Ajkal (Hindi)	4518	4480	6667	6622
2.	Ajkal (Urdu)	2086	2043	2196	2212
3.	Bal Bharati (Hindi)	4747	3762	9121	12058
4.	Kurukshetra (English)	13146	15335	17629	18525
5.	Kurukshetra (Hindi)	20807	24608	30208	30783
6.	Yojana (English)	20807	24608	30208	29475
7.	Yojana(Hindi)	24029	24440	28977	29475
8.	Yojana (Oriya)	729	604	915	975
9.	Yojana (Punjabi)	223	221	286	550
10.	Yojana (Urdu)	241	322	417	416
11.	Yojana (Assamese)	500	500	500	500
12.	Yojana (Bengali)	2392	3633	5767	6283
13.	Yojana (Gujarati)	2850	4758	5119	5101
14.	Yojana (Kannada)	1100	783	1233	1916
15.	Yojana (Malayalam)	604	600	600	600
16.	Yojana (Marathi)	2304	2725	3221	3156
17.	Yojana (Tamil)	15550	15967	16493	17333
18.	Yojana (Telugu)	4000	5314	4998	4770
	<b>Grand Total</b>	<b>112966</b>	<b>124506</b>	<b>151546</b>	<b>159625</b>

February 2007 was focused on Mirza Ghalib, coinciding with his birth centenary.

### Yojana

This is the 50<sup>th</sup> year of Yojana, the flagship journal of the Publications Division, devoted to socio-economic issues. The monthly magazine published in 13 languages simultaneously, is meant to promote awareness about development schemes and topical economic issues among all sections of the people especially those in semi-urban areas/small towns. Yojana through its various issues during the year

covered important topics like Agrarian crisis with special emphasis on suicide by farmers and the Prime Minister's Relief Package for the affected states, Prime Minister's visit to Russia, Eight Flagship programmes, Programmes for SC, ST and minorities welfare, National Rural Employment Guarantee Programme, Jawaharlal Nehru Urban Renewal Mission, Bharat Nirman and Right to Information.

In collaboration with Jammu and Kashmir Government, a column – J and K WINDOW – has been launched to focus attention on creating

awareness about business opportunities and possibilities of economic activities in the State. Another column called 'Best Practices' contains success stories/initiatives taken by NGOs, individuals and other groups. For the series 'Shodh Yatra', Yojana has received GIAN Media Award-2006. The objective of the column is to highlight the technologies developed by rural population for their welfare. Yojana has started devoting December issues every year on North-East. December 2006 issue was on North-East with Mizoram as the theme state. January 2007 issue of Yojana commemorates 50 years of its fruitful journey. This special issue included selected articles published in the journal over the last 50 years.

During the year in its first initiative under Private-Public partnership, Yojana and Comat Technologies (a Bangalore based company specializing in e-governance) have agreed to take the benefits of information technology to rural Karnataka.

A new series called 'Do You Know' was launched in which basic facts on economic issues are analysed in simple language.

### **Kurukshetra**

Kurukshetra, the only dedicated journal on rural development is serving as a forum for exchange of ideas on programmes, policies and implementation status of development efforts in the rural sector. The journal is published on behalf of the Ministry of Rural Development. This year, the focus of the annual issue was on 'Bharat Nirman' –time bound plan of the government for building rural infrastructure.

### **Employment News**

The Division also brings out the weekly, Employment News/Rozgar Samachar in English, Hindi and Urdu, which focuses on employment opportunities in government and semi-government organisations / departments, public sector undertakings, autonomous bodies, banks and universities. The journal has a weekly circulation of about 6.5 lakh copies. It has a network of 350 sales agents and 6000 direct subscribers across the country.

During the first 6 months of the year 2006-07, revenue generated stands at Rs. 25.63 crore which is a significant improvement over the corresponding period last year. The total revenue increased from Rs. 39.52 crore in 2004-05 to Rs. 41.10 crore in 2005-06. Average number of pages per issue has also seen a distinct improvement from 48.06 in 2004-05 to 50.61 in 2005-06. In spite of escalation in the cost of newsprint and other expenditure the net revenue generated by Employment News increased from Rs. 15.46 crore in 2003-04 to Rs. 15.50 crore in 2005-06. The price of Employment News is now raised to Rs. 6.50, after being at five rupees for several years.

The website of Employment News was launched under the domain name [www.employmentnews.gov.in](http://www.employmentnews.gov.in) Information about job vacancies of the current issue and older issues are available to the public along with articles and useful information through website. To guide the youth about various career options, replies to queries of readers are being provided online through the website. Mail Alert service has been started through the website through which information about the job highlights of Employment News is sent by e-mail to the subscribers. Already 20,000 people are availing these free services provided through the website.

As a step towards reaching to youth in Jammu & Kashmir and North- Eastern Region, Employment News is sending free copies to libraries, educational institutions and government offices in North-East and J and K regions.

### **Bharatendu Harishchandra Awards**

The Bharatendu Harishchandra Awards, originally instituted to encourage creative writing in Hindi on mass communication, are also given to children's literature and writings on women's problems and national integration.

### **Marketing**

Publications Division sells its books, journals and CDs through its emporia in New Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Thiruvananthapuram, Patna, Lucknow and has about 400 agents. Yojana offices

located at Ahmedabad, Bangalore, Guwahati are also the sales outlets. Apart from this, the Division participates in major book fairs like International Book Fair, Mumbai International Book Fair etc.

The revenue earned by the sale of book and journals in the year 2005-06 is Rs. 414.16 lakh which is Rs. 92.92 lakh higher than the revenue earned during 2004-05. This upward trend is being maintained in the current year also.

### **Modernisation and Computerisation**

No fund has been allocated under Plan for modernisation and computerisation for the year 2006-07. However, the Division has purchased I-Mac computer, printers, scanners and other computer hardware. Software were also purchased like- Coral Draw, E-Tax, LAN facility provided to 30 users etc. The official website of the Division is [www.publicationsdivision.nic.in](http://www.publicationsdivision.nic.in). The details of the books /journals/magazines, etc. brought out by the Division, the events of book industry and forthcoming book exhibitions/book fairs are available on this website.

The Division has two e-mail addresses, publicationsdivision@hub.nic.in and publicationsdivision@sb.nic.in which can be used for placing orders and seeking relevant information.

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

The Directorate of Advertising and Visual Publicity (DAVP) is the nodal multi-media advertising agency of the Central Government. It caters to the communication needs of all Central Ministries/ Departments and around 200 Public Sector Undertakings and Autonomous Bodies and provides them a single window cost effective service. It informs and educates the people, both rural and urban, about the Government's policies and programmes and motivates them to participate in development activities.

DAVP reaches the people through different means of communication such as press advertisements, print material, audio-visual programmes, outdoor publicity

and exhibitions. The thrust areas of DAVP's advertising and publicity are national integration and communal harmony, rural development programmes, health and family welfare, AIDS awareness, empowerment of women, upliftment of girl child, small savings, consumer affairs, literacy, employment, income tax, defence, environment, road safety, energy conservation, handicrafts etc.

The set-up of DAVP at the headquarters consists of several wings like Administration, Budget & Accounts, Campaign, Advertising, Outdoor Publicity, Printed Publicity, Exhibition, Electronic Data Processing Centre, Mass Mailing, Audio-Visual Cell and a Design Studio with DTP facility.

It has two Regional Offices at Bangalore and Guwahati to coordinate the Directorate's activities in these regions. There are two Regional Distribution Centres at Kolkata and Chennai to look after the distribution of publicity material in eastern and southern regions respectively.

DAVP has a network of 35 Field Exhibition Units spread all over the country. The Field Exhibition Units of DAVP act as vital communication links between the Government and the people. The field functionaries hold exhibitions on social and developmental themes to far-flung areas of the country to disseminate information about the policies and programmes of the Central Government.

### **Important Activities**

During the year, 3 new policy documents were released on the following:-

- (i) New Advertisement Policy for print media effective from 1<sup>st</sup> June, 2006.
- (ii) Policy for Empanelment of Audio-Video Producers, 2006
- (iii) Policy for Empanelment of Electronic Media Channels, 2006

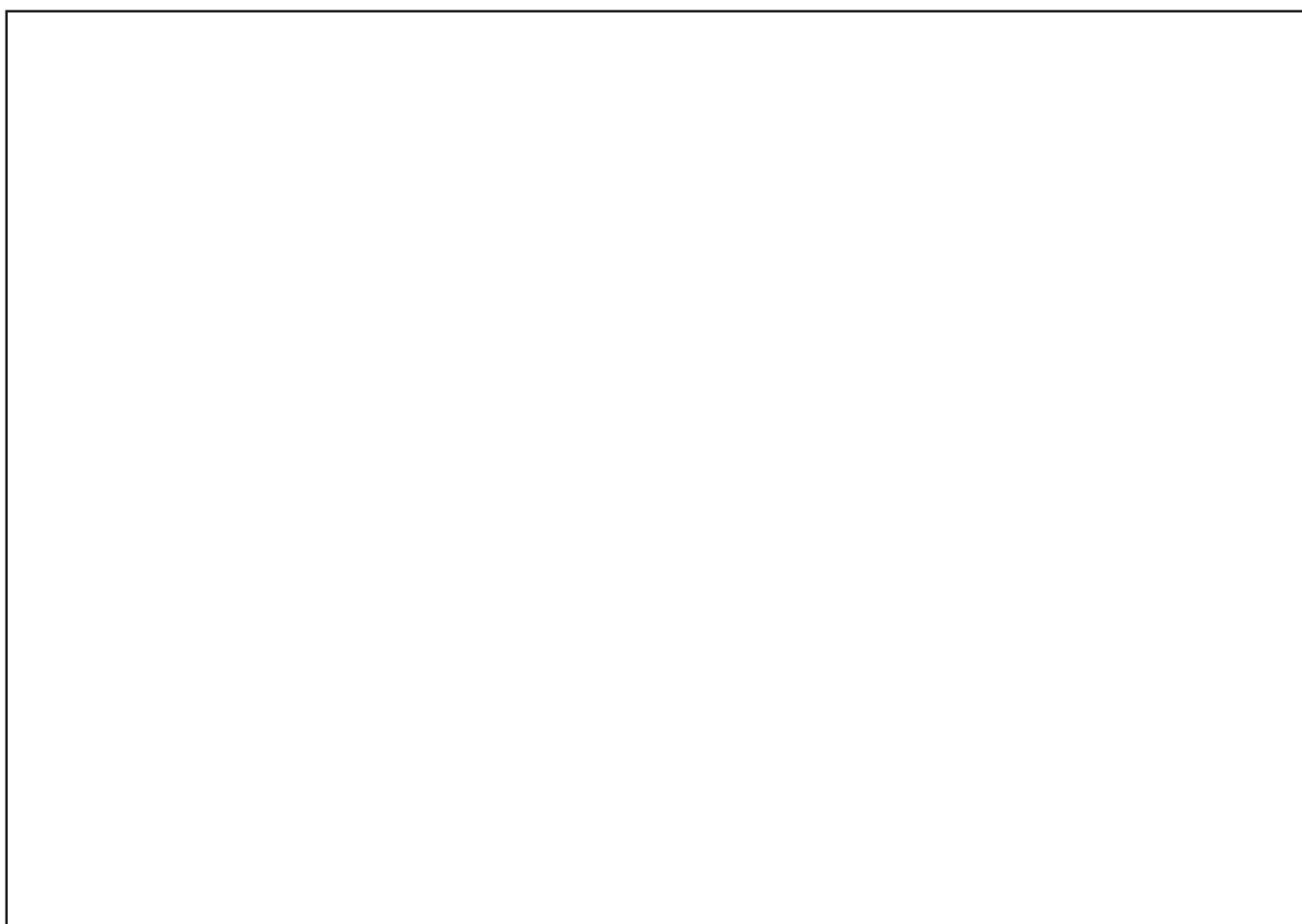
DAVP continued to digitalise its operation in various areas such as Electronic Clearance System (ECS) for press advertisements, release orders for display

advertisements are now issued electronically on the website to facilitate remotely located newspapers/publications etc.

A multi media campaign for Ministry of Health & Family Welfare on National Rural Health Mission (NRHM) was launched by DAVP. Besides press advertisements, comprehensive audio-visual publicity of the Mission was planned and executed by DAVP in association with Ministry of Health and Family Welfare. Exhibition on 'Healthy Mother, Healthy Child & Healthy Nation' under NRHM was organized at IITF, New Delhi which got the Gold Medal as best pavilion put up by any Ministry or Department of Central Government. Publicity on various themes viz. Pulse Polio

Immunization, HIV/AIDS, Anti-Tobacco, Save the Girl Child, breast feeding, anti-malaria/filaria, dengue/chikungunya, blood donation, child health issues, etc. were undertaken through release of press advertisements. Multi media publicity on HIV/AIDS awareness, blood donation was undertaken through release of advertisements to newspapers, printing and distribution of folders, booklets and posters for NACO. 76 Exhibitions were organized by DAVP on HIV/AIDS awareness through out the country.

A number of advertisements were released on the major schemes of the Ministry of Rural Development. Display advertisements on National Rural Employment Guarantee Act (NREGA), Pradhan Mantri Gram Sadak



*Prime Minister Dr. Manmohan Singh receiving the first copy of the official New Year Calendar from Smt. Sonia Gandhi, Chairperson, UPA in New Delhi on December 19, 2006. Shri Priyaranjan Dasmunsi, Union Minister for Information & Broadcasting and Parliamentary Affairs was also present on the occasion*

Yojana(PMGSY), Indira Awas Yojana and Total Sanitation Campaign were issued on all India basis. Two sponsored Radio Programmes viz. “Ab Manzil Door Nahin” and “Nai Aashayen Nai Dishayen” in Hindi and regional languages were broadcast on All India Radio. A folk based sponsored radio programme “Geet Goonje Gaon Gaon” has also been produced on behalf of Ministry of Rural Development.

Press advertisements on Mahatma Gandhi, Independence Day, Republic Day and Martyrdom Day were released all over India in 2006. On completion of two years of UPA Government, DAVP brought out booklets on Government’s achievements in different social/economic sectors. Apart from this 71 types of booklets were also brought out on Governments’ initiatives and progress of Central Schemes. Campaign on Bharat Nirman was undertaken through press advertisements and outdoor publicity. IT campaign on e-governance is being launched with active participation of DAVP. Some press advertisements were released on CAS.

Sustained publicity campaigns were also undertaken on behalf of various organizations under Ministry of Finance on themes viz. Tax Compliance, Service Tax, Small Savings, Last Date of Filing Returns, PAN Card, File Your Returns by e-Filing and many display advertisements with a number of insertions were issued. Sustained audio-visual campaign was also undertaken by DAVP on these issues simultaneously. Booklets titled ‘Taxation of Salaried Employees, Pensioners & Senior Citizens, ‘How to compute your capital gain’ and ‘Filing your Tax Return’ were printed on behalf of Directorate of Income Tax (RSP & PR) besides bringing out ‘NSI planner - 2007’ and ‘National Saving Schemes at a Glance’, a folder elaborating small savings schemes.

DAVP provided publicity support during the 37<sup>th</sup> International Film Festival of India (IFFI) held in Goa. IFFI Regulation booklet, Regulation Folder were brought out by DAVP for the festival.

DAVP's publicity campaign on disaster management, floods, cyclones and earthquakes were launched in flood, cyclone and earthquake-prone States during the year under report on behalf of Ministry of Home Affairs. These were targeted towards the affected people of

the coastal area e.g. fishermen, farmers, people living in vulnerable houses, low-lying flood-prone areas etc. as also stakeholders who respond to aid such as government bodies, local bodies, NGOs, self help groups etc.

DAVP also brought out advertisements on the para-military forces namely, CRPF, BSF, SSB and CISF etc. highlighting their activities on respective raising days. Press advertisements on the eve of Independence Day and Republic Day for general awareness among citizens regarding proper use of National Flag were put out on behalf of the Ministry of Home Affairs

### **Advertising**

A total number of 16,043 advertisements were released to various newspapers throughout the country during the financial year (upto December, 2006). Of these, 903 were display advertisements and the rest were classified advertisements. Some of these include advertisements on: ‘Pulse Polio Day’, ‘Road Transport Week’, ‘World Health Day’, ‘Sardar Patel Birth Anniversary’, ‘Birth Anniversary of Dr. Bhimrao Ambedkar’, ‘Indira Gandhi Birth Anniversary’, ‘Consumer Awareness Campaign’, ‘Income Tax’, ‘World AIDS Day’, ‘Eye Donation’, ‘Blood Donation’, ‘Children’s Day’, ‘Disabled Persons’, ‘World Environment Day’, ‘Independence Day’, ‘Iodine Deficiency Day’, ‘World Food Day’, ‘Human Rights Day’, ‘National Drugs Abuse Day’ etc.

A New Advertisement Policy has been formulated, which is effective from 1st June, 2006 and available on DAVP’s website. The address is [www.davp.nic.in](http://www.davp.nic.in).

### **Audio Visual**

The AV Cell of DAVP undertakes publicity campaigns through radio and video sponsored programmes, jingles and audio-video spots on AIR, Doordarshan, private satellite TV, radio channels and DFP units on various issues of social relevance and national importance.

A special campaign has been initiated on the National Rural Health Mission for Ministry of Health and Family Welfare under which audio and video spots have been produced on various health related issues which are being broadcast/telecast on AIR/



Doordarshan/pvt. TV channels. A big campaign on Service Tax for the Ministry of Finance was also launched and video spots were produced and telecast on private channels by DAVP.

A number of weekly sponsored radio programmes on various developmental issues are being produced by DAVP and are being broadcast from various All India Radio Stations. These include 'Sanwanti Jayen Jeevan ki Rahein' on welfare schemes of Ministry of Social Justice and Empowerment, 'Khushion Bhara Aangan' on family welfare schemes of Ministry of Health and Family Welfare, 'Geet Goonje Gaon Gaon', 'Nayee Ashanyein Nayee Dishayen' and 'Ab Manzil Door Nahin' on various rural development schemes for Ministry of Rural Development, 'Jeevan Hai Anmol' and 'Let's Talk' on AIDS awareness for

National AIDS Control Organisation (NACO), and 'Akash Hamara Hai' on women and child development issues for Ministry of Women and Child Development. These programmes are of 15-30 minutes duration and produced in Hindi and regional languages in interesting drama format. These are broadcast all over the country through Primary Channels and Commercial Broadcasting Service (CBS) stations of AIR. Programme 'Let's talk' is being broadcast from FM, AIR Delhi.

DAVP had produced 143 episodes of a half-an-hour weekly video programme 'Khel Khel Mein Badlo Duniya' on behalf of Petroleum Conservation Research Association which were telecast on Doordarshan (National) on Sundays (repeated on Wednesdays). The programme was in quiz format and covered various

areas relating to conservation of petroleum, water, electricity and environment, where school children from various parts of the country participated. Besides these campaigns, audio/video spots/films were produced on National Disaster Management Programme, Registration of Births and Deaths, 30 minute documentary film on CRPF for Ministry of Home Affairs, Livestock Insurance Scheme for Department of Animal Husbandry, Basant Saras Mela for Ministry of Agriculture, Filing of Returns for Department of Income Tax. Campaigns in electronic media on consumer awareness for Department of Consumer Affairs, voluntary blood donation and AIDS awareness for NACO, Arogya Melas for Department of AYUSH, nutrition education for Food and Nutrition Board, blindness control, nutritional anemia and vitamin-A deficiency, dengue and chikungunya, pre-natal diagnostic technique (PNDT) for Ministry of Health and Family Welfare, Processed Food for Ministry of Food Processing Industries, Resurgent India, Gandhi Jayanti for Ministry of I&B were also undertaken.

New Policy for Empanelment of Audio-Video Producers, 2006 and Empanelment of Electronic Media Channels, 2006 have been formulated.

### **Printed Publicity Wing**

The Printed Publicity Wing looks into the planning/production and supervision of print jobs viz. multi-colour posters, folders, brochures, calendars, diaries, booklets, stickers, wall-hangers, table calendars and other miscellaneous items of printed publicity. Besides Hindi and English, DAVP produces printed publicity material in Tamil, Telugu, Kannada, Malayalam, Marathi, Gujarati, Bengali, Assamese, Oriya, Punjabi, and Urdu. Some of the important printed material brought out during the current financial year include booklets on 'Report to the People', 'Two years of UPA Government', 'PM's New 15-Point Programme', 'Right to Information Act', 'Sampoorna Grameen Rozgar Yojana', 'Statewise Achievements of UPA Government', 'DAVP Calendar-2007', 'Road Transport Calendar-2007', 'DAVP Diary - 2007', Booklets/Folders under PM speech series: 'New Opportunities for Indian Industries', 'Technology Development for Increasing Agricultural Productivity',

'Pravasi Bhartiya Partners of New Delhi', 'Towards Second Green Revolution', 'Four Centuries of the Adi Granth', 'SAARC for Collective Prosperity', 'Building a Better Future' posters on 'Pulse Polio Programme', 'YAWS Eradication', 'Blood Donation', 'Consumer Awareness Mission', etc. Printed Publicity Wing has undertaken 139 jobs with 503 items of work and have brought out 92,50,350 number of copies during the current financial year (Upto December, 2006).

### **Outdoor Publicity Wing**

Outdoor Publicity Wing uses the medium of hoardings, bus-panels, kiosks, wall paintings, banners, animation displays, decorative railings, cinema slides, metro display boards, metro train inside panels etc. to spread messages. This wing has put up a total number of 4,864 displays during the period 2006-07 (upto December, 2006). Outdoor Publicity formats were used in a number of important campaigns viz. Bharat Nirman, Central Excise, Child Marriage, Care for Girl Child, Speed Post Service, Agmark, Prevention of Child Labour, Eye Donation, Health Issues, Lok Sabha TV, Social Justice & Empowerment as well as publicity for important events like Hindi Pakhwada, Vigilance Awareness Week, etc.

### **Exhibition Division**

The Exhibition Division organised a total number of 565 exhibitions spread over a period of 2168 days during the financial year 2006-07. It organised exhibitions on the life of dignitaries like Father of the Nation - Mahatma Gandhi, Rabindra Nath Tagore, Jawaharlal Nehru, Netaji Subhas Chandra Bose, Dr. B.R. Ambedkar, Indira Gandhi and Rajiv Gandhi. Exhibitions on 'National Common Minimum Programme', 'Dandi March', 'Jammu & Kashmir - A Passage in Time', 'Swasth Gram Swasth Bharat', 'Resurgent India', 'Development in the North-East', 'Life and Water', 'Women in India', 'Parliamentary Democracy in India', were also organized during 2006-07. An Exhibition on 'Healthy Mother, Healthy Child, Healthy Nation' highlighting various aspects of National Rural Health Mission was organized for Ministry of Health & Family Welfare at Pragati Maidan during India International Trade Fair-2006. It bagged the Gold

Medal as the best pavilion put by any Ministry and Department of Government of India.

DAVP is participating in the Public Information Campaign launched throughout the country where all media units of Ministry of Information & Broadcasting are coming under one roof. The purpose of the campaign is to make people aware about the different programmes and policies of the Government of India. DAVP has designed a new exhibition 'Bharat Pragati Ki Ore' (Resurgent India). At the Public Information Campaign held in Rae Bareilly in December 2006, DAVP's Exhibition on 'Resurgent India' was awarded the Shield for its display.

Apart from this DAVP Field Units organised exhibitions in famous melas and festivals like Trissur Pooram Festival in Kerala, Nauchandi Mela at Meerut, Puri Rath Yatra, Chandausi Mela, Sonepur Mela, Gaya Pitripakash Mela, Arogya Mela at ITPO, Dussehera Festival at Mysore and Perfect Health Mela at Delhi.

New Exhibition sets on 'Civil Services in India- The Pursuits of Excellence' and 'Healthy Mother, Healthy Child and Healthy Nation' were developed by the Exhibition Division during the financial year.

### Mass Mailing Wing

Mass Mailing Wing of DAVP primarily deals with dispatch of printed material to various cross sections of people in different parts of the country. The Wing is one of the biggest set ups of its kind in the country and has reach upto Block level. The wing presently maintains an address bank of 16.50 lakh entries spread over 564 categories. 85 lakh copies on various themes have been distributed so far from April to November 2006. The highlights of its activities included distribution of booklets on two years of UPA Government, National Common Minimum Programme and a series of PM speeches in Hindi, English and other regional languages besides the distribution of Government of India Calendars and Diaries.

### Plan Performance 2006-07

The allocation under Plan Scheme (inclusive of provision earmarked for North East Region) is as under:

(Rs. in lakhs)

Sl. No.	Name of the scheme	B.E. 2006-07	R.E. 2006-07
1	2	3	4
1.	Developmental Publicity Programme Conception & Dissemination	259.00	2315.00

The approved outlay earmarked for North-Eastern component for the Annual Plan 2006-07 is as follows:-

S. No.	Name of the Scheme	(Rs. in lakh) Outlays
1.	DEVELOPMENTAL PUBLICITY PROGRAMME CONCEPTION AND DISSEMINATION	
	(a) Outdoor Publicity	6.50
	(b) Dissemination of Information on Electronic Media	8.50
	(c) Display and Classified Advertising	10.00
	(d) Printed Publicity	1.00
	<b>Total:</b>	<b>26.00</b>

### REGISTRAR OF NEWSPAPERS FOR INDIA (RNI)

The Registrar of Newspapers for India (RNI), an attached office under the Ministry of Information & Broadcasting has been performing various statutory and non-statutory functions. It verifies and approves titles of newspapers and periodicals, registers them, checks and establishes circulation claims. Under its non-statutory functions, the RNI issues Eligibility Certificates for the import of newsprint, Essentiality Certificates for import of printing machinery etc. for use by registered publications. It also brings out the "Press in

India” every year highlighting the state of print media in the country.

### **Title Verification & Registration**

During April to November 2006, RNI scrutinized 12,912 applications for verification of titles, of which 10,684 titles were approved. In the same period, 1,925 newspapers/ periodicals were issued Certificates of Registration (1475 Fresh + 450 Revised).

### **De-blocking of Titles**

The titles, verified by RNI but not registered within two years for non-completion of formalities by the publishers, were taken up for deblocking. Accordingly, 5772 titles verified during 2004 were deblocked during 2006-07.

### **Newsprint**

RNI issues Eligibility Certificates for import of newsprint (Glazed & Standard Newsprint). During the period April to November 2006, 603 Eligibility Certificates were issued by RNI for import of newsprint to the registered newspapers/periodicals.

### **Printing Machinery**

RNI is the recommending authority for the import of printing machinery and allied material. During April to November 2006, four newspaper establishments were recommended for import of printing machinery and allied equipment and three letters were issued for obtaining exemption from the provisions of the Foreign Contributions Regulation Act.

### **Official Language**

Hindi Fortnight was observed from 14-28 September, 2006 and different competitions were held to promote use of Hindi in the official work.

### **Computerization**

RNI has taken a new initiative by putting title verification letter on its website. Now instead of coming to the RNI office, in New Delhi, the applicant can download his title verification letter from its website from anywhere, anytime and then file a declaration and start publishing periodicals. This is to eliminate delays, bring more

transparency, besides saving time and money of the applicant.

RNI has also introduced computerized automatic de-blocking system. Now the de-blocking of titles not registered within the stipulated period has been made automatic, to increase availability of titles.

## **DIRECTORATE OF FIELD PUBLICITY**

### **Introduction**

The precursor of Directorate of Field Publicity, the Five-Year Plan Publicity Organization, was set up in 1953 under the administrative control of the Ministry of Information and Broadcasting with the sole object to publicise the Five year Plan. This organization was renamed and reconstituted as Directorate of Field Publicity (DFP) in December, 1959 and its scope was widened and made all-inclusive.

### **Organisation**

The Directorate of Field Publicity with its headquarters in New Delhi has 22 Regional Offices and 207 Field Publicity Units (FPUs) located in various parts of the country.

As an organization for publicity at grassroots level, DFP has been playing a significant role in involving the people from all strata of society in nation-building activities. Equipped with skilled men and material for carrying out publicity campaigns, the Field Publicity Units use a variety of communication modes including group discussions, public meetings, seminars, symposia and competitions to convey messages. Films and live entertainment media are also utilized to communicate the message. The Dte. works as a two-way channel of communication between the Government and the people. Feedback is an important component of DFP’s work. The Field Publicity Units gather success stories and people’s reactions to various programmes and policies of the Government and their implementation down to the village level and report back to the government and to the implementing authorities through consolidated reports for corrective measures and other appropriate actions.

### Plan Activities

Planning Commission has approved an outlay of Rs.11 crore for the Directorate under 10th Five Year Plan(2002-2007). The sector-wise details of the 10th Five-Year Plan and Annual Plan 2006-07 are as under:

Sector	Outlay of 10th Five year Plan 2002-07	Outlay for 2006-2007
DFP	11.00 crore	1.10 crore

### Achievements in Physical and Financial Implementation of Plan Schemes

The achievements of DFP with regard to physical and financial implementation of its Plan Schemes during 2006-07 are as under:-

There are two Schemes under Plan, viz.(1) Revenue: Purchase of films/cassettes/CDs – Rs.10.00 lakh have been transferred to DAVP for dubbing and duplication of three WHO films on Anti-Tobacco; and (2) Capital: Modernisation and Updation of Capital Stock – So far Rs. 66.20 lakh have been utilized for purchase of various equipment and computers which includes an amount of Rs. 43,849 towards inward claims that was incurred on account of purchase of vehicles during year 2003-04. 10 Wireless PA Systems amounting to Rs. 90,000 and 41 Multi Media Projectors amounting to Rs. 50,05,182 have been purchased out of which 6 Multi Media Projectors have been sent to N.E. region amounting to Rs. 7,32,468. Payment of Inward claims of Rs. 6,31,321 in respect of purchase of computers have been settled out of which Rs. 68,949 was for the N.E. region. Rs. 8,08,392 have been incurred for payment of balance amount in respect of purchase of 40 wireless PA Systems, 40 Multi Media Projectors and in respect of payment of Advertisements in the newspapers during the year 2005-06. Regional Office, Bangalore has incurred an expenditure of Rs. 41,500 in organizing computer training for officers and staff of the region.

### Expenditure to be incurred in the remaining month of the financial year

Orders for purchase of 40 Wireless PA Systems amounting to Rs.5 lakh have been placed and tenders

for 41 DVD Players have been opened and their evaluation is complete and order will be placed soon. The balance payment of Rs.4,02,914 is to be made in respect of purchase of computers and Rs. 2,08,500 for remaining four computer trainings.

### Programmes Under Implementation in the North-Eastern States

The Directorate has earmarked an amount of Rs. 14.00 lakh for the North-Eastern States out of the total annual Plan outlay of Rs. 110.00 lakh for the year 2006-07 under both the schemes. For the North-Eastern States Rs. 1.00 lakh is earmarked out of the total approved outlay of Rs. 10.00 lakh under the scheme “Purchase of Films/Cassettes”. So far an expenditure of Rs. 2.27 lakh has been incurred under this scheme. More provision is being kept in the RE 2006-07. Rs. 13.00 lakh is earmarked out of the total of Rs.100.00 lakh under the scheme “Modernisation and Updation of Capital Stock”, and an expenditure of Rs. 8.64 lakh has already been incurred.

### PROGRAMME ACTIVITIES

#### Annual Performance Report of DFP Units for the Year 2006-2007

The Directorate of Field Publicity undertook numerous special publicity campaigns on behalf of client ministries of the Government of India. Publicity of Public Information Campaign, Bharat Nirman and its flagship programmes, Reproductive Child Health issues including Maternal Health, Child Health, Family Planning, RTI, Immunisation Programme, Pre-natal Diagnostic Technique (PNDT) Act, Gender Issues, NIDDCP, AIDS Awareness and Child Marriage are part of the regular ongoing publicity campaigns of all the Field Publicity Units.

A comprehensive programme activities chart of DFP during the period April-October 2006 as well as the anticipated performance from November 2006-March 2007 is given at page 25.

#### National Rural Health Mission

On the advice of Ministry of Health and Family

Welfare, the Directorate took up National Rural Health Mission as a prime issue for nation-wide publicity. Special interactive programmes, film shows, group discussions, public meetings were organized to disseminate information among the people. Ministry underlined various aspects of the Mission for public benefit and DFP launched a massive campaign. The campaign is going on in full swing in the entire country. The Directorate is covering the entire country, on 'National Rural Health Mission and Social Sectors' involving the field communicators, the health functionaries and social workers for giving an in-depth sensitization on the publicity theme covering health sector and other social sector issues.

### **Pulse Polio Immunisation**

The Directorate provided strong and maximum publicity support to the efforts of the Ministry of Health and Family Welfare in eradicating Polio from the country. The Ministry of Health and Family Welfare had organized several Sub National Immunization Days in several states. The FPU's in these states provided publicity support to the PPI programme. The Units motivated the people to bring the eligible children to the polio booths for immunization. Special attention was given to the high-risk states of Uttar Pradesh, Bihar, Delhi, Haryana, Rajasthan, Maharashtra, Jharkhand, Madhya Pradesh and Uttarakhand. All the Field Units launched a special two-week campaign during several Sub-National and National Days, to generate public awareness and to

mobilize the people to get their children of 0-5 age group immunized. Similarly, special publicity campaigns were launched in the run up to the Sub-National Immunisation Days (SNIDs).

### **National Iodine Deficiency Disorder Control Programme (NIDDCP)**

In order to arrest the occurrence of diseases arising out of Iodine deficiency and to motivate people to consume only iodised salt, a nation-wide public awareness campaign on NIDDCP is going on with the publicity support of DFP. This special campaign was launched on behalf of Ministry of Health and Family Welfare which has provided over Rs. 32 Lakh for the campaign.

### **AIDS Awareness**

The FPU's routinely organize awareness programmes on HIV/AIDS. This is done through film shows, group discussions, seminars, essay and elocution contests among students and general public. The increasing menace of AIDS to the society still remains a matter of serious concern for the Directorate. To contain the growth and spread of this dreaded disease, DFP continued to organize awareness campaigns on Acquired Immuno-Deficiency Syndrome (AIDS) and to motivate people to adopt a compassionate attitude towards AIDS victims. Ministry of Health and Family Welfare has provided about Rs. 40 Lakh for AIDS campaign.

Sl. No.	Programmes	Actual achievements (up to 31.10.2006)	Anticipated Performance (01.11.2006 to 31.03.2007)
1	Film Shows	22,018	24,815
2	Song and Drama	1,633	1,098
3	Special Programmes (Including Elocutions/ Essays/ Quiz comp./ Rural Sports/Painting Comp./ Rallies / Baby Shows etc.)	3,985	3,105
4	Oral Communications (Including Group Discussions, Seminars and Symposia)	33,128	27,170
5	Photo Exhibitions	18,436	13,870
6	Public Opinion gathering	5,060	3,105

## **Health and Family Welfare**

Health and Family Welfare has been a priority area where the Directorate strives to reach out to the unreachable. Field Units through their regular field programmes tried to sensitize the people on various issues like methods of birth control, nutrition, care during pregnancy, care of the infant, advantages of institutional deliveries, age at marriage, etc. The FPU's organized variety of programmes to create awareness on various issues under Ministry of Health and Family Welfare. Film shows and group discussions were also organized to cover the theme.

### **Malaria Eradication**

June was observed as Anti Malaria Month. During the month the Field Publicity Units highlighted the preventive measures and precautions to be taken for eradication of Malaria. This was done through film shows, oral communication and poster exhibitions.

### **World No Tobacco Day**

Publicity programmes were organised on the occasion of World No Tobacco Day on 31st May to highlight the ill-effects of smoking and tobacco chewing. Focus of the campaign was to generate awareness about ban on smoking in public places and the harmful effects of passive smoking.

### **Proposed Programme Activities during, January-March, 2007**

Publicity activities on NIDDCP, AIDS/HIV, H and FW, Immunisation will be continued. It is proposed to organize special publicity campaigns on AIDS awareness and Iodine Deficiency Disorder Control Programme with special funds provided by Ministry of Health and Family Welfare.

### **Public Information Campaign**

The Directorate rendered strong publicity support to the PIB led Public Information Campaigns (PICs) on the flagship programmes of the Government in various parts of the country. As part of PICs, publicity activities were organized on National Rural Employment Guarantee Act, RTI, Jawaharlal Nehru Urban Renewal Mission, Sarva Shiksha Abhiyan and

National Rural Health Mission. The Directorate put up special stalls at the venues and disseminated information on the relevant themes. The field units organized large number of programmes in the rural areas to disseminate information on flagship programmes of the govt.

### **Common Minimum Programme**

With the adoption of the Common Minimum Programme (CMP) by the Government, all the Field Publicity Units of the Directorate publicized various Govt. schemes for the benefit of different sections of the society. The publicity programmes focused on all the six basic principles of CMP including promotion of social harmony, economic target to attain growth of 7-8 percent, employment generation, enhancing welfare of farmers and workers, all round empowerment of women, providing equal opportunity to the weaker sections of society. Being a grass-root level organization, the focus of DFP's publicity campaigns remains the plans and schemes meant for the poor people. The Prime Minister's thrust on media reach in the North East and Jammu and Kashmir has also been a major focus of activity in the border areas.

As part of celebration of the Platinum Jubilee of Dandi March, the Directorate carried out various publicity programmes to generate awareness about this historic day of 1930 and also to enlighten the younger generation about the sacrifices made during independence struggle. The campaign continued up to April 2006.

### **Public Distribution System of Kerosene**

On behalf of Ministry of Petroleum and Natural Gas, the Directorate has undertaken publicity campaign on Public Distribution System of kerosene in about 500 identified blocks of different States.

### **Non-Conventional Energy Sources**

Ministry of Non-Conventional Energy Sources joined hands with the DFP in creating awareness about their programme activities in rural areas. The nodal ministry was offered the use of the offices of the FPU's as demonstration centers for all kinds of equipment they desired to be exhibited.

For Ministry of Social Justice and Empowerment, the Directorate has undertaken special awareness campaign for the benefit of disabled persons, underlining various schemes and facilities implemented for their upliftment. Similarly for the social and economic uplift of SC and ST communities, DFP publicized a series of programmes highlighting priorities and facilities meant for them. Publicity on Care for the Elderly, their Protection and Welfare is another priority area the Directorate concentrated on largely for evolving a mindset in favour of the elderly.

### **National Legal Services Programme**

The Directorate, on behalf of National Legal Services Authority, undertook awareness campaign on Legal Literacy and Free Legal Aid Programmes for the poor, weaker and disadvantaged sections of the society. With the active participation of States Legal Services Authority, Field Publicity Units across the country observed November 9, 2006 as National Legal Literacy Day and arranged hectic awareness programmes for the rest of the month. The objective of the programme was to motivate eligible persons to make use of Free Legal Services and not to be misguided by vested interests.

Besides, themes like National Integration and Communal Harmony, Untouchability and Environment Protection continued to be part of DFP's routine publicity programmes.

### **Fortnightly News Digest**

Apart from publicity activities, feedback to government on public perception of its programmes and policies is another important service that DFP has been rendering to the Government. The 'Fortnightly News Digest' in the form of reporting the ground situation of the people and the society provides useful information to the policy makers and the authorities in formulation and implementation of Government policies and programmes on various issues of national importance.

### **Information Facilitation Centre**

With the introduction of Right to Information Act,

2005 and to facilitate access of the remotest rural inhabitants to Information on Government, all the Field Publicity Units are being made to act as Information Facilitation Centres. The Regional Heads have already been designated as Public Information Officers/Asstt. Public Information Officers to do the needful on behalf of the Directorate.

### **Multimedia campaigns**

Conducting Multimedia Campaign by involving participation of other Media Units on issues of national importance on a wider canvas is yet another major function of the Directorate. The idea behind such programme is to bring all Govt. Media Units on one platform and undertake intensive campaign on the theme so as to give a lasting effect on the target audience. The Directorate formulated a strategy to conduct Multi Media Campaigns in various parts of the country since June this year, all regions have been emphasizing on such campaigns under PICs.

### **Observation of Important National and International Events/Days/Weeks and themes:-**

The FPU's under the guidance of Regional Heads organized appropriate publicity programmes related to Prevention of Blindness Week 1-7 April 2006, World Health Day on April 7, 2006, World Earth Day on April 22, 2006, National Labour Day on May 5, 2006, World Red Cross Day on May 8, 2006, Technology Day on May 11, 2006, Anti Terrorism Day on May 21, 2006, World No Tobacco Day on May 31, 2006, World Environment Day on June 5, 2006, World Population Day on July 11, 2006, World Breast Feeding Week from August 1 to 7, 2006, Independence Day on August 15, 2006, Sadbhavana Diwas and Communal Harmony fortnight from August 19 to September 5, 2006, National Nutrition Week from September 1-7, 2006, Teachers' Day on September 5, 2006, International Literacy Day on September 8, 2006, Hindi Fortnight from September 14-28, 2006, World Tourism Day on September 27, 2006, International Day for Elderly People on October 1, 2006, Mahatma Gandhi's Birthday on October 2, 2006 and Anti-Untouchability Week from October 2-8, 2006, Family Welfare Fortnight from October 11-25, 2006, Global Iodine



Deficiency Disorders Day on October 21, 2006, International Week of Science and Peace from November 9-14, 2006, Children's Day on November 14, 2006, Qaumi Ekta (National Integration) Week from November 19-25, 2006, National Integration Day on November 19, 2006, Welfare of Minorities Day on November 20, 2006, Child Right Day on November 20, 2006, Linguistic Harmony Day on November 21, 2006, Weaker Section's Day on November 22, 2006, Cultural Unity Day on November 23, 2006, Women's Day on November 24, 2006, Conservation Day on November 25, 2006, World AIDS Day on December 1, 2006, National Pollution Control Day on December 2, 2006, Girl Child Day on December 8, 2006, Human Rights Day on December 10, 2006, National Energy Conservation Day on December 14, 2006.

The DFP observed Road Safety Week from January 5 to 11, 2007, National Youth Day on January 12, 2007, Republic Day on January 26, 2007, Anti-Leprosy Day on January 30, 2007, Oil Conservation Fortnight from February 1 to 14, 2007, National Science Day on February 28, 2007, International Women's Week from March 1 to 7, 2007, International Women's Day on March 8, 2007 and Consumer Rights Day on March 15, 2007.

### **Fairs And Festivals**

DFP also took part in numerous fairs and festivals held in various parts of the country for carrying out its publicity campaigns. A few important fairs and festivals in which DFP participated are :

1. Kumbh Mela of Godavari River in Andhra Pradesh
2. Krishna Puskararam (Kumbh Mela of River Krishna) of Andhra Pradesh
3. Folk Fair at Puri
4. Perfect Health Mela at New Delhi 2006
5. Shraavanmas Mahotsav Mela at Khurja, Uttar Pradesh
6. Health Mela at Rai Bareilly

7. Car Festivals of Lord Jagannath in Puri, Baripada and Koraput in Orissa
8. International Trade Fair of India-New Delhi
9. International Film Festival of India 2006-Goa
10. Ardh Kumbh Mela, Allahabad

### **Vigilance activities of the Directorate during the year**

The Directorate attaches maximum attention to vigilance activities so as to curb indiscipline and irregularities in day-to-day functioning. The Director General is the Competent Authority for vigilance proceedings at Directorate level and the DDG's / Directors at Zonal level. Preventive surveillance and detective activities are being carried out intermittently to tighten the procedures. During the year six (6) complaints on irregularities have been examined and preliminary enquiry conducted. In six (6) cases P E reports were submitted. As in the past, DFP Headquarters, Regional Offices and the Field Publicity Units observed Vigilance Week in the month of November 2006. Publicity programmes highlighting the need for corruption-free society for social and economic uplift of the country were organized during this week

### **Progress in the use of Hindi in official work in the Directorate of Field Publicity :**

DFP has taken following steps to implement instructions issued by the Department of Official Language on the progressive use of Hindi for official purpose of the Union as contained in the Official Language Act, 1963 and the Official Language (use for official purposes of the Union ) Rules 1976.

### **Notification under Rule 10(4) of the Official Languages (use for official purposes of the Union) Rules, 1976:**

This Directorate was notified under Rule 10(4) Of the Official Languages Rules, 1976 on 2.1.1979. Beside that, 131 offices of A and B region working under this Directorate have been notified till now. Orders were issued from time to time directing all officers and employees proficient in Hindi to do their work

in Hindi. Instructions in this regard are reiterated every year for strict compliance.

#### **Observance of Hindi Day/Fortnight :**

With a view to enhance the use of the Official Language and increase the awareness of the employees regarding Official Language Policy and various incentive schemes for using Hindi in official work, "Hindi Fortnight" was observed from 14-28 September, 2006. On this occasion, the messages received from Hon'ble Minister for Information and Broadcasting were circulated in the DFP Hqrs. as well as to the Regional Offices. This was done with the twin objectives of (a) giving wider publicity to the various schemes and (b) generating maximum output in terms of work done in Hindi. During the "Hindi Fortnight", Hindi Essay Competition, Typing Competition, Lecture Competition, Antakchari Competition and Hindi Noting and Drafting Competitions were organised at the DFP (Hqrs.).

#### **Check-points for implementation of orders relating to the Official Language :**

The effectiveness of check-points is being regularly monitored through the quarterly progress reports received from each section of the Hqrs. as well as the Regional offices.

Orders were issued from time to time to ensure that all letters received in Hindi are invariably replied in Hindi. English to Hindi dictionaries have already been provided to all sections of the Directorate for encouraging the use of Hindi in day-to-day official work. Translation assistance was provided whenever required by the officers prepared in bilingual form.

Inspections were carried out by the Parliamentary Committee on Official Language at Field Publicity Office, Vishakhapatnam of Hyderabad region on 7.2.2006 and Directorate of Field Publicity, New Delhi hqrs. On 7.7.2006 to see compliance of the Official Language Policy. Apart from this, inspections were also carried out by the officers of DFP hqrs. On 25-1-2006 Regional Office, Bhubneshwar was inspected by Dy. Director (Admn.). Similarly, on 10-3-2006 Regional Office, Pune was inspected by Field Publicity Officer, DFP Hqrs.

Facility to work in Hindi is available with adequate number of computers installed at DFP Hqrs.

Regional offices working under this Directorate were directed to prepare a time-bound training programme for imparting Hindi/Hindi stenography/Hindi typing to their officers/staff. Under this programme, the number of staff having no working knowledge of Hindi were deputed for Hindi training under the Hindi Teaching Scheme. Similarly, staff members eligible for Hindi typing and Hindi shorthand training were deputed for training in Hindi typing and Hindi shorthand respectively. Progress made in this regard was monitored by the DFP Hqrs. on regular basis and the same will be done in future also.

At DFP Hqrs. Hindi workshop was arranged on 19-20 September, 2006 in which 24 officers/employees took part. The subjects on which lectures were delivered among the participants were (1) The Official Language Policy, Rules and Act and (2) Motivation to work in Official Language Hindi. The purpose of arranging the workshop was to remove the hesitation of staff members to work in Hindi. Regional Offices working at the State level also arrange Hindi workshop from time to time.

### **SONG AND DRAMA DIVISION**

The Song and Drama Division was set up in 1954 as a unit of All India Radio and was given the status of an Independent media unit in 1956 with the mandate of development communication. This is the largest organization in the country using performing arts as a medium of communication. The Division uses a wide range of art forms such as drama, ballets, operas, dance-dramas, folk and traditional recitals, puppetry etc. In addition, the Division organizes theatrical shows on national themes such as communal harmony, national integration, secularism, promotion of cultural heritage, health, environment, education, etc., through Sound and Light Programmes.

#### **Organizational set up**

Functioning from Headquarters at Delhi the Division has the following field offices: (a) twelve Regional

Centres at Bangalore, Bhopal, Chandigarh, Chennai, Dehradun, Delhi, Guwahati, Kolkata, Lucknow, Pune, Raipur and Ranchi; (b) Seven Border Centres at Imphal, Jammu, Shimla, Nainital, Darbhanga, Jodhpur and Guwahati; (c) Six Drama troupes at Bhubaneswar, Delhi, Hyderabad, Patna, Pune and Srinagar; (d) Nine troupes of Armed Forces Entertainment Wing at Delhi and Chennai; (e) Three Sound and Light Units at Allahabad, Bangalore and Delhi and (f) A Tribal Pilot Project at Ranchi. With the help of about 515 departmental staff artistes, approximately 800 registered troupes and about 1200 empanelled artistes, the Division organized 52000 programmes during 2005-06 and during the year 2006-07 the Division presented 25150 programmes up to Nov. 2006.

During January-March 2006, the Division organized 21000 performances through all the field units in which Special campaigns on Prevention of AIDS, use of Iodine Salt, Common Minimum Programme and activities in identified districts and various themes of Health and Family Welfare Ministry, were the major events. 57 shows of Sound and Light programme were presented during this period. Wide coverage was provided for Independence Day Celebrations, Birth Anniversary of Netaji Subhash Chandra Bose, National Youth Day, Dandi March, International Women's Day, Consumer Rights Day and Holi Festival. The Armed Forces Entertainment Wing of the Division presented special programmes at Delhi in which the President of India, the Prime Minister of India and most of the union Ministers participated .

### **Armed Forces Entertainment Wing**

The Division caters to the entertainment requirements of the Armed Forces in most inhospitable, remote, border and forward areas. The Armed Forces Entertainment Wing troupes are very popular for presenting folk dances from all the states in original and attractive forms, colour and costume, thereby highlighting the cultural harmony of the country. The areas visited by these troupes include Leh, Ladakh, Chumathang, Thoyas, Partapur, Mokok Chung, Lung Talai, Alon Samdhu, Pang, Port-Blair and other islands. 160 programmes were presented during April to December 2006.

### **Tribal Publicity**

Ranchi Tribal Centre was established in 1980 to enhance awareness activities by involving more tribal artistes in the development process. 311 Programmes were presented by the troupes in the tribal areas of Bihar, Chattisgarh, Jharkhand, Madhya Pradesh and Orissa to educate the people about various developmental schemes designed for them during 2006-2007.

### **Border Publicity Troupes**

The Border Publicity Troupes are Departmental troupes functioning at Imphal, Guwahati, Darbhanga, Nainital, Shimla, Jammu and Jodhpur. These troupes have undertaken publicity in the remote border areas to educate the people about various developmental schemes of Government of India and also to counter the propaganda across the border. These Programmes were organized in close coordination with SSB, BSF and other Government agencies.

### **Departmental Drama Troupes**

During the year, the Departmental Drama Troupes situated at Pune, Patna, Hyderabad, Bhubaneswar, Jammu and Delhi presented plays on various themes like Family Welfare, AIDS, Drug Abuse, National Integration, Communal Harmony, Environmental Issues etc. These troupes presented shows especially in local fairs and festivals and during the India International Trade Fair 2006 where large number of people congregate.

### **Plan Scheme**

Under the Plan schemes, the Division covers up ICT activities in hilly/tribal/desert/sensitive and border areas and impact assessment and 'Modernization of Song and Drama Division'.

The following are the special components of the approved plan scheme of the Division during 2006-07 :

- (a) Information, Communication, Technology activities in hilly/tribal/desert/ sensitive and border areas.
- (b) Activities in 56 identified districts.

- (c) Publicity on Common Minimum Programmes in 12 Regional Centres
- (d) Special Activities in J and K and North East.
- (e) Presentation of Theatrical shows on National/ social themes.
- (f) Modernisation of Song and Drama Division.

#### **ICT activities in hilly/tribal/desert/sensitive and border areas**

The Division also presents programmes in tribal, hilly and desert areas with the view to create awareness among the isolated tribes living in the hilly and desert areas regarding the developmental activities initiated for their welfare. These Programmes aim at promoting amongst them a sense of belonging to the country and to encourage them to participate in the on-going developmental activities around them by devising programmes which are intelligible to them. Performing troupes are created from amongst the local people for presenting in their respective dialects and idioms. 1930 programmes were presented during January to March, 2006.

#### **Activities in 56 Identified Districts**

Under Plan scheme—Activities in 56 identified districts, during the year 2006-2007 the Division presented Programmes in the specially identified 56 districts all over India. National Integration, Communal Harmony, Anti-Terrorism and Patriotism are the themes being highlighted through these Programmes. 836 Programmes were presented during January to March, 2006.

#### **Publicity on Common Minimum Programme**

Under the Plan scheme for Publicity of Common Minimum Programme, this Division presented 9940 Programmes during January-March 2006. These Programmes highlight the salient features of CMP.

#### **Special Activities in J and K and North-East Regions**

During the year 2005-06, this Division presented 3000 programmes providing special coverage for North-East, Jammu and Kashmir and other identified

districts all over the country. Division proposes to present 1,500 programmes during 2006-07 under this special component.

#### **Presentation of Theatrical shows on National Themes**

With the objective of educating the people in general and youth in particular about the rich cultural and historical heritage of the country, the Sound and Light Units of the Division mount Sound and Light Programmes in various parts of the country. The Division presented programme entitled "Samar Yatra" at New Delhi and Sasaram in Bihar, "Kavita Mein Krishna" at Shimla, "Shatroopa" at Kolkata and Jhansi. The Bangalore unit presented "Karnataka Vaibhav" at Mysore and Bangalaoe, "Vijayanagara vaibhava" at Hampi in Karnataka and "Neneyo Aa Danruva" in Bangalore. During the year 2006-07 the Division presented 56 shows till December 2006.

#### **Health & Family Welfare**

The Division presented about 8100 Programmes for the Ministry of Health and Family Welfare on different themes on health awareness all over the country during 2005-06 and proposes to present 8000 shows during 2006-07. The field units of the Division presented special Programmes in all the Swasthya Melas organized by the Ministry of Health and Family Welfare in various parts of the country including World Population Day. Perfect Health Mela held in New Delhi received wide coverage. Publicity Programmes on Health oriented themes during India International Trade Fair in Nov. 2006 at Pragati Maidan, New Delhi was an important highlight of the year. 2100 Programmes on Pulse Polio Immunization and 448 Programmes on use of iodised salt were presented during 2005-06.

#### **Special Campaign on Prevention of AIDS**

All the field units presented programmes on prevention of AIDS. Prior to presentation of Programmes in the field, the participating troupes were given orientation on the themes of woman and child care, girl child, HIV and AIDS. The Bangalore centre presented Programmes on AIDS in coordination with Karnataka State AIDS Prevention

Society. In all 1200 Programmes were presented in the identified districts all over the country during 2005-06.

### **Protection of Forest Campaign**

This Division launched a campaign on Protection of Forests and development of social forestry in coordination with the Min. of Environment and Forests. An orientation workshop was conducted for the trainers for the Division prior to the launching of the campaign who in turn conducted orientation workshops for the participating groups of artistes. Ratlam in Madhya Pradesh, Jaipur in Rajasthan, Katihar in Bihar, Nagpur in Maharashtra, Raibareilly in Uttar Pradesh and Tiruchirappalli in Tamil Nadu were the districts identified by the Min. of Environment and Forests. A total of 253 programmes were organized in the identified districts during 2006-07.

### **Bharat Nirman—Public Information Campaign**

During 2006-07, the Division participated in all the Public Information Campaigns organized by the Min. of Information and Broadcasting in which all the media units played remarkable role in giving publicity on themes like National Rural Employment Guarantee Scheme, National Rural Health Mission, Sarvshiksha Abhiyan, Universal Mid-day meal programme, Jawaharlal Nehru Urban Renewal Mission, Right to Information Act, etc. In addition to presenting colourful programmes at the place of the campaign, the Division also presented pre and post publicity programmes for five days before and after the campaign in the surrounding villages thereby creating awareness on the developmental schemes under the Common Minimum Programme. During the year 2006-07, the Division provided full publicity coverage for the Public Information Campaigns held at Udaipur and Karoli in Rajasthan, Jhabua and Khandawa in Madhya Pradesh, Danapur and Patna in Bihar, Bishnupur district of Manipur, Keonjhar in Orissa, Dhamtari in Chhattisgarh, Veerbhum district of West Bengal, Thiruvananthapuram and Wayanad in Kerala, Nalgonda and Vijayawada in Andhra Pradesh, Yelahanka in Karnataka, Sirmour in Himachal Pradesh, Agartala in Tripura, Mirza and Kamrup in Assam, Kanchipuram, Cuddalore, Nagapatanam,

Dindigul and Madhurai in Tamil Nadu, Karaikal in Pondicherry and in all other places.

### **Fairs and Festivals**

Apart from observing the special days of significance, Song and Drama Division took part in local fairs and festivals held in various parts of the country by carrying out publicity and campaigns.

### **Other Major Activities**

Special publicity was undertaken on Common Minimum Programme all over the country specially in North Eastern States, Jammu and Kashmir and other border areas. The Division provided coverage for special campaigns on anti-terrorism in the affected areas. Ambedkar Jayanti, Puri Car Festival, Quit India Movement Day, Independence Day, Sadbhavana Diwas, Gandhi Jayanti Day, Multi Media Campaign in Jammu and Kashmir and sensitive areas of the country, Quami Ekta Week, Children's Day, and all other major events and local fairs, festivals and anniversaries were provided adequate coverage in 2006-07.

The Division continues to provide coverage for all important occasions during the remaining period of the year 2006-07.

## **PRESS INFORMATION BUREAU**

The Press Information Bureau (PIB) is the nodal agency of the Government of India to disseminate information to the print and electronic media on government policies, programme initiatives and achievements. Functioning as an interface between the Government and the media, the PIB also provides feedback to the Government with people's reaction as reflected in the media. With its 8 Regional Offices and 34 Branch Offices and Information Centres, the PIB disseminates information through different modes of communication, such as Press Releases, Press Notes, Feature Articles, Backgrounders, Press Briefings, Photographs, Press Conferences, Interviews, Database available on Bureau's website, Press tours, A.V. Clippings etc. The information material released in English, Hindi, Urdu and other

regional languages reaches about 8,400 newspapers and media organisations.

At its Headquarters, the Bureau has Departmental Publicity Officers who are attached to various ministries and departments for the purpose of assisting them in disseminating information to the media through press releases and press conferences, etc., and to advise on all matters pertaining to publicity activities. They also provide feedback to their respective ministries and departments. As part of the Special Services, the Feedback Cell in the PIB prepares a daily digest and special digests based on news stories and editorials from national as well as regional dailies and periodicals. The Feature Unit of the Special Services of the Bureau provides backgrounders, updates, features and graphics. These are circulated in the national network and also sent to the Regional and Branch Offices for translation and circulation to the local Press.

The number of e-clippings prepared by Press Clipping Unit till December 2006 are 5,15,600.

The Feature Unit releases special features for highlighting policies and programmes of the Government. Special mention may be made of features on Women Empowerment, Child Labour, Drinking Water, Rural Employment Guarantee Scheme, Education, Health (AIDS), SSI and other topical issues. This unit has been producing on an average over 250 features annually including photo features and backgrounders.

PIB arranges photo coverage of various Government functions throughout the year and photographs are supplied to dailies and periodicals. Between 1<sup>st</sup> April 2006 and December 2006 the Photo Publicity Unit of the Bureau covered 936 assignments, released 2930 photos. The Photo Unit has undertaken digitisation of Photo Library (Archives) this year. The Library has about 8 Lakh rare photographs in positives with captions. About one lakh photographs have been digitized so far. During the period the Bureau issued 59,393 press releases and 3773 features and organized 1053 press conferences. The Bureau gave excellent publicity to the recently held IFFI-2006, at Goa.

PIB provides accreditation to Media representatives including foreign media at the Headquarters. This facilitates them to access information from the Government sources. About 1194 correspondents and 331 camerapersons/photographers are accredited. Besides 140 technicians and about 70 editors and media critics have also been granted accreditation.

The Feedback Cell of the Bureau prepares a Daily Digest of News and Views based on news items, as well as editorial comments, as reflected in the print media. This digest is prepared on each working day and is sent regularly to the President's and Vice-President's Offices Prime Minister's Office, Cabinet Secretariat, all Cabinet Ministers and all Secretaries and important functionaries in the Government. Besides, the Cell also prepares a weekly 'Media Report on Economic Issues.' In addition, Special Digests and Special Reports on emerging issues which draw adequate attention and focus from national as well as regional press, is also prepared from time to time. During the period January-March, 2007, apart from Daily Digest and Media Report on Economic Issues, the Cell would be producing Special Digests on Conference on Social Sector Issues, Economic Survey, Railway Budget and General Budget.

The website of PIB (<http://pib.nic.in>) which is an important source of information to small and medium newspapers of India, was reviewed for its ease-of-use and journalist-friendliness. Certain design changes were suggested based on feedback received from media, which were incorporated. These changes provided a new look and dynamism to the home-page of PIB's website.

In a new initiative, PIB has setup an in-house audio-visual unit for creation and dissemination of audio-visual content via the website of PIB. The service was inaugurated by Minister for I & B Sh. P.R. Dasmuni on 25-9-2006. The audio-visual unit consists of two high-end video cameras and two sets of non-linear editing suites for editing the video grabs collected by camera persons. Between September to December 31<sup>st</sup> 2006, 80 audio-visual clips were released.

A new section was created in the PIB website to

display audio visual content in a manner in which it can be viewed online and then a high resolution copy can be downloaded online. This new service is conceived to provide for exclusive A/V content which is not available to the news channels by routine coverages. It can also be utilized to put across the government's view point on an issue without delay in situations of urgency.

Major decisions and achievements of the UPA Government were compiled into 69 booklets and were printed by the Bureau under the title- 'Major programmes of UPA Government: Two Years of Achievements in States and Union Territories' in English, Hindi, Urdu and other Indian languages. The Prime Minister released a 'Report to the People' and UPA Chairperson released 69 State-wise booklets at a function held at Prime Minister's residence on May 22, 2006. All these publications were widely disseminated all over the country through the network of PIB's Regional/Branch offices. They were also placed on the Bureau's website.

Wide publicity was given to Important addresses made by the Prime Minister such as Independence Day, Second Round Table Conference at Srinagar, 39th Annual General Meeting of Asian Development Bank at Hyderabad, address to the Chief Secretaries, Chief Ministers' Conference on Internal Security, address to the Nation after Mumbai blasts, National Conference on completion of one year of RTI, the speech at the Full meeting of Planning Commission and NDC meeting.

Media support was given to measures taken by the Government during various crises such as Mumbai blasts, doctors' strike, floods in Andhra Pradesh, Mumbai and Gujarat.

The Bureau made special arrangements for the coverage of Prime Minister's visits to Germany and Uzbekistan, visit to G-8 Summit in St. Petersburg, SAARC Summit at Havana, visit to South Africa to participate in the Centenary celebrations of 'Satyagraha', visit to UK, EU Summit at Helsinki and Japan.

An unprecedented pace of decision-making at the

highest level was reflected in the record number of decisions taken by Cabinet and various Cabinet Committees. The decisions of Cabinet and Cabinet Committees were disseminated to media by organizing record number of briefings there on by the Ministers concerned and then placing the decisions on the Bureau's website.

An institutionalized mechanism has also been put in place to brief media-persons on daily basis in the media room. Press tours with Home Minister/Home Secretary were conducted which included the ones to Wagah Border with Home Secretary in connection with Amritsar-Lahore bus service, Indo-Bangladesh border with Home Minister, Jammu and Kashmir to review security arrangements for Amarnath Yatra with Home Secretary, Srinagar with Home Secretary who participated in Editors' Conference at Srinagar, Latur for the foundation laying ceremony of CRPF's Disaster Management Training Institute in Tekanpur on the occasion of passing out parade at BSF Academy.

Media support was provided to various Commissions and Committees such as Trade and Economic Relations Committee, Economic Advisory Council, Energy Coordination Committee, Agriculture Coordination Committee. Similarly, Prime Minister's initiatives in Committees like Knowledge Commission, Infrastructure Committee, Committee on Rural Infrastructure were disseminated to the media.

PM's Reply in Rajya Sabha on Indo-US nuclear deal was disseminated to the media. PIB translated it into Hindi and Urdu and the copies were made available to the PMO and also to DAVP for printing in a booklet form. One hundred CDs of PM's speeches were prepared for wider dissemination across the country. PM's speeches in Rajya Sabha and Lok Sabha on the issue have been placed on PIB website in an audio-visual format. Wide publicity was organized for PM's discussions with nuclear scientists.

Major issues highlighted during the period include (1) Government's efforts to deal with the situation arising out of Mumbai and Malegaon bomb blasts and also violence in Vadodara, (2) support extended by the Government to Chhattisgarh in the wake of major naxal attack at Dantewara, (3) situation in J and K,

North-East and Naxal-affected states, (4) support extended to flood-affected states, (5) meeting of Chief Secretaries and DGs of Police on internal security and law and order, (6) meeting of the Standing Committee of the Chief Ministers on Naxalism, (7) Talks between Govt. of India and Peoples' Consultative Group (PCG) for ensuring lasting peace in Assam, (8) Release of Pakistani civil prisoners and fishermen by India, (9) South Asia Policy Dialogue on Disaster Risk Management (10) Home Secretary level talks between India and Pakistan, India and Bangladesh and India and Myanmar, (11) Chief Ministers' meetings on naxalism and internal security, (12) mercy petition in the case of Mohd. Afzal, (13) Police Reforms including the exercise to replace the Police Act of 1861, (14) Mukherjee Commission's report on Netaji.

Wide coverage was secured for the announcement of the rehabilitation package announced as debt relief to farmers of 31 districts in the four states of Andhra Pradesh, Maharashtra, Karnataka and Kerala. The launching of schemes like National Agricultural Insurance Scheme, National Horticulture Mission, National Seeds Policy and National Bamboo Mission etc. was also highlighted in the media.

The thrust given to agriculture marketing by amending APMC Act and the preparedness to create terminal markets was given adequate media attention.

The other major items highlighted in the media include advance estimates of crop production, rabi campaign and the announcement of minimum support prices for agricultural products.

Handling of the situation created by the outbreak of Avian Influenza early this year was highlighted in the media by daily press conferences by senior officials of the Department of Animal Husbandry.

The Mines Ministry's endeavour to issue more reconnaissance permits and to invite more foreign investment were given wide coverage. The achievements of Coal India Limited (CIL), Neyveli Lignite Corporation (NLC), Hindustan Copper Limited (HCL), National Aluminium Company Ltd. (NALCO), Geological Survey of India (GSI), Indian Bureau of Mines (IBM) and Mineral Exploration Corporation Limited (MECL) were regularly given publicity.

Wide publicity was given to the ban on employing children as domestic servants or in dhabas, restaurants, spas etc., framing of draft legislation for providing Social Security to Unorganised Sector workers, Scheme of Skill Development Initiative through public-private partnership for providing vocational training to one million workers in 5 years and subsequently to one million workers each year, increase in various medical benefit expenditures for beneficiary workers by the Employees State Insurance Corporation. Launch of 're-inventing EPF India' Project in six pilot sites on trial basis by the Employees Provident Fund Organisation for computerization of EPF operations and issue of unique National Social Security Number to EPF subscribers was also given adequate coverage.

Wide publicity was accorded through issue of press releases, backgrounders, features etc. to Minority Education, Education in Tenth Plan, Opening of New Institute of Science Education and Research at Mohali, International Literacy Day celebration, Sarva Shiksha Abhiyan, Mid-Day Meal Scheme, Kasturba Gandhi Balika Vidyalaya for Girls, UGC-CEC Edusat Network, National Monitoring Committee on Minority Education, Promoting Girls Education, Open Schooling as an aid for spreading literacy in India.

Publicity was provided to the launching of Sakshat-a free educational portal by President, Dr. A.P.J. Abdul Kalam and inauguration of 58th Frankfurt Book Fair at Frankfurt, Germany by HRD Minister, Shri Arjun Singh. The Frankfurt Book Fair is the largest congregation of publishing professionals from all over the world and provides an opportunity for the publishing industry to showcase the latest development, share new concepts, exchange ideas and transact business and India was the Guest of Honour for 2006 Frankfurt Book Fair. A special feature on "Frankfurt Book Fair" was released by PIB.

Press releases were issued highlighting the developmental activities of the Department of Food and Public Distribution and Department of Consumer Affairs. The policy decisions on the Public Distribution System and Consumer Affairs were projected through handouts, press conferences by the Minister and



Senior Officials in Delhi and other cities on several occasions.

Handouts were regularly issued to the press highlighting the efforts of the ministry in containing price rise in essential commodities. Progress of imports of wheat and pulses was also issued to the press periodically. Media campaign was organized for creating consumer awareness and the involvement of school children and youth in consumer movement. Functioning of futures trading and national level spot exchanges in commodities was given adequate coverage through a number of handouts.

Wide publicity was given to cover the National Colloquium on 'Poverty Alleviation, Food Security and Right of Development' organized by the National Legal Authority, and the Silver Jubilee celebration of Delhi Legal Authority functions organized in Delhi where PM and President of India were the Chief Guests. The Ministry of Steel, Fertilizers and Chemicals participated in the Economic Editors Conference and the Minister Shri Ram Vilas Paswan addressed the editors. PIB gave wide publicity to a Seminar "Fertilizer and Revival of Agriculture in India" organized by the Fertilizer Association of India, where the Minister Shri Ram Vilas Paswan was the Chief Guest.

### **37th International Film Festival of India, 2006 at Goa**

Media Centre at IFFI: PIB set up a Media Centre at Panaji, Goa for IFFI. Four hundred and eight (408) accreditation cards were issued to the media persons from various parts of the country to cover IFFI-2006 at Goa. Of these, 296 belonged to the print media and rest 112 from electronic media. 51 Press Conferences was organised during the Festival starting from the Curtain-raiser Press Conference on 22nd November, 2006 which were addressed by DFF Director and Chief Secretary, Goa. In all 407 press releases in English, Hindi, Urdu and Marathi were released. The releases included synopses of 42 films. PIB assisted in media presence and facilitation for presentations at INOX and Kala Academy. Photo Unit at Media Centre has released 157 photographs of IFFI-06. These includes of important events like

Opening Ceremony, Indian Panorama, Open Forum, presentations at INOX and Kala Academy, Press conferences, cultural functions and Closing Ceremony. These were made available on PIB website as well as IFFI-2006 website. The Information Desk set up at the Media Centre, provided all information related to 37th International Film Festival of India (IFFI) to media-persons. The Desk functioned from 20th November to 3rd December, 2006 and distributed screening schedules, press conference schedules, brochures, pamphlets, festival newsletter etc.

### **Economic Editors' Conference, 2006**

Finance Minister inaugurated the two day Annual Economic Editors' Conference-2006 which was attended by about 300 editors and financial writers from all over India. A total of about 11 key economic and infrastructure ministries participated in the conference, which provided an opportunity to the Government to get feedback from the economic editors. The conference was widely covered in the electronic and print media.

### **The Plenipotentiary Conference of the International Telecommunication Union (ITU)**

The Plenipotentiary Conference of the International Telecommunication Union (ITU) was held from 6th to 24th November 2006 in Antalya, Turkey. Publicity regarding the same was made right from curtain raiser level. Wide publicity was also given during this event when India was re-elected to the Council and Indian representative was elected to the Radio Regulations Board (RRB) through elections. Publicity was also made when the delegations led by Mr. Pehin Abu Baker Apong, Minister of Communication, Brunei Darussalam and Minister of Communications and IT of Egypt Dr. Tarek Kemel had a meeting with Dr. Shakeel Ahmad, Minister of State of Communications and Information Technology. Wide publicity was made through Press Release when the "in" domain registrants crossed over two lakhs.

### **Meeting of Harvard and Wharton Business School Students with Union Minister for Railways, Sh. Lalu Prasad Yadav in New Delhi**

137 students from Harvard and Wharton Business

School called on the Union Minister for Railways, Shri Lalu Prasad in New Delhi. As an innovative measure, PIB released the audio visual clip of the meeting on the 27th December 2006. This was the only available record of the proceeding which was utilised by both print and electronic media to write their stories on the subject. A.V.Cell of PIB was the only electronic media present in the event for coverage. In a very interesting interaction with students, the Minister briefed them about the turn around in the Indian Railways presenting them with fact and figures about different aspects of Railways. His advices to the students to be always in touch with ground realities while managing organization, was given good publicity by the PIB. A press conference was also organized immediately after the interactive session.

#### **India Telecom 2006—a three-day International Exhibition Conference**

For the first time, telecom majors from across the world came together on a single platform at India Telecom 2006, a three-day International Exhibition-cum-Conference organised under the aegis of the Department of Telecommunications (DOT), in association with FICCI and Telecom Equipment Manufacturers Association (TEMA). The Conference and Exhibition was inaugurated by the President of India. Shri Dayanidhi Maran, Minister of Communications and Information Technology announced a 10-Point Charter at the CEO's Round Table at India Telecom 2006 for which wide publicity was made. All the three day deliberations were given wide publicity.

#### **Independence Day Celebration**

High profile publicity secured for Independence Day related addresses of PM and President. Elaborate arrangements were made to disseminate PM's address to the nation on the occasion of the Independence Day. PM's address was webcast on the Bureau's website. The full text of the PM's address and highlights of the address were issued to facilitate mediapersons. Similar arrangements were made for disseminations of President's address on the eve of Independence Day, which was also webcast.

#### **PUBLICITY BY REGIONAL/BRANCH OFFICES**

PIB Jalandhar gave wide publicity to the visits of the President, Dr. A.P.J. Abdul Kalam, Prime Minister, Dr. Manmohan Singh's visit to Ludhiana and Amritsar, Minister of State for Shipping, Road Transport and National Highways. K.H. Muniyappa's to Phagwara for the inauguration of construction of flyover on National Highway-1, Minister of State for Industry, Sh. Ashwani Kumar (three visits), Union Minister for Panchayati Raj, Youth Affairs and Sports, Sh. Mani Shankar Aiyar, Minister for Non conventional Energy Sources, Sh. Vilas Muttemwar Chairperson, National Commission for Women Dr. Girija Vyas and Home Secretary Sh. V.K. Duggal.

PIB Rajkot in collaboration with UNICEF organised two Regional Media Workshops.

PIB Nanded provided services to the other media units of the Ministry including Doordarshan, Akashwani and Field Publicity unit. Publicity was arranged for various programmes undertaken by these units. Prominent amongst them was the FPO held awareness programme on AIDS awareness quiz competition prize and AIDS awareness campaign.

PIB Jaipur organised two media workshops. The first one was organised for Directorate of Advertisement and Visual Publicity in which all the Field Exhibition Units of Northern Region participated. The objective was to sensitize the FEOs on matters relating to Health and Family Welfare, AIDS and Accounting procedure. The second workshop was held for Nehru Yuva Kendra in which the Regional and District Coordinators of Nehru Yuva Kendra participated. The office also made special arrangement for coverage of "Sadbhavana Yatra" organised by the Indian Army. In this Yatra, students from the terrorist affected areas of J and K visited various cities of Rajasthan to get acquainted with the culture, art, education and history of Rajasthan.

PIB Nagpur provided wide publicity to Rashtriya Kisan Mela organised by NECC(ICAR) which was inaugurated by Union Agriculture Minister, Sh. Sharad Pawar.

PIB Srinagar organised Editors' Conference on Social

Infrastructure in June, 2006 with Special Focus on Jammu and Kashmir. The Conference was jointly inaugurated by Union Minister for Rural Development, Dr. Raghuvansh Prasad Singh and Chief Minister, Shri Ghulam Nabi Azad. The conference was addressed by Shri Subodh Kant Sahai, Union Minister for Food Processing, Deputy Chief Minister, Shri Muzaffar Hussain Baig, Shri V.K. Duggal, Union Home Secretary, Shri Laxman Prasad, Senior Advisor, Ministry of Science and Technology and others. The conference was attended by more than 150 correspondents including 37 from outside the State. The journalists were taken to various tourist resorts and other holy shrines of the Kashmir valley.

PIB Gangtok has covered the Sikkim visit of the Vice President, Shri Bhairon Singh Shekhawat, Union Minister Panchayati Raj, Shri Mani Shanker Aiyer, Minister of State (Independent Charge) Urban Employment and Poverty Alleviation, Government of India and the Minister of Social Justice and Empowerment, Smt. Meira Kumar. Wide publicity on re-opening of Border Trade through Nathu-la Pass as an International event has also been given in the region as well as in the country.

PIB Chennai maintains its own bi-lingual website, [www.pibchennai.gov.in](http://www.pibchennai.gov.in) for the benefit of the press fraternity in the region. Its design has recently been given a facelift whereby more features have been added apart from the conventional ones such as news, feature articles and photos. PIB Chennai has organised various media workshops such as Right to Information Act Workshop and Hindi Workshop.

PIB Cochin gave publicity by issuing features highlighting Government's initiatives for empowering of women, conservation of natural resources, food safety, importance of PAN, waste management, promotion of non-conventional energy and the financial services by PMS in rural and urban areas.

PIB Hyderabad secured wide publicity to 4<sup>th</sup> Pravasi Bhartiya Diwas, organised by the Ministry of Overseas Indian Affairs in Hyderabad from January 7 to 9, 2006. PIB set up a media centre at International Convention Centre and issued special accreditations to about 390 media persons of local, national and

international media to facilitate coverage of the event. Besides, coverage of inaugural and closing functions by the Prime Minister and the President, PIB has covered various sessions and press conferences, briefings by Union Minister for Indian Overseas Affairs etc. during the three days. Special publicity campaigns were also launched by the office on prevention of AIDS, promotion of small-scale industries and rural development etc. Special publicity campaigns include issue of press releases, feature articles, photographs pertaining to these activities thereby creating awareness among the general public through both print and electronic media.

PIB Agartala gave wide publicity to the issues relating to the National Common Minimum Programme, National Rural Employment Guarantee Act, Sarva Siksha Abhiyan, Universalised Mid-day Meal programme, Right to Information Act, Swarnajayanti Gram Swarojgar Yojana and Self Help Groups and other Rural Development programmes.

PIB Bangalore compiled a Media Telephone Directory-2006. The Directory was released by Shri K.H. Muniyappa, Union Minister of State for Shipping, Road Transport and Highways in a function organised by PIB. The Directory contains information about Ministry of I and B and its Media Units, accredited journalists from Karnataka with PIB and with the State Information Department, etc. The office organised a one-day State-level Media Sensitisation Workshop on 'Ill Effects of Tobacco' under the aegis of the Union Ministry of Health and Family Welfare. The workshop was inaugurated by Mr. K.Rahman Khan, Dy. Chairman, Rajya Sabha. It also organised InfoMeet, a Media Workshop on 'Right to Information' in association with Commonwealth Human Rights Initiative(CHRI), with the support of Canara Bank, Vijaya Bank, State Bank of India, State Bank of Mysore, Syndicate Bank and Corporation Bank. The workshop was inaugurated by Shri M.V. Rajasekharan, Union Minister of State for Planning.

The English version of major programmes of the UPA Government- Two years of achievements (Karnataka) received from Headquarters was translated into Kannada and send to PIB, Headquarters. A

special feature containing NCMP thrust areas viz, , Women Empowerment; Rural Development; Health; Education; Food and Nutrition Security, Agriculture and Cooperatives; and Water Management has been released to the local press and also to the district newspapers. Several articles of Urdu version on two years achievements of UPA Government have been released to Urdu newspapers. Several press releases have also been issued on the thrust areas of NCMP.

### Public Information Campaigns

A new Media Outreach Strategy was drawn up by PIB to supplement the existing media approach. This media outreach programme has added a new dimension to the activities of PIB, which were hitherto confined to playing the role of interface between the Government and Media. The Media Outreach component adopts an innovative strategy, which combines information dissemination with the delivery of services at the doorsteps of the beneficiaries particularly in the rural areas. The Media Outreach Strategy is designed as a more inclusive tool of information dissemination. It envisages direct contact with the "Aam Aadmi" and seeks to empower ordinary citizen particularly from the rural areas with knowledge of the following flagship programmes so that they can avail the advantages of these programmes to improve the quality of their life.

- a) Bharat Nirman-package for the development of Rural Infrastructure
- b) National Rural Employment Guarantee Act
- c) National Rural Health Mission
- d) Sarva Shiksha Abhiyan
- e) Mid Day Meal Programme
- f) Jawaharlal Nehru National Urban Renewal Mission
- g) Right to Information Act
- h) Prime Minister's new 15-Point Programme for the welfare of Minorities
- i) Integrated Child Development Service Scheme

### Components of the Scheme

The Scheme consists of four components:

- (a) Public Information Campaigns
- (b) Media Interactive Sessions
- (c) Dissemination of Success Stories
- (d) Press Tours

As part of an innovative out-reach strategy, PIB has developed the concept of Public Information Campaigns (PIC) which are being held countrywide. These Campaigns are aimed at disseminating information to the targeted beneficiaries focusing on the flagship programmes of UPA Government. This strategy combines information dissemination with the delivery of services at the doorsteps of the beneficiaries particularly in the rural area.

Each PIC are of five-days duration and host about 25 stalls at which information regarding important Central Government programmes along with demonstration and detailed information on how to avail the benefits under the programmes is made available by various agencies of the Government. PSUs such as lead Banks, Insurance Companies, NABARD, Forward Marketing Commission, local NGOs, Youth Organisations etc. also participate along with the Media Units of Ministry of Information and Broadcasting viz. PIB, DFP, DAVP, Song and Drama Division. Media representatives are invited from neighbouring districts that further provide multiplier effect to this information dissemination effort. Seminars on important topical issues such as Right to Information, AIDS awareness, Agricultural best practices, NREGP, socio-economic and demographic impart of female foeticide and other flagship schemes are also held with the involvement of experts, MPs, MLAs, Panchayati Raj representatives and local opinion leaders.

Enhanced awareness of the Flagship programmes of the UPA Government is created through a multi-media approach involving media units of the Ministry of Information and Broadcasting. Field Officers obtain

State and district specific information on these programmes for dissemination during the campaign.

Local success stories (collected through field units of DFP) are highlighted during the campaign through release of photo features and DAVP exhibition and also sent to PIB Hqrs. for further dissemination.

Beside this, people's opinion and feedback are collected during the campaigns.

The Regional and Branch offices of PIB have organized 55 PICs countrywide by the end of December 2006. (List enclosed). These campaigns have been attended by a very large number of people. It has been estimated that around 75 thousand people on an average have visited each of these campaigns held at different parts of the country. The local papers have given intensive coverage to these campaigns and thousand press clippings have been collected. A number of VIPs which include Union Ministers, State Government ministers, people's representatives (MPs, MLAs, MLCs), Panchayati Raj representatives, bureaucrats, academicians and NGOs are among those who participated in these campaigns. A list of VIPs who participated in the campaigns is appended.

### **Media Interactive Sessions**

The second component of the Media Outreach Programme is the Media Interactive Series, which are planned in selected state capitals on issues such as socio-economic development, infrastructure, development schemes etc. Under this initiative, important Union Ministers and senior officials of the concerned Ministries are invited to participate in the event for interaction with national and local media to highlight the important initiatives taken by the Government for development of backward regions of the country like the North-East, terrorist affected areas like Jammu and Kashmir. These media series are spread over 2-3 days and has journalists from different parts of the country analyzing and writing about various development initiatives of the government for socio-economic and infrastructure development. So far such interactive series have been organized at Chandigarh, Jammu and Kashmir, Guwahati (details enclosed)

### **Dissemination of success stories**

The third component of the media outreach programme is compilation and dissemination of success stories, people's initiatives in backward and rural areas of the country. While organizing the Public Information Campaigns the Bureau has identified the individuals/organizations/NGOs/Government Agencies who have done exemplary work in leading people in developmental programmes, such as micro credit, energy conservation, sanitation, provision of drinking water, employment generation etc. Such stories have been compiled, translated into local languages and disseminated locally as well as at the national level apart from preparing press releases/features by utilizing the services of news agencies, like ANI, IANS and UNI. These features have been released to media so that the stories get properly reflected in the print and electronic media.

### **Press tours**

Successful people's programme in remote and backward regions of the country are identified and national and local media are taken to visit these developmental projects. This includes remote villages where successful schemes have been implemented due to the efforts of the individuals, organizations and Government agencies.

## **DETAILS OF VIGILANCE ACTIVITIES FOR THE YEAR 2006-2007**

### **I) Vigilance set-up at Hqrs. and Field Offices**

Ministry of I and B appointed Shri T.S. Arasu, Joint Director(Admn.) as Vigilance Officer of PIB until further orders. This Bureau has also sent a panel of three officers to the Ministry of I and B to communicate CVO's approval for appointment of a regular Vigilance Officer. Coordination Section deals with Vigilance matters. The section functions under the supervision of a Section Officer and a Branch Officer. Authority and responsibilities have been delegated to the Heads of Regional Offices to deal with the vigilance matter in respect of Regional/Branch officers of the Bureau. There is one post of administrative officer in the Regional offices to assist

**INTERACTIVE MEDIA SERIES/EDITOR'S CONFERENCE**  
**Focus on North - East**

**Guwahati Conference**  
**(November 9-10, 2005)**

- Inaugural session by Union Minister for Rural Development Dr. Raghuvansh Prasad Singh
- Session by Union Ministers for Health and Family Welfare, Social Justice and Empowerment.
- Sessions by the Ministry of HRD and Tribal Affairs.
- Over 75 journalists participated (20 from North-east region + 45 from Guwahati + 12 from National Media).
- Field visits to see self-help groups, micro-financing groups for Assam Gandhi Smarak Nidhi, Training centres of PMGSY, IAY; visit to North East Space Application Centre, Department of Space in Shillong, NIGREMS, Shillong.

**Focus on Northern Region**

**Chandigarh Conference**  
**(April 17-18, 2006)**

- Sessions by Union MOS, Ministry of External Affairs
- Sessions by Ministry of Urban Development and Overseas Indian Affairs
- 70 journalists participated from Chandigarh and Punjab

**Focus on J and K Region**

**Srinagar Conference**  
**(June 22-24, 2006)**

- Joint inauguration by Union Minister for Rural Development and Chief Minister of J and K
- Session by Union Minister of Rural Development
- Session by Ministry of Science and Technology, Food Processing Industry, Railways, Home Ministry.
- Interaction with Chief Minister and Deputy Chief Minister of J and K
- Around 157 journalists participated (23 from All India + 11 from Delhi + 10 from Jammu + 110 from Srinagar)

Field visits to Dachigam sanctuary, floriculture, horticulture and tourism sites.

## ANNEXURE

**LIST OF SOME VIPS WHO PARTICIPATED IN THE  
PUBLIC INFORMATION CAMPAIGNS**

<b>S.No.</b>	<b>Name of VIP</b>	<b>PIC Attended</b>	<b>Date</b>
1.	Shri T.R.Baalu, Union Minister of Shipping, Road Transport & Highways	Nagapattinam	July-2-6
2	Shri Tarun Gogoi, CM , Assam	Kanchipuram	Sep 3-7
3	Shri Santosh Mohan Deb, Union Minister for Heavy Industries and Public Enterprises	Uparhali, Guwahati	Aug 8-12
4	Shri Ghulam Nabi Azad, CM, J&K	-do-	Aug 8-12
5	Shri Mangat Ram Sharma, Minister for Health & Medical Education, J&K	Kishtwar	Aug 29-Sep-2
6	Mr. Tsering Dorji, (Chairman, Ladakh Autonomous Hill Development Council (Leh), HDC	Leh	Sep 21-25
7	Shri Mani Shankar Aiyar, Union Minister for Youth & Sports & Panchayati aRaj	Leh	Sep 21-25
8	Shri Jairam Ramesh, Union Minister of State for Commerce & Industry	Karaikal	Aug 21-24
9	Shri Vayalar Ravi, Union Minister for Overseas Indian Affairs	Aizawl	Aug 22 to Sep 1
10	Shri Veerbhadra Singh, CM, Himachal Pradesh	Thiruvananthapuram	Sep 17-21
11	Shri Somnath Chatterjee, Speaker. Lok Sabha	Sirmour	Sep 18-22
12	Mrs. Surya Kanta Patil, MoS for Rural Development	Birbhum	Sep 16-20
13	Shri Ajit Jogi, MP	Hingoli	Oct 4-8
14	Shri K. Venkatapathy, MoS (Home)	Dhamtari (Raipur)	Oct 9-13
15	Smt. Subulakshmi Jagadeesan, MoS (SJ&E)	Nagapattinam	Jul 2-6
16	Shri R. Velu, MoS (Railways)	Nagapattinam	Jul 2-6
17	Shri K.H. Muniyappa, MoS, Shipping, Road Transpsort & Highways	Madurai	Jul 16-20
18	Ms. Girija Vyas, Chairman, National Commission for Women	Yalahanka (Bangalore)	Sep 1-5
19	Shri Prithviraj Chauhan, MoS, PMO	Kejar (Rajasthan)	Sep 7-11
20	Shri Narain Dutt Tiwari, CM, Uttranchal	Karad	Dec 26-30
21	Shri Pranab Mukherjee, Union Minister of Defence	Haridwar	Oct 30-Nov 3
22	Shri Raghuvansh Prasad Singh, Minister of Rural Development	Murshidabad	Oct 30- Nov 3
23	Shri V. Ramarao, Governor, Sikkim	Vaishali	20-24 Nov
24	Lt. Gen.(Rtd), MM Lakhera, Administrator A&N	Gangtok	24-28 Nov
25	Shri Chandra Shekher Sahu, Union Minister	Port Blair	3-7 Dec
26	Shri Randeep Singh Surjewala, M/o Public Health, Transport, Haryana	Behrampur	8-12 Dec
27	Shri Shankarsinh Vaghela, Union Textile Minister	Sirsa	18-22 Dec
		Sabarkantha	23-27 Dec

**DETAILS OF 55 PUBLIC INFORMATION CAMPAIGNS HELD FROM  
JUNE TO DECEMBER, 2006**

MONTH	DATE	DISTRICT/VENUE	STATE
June (1) July (5)	12-16	Tarn Taran/Amritsar	Punjab*
	2-6	Nagapattinam	Tamil Nadu*
	3-7	Aurangabad	Maharashtra*
	9-13	Dindigul	Tamil Nadu*
	16-20	Madurai	Tamil Nadu*
August (11)	24-28	Sahnewal/Ludhiana	Punjab*
	July 31-4 Aug	Osmanabad	Maharashtra*
	2-6	Agartala	Tripura*
	4-8	Belkuri/Purulia Block	West Bengal*
	8-12	Uparhali/Mirza/Guwahati	Assam*
	20-24	Karaikal/Puducherry	Pondicherry*
	21-25	Bajwara/Hoshiarpur	Punjab*
	22-23, 28-29, Sept. 1	Aizwal	Mizoram*
	27-31	Cuddalore	Tamil Nadu*
	28-1 <sup>st</sup> Sept	Rahuri/Ahmednagar	Maharashtra*
	29-3 <sup>rd</sup> Sept.	Kishtwar/Doda	Jammu & Kashmir*
Sept. (14)	29-02 Sep	Nalgonda	Andhra Pradesh*
	1-5	Yelahanka/Bangalore	Karnataka*
	3-7	Kanchipuram/Greater Chennai	Tamil Nadu*
	7-11	Kejar/Udaipur	Rajasthan*
	12-16	Umiam/Shillong	Meghalaya*
	16-20	Birbhum	West Bengal*
	17-21	Thiruvananthapuram	Kerala*
	18-22	Nahan/Sirmaur	Himachal Pradesh*
	18-22	Panaji	Goa*
	18-22	Danapur/Patna	Bihar*
	18-22	Keonjhar	Orissa*
	21-25	Leh	Jammu & Kashmir*
	27 Sept.-1 <sup>st</sup> Oct.	Vuyyuru Mandal Krishna Distt.	Andhra Pradesh*
	26-30	Imphal	Manipur*
October (8)	Sept. 30- Oct.4	Thandla/Jhabua	Madhya Pradesh*
	4-8	Hingoli	Maharashtra*
	6-10	Jhalthi/East Nimar	Madhya Pradesh*
	9-13	Dhamtari/Raipur	Chattisgarh*
	10-14	Goalpara	Assam*
	15-19	Wayanad Distt.	Kerala*
	26-30	Karauli/Jaipur	Rajasthan*
	Oct. 30 - Nov. 3	Haridwar	Uttaranchal*
Nov. (09)	Oct. 30-Nov. 3	Mirzapur/Murshidabad	West Bengal*
	4-8	Jhalrapatan/Jhalawar	Rajasthan*
	12-16	Multai/Betul	Madhya Pradesh*
	12-16	Pallakad Distt.	Kerala*
	13-17	Kamareddy/Nizamabad	Andhra Pradesh*
	14-18	Jaunpur	Uttar Pradesh*
	14-18	Lawngtlai	Mizoram*
	20-24	Vaishali	Bihar*
	24-28	Gangtok	Sikkim*
	Nov. 27- 1 Dec.	Khunti/Ranchi	Jharkhand*
December (07)	3-7	Wimberley Ganj	Andaman & Nicobar*
	3-7	Thiravallur	Tamilnadu*
	8-12	Berhampur/Ganjam	Orissa*
	9-13	Gulbarga	Karnataka*
	18-22	Sirsa	Haryana*
	19-23	Rai Bareli	Uttar Pradesh*
	23-27	Himmatnagar/Sabarkantha	Gujarat*



the Regional Heads in dealing with such matters. Guidance and instructions are provided to the Regional offices from time to time as and when such guidance is sought by them.

### II) Preventive Vigilance Activities

- i) No. of regular inspections conducted during the period – NIL
- ii) No. of surprise inspections carried out during the period – NIL.

### III) Surveillance and Detection Activities

- i) Details of areas selected for keeping surveillance – NIL.
- ii) No. of persons identified for being kept under surveillance – NIL.

### IV) Punitive Activities (Numbers indicated, where appointing authority is other than President)

- i) No. of complaints/ references received during the period – NIL.
- ii) No. of cases in which preliminary inquiry was conducted – NIL.
- iii) No. of cases where preliminary inquiry reports were received – NIL.
- iv) No. of cases in which chargesheets for major penalty was issued – 1.
- v) No. of cases in which chargesheets for minor penalty was issued – NIL.
- vi) No. of persons on whom major penalty was imposed – 2.
- vii) No. of persons on whom major penalty was imposed – NIL.
- viii) No. of persons placed under suspension – NIL.
- ix) No. of persons against whom administrative action such as issuance of warning etc. was taken – NIL.

- x) No. of persons prematurely retired under the relevant provisions of rules – NIL.

## HIGHLIGHTS

The following are the highlights of PIB's activities during 2006

### I. Audio-Visual Unit :

- Audio Visual Unit functional from September, 2006 creates and provides audio-visual content via the website of PIB.
- Exclusive content, which is not available to news channels by way of routine coverage, is provided to the media.
- About 80 such audio visual coverages have been put on website.
- Comprehensive audio-visual archive of important speeches of PM has been compiled.

### II. Public Information Campaigns :

- A new Media Outreach Strategy – combining information dissemination with delivery of services was evolved by PIB.
- More than 55 PICs were organized in various parts of the country till the end of December 2006.
- Each PIC is of 5 days duration, and hosts about 25 stalls where information regarding important Central Government programmes along with the procedure to avail these benefits is made available.
- Enhanced awareness of the flagship programmes of the Government such as Bharat Nirman, NREGA, SSA, JNURM, RTI Act etc. is created through a multi media approach involving media units of Ministry of I and B
- PIB plays the lead role in highlighting the local success stories through field units of DFP, release of photo features, exhibition by DAVP etc.

**REGIONAL/BRANCH OFFICES OF PIB**

<b>Name of Regional Office</b>	<b>Branch Office</b>	<b>Office-cum-Information centre</b>	<b>Information Centre</b>	<b>Camp Office</b>	<b>Total</b>
<b>1. NORTHERN REGION</b> <i>Chandigarh</i>	1. Jammu 2. Shimla 3. Dehradun	1. Srinagar 2. Jalandhar			6
<b>2. CENTRAL REGION</b> <i>Bhopal</i>	1. Jaipur 2. Indore 3. Kota 4. Jodhpur 5. Raipur				6
<b>3. EAST CENTRAL REGION</b> <i>Lucknow</i>	1. Varanasi 2. Kanpur 3. Patna 4. Ranchi				5
<b>4. EASTERN REGION</b> <i>Kolkata</i>	1. Cuttack 2. Agartala 3. Bhubaneswar	Gangtok	Port Blair		6
<b>5. NORTH EASTERN REGION</b> <i>Guwahati</i>	1. Shillong	1. Kohima 2. Imphal	Aizwal		5
<b>6. SOUTH CENTRAL REGION</b> <i>Hyderabad</i>	1. Vijayawada 2. Bangalore				3
<b>7. SOUTHERN REGION</b> <i>Chennai</i>	1. Madurai 2. Cochin 3. Thiruvananthapuram	Port Blair			4
<b>8. WESTERN REGION</b> <i>Mumbai</i>	1. Nagpur 2. Pune 3. Panaji 4. Rajkot 5. Nanded 6. Ahmedabad				7
<b>Total : ROs=8</b>	<b>BOs=27</b>	<b>5</b>	<b>2</b>		<b>42</b>

\* Non-functional

**III. Media Interactive Series :**

- Select state capitals are chosen for having a focused media outreach programme on issues such as socio-economic, infrastructure, social sector issues.
- Union Ministers and senior officials of the concerned Ministries are invited to participate in the event for interaction with national and local media to highlight the important initiatives taken by the Government for development of backward regions such as North East, J and K, etc.

**IV. Important Conferences:**

- Conference with focus on Northern Region, April 17-18, Chandigarh.
- Editors conference on socio-economic development, June 2006, Srinagar with special

focus on J and K.

- Economic Editors' Conference – November 2006, Delhi.
- Editors Conference on Rural Development slated for February, 2007, Delhi.
- The series is spread for 2-3 days having senior journalists/editors from different parts of the country analyzing and writing about various developmental issues.

**V. Special Publicity Initiatives:**

- PIB set up Media Center in Goa, for the 37<sup>th</sup> IFFI. About 408 media accreditation were done. 57 press conferences and about 157 photos were released.

Media Center was set up by PIB for the Pravasi Bharatiya Diwas in Delhi during January 7-9, 2007. Regional/Branch Offices of PIB.

**SOME STATISTICS**

(April, 2006 to December, 2006)

1.	No. of assignments covered by Headquarters	936
2.	No. of photos released by PIB	2,930
3.	No. of press releases	59,393
4.	No. of features issued	3,773
5.	No. of press conferences organised	1,053

**PHOTO DIVISION**

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

The main function of the Photo Division is to document photographically, the growth, development and the

political, economical and social changes in the country and to provide visuals (still) to the media units of the Ministry of Information & Broadcasting and other Central and State Government Ministries/Departments including President Secretariat, Vice-President Secretariat, Prime Minister's Office, Lok Sabha & Rajya Sabha Secretariats and Indian Missions abroad through XP Division of the Ministry of External Affairs.

The Division supplies photographs on payment both in black & white and colour to the non-publicity

organizations and general public through its Pricing Scheme.

### 10<sup>th</sup> Plan Programme

During the 10<sup>th</sup> Plan period, keeping in view the changes in technology, the Division redesigned its Plan projects emphasizing the digitization of its laboratories and the images available in its archives. During the third year of the Plan period it took up the archiving, cataloguing and digitisation of the images available with the Photo Division along with converting its laboratories into digital labs in phased manner and upgrading the News Photo Network. During current year upto December 2006 the Division has converted approximately 3 lakh images (upto December 2006) and placed in the Cumulus System as a part of cataloguing and digitization of images.

The Division has designed its website. All digitized images would be available on the website. With the News Photo Network the Division will be able to receive the pictures from different corners of the country for uploading on its newly designed website and PIB net.

### Important Activities of the year 2006

The Division conducted a training programme for Afghan officials on the digital management of conventional photo images in the Bhaktar News Agency, Kabul, Afghanistan. The Division also conducted a workshop on "Media Communication and the Role of Digital Photography" at Agartala in collaboration with the Department of Information Culture & Tourism, Govt. of Tripura and PIB Agartala.

The Division provided extensive photo coverage to Vice-President's visits to Guyana and Trinidad & Tobago and various places within the country.

The Division also provided extensive photo coverage of Prime Minister's addresses to Non Aligned Summit at Cuba, Indo-EU summit in Helsinki, Finland, three nation summit in Brazil and his visits to various nations.

The Photo Division has done some unique feature coverages on agriculture and fisheries in Kanyakumari, Amarnath Yatra, Ramjan and Id celebrations in Delhi, Mughal time freedom Monuments and Christmas Celebrations in Delhi.

Photo Division successfully organized its 18<sup>th</sup> National Photo Contest on the theme "Life and Water".

The Division mounted an exhibition titled "A Tribute to late Smt. Indira Gandhi, former Prime Minister of India" at Kolkata. The Division also supplied photographs to DAVP/PIB for putting exhibitions on various Public Information Campaigns.

### Plan Performance 2006-07

The allocation under Plan Scheme is as under:

(Rs. in lakh)

Sl. No.	Name of the scheme	B.E. 2006-07	R.E. 2006-07
1	2	3	4
1.	Modernisation of Photo Division	125.00	155.00

### INDIAN INSTITUTE OF MASS COMMUNICATION

The Indian Institute of Mass Communication (IIMC) is an autonomous organization under the Ministry of Information and Broadcasting and a 'Centre of Excellence' in the field of communication teaching, training and research. The Institute was set up on 17<sup>th</sup> August 1965, as a department of the Ministry of Information and Broadcasting, Government of India in response to a need felt, to evolve a methodology and effective use of communication resources as part of the country's overall development strategy. The Institute was registered under the Societies Registration Act (XXI) of 1860 on 22<sup>nd</sup> January 1966 and receives grant-in-aid from the Government of India through the Ministry of Information and Broadcasting, to meet its recurring and non-recurring expenditure. While it provides knowledge and skills to communicators in a variety of disciplines including print, photography, radio and television, development communication, communication research, advertising and public relations, the Institute also collaborates with national and international agencies in conducting seminars, trainings, workshops etc. It also undertakes joint research projects and organizes short-term courses

to meet the specific needs of the industry, government and public sector organisations.

### Current Activities

During the year 2006-07, the IIMC conducted the following long term training programmes and Diploma Courses:

1. Orientation Course for Officers of the Indian Information Service (Group "A");
2. Post-graduate Diploma Course in Journalism (English) at New Delhi and Dhenkanal (Orissa);
3. Post-graduate Diploma Course in Journalism (Hindi);
4. Post-graduate Diploma Course in Advertising and Public Relations;
5. Post-graduate Diploma Course in Radio and TV Journalism;
6. Post-graduate Diploma Course in Oriya Journalism; and
7. Diploma Course in Development Journalism.

In addition the Institute runs short-term academic

programmes for middle level and senior officers of the Indian Information Service and the personnel of different media units.

In order to enrich the content and to add value to the present courses being run by the Institute, detailed interaction is carried out between the faculty and practitioners/specialists in the fields of print media, electronic media, advertising, public relations, broadcasting and printing. Based on the inputs received from the industry, the courses are revamped to provide more practical inputs and knowledge.

### Seminars and Conferences

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

### Consultancy

The Institute provides consultancy services on request to Central and State Government Departments and Public Sector Undertakings, and helps in designing and organizing training and research programmes related to Development Communication.

### Financial Outlays

(Rs. in lakh)

Year	Gross Total	Plan		Gross Total	Revenue receipts	Non-Plan
		Revenue Receipts	Net Grant/Expenditure incurred			Net Grant/ expenditure incurred
<b>2005-06</b>						
SBG	240.80	—	240.80	521.00	160.00	361.00
RE/Final Grant	103.50	—	103.50	549.00	161.00	388.00
Expenditure incurred	98.08	—	98.08	548.80	173.64	375..16
<b>2006-07</b>						
BE	158.50	—	158.50	570.00	170.00	400.00
RE (proposed)	210.00	—	210.00	597.74	200.00	397.74
<b>2007-08</b>						

**Short Term Courses**

During the period under report the Institute organized the following short-term courses:

<b>S.No.</b>	<b>Short Course/Workshop/Seminar</b>	<b>Participants</b>	<b>Venue</b>
1.	Videography course for JCO/NCO's held from 3 to 28 April,2006	26	New Delhi
2.	Workshop on Effective Communication & Documentation, held from 10 to 12 April,2006	19	New Delhi
3.	Workshop on Enhancing PR Skills of Delhi Jal Board Officers, held from 17 to 21 April, 2006	10	New Delhi
4.	Refresher Course for DFP officers, held from 17 to 21 April, 2006	11	New Delhi
5.	Media Communication course for Senior Army officers, held from 8 to 19 May 2006	14	New Delhi
6.	Refresher Course for DFP officers, held from 22 to 26 May 2006	20	New Delhi
7.	Workshop for Public Relations Officers of Bihar Govt., held from 12 to 23 June 2006	15	New Delhi
8.	Refresher Course for IIS Officers held from 19 to 23 June 2006	06	New Delhi
9.	Refresher course for PIB Officers, 3 to 7 July, 2006	09	New Delhi
10.	Media Communication Course for Middle level Army Officer held from 10 to 21 July, 2006	24	New Delhi
11.	Training Programme for (NACO) IEC Officers held from 24 to 28 July, 2006	30	New Delhi
12.	Workshop on Communication Skills for Defence Accounts Officers held on 24 and 25 August 2006	19	New Delhi
13.	Refresher Course for IIS Officers held from 11 to 24 September 2006	06	New Delhi
14.	Advanced Course in Media Communication for Section Officers of the Ministry of I&B held from 25 <sup>th</sup> September to 07 October, 2006	21	New Delhi
15.	Advanced Media Communication Course for Selected Officers of Armed Forces held from 18 September to 13 October 2006	21	New Delhi
16.	Media Issues and Evaluation of Media Technology Officers of the Ministry of I&B held from 25 September to 7 <sup>th</sup> October 2006	20	New Delhi
17.	Advanced Media Course for SSB Officers held from 30 October to 3 November 2006	12	New Delhi
18.	CMDF Workshop on Health Media: Reporting on HIV/AIDS, Malaria and Avian Flu held in collaboration with Commonwealth Secretariat, London, UK from 30 October to 4 November 2006	15	New Delhi
19.	Five-days Course in PR for Senior ESIC Officers held from 6-10 November,2006.	31	New Delhi
20.	Five-days PR Course for Haryana Government Officers and Information Officers held from 6-10 November,2006.	10	New Delhi
21.	Media Communication Course for Senior Defence Officers held from 20 Nov. to 01 December, 2006	15	New Delhi

### Academic Session

On the basis of written Entrance Test for admissions held on 20<sup>th</sup> May 2006 at 8 centers (including New Delhi) in different parts of the country, a total of 40 students joined Journalism (Hindi); Forty three (43) students were enrolled for Journalism (English) at New Delhi and 39 students at Dhenkanal; 50 students joined Advertising and Public Relations; 34 students were admitted in Radio and TV Journalism and 15 students joined Oriya Journalism at Dhenkanal. Out of these twelve were NRI students who were admitted to the Advertising and Public Relation, Radio and TV Journalism and English Journalism courses. All the Post graduate Diploma Courses commenced from 1<sup>st</sup> August 2006.

### Diploma Course in Development Journalism

Continuing the tradition of the Non-Aligned Movement's efforts to improve journalistic skills in developing countries as well as to evolve a third world perspective, the Institute offers a Diploma Course in Development Journalism. Two such courses are held every year, each of four months' duration. The 47<sup>th</sup> Course in the series (August-November) commenced on 3<sup>rd</sup> August 2006.

### Faculty and Research Staff

The faculty and the research staff of Indian Institute of Mass Communication consists of academicians, researchers and practicing media professionals who have done significant work in their fields of specialization. In addition, visiting faculty is invited from leading newspapers and other media organizations.

A three-tier faculty system operates for the teaching and training which includes the core faculty, practitioners from the industry and senior professionals, who are invited from time to time to share their experiences and enlighten the trainees/students about the industry.

### Broadening the Base of Communication

During the IX Five Year Plan, in order to meet the growing demand for quality education in the field of

mass communication and develop communication education in remote areas, IIMC Centres were set up in Dhenkanal (Orissa), Dimapur (Nagaland), Kottayam (Kerala) and Jhabua (Madhya Pradesh).

The IIMC branch at Dhenkanal is fully functional from August 1993 and is attracting a large number of students from the Eastern Region. The branch has all infrastructure facilities and is conducting two Post-graduate Diploma Courses in Journalism (English and Oriya).

### Collaboration with Nagaland University

As a part of the initiative for development in the Northeast and under the Plan Scheme "Collaboration with Regional Centres of Learning" IIMC has entered into a collaboration with Nagaland University for organising Post-Graduate Diploma Course in Journalism and Mass Communication. The first course with 14 students commenced from 20<sup>th</sup> January 2005.

Collaborations under the scheme with other institutes of higher learning are also being explored.

### Annual Plan 2006-07

IIMC had following 4 schemes for implementation during the 10th Five-Year Plan period:-

- i) Building and Housing Project of IIMC, New Delhi.
- ii) Modernization and Expansion of Facilities for Electronic/Print/Radio and TV Journalism.
- (iii) Collaboration with Regional Centers of Learning; and
- (iv) Research and Evaluation Studies.

### PRESS COUNCIL OF INDIA

Press Council is a statutory quasi-judicial authority mandated by the Parliament to preserve the freedom of the Press and maintain and improve the standards

of newspapers and the news agencies in India. It is an autonomous body with equal quasi-judicial authority over the authorities and the press persons. For the discharge of the above objects, the Council comprises of a Chairman and 28 members. While the Chairman has by convention been a sitting or retired judge of the Supreme Court of India, of the 28 members, 20 represent various segments of the Press and eight are representatives of the two Houses of Parliament and premier literary and legal bodies of the country i.e. University Grants Commission, Bar Council of India and Sahitya Academy. The Council is funded primarily through grants allocated every year by the Central Govt. The Council also collects fee from newspapers.

For the financial year 2006-2007, the Council has a total sanctioned budget of Rs. 2.69 crore out of which Rs. 231.53 lakh is the total grants allocated to it by the Central Govt.

The Council discharges its functions primarily through adjudications on complaint cases received by it, either against the press for violation of journalistic ethics or by the press against interference with its freedom. Where the Council is satisfied, after inquiry, that a newspaper or a news agency has offended the standards of journalistic ethics or public taste or that an editor or working journalist has committed any professional misconduct, the Council may warn, admonish or ensure them or disapprove of their conduct. The Council is also empowered to make such observations as it may think fit in respect of the conduct of any authority, including Government, for interfering with the freedom of the press. The decisions of the Council are final and cannot be questioned in any court of law.

Between April 1, 2006 and January 25, 2007, the Press Council of India received 600 complaints of which the Press filed 164 cases while 436 were filed against the Press. 760 cases were already pending. Of these, the Council adjudicated 122 cases, while 282 cases were closed without oral inquiry. The Council thus disposed of 404 cases during April 1, 2006 to January 25, 2007. The total disposal during 2006-07 is expected to reach the 654 mark.

The Council initiated a process of consultation and dialogue with press/media Council and similar bodies in different parts of the world for active encouragement to preservation of the press freedom and promotion of its standards and ethics worldwide.

Between June 8-12, 2006, the chairman represented the Council at Istanbul, Turkey in the Executive Council/General Body meeting of the WAPC, the umbrella organisation of the Press Councils and was elected the Vice President of the body with Prof. Oktay Eksi of Turkey as its President. The WAPC decided at this meeting to set up a permanent Headquarters at Turkey instead of a floating Headquarters with the incumbent Chairman.

The Chairman of the Council also addressed the Ethiopian Parliamentary Delegation visiting the country on the invitation of the Lok Sabha Secretariat.

In its efforts to encourage debates on media matters, the Council organized/participated in discussions in various parts of the country.

The National Press Day this year was commemorated by the Press Council of India with an exhibition on photo journalism and a two-day International Symposium on November 16-17, 2006 at Vigyan Bhawan, New Delhi on Media matters to discuss "Journalism, Ethics and Society in the Age of Globalization" with special emphasis on "Role of Self Regulatory Bodies in Media" and "Ethics in Media" The President of India, Dr. APJ Abdul Kalam inaugurated the celebrations in the presence of Minister of Information and Broadcasting, Shri Priya Ranjan Dasmunsi and the Union Chief Minister, Government of National Capital Territory of Delhi, Smt. Shiela Dixit. A Souvenir released on the occasion carried valuable articles on the subject. Representatives of 11 countries participated in the deliberations while several others made written contributions that greatly enriched the discussion. The conclusions and recommendations drawn up, have been compiled as Symposium Document and are being widely circulated for further action.

The exhibition marked the special acknowledgment of the role of photo journalism as a chronicle of



tomorrow's history. The Prime Minister of India, Dr. Manmohan Singh, after inaugurating the exhibition which featured works of photographers of international repute on November 15, 2006 in New Delhi, recorded his opinion "These photographs are a rich visual record of an India on the move. I hope they inspire our photographers and journalists to seek greater glory in their profession." The same day the Guest of Honour, Mr. Somnath Chatterjee, Speaker of Lok Sabha, released the Compendium on *Self Regulatory Mechanisms for the Media*, that provides at a glance, information on media regulatory bodies across the world.

During the year the inquiry procedure for the complaint cases filed against the Press was simplified and made more user-friendly and the procedure for regulation of cases filed by the Press for threats to its freedom, was draw up and notified under Gazette Extraordinary.

The website of the Council was enriched with the latest adjudications of the Council and other development. In an effort to garner greater revenue from fee levied on newspapers, the list of defaulting newspapers has been put on the website for general access and information. The Council also benefited from the augmentation of its hardware capacity.

The Press Council of India has been entrusted by the Parliament with the additional responsibility of functioning as an Appellate Authority under Section 8C under the PRB Act 1867 and the Appellate Board comprising of the Chairman of the Council and another member met regularly to hear the appeals before it.

Under the provisions of the RTI Act, the Press Council of India has nominated three of its officers as Public Information Officer and Assistant Public Information Officers respectively.

---

---

# 4

## BROADCAST SECTOR

### **PRASAR BHARATI (Broadcasting Corporation of India)**

The present composition of the Prasar Bharati Board is as follows:

1. Shri M.V. Kamath	Chairman
2. Shri B.S. Lalli	Executive Member
3. Shri A.K. Jain	Member (Personal)
4. Shri Pradeep Singh, Addl. Secretary	Representative of the Ministry of Information and Broadcasting
5. Ms. Chitra Mudgal	Part-time Member
6. Shri M.L. Mehta	Part-time Member
7. Shri R.N. Bisaria	Part-time Member
8. Shri Brijeshwar Singh, DG: AIR	<i>ex-officio</i> Member

During the period from 1<sup>st</sup> April, 2006 to 31<sup>st</sup> January, 2007, Prasar Bharati Board held five meetings and took several policy decisions to meet the mandate of Prasar Bharati. Some of these are listed below:

- (i) Cadre Review of Engineering Unit of Civil Construction Wing
- (ii) In-principle approval to digitization of Doordarshan's terrestrial service
- (iii) Amending the guidelines for considering, processing and approvals of self-financed

commissioned programmes for telecast on Doordarshan channels

- (iv) In-principle approval to introduction of digital radio terrestrial broadcasting
- (v) Amending the guidelines for consideration, processing and approval of commissioning of programmes for telecast on Doordarshan channels
- (vi) In-principle approval to the proposal for strengthening and augmenting the External Services Division of All India Radio
- (vii) In-principle approval to the objectives/thrust areas for hardware development under XIth Five Year Plan of All India Radio

### **DOORDARSHAN**

Doordarshan, a Public Service Broadcaster, is one of the largest Television Networks in the world. It started its service on 15<sup>th</sup> September 1959 at Delhi with the transmission of educational and development programmes on experimental basis. Second Television Centre was started at Bombay in 1972 and later Doordarshan's Television service was expanded to other places. The rapid expansion started in 1984 when almost everyday a transmitter was installed in the country and today Doordarshan has 25 channels including 5 National Channels, 11 Regional Language Satellite Channels, 8 State Network Services and 1 International Channel. Beside this, Doordarshan has recently introduced Direct To Home service (DTH) called DD Direct Plus ensuring 100% coverage to the area and population of the country.

---

## **MAP DOORDARSHAN**

Doordarshan has a vast network of 64 Doordarshan Kendras/ Studio Centers and 1397 transmitters of varying power installed throughout the length and breadth of the country (Annexure-I). In terrestrial mode its TV coverage is about 91% population and 79% area of the country. Its DTH signals can be received anywhere in the country (excluding A&N Islands) with the help of small size dish receiver unit.

Director General is the head of Doordarshan who is assisted by Dy. Director Generals in the Programme wing, Engineer-in-Chief in Engineering wing, Additional Director General (A & F) in Administration and Finance wing and Additional Director General (News) in News & Current Affairs wing.

### Major Achievements & Initiatives during 2006-07

#### ENGINEERING

##### New Channel

A new channel "DD Urdu" has been launched. Programmes of this channel are being up-linked from Delhi and the transmission is through INSAT 3A satellite. DD Urdu channel is available on Doordarshan's DTH (Ku band) platform also.

##### Studio Centres

Establishment of an additional Studio at Ranchi (second studio in DDK Ranchi) has been completed. Installation of permanent studio set up at Gorakhpur is in progress. Construction of building has been completed and departmental installation works are in progress. Permanent studio set at Gorakhpur is expected to be ready by the end of 2006-07.

##### DTH Expansion

Doordarshan had launched its free to air DTH service "DD Direct Plus" in December, 2004 with a bouquet of 33 TV channels. Capacity of DTH earth station has been augmented for telecast of 50 TV channels. Currently there are 35 TV channels on DTH platform and additional channels are being added in a phased manner. DD Direct Plus is India's first and the only free to air DTH service.

#### Digitization

Digitization is one of main thrust areas of current Five Year Plan (2002-07) of Doordarshan. During 2006-07, six major studio centres at Jalandhar, Srinagar, Thiruvananthapuram, Bhubaneswar, Bhopal and Lucknow are being fully digitized. Work of digitization of these six studio centres is nearly complete. In addition, 19 smaller studio centres at Shillong, Tura, Kohima, Itanagar, Imphal, Silchar, Dibrugarh, Aizawl, Pune, Vijayawada, Agartala, Sambalpur, Shimla, Mau, Jalpaiguri, Allahabad, Rajkot, Indore and Guwahati (PPC) are being partially digitised. The work of partial digitization of studio centres at Shimla, Vijayawada and Guwahati (PPC) has been completed. Work of digitization of remaining 16 smaller studio centres is at different stages of completion and is expected to be completed by the end of 2006-07.

#### Terrestrial coverage

For expansion of terrestrial coverage, the following transmitter projects have been commissioned during 2006-07:

##### HPTs:

Karnal	DD1
Dharampuri (interim)	DD1
Srinagar	DD News
(Upgradation from 1KW to 10KW)	
Srinagar	DD Kashir
(Upgradation from 1KW to 10KW)	
Samba (pmt. set up)	DD1
Srinagar (replacement)	DD1
Kurseong (replacement)	DD1

In addition, the following transmitters under installation are expected to be completed by the end of financial year 2006-07.

##### HPTs:

Tirunelveli (DD1)	Dharamshala (DD1)
Hisar (DD1)	Dharampuri (DD1-pmt. set up)
Hisar (DD News)	Bhatinda (DD News)
Radhanpur (DD1)	Kurseong (DD News)

Sagar (DD1)	Pondicherry (DD1-pmt.setup)
Radhanpur (DD1)	Kurseong (DD News)
Sagar (DD1)	Pondicherry (DD1-pmt. set up)
Bhatinda (DD1-replacement)	
Jalgaon (DD1-pmt. set up)	

**LPT:**

Haridwar (DD News)

**Automation of LPTs**

During the current year, Doordarshan has commissioned 14 auto mode LPTs at the following places. (In replacement of old ageing LPTs).

Guntakal	Nagaon
Forbesganj	Giridih
Sasaram	Dumka
Jamui	Ghatsila
Khagaria	Kayamkulam
Gaya	Rourkela
Madhepura	Puri

At each LPT station, two number of 500 watt solid-state transmitters providing full redundancy are installed. Equipment for 41 additional auto mode LPTs has been supplied and installation works taken up. Installation of these 41 auto mode LPTs is expected to be completed in phases by the end of 2006-07.

**State Networking**

Relay of programmes produced at DDK, Aizawl and DDK, Agartala from the transmitters (HPTs & LPTs) in Mizoram and Tripura, respectively, has been started. Relay of programmes, produced at DDK Dehradun from all TV transmitters (HPTs, LPTs & VLPTs) in Uttaranchal has been started. Number of state networks has now increased from the earlier eight to eleven.

VLPTs in the states of Rajasthan, Chhattisgarh and Himachal Pradesh were earlier relaying programmes fed from Delhi throughout the entire duration of their transmission. Auto switching facility developed by R&D unit of AIR and Doordarshan has been provided at these VLPTs and this has enabled relay

of regional service programmes fed from the capital stations viz. DDK Jaipur, DDK Ranchi and DDK Shimla from the VLPTs in these states during the allocated time slot for the purpose.

**NEW INITIATIVES****Mobile TV**

Doordarshan has taken up a pilot project of DVB-H transmission utilizing the existing digital terrestrial transmitter at Delhi. Orders for necessary equipment have been placed. DVB-H transmission is expected to start by the end of current financial year. With the start of this transmission, it will be possible to receive TV signals on mobile phones in the coverage zone of the transmitter.

**HDTV (High Definition Television)**

HDTV is a technology that offers numerous advantages in terms of excellent image quality and wide screen image. The wide screen image provides powerful viewing experience. The HDTV image has five times more visual information than a conventional TV picture. Doordarshan's proposal for a pilot project in HDTV has been recently approved. As part of this project, facility for field production in HDTV is envisaged to be set up at Delhi by 2007-08.

**News Gathering**

For strengthening of newsgathering facilities, a scheme for establishment of a network of VSAT (Very Small Aperture Terminals) at 70 places all over the country with a central hub at Delhi has been sanctioned. Action for procurement of VSAT has been initiated.

Establishment of the VSAT network would enable feeding of news from the 70 places to National/Regional News units through satellite. This network would also enable voice /data communication among the places, where VSAT are set up.

**Scroll of commercial advertisements**

Scroll of commercial advertisements on payment basis was initially started from 10 LPTs and later extended to 12 HPTs. Now, scroll of commercial advertisement is proposed to be started from 494 additional transmitters. Necessary equipment for

scrolling has been procured and is being installed at the transmitting stations. Installation of equipment at about 400 transmitters has been completed.

### **Special package for NE states & Island territories**

A special package for expansion and improvement of Doordarshan services in NE states and islands of Andaman & Nicobar and Lakshadweep has been approved by the Govt. in May 2006 at a cost of Rs. 256.85 crore (hardware Rs. 134.43 crore, software Rs. 122.55 crore). Schemes included in this package are as under:

#### **NE States**

- i. Launch of 2 NE channels
- ii. Setting up of an HPT at Kokrajhar
- iii. Provision of DTH receive units & TV sets (25,000 no.) in uncovered areas
- iv. Augmentation of OB and post production facility at DDKs in NE region
- v. DSNG units – 6 Nos.
- vi. Setting up of 2 maintenance centres at Passighat and Agartala

#### **Andaman & Nicobar Islands**

- i. Setting up of 2 HPTs at Port Blair (DD1 & DD News)
- ii. Setting up of 16 new VLPTs (DD1-10, DD News-6)
- iii. Upgradation of existing VLPTs - 6 no.
- iv. Setting up of DD News LPT at Car Nicobar
- v. Augmentation of Port Blair studio; DSNG for Port Blair
- vi. DTH in C band for A&N islands
- vii. Provision of 1000 DTH receiving units & TV sets in A&N Islands
- viii. Setting up of Maintenance Centre at Port Blair

### **Lakshadweep Islands**

- i. Setting up of 6 VLPTs (DD news)
- ii. Upgradation of 9 existing VLPTs

Implementation of the above sanctioned schemes has been taken up. The above schemes are expected to be implemented, in phases, by 2008-09.

### **DD-I (NATIONAL) CHANNEL**

Doordarshan's DD-I Channel is the largest terrestrial network in the world. Presently the population covered by it in the country is 91%. Being a public service broadcaster, it continues to make significant contributions to accelerate socio-economic changes, promote national integration, stimulate scientific temperament, disseminate knowledge, educational programmes, public awareness, means of population control, messages on family welfare, preservation of environment and ecological balance, measures for women's welfare, children and under-privileged etc. It also promotes sports and the artistic and cultural heritage of the country.

Apart from Public Service Broadcasts, it also telecasts entertainment programmes, including serials on different subjects of social relevance as sponsored/commissioned/Self Financed Commissioned programmes, films etc. Besides, programmes produced by different Doordarshan Kendras are telecast on this channel.

Among the national and international events being covered live during the year are:

- Important events related to President of India, Prime Minister, Republic Day Parade, Independence Day, NCC Rally, Beating Retreat etc.
- Elections to some state Legislatures.
- Sports events including national and international events.
- Anniversaries, festivals and national events.
- Parliament sessions.
- Central General Budget, Railway Budget and reactions of the people.

- President's addresses to the joint sessions of Parliament.
- Pravasi Bharatiya Diwas.

In addition, coverage is also provided to various Government departments' developmental programmes, socially relevant special programmes e.g. Pulse Polio Campaign, Cancer, Leprosy, Tuberculosis, Dengue and other health related issues, special campaigns for primary education for all, AIDS, IRDA, consumer education, road safety, free legal aids to weaker sections of society.

Besides this, Regional Kendras of various linguistic zones also utilize their assigned windows on this channel for developmental telecasts, news & current affairs programmes in regional languages and entertainment programmes of regional concern.

The service of National Channel is available in terrestrial mode as well as satellite mode from 5.30 am to 00.00 hrs (mid-night) and thereafter in satellite mode till the next morning up to 5.30 am.

### **Regional Language Satellite channels and Regional State Network**

The Regional Language Satellite Services and Regional State Networks broadcast a wide spectrum of programmes covering developmental news, serials, documentaries, news and current affairs programmes to communicate with the people in their own languages. General infotainment programmes, social programmes and film programmes as other major genres are also telecast.

The programmes of these channels are telecast in the regional window of DD-I (National) between 3:00 pm to 8:00 pm, The regional satellite channels are:

DD-Malayalam	DD-Saptagiri (Telugu)
DD-Bengali	DD-Chandana (Kannada)
DD- Oriya	DD-Sahyadri (Marathi)
DD- Gujarati	DD-Kashir(Kashmiri)
DD-Punjabi	DD-North-East
DD- Podhigai (Tamil)	

The Regional State networks cater to the people living in Hindi belt comprising U.P., Bihar, Jharkhand, Chhattisgarh, Madhya Pradesh, Rajasthan, Haryana and Himachal Pradesh.

The programmes of this service are produced and broadcast from the Capital Kendras of the respective states between 3.00 p.m. and 8.00 p.m, which are relayed by all the ground transmitters of the state.

### **DD News**

For a public broadcaster, news and current affairs programming forms an integral part of the channel mix. Doordarshan News channel has been fulfilling this role for the last three years since its launch on November 3, 2003. The 24 hour news channel has been committed to the goal of presenting news and current affairs with precision and speed but away from sensationalism and to match with the competition. The channel has been disseminating news, information and the programmes and policies of the Government, highlighting the objectives of governance and development.

The bilingual channel in Hindi and English has striven to provide to the viewers a balanced and objective coverage of day-to-day news and developments covering a wide canvas of issues dealing with politics, business, sports, international events, parliament proceedings, health, science & technology etc.

DD News channel has the unique distinction of being the only terrestrial-cum-satellite news channel and is the only channel that reaches even the non-cable, non-satellite homes, which account for a major portion of the population. It is also the news channel with the largest reach in the country and has been consistently the market leader in all homes category.

The popularity and the trust reposed on the channel can be gauged by the results of a global survey done by the research firm Globe Scan in association with BBC and Reuters. Doordarshan was rated as one of the most trusted specific news sources mentioned spontaneously by Indians. The findings were derived from a survey of 10,230 adults who were questioned by Globe Scan in UK, USA, Brazil, Germany, India,

Indonesia, Nigeria, Russia and South Korea in March and April 2006.

The 24 hours news channel on an average weekday generates 16 hours of live bulletins in Hindi and English. In terms of number of bulletins the channel carries 32 live bulletins of which 17 originate in Hindi and 13 are in English. For the DD National channel two bulletins each of fifteen minutes duration in Hindi and English are generated in the morning and again in the evening by the Delhi Newsroom.

In its efforts to reach the Urdu speaking population, the channel introduced a thirty minutes bulletin 'Urdu Khabarein' in the morning. One more Urdu bulletin of thirty minutes duration is originated from the Delhi Newsroom during evening prime time, which is telecast by the DD Urdu Channel. A five minutes live Sanskrit bulletin is also telecast in the morning by the channel while News for the Hearing Impaired is shown every Sunday.

On a week day, one hour programming of current affairs generated in-house is telecast on the channel during the prime time. Hot topics of the day, social issues and major government policy announcements figure in the panel discussion with eminent guests in programmes like 'Charcha Mein' and 'Amne Samne'. The duration of the current affairs programming increases in the week-end with weekly wrap up shows like 'Prime Meridian' and 'Jayeza' dealing with international affairs, 'Cinema Is Hafte' etc. A one-hour live interactive show 'Total Health' with the viewers giving health tips and advice by doctors is telecast on Sundays. The current affairs programming also includes shows focusing on communal harmony, defence and security related issues, rural development issues, right to information.

With business and economy grabbing headlines in the world of news, the channel telecasts two bulletins of thirty minutes duration giving the latest news from the world of commerce. The mid-day business bulletin is generated in-house from the business capital Mumbai while the evening Business Wrap is made by the Business Bureau in Delhi.

Keeping in mind the interests of the investors at bourses, the stocks, metal and commodity indices are

carried throughout the day on a bottom scroll in an automated delivery mode accessing information from the NSE, BSE, MCX and NCDEX. Vyapar Is Hafte an interactive phone-in programme over the weekend offers viewers some tips on investments in the stock market.

Sports programming also forms an important component of the Doordarshan News channel with three dedicated shows of thirty minutes each telecast on a daily basis. Special event based programmes were also mounted on the channel like the cricket series wherein experts and sport personalities participated in the analysis of the game.

For popularizing simple Hindi words 'Aaj Ka Shabd' a Hindi word a day is scrolled once an hour with its meaning in English.

The twenty four regional news units in the state capitals play an important role in feeding the news channel with the daily developments and contribute significantly to the overall coverage of news events across the nation. The DD News channel extensively uses visual coverage, live inputs from the reporters and news capsules from these centers. Metro Scan, and Rajyon Se Samachar are the regional windows, which showcase the developments and news from the states on the Doordarshan News channel. Thiruvananthapuram is the new addition to the State Scan while Bhopal, Chandigarh and Shimla figure in the Rajyon Se Samachar.

All together the 24 RNUs telecast 85 bulletins per day in nineteen different languages. An additional news bulletin in Manipuri of a duration of five minutes daily was introduced this year from Imphal. From Agartala Kendra the duration of the local news bulletins in Bengali and Kokborok has been increased from 5 minutes to 7 minutes 30 seconds.

DD News channel exclusively handles addresses to the Nation by the President and Prime Minister. Special bulletins are made in Hindi and English on the proceedings of the Parliament when the Houses are in session. The channel covered the foreign tours of the President and Prime Minister and also the visits of the foreign dignitaries, like President George Bush's visit, to India. Assembly elections held in



different states were covered extensively with the special bulletins mounted for covering the campaigning and special programmes on counting day.

DD News channel handles commercial and promotional packaging for round-the-clock transmission and provides a platform for cross channel publicity. The channel has also developed capacity to handle its graphic requirement in-house and has undertaken periodic revamp in the look and feel of the channel right from the conceptualization stage.

News gathering and up-linking of the news footage from different locations across the country has been greatly enhanced by the deployment of DSNGs. Engineering facilities were extended to various global broadcasting agencies for their important coverages in India. Since October 2005 more than 100 feeds and studio facilities were made available to the foreign broadcasters, there-by earning around US\$ 50 thousand.

Doordarshan News has also a news website [ddnews.gov.in](http://ddnews.gov.in) wherein the browsers can access the latest news updates. The website also offers live Doordarshan News bulletins on the net and has registered good response from within and outside the country.

In this ever-changing vibrant medium of communication it has always been the endeavor of Doordarshan News channel to constantly keep pace with the change and provide the best to the viewers.

### **DD-SPORTS**

DD sports is the only free-to-air sports channel in India. Some of the major events, which were telecast during this year, are:

- Commonwealth Games, Melbourne, March 2006- Doordarshan for the first time sent a large contingent for the coverage, production and telecasting of Commonwealth Games on Doordarshan channels. The opening ceremony, Closing ceremony and minimum of 4 hours of daily transmission were put on DD National in addition to their telecast on DD sports. The Commonwealth games were extensively telecast live on DD-sports channel in both live and deferred live modes almost round-the-clock.

- 15<sup>th</sup> Asian Games at Qatar (Doha) from 1<sup>st</sup> to 15<sup>th</sup> December 06—24 hour transmission of the Games on DD Sports and special programmes on DD-1 were telecast daily from 2<sup>nd</sup> to 15<sup>th</sup> of December, 06.
- Hopman's Asia Cup—in Hyderabad in November 2006
- India-Pakistan Tennis Tournament in Delhi and Chandigarh in November, 2006
- Davis Cup Tie—India Vs. Pakistan in April 2006
- 111<sup>th</sup> Beighton Cup Hockey in Kolkata—9-10 April 06
- ATP Challenger Tennis Live from Chikmagalur—April 06
- Live telecast of Asian Athletics Grand Prix at Pune—May 2006
- Live telecast of Badminton-IBF Singapore Open—June 06
- Live telecast of National Federation Cup Jr. Athletics Championship at Jawaharlal Nehru Stadium, Chennai—June 06
- Live telecast of 119<sup>th</sup> Asian Durand Cup Football tournament 2006 at Ambedkar Stadium, New Delhi—20-24 November 06
- Indo-Bangladesh Games January, 2007—Athletes from India and Bangladesh participated in this tournament which was held at Kolkata
- 33<sup>rd</sup> National Games at Guwahati from 9<sup>th</sup> February to 18<sup>th</sup> February, 2007

### **Forthcoming events on DD Sports**

- World Cup Cricket, March-April 2007.

### **DD-BHARATI**

Prasar Bharati launched this channel in the satellite mode on 26<sup>th</sup> January 2002. The channel focuses on music, dance, heritage, health, children, with special emphasis on the Indian way of life. It telecasts programmes on yoga and meditation, alternate systems of medicine, aerobics and other aspects of health care in its health segment. It features daily

children and youth segments featuring programmes for the young such as animation series, talent hunt shows, wildlife films, science films, counseling shows etc. and offers programmes on tourism and literature.

The programmes on the channel are mix of commissioned, sponsored, acquisition and royalty categories. Live coverage of music festivals viz. Tansen Festival Gwalior, Mukteswar Dance Festival, Bhubaneswar, Pune Festival 2006, Gidhaur Festival in Bihar (Jammai Dist.), Drum Festival at Tura etc. were also taken up during the year. Apart from music and dance festivals, the channel has also telecast live inauguration of parliament, live coverage of Rajiv Gandhi National Sadbhavana Award and lecture of Noble laureate Prof. Douglas D Shoff.

To encourage young upcoming music artists, a programme called 'Swaranjali' was started and is being telecast.

During the period under review, the Channel has telecast programmes commissioned for DD Bharati channel. At present three sponsored programmes are being telecast. Report of International Trade Fair under sponsored category and programmes acquired by Doordarshan were telecast. DD Bharati also telecast Kavi Sammelans and Mushairas covering poets from various states.

DD Bharati Channel has telecast programmes from other Govt. Agencies like CEC, Indira Gandhi Centre for Arts, IGNOU and has recently signed an MOU with NCERT for programmes for children, which are being telecast thrice a week from February 2007.

Channel has planned production of quiz programmes on art and culture, music and festival of India and a monthly live concert.

#### **DD-URDU**

DD Urdu came into existence on 15<sup>th</sup> of August, 2006 following a Governmental commitment in the Parliament made regarding launch of Urdu Channel.

The channel, as it exists today, is on air for 11 hours and 30 minutes daily in three different transmissions in the morning, afternoon and evening respectively.

The transmission features a mix of repeat and non-repeat, acquired and in-house software, which encapsulates heritage, culture, literature, information, education and societal issues specific to the target audience. The properties have not been specifically created and designed for the channel but acquired from producers as was available on their shelves. Around 12% of the component of the programmes is in-house which covers current affairs, films, daily coverages and contributions from State and Central archives of Doordarshan.

The theme that predominantly runs through the transmission relates to modernizing educational and social outlook of the target audience, picturise comparative study of societies in the South-Asian neighborhood to draw lines of demarcation between democratic and non-democratic social structures, popularizing science, technology and IT and demystifying science, conserving literary and cultural traditions identified with Urdu.

The channel at the moment shows just 4 hrs of fresh programmes. With in-house programming and outsourcing in the pipeline, the variety is bound to broaden.

#### **DD-INDIA**

Doordarshan opened its windows to the world by launching its international channel on 14<sup>th</sup> March 1995. The channel, initially known as DD World was renamed DD India in 2002. The programming offers international viewers an update on the Indian social, cultural, political and economic scenes. DD India was launched with a mission 'to build bridges of communication with Indians living abroad and to showcase the real India, its culture, its values, its traditions, its modernity, its diversity, its unity, its agony and its ecstasy to the entire world through programmes of high quality, that will inform, educate and entertain people in the highest traditions of public service broadcasting'.

DD India carries news bulletins, features on topical events, entertainment programmes, feature films, music and dance, children's programmes, events and tourism. In addition to Hindi and English, programmes

in Urdu, Punjabi, Telugu, Tamil, Kannada, Malayalam, Gujarati and Marathi form an essential ingredient of this International channel's offering.

DD India is a round-the-clock channel. DD India is uplinked from New Delhi and can be watched in 146 countries across the world through PAS- and PAS-10 satellites.

The contents of DD India is drawn from other channels of Doordarshan e.g. Hindi entertainment serials are taken from DD I, classical music and dance programmes from DD Bharati, News bulletins from DD News and regional language news and programmes from Regional Language Satellite Channels. Since the primary target audience of DD India is Indian Diaspora, the content medley channel is expected to serve their interests and needs.

#### **Channel's distribution abroad**

- (i) The channel is being distributed in Canada by M/S SS TV Canada with which an agreement has been signed for a period of five years. Prasar Bharati will earn revenue of Canadian \$ 250,000 under this agreement.
- (ii) An agreement has also been signed with Dr. Hemant Patel on 27.2 .2006 for distribution of DD India channel in USA for a period of 5 years. Dr. Hemant Patel would pay a sum of US \$ 3.165 million to Prasar Bharati as consideration during this period.
- (iii) Agreement is also on the verge of signing with M/S Rayat Group for the distribution of DD India and DD News in UK.

Feedback is regularly received from viewers abroad, especially NRIs and PIOs, through letters and email.

DD India is also available on Doordarshan's satellite DTH service 'DD Direct Plus'.

The following are the countries all over the world where DD India can be watched

#### **Asia (South-East Asia)**

Afghanistan, Bangladesh, Bhutan, Brunei, China (partly), Cambodia, Hong Kong, Indonesia, Korea (South & North), Maldives, Malaysia, Micronesia,

Mongolia, Myanmar, Japan, Laos, Nepal, Palau, Papua New Guinea, Philippines, Singapore, Srilanka, Taiwan, Thailand, Vietnam.

#### **CIS**

Albania, Armenia, Azerbaijan, Belarus, Croatia, Georgia, Estonia, Kazakhstan, Kirgistan, Latvia, Macedonia, Moldova, Czech Republic, Romania, Russian Federation, Slovakia, Slovenia, Tajikistan, Turkmenistan, Ukraine, Yugoslavia.

#### **West Asia**

Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Palestine, Saudi Arabia, Syria, Turkey, UAE, Yemen.

#### **Africa**

Angola, Algeria, Benin, Burkina Faso, Burundi, Botswana, Cameroon, Central African Republic, Chad, Congo, Cote d'Ivoire, Djibouti, Egypt, Eritrea, Ethiopia, Gabon, Ghana, Guinea, Equatorial Guinea, Guinea Bissau, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Morocco, Mauritius, Mauritania, Mozambique, Namibia, Nigeria, Niger, Rwandese Republic, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Swaziland, Sudan, Tanzania, Togolese Republic, Tunisia, Uganda, Zaire, Zambia, Zimbabwe.

#### **Europe**

Austria, Belgium, Cyprus, Denmark, France, Finland, Greece, Germany, Hungary, Ireland, Italy, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Norway, Netherlands, Poland, Portugal, Sweden, Switzerland, United Kingdom.

#### **Others**

Australia, United States of America, Canada, Mexico.

#### **DD-Commercial**

DD-Commercial Service is responsible for booking advertisements of goods and services of Doordarshan. Bookings of advertisements are normally accepted through accredited and registered agencies and also directly on advance payment without agency commission.

During the year 2006-07 up to November 2006 it earned Rs. 474.95 crore.

### **Development Communication Division**

The Development Communication Division (DCD) was established in Doordarshan in March 2001 to cater to the communication needs of Government ministries, departments and PSUs. It serves as a single window facility for marketing of Doordarshan air time and production capability. It provides consultancy and customized media planning, produces programmes in country-wide stations in regional languages, and provides feedback and research surveys to the clients. In the financial year 2005-06, Development Communication Division has secured Rs.191 crore for 62 campaigns, recording an increase of 825% in five years. This year DCD has recorded an increase of 26% in its revenue as compared to that of 2004-05 which was Rs. 150 crore.

The following have contributed to the success of this Division.

1. Taping all sources of revenue within the Union and State Governments.
2. Proactive approach in marketing, timely launching and completion of campaigns.
3. Single window facility for marketing, production, telecast, billing, receipts and client services.
4. Unprecedented revival of in-house production and introduction of research based and impact oriented formats.
5. Reconciliation of all pending accounts of Government Ministries.

### **Elevating Public Service Mandate**

Development Communication Division secures funds from Government ministries and departments in the face of tough competition from private producers and has revived in-house productions in an unprecedented manner. The programmes produced by DCD have contributed immensely in creating awareness amongst people on various socially relevant issues through its strategic thinking, meticulous planning, consistent efforts and numerous innovations. 'Kalyani' the longest duration health communication

campaign of India, running since 2002, is a brilliant example of such programming that demonstrates the power and potential of the Public Broadcaster. Significant, since produced in-house, 'Kalyani' has been awarded UNAIDS Civil Society Award, on World AIDS Day 2006; Broadcasting Engineering Society of India Award for best Public Service Programme of 2006; Radio and TV Advertising Practitioners' Association Award in 2005, nomination for Rose D'Or Award of Switzerland; And Gates Malaria Award in Commonwealth Broadcasting Awards 2004. 'Kalyani' is being produced and telecast four times a week in 9 States of India on behalf of Union Ministry of Health and Family Welfare.

'Kalyani' and another initiative of DCD on HIV/AIDS awareness—Detective series 'Jasoos Vijay' with Cano-BBC-NACO partnership—were presented to UN Secretary General at launch of Global Media AIDS Initiative in January 2004 and to the Prime Minister of India at HIV/AIDS National Media Summit in January 2005. Union Minister for Information and Broadcasting had lauded Doordarshan's initiatives in HIV/AIDS communication at the summit.

At Development Communication Division, Doordarshan also partners with UNICEF, AIBD, Heroes Project and M-TV for various campaigns on HIV/AIDS. These campaigns have brought major international and national awards to Doordarshan along with sizeable commercial revenue.

### **Capacity Building**

Collaborations have been designed to facilitate regular interface with policy makers, service provider and field staff, up to village level, for message creation and to share feedback for improvement in the service delivery. Pioneering initiative of establishing 'Kalyani' clubs shows how television can be used to mobilize communities.

The Division provides this rich and unique experience to Doordarshan's creative teams for which it has assumed responsibility of upgrading the skills and enhancing coordination among different wings like programming, engineering, administration and research at the Headquarters and in the field. Initiatives such as these have led to improvement in

infrastructure, streamlined procedures, capacity building and most importantly optimum utilization of existing resources.

### **Narrowcasting**

With a view to provide area-specific information on agriculture, a pilot project was started by Doordarshan in 2002 and was implemented through 11 transmitters across the country in 18 States. Following the successful implementation of this concept of “Narrowcasting”, demand was created for further spreading of this concept in other parts of the country and, accordingly, a proposal was sent to the Planning Commission, through the Ministry of Agriculture, Govt. of India. The Centrally sponsored project “Mass Media Support to Agriculture Extension” was approved and introduced in January 2004 on being inaugurated by the then Prime Minister of India. The Project is now being implemented with a total budget of Rs. 225 crore for the 10<sup>th</sup> Five Year Plan in a three-tier mode:

1. **On the National Channel:** Country-specific agricultural programmes are telecast six days a week (Monday – Saturday), at 6.30 a.m.
2. **On 18 Regional Channels:** State-specific agricultural programmes are telecast five days a week (Monday – Friday), for a duration of 30 minutes in the evening and the same programmes are repeated the next morning on the respective Regional Language Satellite Channels (RLSS).
3. **In “Narrowcasting” Mode:** Area-specific information are telecast five days a week (Monday – Friday), in the evening over 180 transmitters across the country, catering to area-specific information need of farmers of more than 140 districts across the country.

The programmes are monitored and guided by three committees:

- a. Apex Committee under the Chairmanship of the Minister of Agriculture, with Secretary (Agriculture), CEO, PBBCI & DG, Doordarshan as Members.

- b. State Level Committee with Secretary (Agriculture) of the respective State Govt. as Chairman and Directors—Agriculture, Veterinary Sciences, Fisheries, Horticulture, Doordarshan & AIR etc. as Members.
- c. District Level Committee, chaired by the District Magistrate with district level officials of Department of Agriculture, Veterinary Sciences, Fisheries, Horticulture etc. as Members.

The programmes are formulated by experts of Agriculture, Horticulture, Veterinary Sciences, Fisheries etc. and all aspects of these areas are covered on day-to-day basis, highlighting the different technologies of each crop, various schemes, success stories of farmers, weather, market prices etc. Some of the important special programmes, in addition to the main programmes being telecast, are as follows:

- i) Interactive Live Crop Seminars are organized in the villages in the presence of 300-400 farmers in which 12-15 experts reply to farmers’ field based questions on the spot and the proceedings of the Question-Answer session is telecast Live on the respective State Network. At least one such programme during Kharif and Rabi seasons each year is telecast and the impact of this concept has been very significant and demands are being received from respective State Govts. for organizing such Live Crop Seminars more frequently.
- ii) Weekly Live Phone-in programmes are telecast in which farmers from the respective States/ “Narrowcasting” zone ask questions on telephone and the experts provide solutions to the questions instantly.
- iii) Information on weather are updated by Agro-Meteorological Division of India Meteorology Department (IMD), Pune on their website in respect of specific icon of each Kendra and the respective Kendras download the information and produce bulletins containing Agro-meteorological information of the respective State every week.

- iv) A daily News Bulletin containing information on innovations, policy, export, weather etc. are telecast over National Channel and all 18 Regional Kendras and from all the "Narrowcasting" Centres of respective 18 States, five days a week (Monday – Friday).
- v) A daily market rate bulletin containing market price of each agricultural commodity in different 'Mandis' are telecast on the National Channel daily and 5 days a week (Monday-Friday) also from the "Narrowcasting" Centres of all the respective 18 States.

The date-wise schedule of programmes of each of the 55 production centers are uploaded on a specific portal ([www.dacnet.nic.in/csms](http://www.dacnet.nic.in/csms)), so that extension workers, planners and educated farmers can receive advance information about the programmes that would be telecast each day.

With a view to update the skills and knowledge of the producers of the programmes, capacity building is ensured by imparting training on production skills, subject matters like rice, marketing etc. at MANAGE, Hyderabad; IVRI, Bareilly; CRRI, Cuttack; NIAM, Jaipur; CAZRI, Jodhpur Etc.

#### Central Commissioning Unit

Doordarshan has undertaken a project for production of literary programmes of archival value titled Indian Classics. Under this scheme Doordarshan has produced nearly 700 half hour episodes in 15 languages from 23 Kendras. Eminent producers like Adoor Gopalakrishnan, Girish Karnad, Amol Palekar, Muzaffar Ali and Gautam Ghosh etc. have made these programmes.

The Indian classics programme under the title Katha Sarita is being telecast at 11.0 a.m. every Sunday from 14<sup>th</sup> May 2006. Regional language programmes are being telecast from Regional Kendras from October 2006. The programmes have received wide publicity in media and are attracting good viewership and commercial support. Indian Classics programmes are meeting the software requirement of DD-1, DD-Bharati, DD-India and DD-Urdu and Regional Services.

Other achievements and initiatives of Central Commissioning Unit are :

1. The tele-film on former Prime Minister Sh. Lal Bahadur Shastri is near completion.
2. CCU continued the production of market friendly programmes in collaboration with PSBT.
3. The short feature programme titled 'Pragatisheel Bharat' has been extended for 90 more episodes for the current financial year. The programme is based on the Common Minimum Programme of UPA Government.
4. A series on the National poet Sh. Ravindranath Tagore titled 'Geetanjali - a tribute to Tagore' has been commissioned to M/S Sounwing, Kolkata for ten episodes.

#### Self Finance Commissioning (SFC)

Self Finance Commissioning (SFC) Scheme is a new venture of Doordarshan under which outside producer shall produce the programme at his own risk and cost and on the selection of the programme by DD, the later would market and telecast it and pay the producer for his services (i.e. production) after a specified period of time. This scheme is introduced to replace the sponsored programmes.

This scheme was started in the month of June 2005, when on going sponsored programmes—'Ye Hawayein', 'Karan-The Detective', 'Dil Hai Phir Bhi Hindustani', 'Aap Beeti', 'Main Banoongi Miss India' and 'Hari Mirchi Lal Mirchi' joined as SFC programmes and since then the outcome of the scheme is very encouraging for the following reasons:

1. Complementing and supplementing Doordarshan's in-house production with quality and variety.
2. Programmes produced under this scheme are the sole property of Doordarshan. DD can use this property as and when required, without any additional cost, on any channel of Doordarshan. This right was not available to DD with sponsored programmes. SFC scheme requires only one time investment for multiple use, without any recurring expenditure.

3. DD has full quality control at every stage of production; as it has appointed Programme Monitors for each and every programme for the purpose. DD did not have this arrangement with the sponsored programmes.
4. Software having perpetual rights, can be exploited commercially by using available technology in the form of CD, VCD and broadband etc.
5. Marketing of the SFC programmes is being done by Marketing Division of Doordarshan and due to this earnings have increased by three folds in comparison to sponsored programmes. Apart from the increase in revenue, DD has got rid of the problem of outstanding dues against marketing agencies/sponsors as DD is directly dealing with the clients. There is no scope for court cases/arbitration.
6. To attract a high quality programme, DD has a provision of incentive to the producers in case of above the bench mark TRP, and deduction also, in case of below the bench mark TRP. This formula has worked very well and DD is getting quality programmes and high revenue, both.
7. Revenue earned per slot (depending upon the genre, theme, time slot and TRP) is between Rs. 6 lakh per episode to Rs. 27 lakh per episode, on an average Rs. 11 lakhs net per episode.
8. Because of the strong programmes of SFC Scheme, weaker slots/programmes are also being sold as a package deal.
9. As on 2.1.2007 23 SFC programmes (20 Prime Time + 3 Mid-Prime Time) are on air.
10. In toto, it is worth mentioning that the SFC has been proved to be very fruitful. It has opened up possibilities for Doordarshan to get high quality programmes from outside producers as per the requirement of the Channels and to attract higher viewership resulting in more revenue to Doordarshan.

### **Doordarshan Archives**

Doordarshan Central Archives has approximately 70,000 hours of programmes on Analogue Video tapes. As this technology is phasing out, Doordarshan has drawn a detailed plan for digitizing all its holdings. It has already digitized 1400 hrs. of programmes. The future plan includes:

- Digital migration
- Facilitate Broadband convergence
- Commercial exploitation of the holdings
- Preparing DVDs/ CDs/ VCDs to provide more flexibility of viewing and listening to the connoisseurs.
- To create interest of learners and young practitioners of Indian culture in these programmes
- To make the treasure available to Indian Diaspora
- To make the recordings of performances of our great artists available to cultural institutions in India and abroad

DD-Archives has so far released 51 titles in the market.

600 hours of programmes have been identified for the DD MTNL Broadband Video on demand project. These are exclusive content relating to culture, travel, personalities, historical places, health, fitness, lifestyle, crafts etc.

### **Media Initiatives**

Doordarshan has an active Public Relations Division, which undertakes media and publicity activities. All forms of communications – advertising, direct mailers; press releases, exhibitions etc. are employed in publicizing the activities and programmes of Doordarshan. During the year the Public Relations Division organized major Press Meets on Indian Classics (Katha Sarita) programmes under Self-Finance Commissioning (SFC) Scheme. Special advertising initiatives were launched to publicise the telecast of blockbuster films on Doordarshan. PR

## Annexure

## DOORDARSHAN TRANSMITTERS (AS ON 1.12.2006)

State /UT	Studios	National Channel			News Channel					
		HPT	LPT	VLPT	TRP	Total	HPT	LPT	VLPT	Total
Andhra Pradesh	3	9	75	10	1	95	4	6	0	10
Arunachal Pradesh	1	1	3	40	1	45	1	0	0	1
Assam	4	3	21	1	1	26	2	1	0	3
Bihar	2	3	33	2	0	38	2	2	0	4
Chhatisgarh	2	3	16	8	0	27	1	0	0	1
Goa	1	1	0	0	0	1	1	0	0	1
Gujarat	2	6	54	3	0	63	4	3	0	7
Haryana	1	1	14	0	0	15	0	8	0	8
Himachal Pradesh	1	2	8	39	2	51	2	1	0	3
Jammu & Kashmir	3	14	16	86	1	117	5	3	0	8
Jharkhand	2	3	17	2	0	22	2	2	1	5
Karnataka	2	8	47	7	0	62	4	2	0	6
Kerala	2	4	20	4	0	28	3	2	0	5
Madhya Pradesh	3	6	63	5	0	74	4	0	0	4
Maharashtra	3	8	79	20	0	107	5	10	0	15
Manipur	1	2	1	4	0	7	1	0	0	1
Meghalaya	2	2	3	2	1	8	2	0	0	2
Mizoram	1	2	1	2	1	6	1	1	0	2
Nagaland	1	2	2	6	2	12	1	1	0	2
Orissa	3	5	62	16	1	84	2	7	2	11
Punjab	2	4	5	0	1	10	2	0	0	2
Rajasthan	1	6	66	17	2	91	4	4	0	8
Sikkim	1	1	0	6	0	7	1	0	0	1
Tamil Nadu	3	6	45	7	1	59	2	9	0	11
Tripura	1	1	5	1	1	8	1	1	0	2
Uttar Pradesh	7	11	52	3	0	66	7	10	1	18
Uttarakhand	1	1	15	33	2	51	1	1	0	2
West Bengal	3	9	19	1	0	29	3	2	0	5
A & N Islands	1	0	2	11	0	13	0	1	0	1
Chandigarh	1	0	1	0	0	1	0	0	0	0
Dadar & Nagar Haveli	0	0	1	0	0	1	0	0	0	0
Daman & Diu	0	0	2	0	0	2	0	0	0	0
Delhi	2	1	0	0	0	1	1	0	0	1
Lakshadweep Islands	0	0	1	8	0	9	0	0	1	1
Pondicherry	1	1	2	2	0	5	0	1	0	1
<b>Total</b>	<b>64</b>	<b>126</b>	<b>751</b>	<b>346</b>	<b>18</b>	<b>1241</b>	<b>69</b>	<b>78</b>	<b>5</b>	<b>152</b>

## Note:

- DD-1 Transmitters (1241) indicated above include 108 transmitters, which relay Regional service programmes throughout the entire duration of the transmission.
- In addition to above transmitters, 4 digital transmitters (HPTs) at 4 metros are in operation  
Total No. of Transmitters: 1397 ( 1241 + 152+4)



## ANNEXURE

As on 1/12/2006

Sl. No.	State /UT	Primary Channel (DD 1) Transmitters					News Channel Transmitters				Regional Channel Transmitters				
		Studio	HPTs	LPTs	VLPTs	Trp	Total	HPTs	LPTs	VLPTs	Total	HPTs	LPTs	VLPTs	Total
1	Andhra Pradesh	3	9	75	0	1	85	4	6	0	10	0	0	10	10
2	Arunachal Pradesh	1	1	3	40	1	45	1	0	0	1	0	0	0	0
3	Assam	4	3	21	1	1	26	2	1	0	3	0	0	0	0
4	Bihar	2	3	33	2	0	38	2	2	0	4	0	0	0	0
5	Chhatisgarh	2	3	18	8	0	27	1	0	0	1	0	0	0	0
6	Goa	1	1	0	0	0	1	1	0	0	1	0	0	0	0
7	Gujarat	2	6	54	0	0	60	4	3	0	7	0	0	3	3
8	Haryana	1	1	14	0	0	15	0	8	0	8	0	0	0	0
9	Himachal Pradesh	1	2	8	39	2	51	2	1	0	3	0	0	0	0
10	Jammu & Kashmir	3	10	7	69	1	87	5	3	0	8	4	9	17	30
11	Jharkhand	2	3	17	2	0	22	2	2	1	5	0	0	0	0
12	Karnataka	2	8	47	0	0	55	4	2	0	6	0	0	7	7
13	Kerala	2	4	20	0	0	24	3	2	0	5	0	0	4	4
14	Madhya Pradesh	3	6	63	5	0	74	4	0	0	4	0	0	0	0
16	Maharashtra	3	8	79	0		87	5	10	0	15	0	0	20	20
17	Manipur	1	2	1	4	0	7	1	0	0	1	0	0	0	0
15	Meghalaya	2	2	3	2	1	8	2	0	0	2	0	0	0	0
18	Mizoram	1	2	1	2	1	6	1	1	0	2	0	0	0	0
19	Nagaland	1	2	2	6	2	12	1	1	0	2	0	0	0	0
20	Orissa	3	5	62		1	68	2	7	2	11	0	0	16	16
21	Punjab	2	4	5	0	1	10	2	0	0	2	0	0	0	0
22	Rajasthan	1	6	66	17	2	91	4	4	0	8	0	0	0	0
23	Sikkim	1	1	0	6	0	7	1	0	0	1	0	0	0	0
24	Tamil Nadu	3	5	45	0	1	51	2	9	0	11	1	0	7	8
25	Tripura	1	1	5	1	1	8	1	1	0	2	0	0	0	0
26	Uttar Pradesh	7	11	52	3	0	66	7	10	1	18	0	0	0	0
27	Uttarakhand	1	1	15	33	2	51	1	1	0	2	0	0	0	0
28	West Bengal	3	8	19	0	0	27	3	2	0	5	1	0	1	2
29	A &N Islands	1	0	2	11	0	13	0	1	0	1	0	0	0	0
30	Chandigarh	1	0	1	0	0	1	0	0	0	0	0	0	0	0
31	Dadra & Nagar Haveli	0	0	1	0	0	1	0	0	0	0	0	0	0	0
32	Daman & Diu	0	0	2	0	0	2	0	0	0	0	0	0	0	0
33	Delhi	2	1	0	0	0	1	1	0	0	1	0	0	0	0
34	Lakshadweep	0	0	1	1	0	2	0	0	1	1	0	0	7	7
35	Pondicherry	1	1	2	1	0	4	0	1	0	1	0	0	1	1
<b>Total</b>		<b>64</b>	<b>120</b>	<b>742</b>	<b>253</b>	<b>18</b>	<b>1133</b>	<b>69</b>	<b>78</b>	<b>5</b>	<b>152</b>	<b>6</b>	<b>9</b>	<b>93</b>	<b>108</b>

Note: In addition to above transmitters, four digital transmitters (HPTs) at four metros are in operation.

Total No. of Transmitters: **1397**

Divisions, similar to one at the Headquarters have been set up in Regional Doordarshan Kendras.

### **DD Awards**

To encourage Doordarshan's in-house talent, Doordarshan Annual Awards are given since 2001 to the best programmes of the year, telecast during each calendar year. The scheme includes total 34 categories with 26 programme categories, 5 Engineering categories, two individual awards and one Best Kendra Award. The scheme was introduced with cash money of Rs. 25,000/- per Award. The ratio of distributing the Award money is 60%+40%. (i.e. 60% for producer and 40% for crew members).

In 2006, the category of Best Sponsored Programme was changed into Best SFC Programme. This year DD held its 6<sup>th</sup> Doordarshan Annual Awards ceremony at DDK-Jalandhar. The Awards were distributed in 44 categories; ten DG's special Awards were also given for excellent work in different fields of Doordarshan. This year the telecast of Award ceremony earned Rs. 1.12 crore against the expenditure of Rs. 25 lakh.

### **Audience Research**

The Audience Research Unit of Doordarshan with its 19 Field Units located with Doordarshan Kendras all over the country, is involved in research studies on various aspects of broadcasting since 1976. The Field Units are located at Ranchi, Jaipur, Delhi, Ahmedabad, Nagpur, Chennai, Bangalore, Lucknow, Hyderabad, Bhubaneswar, Bhopal, Kolkata, Guwahati, Mumbai, Gorakhpur, Rajkot, Jalandhar, Thiruvananthapuram, and Srinagar. The Unit is manned by professional researchers headed by Director, Audience Research at the Directorate.

During the year 2006-07 the Audience Research Unit continued to conduct:

- DART rating through diaries.
- Regular feedback on agriculture programme under the sponsored scheme of Mass Media Support to Agricultural Development.
- Analysis and report of TAM TVR on weekly basis.

Besides this, the Unit's other contributions are:

- Prepared Draft Material for the Annual Report of Prasar Bharati and Ministry of I&B for the year 2005-06.
- Prepared Doordarshan Annual Report 2005-06 (under print).
- Conducted telephone survey on Television Cricket Commentary.
- Conducted Impact Study on Cross Media Publicity in Sept. 2006 in Thiruvananthapuram.
- Prepared report of Impact Study on PAK-TV in J&K State.

The Unit is planning to conduct a Viewership Survey on Doordarshan DTH Service 'DD Direct Plus' in the last quarter of this year.

## **ALL INDIA RADIO**

### **ORGANISATIONAL SET UP**

The Directorate General, All India Radio functions under the Prasar Bharati (Broadcasting Corporation of India). The Director General is the 'Head of the Department'. He is responsible for the overall administration and supervision of the entire AIR network.

In the performance of his/her duties and functions, the Director General is assisted by the following officers:-

#### **Programme Wing**

The Director General is assisted by Deputy Directors General in the Headquarters and Deputy Directors General in the regional offices for a better supervision of the stations. The Headquarters of the Regional DDGs are situated at Kolkata (ER), Mumbai (WR-I), Lucknow (CR-I), Bhopal (CR-II), Guwahati (NER), Chennai (SR-I), Bangalore (SR-II), Delhi (NR-I), Chandigarh (NR-II). A new DDG Office is to be opened at Ahmedabad (WR-II).

#### **Engineering Wing**

In respect of technical matters of All India Radio, the Director General is assisted by the Engineer-in-Chief

and Chief Engineers posted in the Headquarters and the zonal Chief Engineers. In addition, there is a Planning and Development Unit in the Headquarters to assist the Director General in respect of Development Plan Schemes of All India Radio. In respect of civil construction activities, the Director General is assisted by the Civil Construction Wing, which is headed by a Chief Engineer. CCW also caters to the needs of Doordarshan.

#### **Administrative Wing**

A Dy. Director General (Administration) assists the Director General on all matters of administration while Dy. Director General (Programme) assists DG in administration of Programme personnel. A Director

looks after the Engineering Administration of All India Radio, while another Director (Admin. & Finance) assists DG in matters of administration and finance.

#### **Security Wing**

The Director General is assisted by a Deputy Director General (Security), Assistant Director General (Security) and a Dy. Director (Security) on matters concerning the security and safety of AIR installations, transmitters, studios, offices etc. The security needs of Doordarshan are also looked after by these officers.

#### **Audience Research Wing**

There is a Director, Audience Research to assist the Director General in carrying out surveys of audience

*Shri Priyaranjan Dasmunsi, Union Minister for Information & Broadcasting and Parliamentary Affairs giving away Akashwani Annual Awards, 2005 at New Delhi on 7th January, 2007. Shri B.S. Lalli, CEO, Prasar Bharati and Shri Brijeshwar Singh, Director General, AIR were also present*

## Map AIR

research on the programmes broadcast by various stations of All India Radio.

### **Activities of Subordinate Offices of AIR**

There are a number of subordinate offices of All India Radio performing distinct functions. Broad activities, in brief, are given below:

#### **News Services Division**

News Services Division functions round the clock and broadcasts bulletins both in the home and external services. The bulletins are in Indian and Foreign languages. It is headed by Director General, News Services. There are 44 Regional News Units. The bulletins vary from region to region according to news interest.

#### **External Services Division**

The External Services Division of All India Radio broadcasts in 27 languages – 16 foreign and 11 Indian languages. These services are radiated for an aggregate duration of 72 hours daily and are projected to over 100 countries.

#### **Transport & Programme Exchange Service**

This service looks after exchange of programmes among the stations, and building and maintenance of sound archives and commercial release of prestigious recordings of music maestros.

#### **Research Department**

The functions of the Research Department include Research and Development of equipment required by AIR and Doordarshan, investigations and studies relating to AIR and Doordarshan, Development of Prototype models of R&D equipment for limited use, field trials in the network of AIR and Doordarshan etc.

#### **Central Store Office**

The Central Stores Office located at New Delhi performs functions relating to procurement, stocking and distribution of engineering stores required for the maintenance of technical equipment at All India Radio Stations.

#### **Staff Training Institute (Programme)**

The Staff Training Institute (Programme) started with

Directorate since 1948 has presently two main branches functioning from Kingsway Camp, Delhi and Bhubaneswar. These impart in-service training to Programme Personnel and Administrative Staff and induction course for the newly recruited staff and short duration refresher courses. The Institute conducts examinations for administrative staff.

In addition, at present five Regional Training Institutes at Hyderabad, Shillong, Lucknow, Ahmedabad and Thiruvananthapuram are working.

#### **Staff Training Institute (Technical)**

The Staff Training Institute (Technical), part of the Directorate since 1985, now functions from Kingsway Camp, Delhi. The Institute organizes training courses for the engineering staff of All India Radio and Doordarshan from the level of Technician to the Superintending Engineer. It also conducts Departmental Qualifying and Competitive Examinations. There is one regional staff training institute (Technical) at Bhubaneswar.

#### **CBS Centres & Vividh Bharati**

There are 39 Vividh Bharati-cum-Commercial Broadcasting Service (CBS) Centres including 3 Exclusive VB Centres. The work relating to CBS is performed in two wings i.e. Sales and Production. A separate independent office known as Central Sales Unit along with 15 main CBS Centres looks after marketing of broadcasting time. There are two more Vividh Bharati Centres at Varanasi and Kochi, which do not carry commercials.

#### **Radio Stations**

There are at present 222 Radio Stations. Each of these radio stations functions as a subordinate office of All India Radio.

#### **High Power Transmitters**

These HP Transmitters are equipped with short wave/medium wave transmitters together with eight extensive aerial systems to serve the external, home and news services of All India Radio. The main function of these centres is to transmit the programmes produced at nearby studios and also from Delhi studios.

## **News Services Division**

The News Services Division, the news wing of All India Radio has played an important role in meeting the information needs of the people and promotion of national integration. It acts as a powerful tool for social change by bringing to fore the issues/problems affecting the society and the country and creating awareness amongst the people.

### **News and News Programmes**

The output of NSD can be broadly divided into news bulletins and current affairs programmes. It puts out 509 news bulletins daily in 82 languages/dialects (Indian and foreign) for a duration of over 52 hours from its Headquarters in New Delhi and 44 Regional News Units (RNUs) across the country. The news broadcast includes broadcast in all the 22 official languages included in the Eighth Schedule of the Constitution of India, and in 15 foreign languages besides other languages/dialects. In the Home Service, 89 news bulletins are broadcast from Delhi. The RNUs put out over 355 bulletins daily in 66 languages/dialects. In the External Service, AIR broadcasts 65 news bulletins in 26 languages (Indian and foreign) for a total duration of nearly nine hours. The news bulletins are broadcast on the Primary, FM and DTH channels of All India Radio. News bulletins on the hour are being broadcast on FM Gold. This also includes headline bulletins on FM Rainbow from 22 AIR stations.

Besides the news bulletins, a number of current affairs programmes on topical subjects are broadcast on a daily and weekly basis by NSD and its RNUs. These programmes have varying formats such as discussions, interviews, talks, news magazines, analysis and commentaries. Newsmakers, experts and the general people analyse and debate on burning issues from various fields. Some of the very popular programmes include 'Charcha Ka Vishai Hai', 'Samayiki', 'Spotlight', 'Market Mantra' (Business Magazine), 'Sports Scan' (Sports Magazine), 'Vaad Samvaad', 'Countrywide', 'Money Talk' and 'Surkhiyon Se Pare'.

### **News on Phone (NOP)**

AIR News is also available on phone. Callers can get the latest news by simply making a phone call on the

designated numbers and listen to national/international news or regional news. This service has been extended to four more cities - Jaipur, Ahmedabad, Bangalore and Thiruvananthapuram - in 2006. With this, the service is now operational in 9 cities across the country including Delhi, Chennai, Mumbai, Hyderabad and Patna. There are plans for expanding the service in Guwahati, Imphal, Lucknow, Raipur and Shimla in the coming months.

### **News on Internet and Intra - NSD**

News lovers can also get the latest news and listen to our bulletins from NSD's official website [www.newsonair.com](http://www.newsonair.com). The website was relaunched with a new look and additional features in October 2006.

Now, the weekly and daily news based programmes are available on the website in the audio format. Audio of special programmes mounted by NSD:AIR to mark events and important days are also available on the website.

The avid listeners of AIR news, no matter where in the world they are, can now listen to news bulletins including the regional news bulletins on the NSD's website. News in three more languages i.e., Assamese, Malayalam and Oriya have been made available on the website from 1<sup>st</sup> November, 2006. Other regional bulletins in Bengali, Tamil, Telugu, Marathi, Punjabi, Kannada, Gujarati and in English from Shillong can be heard on the NSD website. And for Urdu lovers, AIR's Urdu news bulletins broadcast from New Delhi are also available on the website. This has led to global reach of regional news bulletins.

An intra-network has been created for NSD and its RNUs and Non-RNUs. The 'INTRA-NSD' helps in free and fast flow of news and information between NSD Headquarters, and its Regional Units. Audio file transfer is also possible through 'INTRA-NSD' and it helps the correspondents to file their audio despatches through internet. The 'INTRA-NSD' was inaugurated in November 2006.

### **Expansion Measures**

The News Services Division of AIR achieved another milestone by introducing FM headline from 19 more

AIR Stations in the country in the month of August, 2006. This is a major step in fulfilling the aspirations of the people and broadening the news operation on AIR network in the country. While news headline bulletins were introduced from seven RNUs – Kolkata, Cuttack, Hyderabad, Chennai, Trichi, Panaji and Mumbai on 4<sup>th</sup> August, 2006, twelve other RNUs – Jaipur, Ahmedabad, Bhopal, Indore, Shimla, Patna, Guwahati, Thiruvananthapuram, Pune, Calicut, Chandigarh and Dharwad started broadcasting the same on 29<sup>th</sup> August, 2006. With this, FM news bulletins are now available from 22 AIR Stations/Regional News Units including Delhi, Lucknow and Bangalore. Steps are being taken to introduce hourly bulletin from more FM Stations and also on AIR's Vividh Bharati stations.

### **New Formats**

To keep pace with the times and in tune with the listeners' interest, NSD introduced new formats in some of its bulletins and programmes. News format has become more people-oriented with introduction of News Features. Starting from Gandhi Jayanti—2<sup>nd</sup> October 2006, a special feature segment of 6-8 minutes duration has been introduced in AIR's major Mid-Day news bulletins on all weekdays. These features focus on the development process and cater to listeners' special interests in science and technology, agriculture and rural development, health, medicine and drug abuse, education, women and child development, senior citizens, scheduled castes and tribes, OBCs and minorities, art, culture and entertainment. These have received a very good response and are now being repeated in three major news bulletins on FM Gold.

Another weekly news round-up programme called 'Metro Report' has been introduced in the FM newscasts focusing on the development of four Metros – Delhi, Mumbai, Kolkata and Chennai so that listeners get news of their immediate interest.

Taking into account the need of the millions of unemployed youth, NSD has started a weekly capsule on 'employment opportunities' in its Mid-day news bulletins on Saturdays on FM Gold.

In an effort to give more of local news in an interesting

manner, local news-based programme 'Zile Ki Chitthi' or 'District Newsletter' has been restructured and re-launched with effect from Gandhi Jayanti 2006. In order to enhance the appeal of AIR's news broadcast, new signature tunes were introduced in respect of both national and regional news bulletins and current affairs programmes.

### **Expanding the Correspondents' Network**

No other broadcast organization has such a vast network of news bureaus, correspondents and editors. NSD has 44 Regional News Units (RNUs) across the country with 110 full time correspondents/editors working in these Units. Besides these RNUs, NSD has its correspondents at 13 other important news centers in the country. It has five foreign correspondents based at Dubai, Kabul, Kathmandu Dhaka and Colombo. There is a proposal to appoint stringers at important news centre across the world to cater to the needs of both AIR and DD News. Realising the importance of local news/news from the grass-root level, NSD is appointing part-time correspondents (PTC) at every district Headquarters in the country. At present, 425 PTCs are working for AIR. The PTCs also meet the requirements of Doordarshan News.

### **Upgrading of Skills**

NSD believes in upgrading the skills of its human resources – editors and correspondents. Keeping in view the importance of verbal skills for a correspondent, two 30-hours workshops on verbal skills for correspondents were conducted by the NSD, AIR in collaboration with British Council. While the first one was conducted in the month of April, 2006 the second one was conducted in May, 2006 at NSD Headquarters. The objective of the workshops was to enhance pronunciation and verbal skills of news personnel.

Part-time correspondents (PTCs) are the news source at the grass-root level for All India Radio. The need to train them so as to get the best results, was felt for long. The first orientation workshop was conducted by NSD at AIR, Ranchi from 24<sup>th</sup> to 26<sup>th</sup> July, 2006. Twenty PTCs of Jharkhand were provided inputs on various aspects of broadcast journalism by in-house

and outside experts. This was followed by similar workshops in Mumbai (18<sup>th</sup> to 20<sup>th</sup> August), Lucknow (31<sup>st</sup> August to 2<sup>nd</sup> September), Guwahati (10<sup>th</sup> to 12<sup>th</sup> October), Shillong (11<sup>th</sup> to 13<sup>th</sup> October) and Thiruvananthapuram (17<sup>th</sup> to 19<sup>th</sup> October 2006).

### **Strengthening Regional News**

NSD has tried to strengthen its Regional News network by providing both professional and infrastructural support. The formats of the regional bulletins were given a new look. A new set of guidelines, to revamp the regional bulletins so as to make them more interesting, presentable and listener friendly, have been circulated and put in an action. A uniform signature tune for all the regional bulletins broadcast by the 44 RNUs in the country has been prepared and now used by all RNUs. Basic infrastructure facilities such as computers, printers have been provided to all RNUs in this year. To meet the emergency requirements, RNUs have been provided with a small imprest money also. To motivate the officers working under difficult and pressing circumstances, two new awards – “RNU of the Year” and “Best News Editor” have been instituted, in addition to the existing awards for correspondents.

### **Regional Conference**

A Conference of Heads of Regional News Units of Eastern and North-Eastern Regions was held at Puri, Orissa on 19<sup>th</sup> and 20<sup>th</sup> November 2006. The conference was attended by Heads of 16 RNUs. The conference discussed issues such as content and quality of the regional bulletins, news-gathering network, technology and innovation, plans for expansion, office support system etc. besides deliberating on the future direction of radio news.

### **News Coverage**

The focus of the NSD's coverage this year was the common man. The Division did vast coverage on the issues affecting the common man and how the various schemes of the Central Government including the ones for the welfare of SCs/STs, OBCs, minorities, farmers, unorganized workers, women and youth have fared. Flagship programmes of the Government such as National Rural Employment Guarantee Scheme,

Bharat Nirman and Sarva Siksha Abhiyan etc. were given special coverage.

During the year 2006, NSD mounted special programmes on all major events including elections to the State Assemblies of Kerala, Tamil Nadu, West Bengal, Assam and Pondicherry, 150<sup>th</sup> anniversary of first Indian War of Independence (1857), centenary celebrations of the National Song – Vande Mataram, birth centenary celebration of Shaheed Bhagat Singh and state re-organisation. The resumption of border trade between India and China after 44 years from Nathu—a, inauguration of bus service between Poonch and Rawalkot in PoK were given special coverage.

The Right to Information Act was given top priority in its news bulletins and programmes. Special featured programme was mounted on economic issues such as WTO talks, Government's efforts to contain price rise and relief packages to farmers and National Employment Guarantee Scheme and its implementation. News based programmes on Indo-Pak relations were broadcast especially in the context of containing cross-border terrorism and bomb blast in Mumbai and Malegaon.

The News Services Division has given extensive coverage to Prime Minister's visits to Germany, Brazil, Uzbekistan, South Africa, Russia, Japan, Latin American countries and Europe. AIR's correspondents were deputed to cover various international summits such as NAM Summit in Havana, G-8 Summit in St. Petersburg, SAARC deliberations at various levels etc. The visits of foreign dignitaries including US President, George W. Bush, Chinese President, Hu Jintao and French President, Jacques Chirac, and the important and strategic agreements signed between them were covered at length. AIR's special correspondents in Colombo, Kathmandu, Dhaka and Kabul provided detailed coverage to the political and security related developments in the neighbourhood. There is a proposal for engaging stringers at selected news centres to augment the coverage of world events from an Indian perspective.

Sports was the flavour of this year's coverage. International sports mega events such as



Commonwealth Games at Melbourne in March 2006, South Asian Games at Colombo in September 2006, ICC Champions Trophy cricket in India in October, Tri Series cricket tournament at Kuala Lumpur in September, World Cup Football in Germany kept the sports desk busy throughout the year. Extensive coverage of the 15<sup>th</sup> Asian Games at Doha was done by engaging the services of AIR's Dubai correspondent.

### **Parliament Coverage**

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

### **EXTERNAL SERVICES DIVISION**

All India Radio entered the realm of external broadcasting shortly after the out-break of the Second World War on 1<sup>st</sup> of October 1939 – when it started a service in Pushtu for listeners across – what was then the country's North-West Frontier. The service was designed to counter radio propaganda from Germany, directed to Afghanistan, Iran and Arab countries. With the end of the War, the need of continuing certain services was assessed and the number of services was rearranged. The External Services Division of AIR has been a vital link between India and rest of the World, specially with those countries where the interest of India is intertwined because of Indian population staying in those countries. Indians, who left their home decades ago in search of better life, today live in every part of the globe and are still interested to know what the country of their birth holds for them. Naturally, External Services Broadcast has been projecting the Indian point of view on matters of national and international importance through its various programmes.

External Services Division of All India Radio ranks high among the External Radio Networks in the world both in reach and range covering about 100 countries in 27 languages, 16 of them Foreign and 11 Indian, with an enormous programme output of about 70

hrs and 30 minutes everyday. All India Radio through its External Broadcast keeps the overseas listeners in touch with the ethos of India and things that are Indian, reflecting the ideas and achievements of India as an open society.

**Foreign Languages:** Arabic (3 hrs.15 Mts.), Baluchi (1 hr.), Burmese (1 hr.), Chinese (1 hr. 30 Mts.), Dari (1 hr. 45 Mts), French (45 Mts.), Indonesian (1 hr.), Nepali (3 hrs.), Persian (1 hr. 45 Mts.), Pushtu (2 hrs.), Russian (1 hr.), Sinhala (2 hrs. 30 Mts.), Swahili (1 hr.), Thai (45 Mts.), Tibetan (1 hr. 15 Mts.), and English (GOS) (8 hrs. 15Mts.).

**Indian Languages:** Hindi (5 hrs. 15 Mts.), Tamil (5 hrs. 30 Mts.), Telugu (30 Mts.), Bengali (6 hrs. 30 Mts.), Gujarati (30 Mts.), Punjabi (2 hrs.), Sindhi (3 hrs. 30 Mts.), Urdu (12 Hrs.15 Mts.), Saraiki (30 Mts.), Malayalam (1 hr.) and Kannada (1 hr.).

The broadcasts follows a composite pattern and generally comprise of News Bulletins, Commentaries, Current Events and Reviews of the Indian Press. Besides Newsreel, Magazine programmes on sports and literature, talks and discussions on social economic, political, historical, scientific and cultural subjects are also broadcast. Features on developmental activities important events and institutions, classical folk and modern music of India's diverse regions form a major part of total programme output.

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

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

The External Services Division spans to almost all the continents and covers areas of East, North-East and South-East Asia, West Asia, West, North-West and East Africa, Australia, New Zealand, U.K., Europe and the Indian Sub-Continent. In addition to the

foreign languages, External Services Division also broadcast in Indian languages for our people settled in different parts of the globe. The services in Hindi, Tamil, Telugu, Gujarati, Malayalam and Kannada are directed to Indians overseas. While those in Urdu, Bengali, Punjabi and Sindhi are meant for the listeners in the sub-continent and the bordering countries to project the image of modern progressive and resurgent India committed to the principles of democracy, socialism, international peace and co-existence.

External Services Division continues to supply recordings of music, spoken word and composite programmes to about 23 foreign broadcasting organizations under the existing Cultural Exchange Programme.

External Services Division's transmission directed to SAARC countries, West Asia, Gulf and South East Asian countries continues to carry the 9.00 p.m. National bulletin in English, originally meant for Home Services. This apart, External Services Division continues to beam all across the globe commentaries on contemporary and relevant issues and press reviews in all its transmissions.

#### **Highlights of Important Events**

Wide coverage was given to the visits of various Heads of States, Governments and other foreign dignitaries to India which included the visits of Saudi Monarch King Abdullah, French President Jacques Chirac, the U.S. President George W. Bush, Russian President Vladimir Putin, Russian Premier Frankov, Finland's Prime Minister, WTO Chief Pascal Lamy, Afghanistan President Hamid Karzai, Kuwait's Ameer, Spanish Prime Minister Jose Capatero and Chinese President Hu Jintao, Sri Lankan President Mahinda Rajapakse.

Due coverage was given to the Indian President Dr. A.P.J. Abdul Kalam's visits to various foreign countries like Phillipines, South Korea, Myanmar and Mauritius. The Prime Minister Dr. Man Mohan Singh's foreign visits to U.S., U.K., France, Tashkent, Brasilia and South Africa received wide attention of ESD so far the coverage incorporating the political and economic significance was concerned.

Important programmes of national as well as international events like holding of Pravasi Bhartiya Divas conference, World Book Fair, Commonwealth Broadcasting Association, G-8 Summit of World leaders, 14<sup>th</sup> Non-Alignment Movement Summit in Havana and India International Trade Fair received wide coverage in different languages of ESD.

#### **Use of Internet**

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

#### **Transmission through CDs**

Adding feather to its cap, the External Services Division has started digital transmission from its new set up installed in the New Broadcasting House. All modern gadgets and equipment are being used to attract as many listeners as possible. Introduction of internet broadcasting by All India Radio has enabled its listeners in all parts of the world like USA, Canada, West and South Africa to avail AIR's services on internet 24 hrs. Urdu Service of External Services Division is also available on air through DTH w.e.f. 30.06.2006.

The new BH complex has the most modern method of broadcasting. Traditional method of playing of tapes is being replaced by compact discs.

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

#### **COMMERCIAL WING**

The onus for generating revenue for All India Radio lies on its commercial set-up. In spite of the fast changing scenario in the field of Radio Broadcasting during the last few years, Commercial Wing of All India Radio through its Central Sales Unit at Mumbai,

15 main Commercial Broadcasting Service Centres located in different parts of the country, 9 Marketing Divisions at Mumbai, New Delhi, Chennai, Bangalore, Hyderabad, Kolkata, Kochi, Thiruvananthapuram and Guwahati has been able to augment the overall commercial revenue of the organization year-after-year alongwith maintaining its basic identity as a Public Service Broadcaster.

A prescribed Code of Conduct governs the programmes as well as commercials broadcast on AIR. While strictly adhering to the Broadcast and Commercial Codes and facing budgetary and staff constraints at almost all the AIR Stations including CBS Centres, Vividh Bharati Stations and FM Channels, Commercial Wing has been able to procure business from major corporate clients/advertisers as well as Government departments and the PSUs. Some of the prominent private corporate clients are Hindustran Lever Ltd., Dabur (India) Ltd., Hero Honda and the Reliance Group. From the Government and the Public Sector, some of our main clients have been the Ministry of Rural Development, Ministry of Agriculture, Ministry of Health & FW, Department of Adult Education, Indian Oil, BSNL, MTNL, NACO, NHAI, SBI, PNB & IRDA.

To face the emerging competition prevailing in the market due to the coming up of private broadcasters, Commercial Wing is in the process of revising its tariff card suitably to make it more client friendly as well as competitive. Special Package Rates for FM Channels as well as combined package rates for FM India are being worked out and will be introduced very soon.

Commercial Wing has continued 1:1 Bonus Scheme for spot-buys bookings in all Primary Channels, Local Radio Stations, FM as well as Vividh Bharati Stations. While monitoring such market-friendly schemes, Commercial Wing is in constant touch with clients / advertisers at all levels so as to convince them to invest their major part of ad-spends on All India Radio, the only medium which covers the entire country.

The Commercial Wing of All India Radio has been equally involved with other executive sections of All India Radio in giving support/strategic feed back to

the policy makers in the Programme Wing in order to make the radio broadcast more effective in the current competitive media environment. In fact, the onus for generation revenue for the organization as a whole lies upon the Commercial Wing and undoubtedly it has given good results in boosting the overall revenue of the organization in the last few years.

The table below shows All India Radio's revenue earning during the last four years which indicates a rising trend each year:

2002-03	Rs.132.25 crore
2003-04	Rs.141.04 crore
2004-05	Rs.156.67 crore
2005-06	Rs.268.83 crore

The overall revenue of AIR in the current financial year (2006-07) as in October 2006 is Rs.153.67 crore (approx.) which indicates an encouraging trend.

### MARKETING DIVISION

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

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

Some of the major clients include Ministry of Rural Development, Ministry of Health & Family Welfare, Ministry of Human Resource Development, Ministry of Agriculture, Directorate of Income Tax, Deptt. of National Disaster Management (Ministry of Home Affairs), Ministry of Company Affairs, Ministry of Road Transport and Highways, NALSA, Commonwealth Human Rights Initiative for Right to Information, Department of Posts and Telegraph, Mahanagar Telephone Nigam Ltd., BSNL, & Private clients such as LG, Pepsi, Castrol, Dabur, Reliance, Hindustan Lever and Hero Honda etc.

With the continuous and concrete efforts of these divisions, All India Radio has been able to break its previous records by earning overall revenue of Rs. 268.83 crore in the Financial Year 2005-06.

### **SPOKEN WORD PROGRAMMES**

These primarily consist of annual memorial lectures as well as talks, interviews/dialogues, discussions/symposia, radio magazines, literary programmes like poetry and short story recitation and features/documentaries. Some of the important programmes organised and broadcast/to be broadcast in 2006 and the first three months of 2007 are as follows: -

1. Sardar Patel Memorial Lecture in English was organised in Chennai on 28<sup>th</sup> October, 2006. Shri N. Ram, eminent journalist delivered the lecture on the subject 'Media and Society in India: Freedom, Roles and Responsibilities.' Its recording was broadcast on national hook-up on 31<sup>st</sup> October, 2006 on the occasion of the birth anniversary of Sardar Vallabhbhai Patel.
2. This year Dr. Rajendra Prasad Memorial Lecture in Hindi was organised in Patna on 17<sup>th</sup> November, 2006. Prof. Anil Sadgopal delivered the lecture on the subject "Shiksha, Samanata aur Bharat ki Samprabhuta". Its recording was broadcast on national hook-up on 3<sup>rd</sup> December, 2006 on the occasion of the birth anniversary of Dr. Rajendra Prasad.
3. The National Symposium of Poets (Sarva Bhasha Kavi Sammelan) is being organised since 1956

and, at present, it includes poems in 22 Indian languages including Sanskrit with their translations into all languages. It means that a poem in Gujarati is translated into Hindi, Urdu, Sindhi, Assamese, Bangla, Bodo, Oriya, Manipuri, Nepali, Maithili, Santhali, Tamil, Telugu, Malayalam, Kannada, Marathi, Konkani, Punjabi, Kashmiri and Dogri. These poems depict the voice of creativity and conscience of the nation in a sublime aesthetic manner. This prestigious programme is organised usually in the month of January and its recording is broadcast on national hook-up on the eve of Republic Day every year.

4. From 1997, All India Radio has been broadcasting five monthly national magazine programmes Sahitya Bharati, Sanskriti Bharati, Chitra Bharati, Vigyan Bharati and Yuva Bharati in Hindi on literature, culture, films, science and youth. These are broadcast on national hook-up for a duration of 30 minutes each, every week. Contributions from various AIR stations impart them a national flavour.

### **TRANSCRIPTION & PROGRAMME EXCHANGE SERVICE**

The Transcription Service was started on 3<sup>rd</sup> April 1954 and entrusted with the main function of preparing transcription of speeches of all dignitaries with a special reference to the Prime Ministers and Presidents of the country. This unit was also performing the duty of processing of vinyl discs labeled "AIR-TS records" for preservation of recordings for future broadcasts. The designation of service was changed to "Transcription & Programme Exchange Service" on 1<sup>st</sup> April 1959 and the office was placed under the independent charge of a "Director". As the processed records eventually proved to be uneconomical, the processing work had to be closed down in June 1967 and new modes of preservation like analogue magnetic tapes etc. came into use. Informal archiving had been there in the country, but as an organized activity, the job was assigned to this unit later.

### Organizational structure

This office has the following functional units –

- a. Central Archives
- b. Programme Exchange Unit (Internal & Foreign)
- c. Transcription of Presidents’/Prime Ministers’ speeches
- d. Central Tape Bank for AIR Network
- e. Refurbishing Unit

### Releases from AIR Archive: “Akashvani Sangeet” and marketing

Since 2002, All India Radio central archive releases music albums under the banner ‘Akashvani Sangeet’. So far it has released 35 albums and the releases in 2006-07 were — two volumes of Begum Akthar, two volumes of M.L.Vasanthakumari, two volumes of Pt. Bhimsen Joshi and one album of the Carnatic maestro Chembai Vaidyanatha Bhagavata. The releases expected in the coming months are three volumes of Ustad Bade Ghulam Ali Khan, one volume of Badi Moti Bai and Rasoolan Bai, Maharajapuram Santhanam, T.R.Mahalingam, D.K.Roy, Ustad Amir Khan and Ramcharitmanas. Besides these fresh releases new editions of earlier albums were also made as the stock was exhausted. Sales counters are opened in around fifty AIR stations and many of the Doordarshan Kendras for sales. In addition to this, releases are made available with retail music shops in Delhi. In the coming months, the same pattern would be followed in other major towns also. There have been efforts to attract the Public Sector Units to get bulk orders and it started showing results.

The revenue up to 9<sup>th</sup> November 2006 was Rs.16,73,116 (Rs. Sixteen lakh seventy three thousand one hundred and sixteen only).

### SOUND ARCHIVES

The Sound Archives of All India Radio can be called the National Audio Archive of the nation as it is the treasure house of precious recordings of more than 15000 hours of duration containing music and spoken word programmes in different categories. It is the largest library of Indian music recordings and it

possesses more than 12000 tapes of Hindustani, Carnatic and various folk music traditions.

The library preserves a separate collection of Mahatma Gandhi’s speeches including his first and the last prayer speeches recorded on 11<sup>th</sup> May 1947 at Sodepur Ashram, Kolkata and 29<sup>th</sup> January 1948 at Birla House, Delhi respectively. The only broadcast from AIR Delhi on 12<sup>th</sup> November 1947 is also preserved. AIR Sound Archive has preserved speeches of Pt. Jawaharlal Nehru in 3000 analogue tapes.

Other important voice recordings of eminent personalities like Rabindranath Tagore, Subhas Chandra Bose, Dr. B. R. Ambedkar, Sardar Patel, Sarojini Naidu etc. have also been preserved. Apart from this, award-winning radio dramas, features, documentaries etc. and memorial lectures are available in the library. The library contains recordings of all the Presidents and Prime Ministers of India.

### Radio Autobiography

In the category of Radio Autobiography there were 129 recordings of eminent personalities from various walks of life. Eight more recordings were added this year taking the number to 137. With the guidance of different AIR stations the Archives identifies the people of eminence and records their Radio Autobiographies after the approval of the Directorate.

Central Archive has earned Rs.1,39,200 till 9 November 2006 by disseminating archival recordings. This unit has received 240 new audio recordings in this year and catalogued 630 recordings.

### Archives Digital Library

A special project was launched to digitize all archival recordings in 2001 and the project was completed in 2005. With this, Akashvani has one of the major digital libraries in the broadcasting network with modern tape numbering system in tune with the internationally accepted norms. Programmes transferred into digital medium are of approximately 15900 hours. Break-up of recordings transferred into the digital format is as follows:-

Prime Ministers’ speeches	3200 hours
Presidents’ speeches	1150 hours

Mahatma Gandhi	280 hours
Sardar Patel	35 hours
Gurudev Tagore and recordings on Tagore	175 hours
Radio Autobiography	525 hours
Hindustani Classical	3000 hours
Carnatic Classical	1400 hours
Light Music	1000 hours
Folk Music	500 hours

At present the accessioning of the new digital library is completed. The second phase of the digitisation will start shortly. There are approximately 10,000 analog tapes that are to be transferred into digital mode.

### Programme Exchange Library

The main purpose of this unit is to exchange good quality programmes among the stations as per their requirements. In PEU library approx. 8000 tapes containing the recordings of music and spoken word programmes are preserved for this purpose.

Besides containing both music and spoken word items in different Indian languages PEU library is also preserving the Language Lessons in Bangla, English, Gujarati, Kannada, Malayalam, Marathi, Oriya, Sanskrit, Tamil and Telugu. PEU has a separate reference library of Folk and Tribal Music in all principal languages and dialects of our country.

Transcription & Programme Exchange Service has been allotted a fixed chunk between 1100 hrs and 1200 hrs for transmitting programmes to all AIR stations through RN Channel. These include programmes from Sound Archives and programme Exchange Library, Radio Serials, Lessons on Languages and on Community Singing which are received from Community Singing Song cell of Directorate General of All India Radio and outstanding programmes requisitioned by various stations and also contributed by stations (PEU Library).

Programme Exchange Library circulates radio serials to identified radio stations. These radio serials are

produced under software development project of PP&D unit of DG,AIR. Moreover monthly chain play produced by the Central Drama unit of DG, AIR is also circulated to identified radio stations after being fed through regular RN channel chunk.

### Transcription Unit

One of the main functions of this service is to transcribe the recording of speeches delivered by President and Prime Minister and preserve them in the form of volumes in chronological order.

It is obligatory on the part of AIR stations to record all the speeches delivered in public functions by the President and Prime Minister. Tapes containing recording of speeches along with transcripts are received by T&PES from various concerned AIR stations. The bound volumes of all transcription are prepared and kept in the archive. All the speeches of President and Prime Minister are preserved in the CD form with detailed data entry.

### Central Tape Bank

This unit works as the banker of blank tapes to be supplied to the stations on their demand of programme material. 75,000 tapes are in circulation among all AIR stations for the purpose of exchange of the programmes. The bank supplies blank tapes to the new stations before their commission.

### Foreign Programme Unit

The Foreign Programme Unit of the T&PES co-ordinates the exchange of programmes being received from broadcasting organizations across the world. These programmes include wide spectra of topics ranging from Science, Current Affairs, Western Light Classical, Western Pop and Rock to Women and Environment. This unit also coordinates the broadcast of SAARC Audio Visual Exchange (SAVE) Programmes in India. All the hues and shades of listeners' interests are covered in these programmes.

## ACTIVITIES OF DELHI STATION

### A) Implementation of Action Plan

- (1) National Common Minimum Programme: Employment , agriculture, education, health,

- women, girl child, food & nutrition, welfare schemes for SCs/STs, social harmony, welfare of minorities, infrastructure, water resources, regional development, centre-state relations, North East region and Jammu & Kashmir, Administrative reforms, industry, labour, public sector, fiscal policy, capital markets, economic reforms, defence, internal security, science & technology, energy, foreign policy, international organizations and official language
- (2) Achievements of UPA Government : To create awareness of flagship programmes of the Government viz. Bharat Nirman, National Rural Employment Guarantee Act, National Rural Health Mission, Sarv-Shiksha Abhiyaan, Mid-Day Meal, Jawaharlal Nehru National Urban Renewable Mission, Right to Information Act and Prime Minister's new 15 Point Programme for the welfare of the minorities
- (3) Coverage of Parliament Sessions (Budget, Monsoon and Winter Sessions)
- (4) Special programmes in connection with the Assembly elections/ results held in 5 States in April/May 2006
- (5) Various programmes related to important days, weeks, birth/death anniversaries and festivals were featured during the year. They include among others, days viz. World Health Day, Independence Day; weeks viz. National Nutrition week, World Heritage week; birth/death anniversaries of eminent persons viz. Pt. Jawaharlal Nehru, Sardar Patel; and festivals viz. Ramnavmi, Id-Ul-Fitr, Christmas and Guru Nanak's birthday
- (6) Sports Coverage:-
- (a) Cricket**
- (i) India -Pakistan one day international matches played at Abu Dhabi (April),
- (ii) India-West Indies Cricket Series-2006 played in West Indies (May-June)
- (iii) India-Australia-West Indies tri-angular ODI series played at Kuala Lumpur, Malaysia. (September)
- (iv) ICC championship cricket trophy 2006 played in India (October-November)
- (b) Football -**
- (i) FIFA World Cup 2006 (June-July): Daily reports and running commentaries of 19 matches.
- (ii) AFC Asian cup 2006 held in Kolkata (August)
- (iii) AFC Qualifying Football Tournament 2006 held in Bangalore (October)
- (iv) Santosh Trophy 2006 held in Gurgaon (October)
- (v) AFC Youth Championship-India 2006 held in Kolkata (November)
- (c) Tennis-**
- (i) Davis Cup Qualifier between India & Pakistan held in Mumbai (April)
- (ii) Sunfeast Tennis Open Championship 2006 held in Kolkata (September)
- (iii) DSCL National Open Tennis 2006 held in New Delhi (October)
- (iv) India-Pakistan Tennis Test Match 2006 held in Chandigarh (November)
- (v) Voice Cast on Wimbledon Championship 2006 (June-July)
- (vi) Voice Cast on US Open Tennis Championship 2006 (August-September)
- (d) Hockey-**
- (i) 111<sup>th</sup> All India Beton Hockey Tournament (April).
- (ii) All India Bombay Gold Cup Hockey Tournament (April)
- (iii) World Cup Hockey Championship 2006-Germany (September)
- (iv) 62<sup>nd</sup> Senior National Hockey Championship 2006 -Jalandhar (November)
- (v) 23<sup>rd</sup> Surjit Singh Hockey Tournament 2006-Jalandhar (November)

- |   |   |
|---|---|
| <p>(e) <b>Gymnastics -</b></p> <p>(i) 3<sup>rd</sup> Senior Asian Gymnastics Championship 2006 held in Surat (August)</p> <p>(f) <b>Delhi Half Marathon 2006 (October)</b></p> <p>(g) <b>Award Functions-</b><br/>Rajiv Gandhi Khel Ratna Award, Arjun Award, Dronacharya Award held at Rashtrapati Bhawan (August 2006)</p> <p>(h) <b>Asian Games held in Doha (Qatar) from 1<sup>st</sup> December to 16<sup>th</sup> Dec 2006</b></p> <p>7. Akashwani Sangeet Sammelan 2006</p> <p>8. Public Service Broadcasting Day-12th November 2006</p> <p><b>(B) Media support to certain subjects on which monthly report is sent to Prime Minister's office :-</b></p> <p>(i) National Common Minimum Programme</p> <p>(ii) Achievements of UPA Government</p> <p>(iii) Economic &amp; social reforms</p> <p>(iv) Information Technology, Bio-technology, Science &amp; Technology</p> <p>(v) Trade &amp; Commerce, Industry, Agriculture</p> <p>(vi) Education</p> <p>(vii) Health</p> <p>(viii) International Relations</p> <p>(ix) International Day against Drug Abuse and Illicit drug trafficking</p> <p>(x) Right to Information Act 2005</p> <p>(xi) Adolescents, Youth, Women, Girl Child, Child Labour</p> <p>(xii) Immoral Traffic (Prevention) Amendment Bill 2006</p> <p>(xiii) Development Opportunities for Women in various sectors/industries etc.</p> <p>(xiv) National safety</p> | <p>(xv) Awareness on Supreme Court's Guidelines on Sexual harassment of Women at work place</p> <p>(xvi) International Day of Elderly Celebrations</p> <p>(xvii) National Award to Teachers</p> <p>(xviii) International Literacy Day function</p> <p>(xix) Pre-verifications of antecedents of tenants and buyers of second hand vehicles such as car, scooters/motor bikes etc.</p> <p>(xx) Working group of counterfeit, fake, spurious and contraband products</p> <p>(xxi) First Satyagraha Movement in South Africa by Mahatma Gandhi</p> <p>(xxii) Birth Anniversary of Mahatma Gandhi</p> <p>(xxiii) India International Trade Fair</p> <p>(xxiv) 37<sup>th</sup> International Film Festival of India at Panaji, Goa</p> <p>(xxv) President A.P.J. Abdul Kalam's address to the nation on the eve of Independence Day</p> <p>(xxvi) Direct relay of Flag Hoisting Ceremony and address to the nation by Prime Minister Dr. Manmohan Singh from Red Fort on Independence Day</p> <p>(xxvii) Implementing Integrated Policy</p> <p>(xxviii) Environment Protection</p> <p>(xxix) Sardar Patel Memorial Lecture. (October 2006)</p> <p>(xxx) Presentation of Jnanpeeth Awards for the year 2003</p> <p>(xxxi) Memorial concert on the death anniversary of Smt. Indira Gandhi</p> <p>(xxxii) President A.P.J. Abdul Kalam's message on Technology Day</p> <p>(xxxiii) Inaugural function of commemoration of 2550 anniversary of Mahaparinirvana of Lord Buddha from Vigyan Bhawan, New Delhi</p> <p>(xxxiv) Message by Sh. Sharad Pawar, Union Minister for Agriculture, Consumer Affairs, Food &amp; Civil Supplies on World Food Day</p> |
|---|---|



- (xxxv) Message by Sh. Shivraj V. Patil on Hindi Diwas
- (xxxvi) Presentation of the National Awards for the Welfare of persons with disabilities by the President of India Dr. A.P.J. Abdul Kalam
- (xxxvii) Dr. Rajendra Prasad Memorial Lecture (December 2006)

#### **(C) Programmes on Minority Welfare**

- (i) Sadbhavana Diwas- The theme of Sadbhavana Diwas is to promote national integration and communal harmony among people of all religions, languages and regions. Goodwill towards everyone and eschewing violence are the motto of the Sadbhavana Diwas. To promote this theme the fortnight from 20<sup>th</sup> August to 5<sup>th</sup> September 2006 has been observed as communal harmony fortnight.
- (ii) Quami Ekta Week
- (iii) Constitution Day
- (iv) Human Rights Day
- (v) Special programmes/coverage on festivals like Milad-un-Nabi, Mahavir Jayanti, Good Friday, Baisakhi, Easter Sunday, Budh Purnima, Hazrat Ali's Birthday, Mahavir Nirvan, Id-ul-Fitr, Guru Nanak Birthday, Guru Teg Bahadur Martyrdom Day, Christmas Day, 702<sup>nd</sup> Annual Urs Celebrations of Hazrat Nizamuddin Aulia and Urs celebration of Hazrat Amir Khusrau
- (vi) Subjects mentioned in National Common Minimum Programme like Social Harmony, Welfare of Minorities, Regional Development, Administrative Reforms, Official Language
- (vii) Prime Minister's new 15-Point Programme for the welfare of the minorities

#### **(D) Important policy decisions/legislation/Achievements/events-**

- (i) Publicity for National Common Minimum Programme.
- (ii) Highlighting achievements of UPA Government
- (iii) Observation of 150<sup>th</sup> Anniversary of 1857-The

#### **1<sup>st</sup> War of Independence**

- (iv) Observation of 100<sup>th</sup> Anniversary of Gandhiji's First Satyagraha Movement in South Africa
- (v) Pulse Polio Immunization
- (vi) Wide Publicity/suitable programmes to create public awareness about the Dengue and Chikungunya-Its prevention and control, to alleviate the sense of public panic and to prevent rumour mongering
- (vii) National Policy for Farmers
- (viii) Programmes for Adolescents, Youth and Children
- (ix) To create awareness of flagship programmes of the Government viz. Bharat Nirman, National Rural Employment Guarantee Act, National Rural Health Mission, Sarv-Shiksha Abhiyaan, Mid-Day Meal, Jawaharlal Nehru National Urban Renewable Mission, Right to Information Act and Prime Minister's New 15 point programme for the welfare of the minorities
- (x) International Day of the Elderly - To recognize the services rendered by Senior Citizens and to sensitize the society about the problems and needs of the older persons
- (xi) To apprise the general public about the estimates of our agricultural productions with a view to dispel the public notion as well as market expectation of shortfall in our agricultural production in the coming months including data related to adequate rainfall, favourable sub-soil, moisture condition, comfortable reservoir position and improved supply of power due to increase in oil production which would ensure high agricultural productivities
- (xii) Child Help line- A 24 hour emergency help line for children in distress, need, care and protection. Child help line provides emergency assistance to children, which include medical assistance, shelter, restoration and rescue through toll-free emergency help line no.-1098
- (xiii) Steps taken by Government to ameliorate the problems being faced by the farmers

- 
- (xiv) Observance of Vigilance Awareness Week from 6<sup>th</sup> to 10<sup>th</sup> November 2006
- (xv) National mourning was observed on 21<sup>st</sup> August on the demise of Shehnai Maestro Ustad Bismillah Khan as per the Govt. Of India guidelines
- (E) Activities of Advisory Boards/Councils, whose Annual Reports are laid on the table of both the Houses of Parliament-**
- (i) National Immunization rounds in the Pulse Polio Campaign
- (ii) The Parliamentary Standing Committee on Urban Development seeking the opinion of the public on the subject "Urban Transport" to arrive at a better conclusion and to ensure proper urban transport system in the country
- (iii) Report on seminar/activities of Asian Development Bank
- (iv) Draft National Policy for Farmers
- (v) Ocean Development Ministry Silver Jubilee Year programmes of the Ministry covering various aspects of the ocean sector i.e. research, technological development, surveys of map, preservation, conservation and protection of marine environment, international collaboration in the field of oceanography
- (vi) Direct relay of the proceedings of the International Literacy Day 2006 celebrations organized by National Literacy Mission at Vigyan Bhawan on 8<sup>th</sup> September, 2006
- (vii) Special programmes including Prime Minister Dr. Manmohan Singh's address at the NAM Summit 2006
- (viii) International Day of the Elderly
- (ix) A project of the Ministry of Women & Child Development on the Child Helpline
- (x) Ministry of Agriculture to mount programmes to apprise the general public about the estimates of our agriculture production
- (xi) Right to Information Act 2006
- (xii) Lok Sabha Secretariat's Press communiqué regarding Joint Parliamentary Committee to examine the constitutional and legal position relating to Office of Profit
- (xiii) Supreme Court's guidelines on prevention of Sexual Harassment of Women at work place
- (xiv) Public awareness about the Dengue and Chikangunya fever
- (xv) Central Vigilance Commission directives of observance of vigilance awareness week from 6<sup>th</sup> to 10<sup>th</sup> November 2006
- (xvi) Press Communique on Members of Parliament Local Area Development Scheme (MPLADS)-seeking public suggestions on welfare of SCs/STs, drinking water, primary education, public health, sanitation and roads
- (xvii) Ministry of External Affairs (East Asia Division)-Information regarding Kailash Mansarover Yatra 2006
- (xviii) Ministry of Environment and Forests slogans on environment
- (xix) Parliament Committee on Human Resource Development seeking suggestions on The Immoral Traffic (Prevention) Amendment Bill, 2006
- (xx) Ministry of External Affairs ( Special Kuwait Cell)-Publicity in connection with the United Nations Compensation Commission, Geneva for the untraced claimants for compensation for losses suffered during the Iraq-Kuwait war of 1990-91
- (xxi) Supreme Court's Directives for environment protection
- (xxii) Notification issued by the Ministry of Labour and employment of children below 14 years as domestic workers or servants in dhabas that is roadside eateries, restaurants, hotels, motels, tea shops, resorts, spas or other recreational centres. The notification w.e.f. 10<sup>th</sup> October
-

2006 has penal provisions of fine or imprisonment or both

- (xxiii) Fourteenth Report of the Committee on the Welfare of Schedule Castes and Scheduled Tribes of the Ministry of Home Affairs, Ministry of Social Justice and Empowerment and Ministry of Tribal affairs on the "Action taken by the Government on recommendations contained in the Fourth Report (14<sup>th</sup> Lok Sabha) Atrocities on Scheduled Castes and Scheduled Tribes and pattern of social crimes towards them"

**(F) Welfare and development of Scheduled Castes and Scheduled Tribes**

Wide publicity is being given to various schemes of Government, constitutional rights, legislative rights, Government's efforts for upliftment of SCs/STs.

**(G) Modernization & Computerization**

- (i) Complete digital transmission, transmission studios equipped with latest equipment competing with International Standards in New Broadcasting House
- (ii) Transmission of programmes through Medium Wave (MW), Short Wave (SW), Frequency Modulation (FM) and Satellite Service (DTH).
- (iii) Digital recording, editing and dubbing
- (iv) OB coverages, direct relays etc. are being done with the latest electronic equipment and satellite service

**(H) Plan and special packages and themes of the units/wings**

- (i) Programmes mounted on monthly themes discussed and decided in IMPC meetings held every month. From April to November 2006 the themes covered are- Jal Sanrakhsan aur Jal Janit Bimariyan, Jal aur Urja Sanrakshan, Paryavaran, Paryavaran Pradushan aur Mausam ka Badlta Mizai, Rashtriya Ekta, Saksharta, Pradushan, Bachchon se Sambandhit Vibhinn Vishay

- (ii) 150<sup>th</sup> Anniversary of 1857 -1<sup>st</sup> War of Independence

- (iii) 100<sup>th</sup> Anniversary of First Satyagraha Movement of Mahatma Gandhi in South Africa

**Description of the period from 1<sup>ST</sup> January 2007 to 31<sup>ST</sup> March 2007**

New Year's Day, Animal Welfare Fortnight, Army Day, Republic Day, Beating Retreat Function, Martyrdom Day, Oil Conservation Day, Blind Welfare Week, National Science Day, International Women's Week National Safety Day, World Forestry Day, World Meteorological Day, World Theatre Day,

Birth Anniversaries Guru Gobind Singh and Guru Ravi Das,

Death Anniversaries of Mahatma Gandhi and Maulana Abdul Kalam Azad

Festivals - Id-ul-Zuha (Bakrid), Lohri, Maker Sankranti/Pongal, Basant Panchami, Muharram, Mahashivratri, Holi

President Dr. A.P.J.Abdul Kalam's address to the nation on the eve of Republic Day

Sarva Bhasha Kavi Sammelan 2007 on the eve of Republic Day

Direct relay of the culture pageant and parade from saluting base Rajpath on Republic Day

Budget Session (Including Direct Relay of Rail and Union Budgets)

World Cup Cricket 2007 to be held in West Indies in the month of March 2007

**AIR RESOURCES**

AIR Resources as an independent center for earning revenue from the vast hardware infrastructure of All India Radio and Doordarshan was established in May, 2001 as one of its commercial arm to provide consultancy and turnkey solutions in the field of broadcasting with the initiative taken by the Engineering Wing.

It is providing turnkey solutions to IGNOU in setting up FM Transmitters for their Gyan-Vani stations at

40 places in the country. 25 Gyan-Vani Stations are already operational and 4 stations are expected to be operational during the current year. Thus by the end of the financial year 2006-07, 29 Gyan-Vani stations would become operational. It has also undertaken operation and maintenance of all the Gyan-Vani stations commissioned so far.

AIR Resources has provided Prasar Bharati's infrastructure viz. land, building and towers on rental basis to private FM broadcasters during Phase-1 scheme of Ministry of I&B. At four places 10 private FM broadcasters are sharing infrastructure of Prasar Bharati such as land and towers on license fee/rental basis.

As per the Policy of Ministry of I&B, for all 91 cities under Private FM Phase-II scheme AIR Resources has signed agreements with all private FM broadcasters for sharing of AIR & DD infrastructure (land, building and towers) for creation of Common Transmission Infrastructure (CTI) facilities for all the 245 FM Channels allocated. AIR Resources is also providing its infrastructure to 9 private FM broadcasters for sharing of AIR & DD infrastructure (land, building and towers) in the 6 cities (Hyderabad, Chennai, Bangalore, Delhi, Jaipur, Kolkata) for setting up their interim setup till CTI is ready.

AIR Resources is providing Prasar Bharati's infrastructure viz. land, buildings and towers on rental basis to various Mobile Operators at various places for installing their GSM/CDMA/WLL antenna on FM/TV/STL Towers. During this year AIR Resources have shared towers at 25 places with five service providers. AIR Resources is also sharing existing infrastructure on rental basis with IGNOU at their Gyan-Vani stations. It is also providing Studio facilities to IGNOU at various places till their Gyan-Vani Studios are commissioned.

"AIR Resources" has earned revenue of about Rs. 28.85 crore upto November 2006

## **PUBLICITY CAMPAIGNS**

Regular publicity was and is being given to National Common Minimum Programme on each of the thrust areas viz. 1. Employment Opportunities 2. Agriculture

Growth 3. Education 4. Health 5. Women and Children 6. Food and Nutrition 7. Panchayati Raj 8. SCs and STs 9. Social harmony and Welfare of minorities 10. Industry 11. Infrastructure Development 12. Development of J&K, North East and Border States. Special mention can be made of the publicity given to schemes such as Rural Employment Guarantee Act, The Immoral Traffic (Prevention) Amendment Bill, 2006, campaigns to create awareness of flagship programmes-PIB, Publicity of the Citizens Charter, International Day of the Elderly celebration, Notification against employment of children below 14 years as domestic servants, Prime Minister's new 15 Point Programme for the welfare of minorities, Welfare of Scheduled Castes and Scheduled Tribes etc., formulated by the various central Ministries/Departments.

2. Consequent upon coming into force of the Right to Information Act, 2005, vigorous publicity to this Act is being provided. Programme Heads of the all AIR stations have been asked to highlight the salient features of this Act in their programmes.
3. Publicity was given to the Supreme Court's judgement on anti dowry literacy among people.
4. Supreme Court's judgement on noise pollution, regarding implementation of the laws restricting use of loudspeakers and fire crackers etc. was publicized by all AIR stations.
5. Publicity with regard to annual Kailash Mansarovar Yatra, organised by the Ministry of External Affairs, inviting applications from the prospective yatris, was done in the month of February, 2006.
6. Publicity with regard to celebration of World Tourism Day was made through all AIR Stations by way of broadcasting special programmes and providing coverage to seminars, workshops, exhibitions etc., on this theme.
7. Publicity to the National Consumer Day was also made by way of arranging special broadcast programmes on the theme 'Consumer Health and Safety.'

8. Special publicity programmes are being regularly broadcast for adolescents and youth of the country between the age group of 18-30 as requested by Ministry of H.R.D.
9. Considering the need of rural/urban population consumer affairs programmes are being updated as and when requested by Ministries of Agriculture and Consumer Affairs, Food and Public Distribution
10. In addition, publicity was provided to many other central Government schemes, policies etc., in the public interest as and when requests for the same were received.

### AKASHVANI ANNUAL AWARDS

The presentation ceremony of Akashvani Annual Award 2005 was held at Kolkata on 7<sup>th</sup> January, 2007. Hon'ble Minister of I&B was the Chief Guest.

Gandhian Philosophy and Public Service Broadcasting Awards 2006 have been declared.

### MUSIC

This year Akashvani Sangeet Sammelan Concerts were held at 21 Stations all over the country on 7<sup>th</sup> - 8<sup>th</sup> October, 2006 featuring artists of both Hindustani and Karnatic music. Total number of participants excluding accompanying artists was 44.

Eminent Artists like Pt. Samresh Choudhury, Pt. Budhadev Das Gupta, Pt. Nityanand Halipur, Pt. Abhay Narayan Mallick, Pt. Baldev Raj Verma, Shri Dinkar Panshikar, Pt. Rajendra Prasanna, Vidushi Afroz Bano, Vidushi Veena Sahastrabudhe, Pt. Arvind Parikh, Dr. N. Ramani, M. Chandrashekharan, Kunnakudi R. Vaidyanathan, Chittor G. Venkateshan, N. Ravi Kiran, Trichur V. Ramachandran, T.V. Sankaranarayanan, Bombay Sisters (C. Saroja and C. Lalitha), etc. participated in this year's Akashvani Sangeet Sammelan Concerts. The recordings of these concerts were broadcast from 2<sup>nd</sup> December 2006 to 10<sup>th</sup> January 2007.

Upcoming artists like Niladri Kumar, Vishwanath, Shanti Sharma, Vijaya Jadhav, Bharat Bhushan Goswami, Alka Deo Marulkar, Nisha Paranis, Sandipan Samajpati and Soumitra Lahiri, Vishkha

Hari, Jayanti Kumaresh, Mambalam Sisters (R. Vijayalakshmi & Chitra), Kalyani Lakshminarayana, Desur D.S.D. Selvarathinam, Cheppad A.E. Vamanan Namboodiri also featured in Akashvani Sangeet Sammelan 2006 concerts.

Concerts of some eminent and upcoming artists have been broadcast from April 2006 till November 2006 in the National Programme of Music and Ravivasariya Akhil Bharatiya Sabha. This also includes the recording of the Trinity Music Concert held before an invited audience at Delhi i.e exclusive compositions of Tyagaraja, Syama Shastri and Muthuswamy Dikshitar.

Vinayak Chittar, Madhup Mudgal, Sudhir Phadke, Asim Choudhury, Viraj Amar, Praveen Godkhindi, Nihar Ranjan, Gulam Sabir, Usman Khan and Keshav Gnide, Venkatesh Kumar, Raffiuddin Sabri, S.F. Desai, Chitranjan Jyotishi, Mashkoo Ali, Debashish Bhattacharya, Jai Teerath Mevandi, Avadesh Kumar Dwivedi, Brij Bhushan Goswami, Ustad Ali Khan, Rajendra Antarkar, Ravindra Narayan Goswami, Pt. Gokulotsavji Maharaj, Sahil Bhatt, Ritesh & Rajneesh, Dr. Nishindra Kinjalk, Neel Kamal, Ustad Amjad Ali Khan, Ramchandra Bhagwat, Arun Morone, Pt. Raghunath Seth, Deepak Chatterjee, R.P. Shastri, Vinod Lele, Manjusha Kulkarni, Mohani Mohan Patnaik, Sudhis Pote, Anuradha Pal, Dr. Santosh Nahar, Ghasi Ram Nirmal, K. Shiv Kumar, Onkar Gulvady, Kamal Kamle, Saleem Allahwale,

Several renowned and upcoming artists were featured in the National Programme of Music/Ravivasriya Akhil Bhartiya Sangeet Sabha from December, 2006 to March, 2007:

Pt. Hari Prasad Chaurasia, Pt. Rajshekhar Mansoor, Farooque Khan, Faiyaz Khan, Ustad Ali Ahmed Hussain, Pt. Rajan & Pt. Sajan Mishra, Pratima Tilak, Ranjit Sengupta, Nasir Khan, Phaguni Mitra, Rajendra Kadgaonkar, Asif Ali Khan, Anil Choudhury, Vidushi Purnima Sen, Aradhana Dey, Nakul Mishra, Rafique Khan, Vidushi Zarin Sharma, Shantanu Bhattacharya. M.S. Sheela (Vocal), Sikkil Gurucharan (Vocal), Anuradha Krishnamurthy (Vocal), O.S. Tyagarajan (Vocal), Chinmaya Sisters (Uma & Radhika Vocal Duet), Madurai T.N. Seshagopalan (Vocal),

Mudikondan S.N. Ramesh (Veena), Mathangi Sathyamurthy (Vocal), Sita Naryanan (Vocal), R. Venkataraman (Veena), Dr. R.K. Srikantan (Vocal), Manda Sudharani (Vocal), Mambalam M.K.S. Siva (Nadaswaram), K. Krishnakumar (Vocal), Gayatri Venkatraghavan (Vocal), S. Shashank (Flute), R.N. Tyagarajan & Dr. R.N. Taranathan (Vocal Duet), T. Jayaraj & Jayashri Jayaraj (Veena Duet) Rudrapatnam K. Ramakanta (Vocal), Vasanthi Krishna Rao (Vocal), Komanduri Seshadri (Violin).

In the National Programme of Regional & Light Music, the folk songs of Kerala were broadcast.

The following artists were proposed for broadcast in the National Programme of Music/Ravivasriya Akhil Bhartiya Sangeet Sabha from December, 2006 to March, 2007:

G. Kodandaram (Nadaswaram), B. Aruna and B. Padma (Vocal Duet), T.V. Sundaravalli (Vocal), S. Sunder (Veena), Subrahmania Sharma, Mahadeva Sharma and S. R. Rajashree.

Also relayed directly were several functions like Thiruvayaru Saint Tyagaraja Aradhana Festival on 7<sup>th</sup> January 2007 in our Ravivasriya Akhil Bharatiya Sangeet Sabha and on 8<sup>th</sup> January 2007 morning Pancharatna kirtanam rendering by eminent artists of South India. On 24<sup>th</sup> February 2007, the 261<sup>st</sup> Aradhana of Saint Narayana Thirtha was relayed from Thirupoonthuruthy in the National Programme of Music.

More than 50% of the scheduled artists are upcoming and youngsters, broadcasting for first time on National hook-up.

AIR introduced regional Folk & Light Music Festival at par with Akashvani Sangeet Sammelan. It was held on Vasant Panchami on 23<sup>rd</sup> January, 2007 featuring eminent artists. The purpose of this regional Folk & Light Music Akashvani Sangeet Sammelan is to project, promote and propagate the rich folk cultural heritage of our country.

To scout new talent All India Radio organizes All India Radio Music Competition. AIR music competition is a regular feature of AIR to reach and hunt new talent among youth. This year's final Music

competitions were held at Delhi and Chennai for Hindustani and Karnatic music respectively during the month of October-November. This year a number of new talents in the categories of Hindustani and Karnatic Music have been added.

National Programme of Regional, Light & Folk Music is held on first Thursday of every month. Eminent artists of different AIR Stations participate in this programme.

### NATIONAL CHANNEL

All India Radio offers a 3 tier system of broadcasting, namely National, Regional and Local. National Channel forms the first stage of it. Started on 18<sup>th</sup> May, 1988, the National Channel of All India Radio works as a night service from 6.50 p.m. to 6.10 a.m. the next morning. It covers 64% area and about 76% population of the country, through its 3 MW Transmitters at Nagpur (191.6 M-1566 Khz), Delhi (246.9 M-1215 Khz) and Kolkata (264.5 M-1134 Khz from 2300 hrs) with short-wave support of 31 Meter Band (9425 Khz & 9470 Khz which cover the entire country.

Having the whole of India as its zone, the programme complexion of the Channel has been designed to make it representative of the varied cultural mosaic and ethos of the Nation as a whole.

National Channel broadcasts a number of series of Programmes on various subjects like series of talks on the recipients of Bharat Ratna and Paramveer Chakra Awards, serialized documentary drama on 1857 – the first war of India's independence, serials on Indian Ancient literature including Vedas, Puranas and Upanishads, Programmes on RTI, VAT, Vocational Guidance, Retail Management, Anti-Terrorism, Radio Cartoon – Dhaba on current affairs, Radio Serials, based on Rabindra Nath Tagore's novel, Gora, Bankim Chandra Chattopadhyay's novel Devi Chaudharani and Tamil epic Sillapadhikaram Hindi Drama adaptation 'Nupur Ke Swar'. The radio serial 'Mein Tumhen Azadi Doonga' based on life of Netaji Subhash Chandra Bose is broadcast w.e.f. 19.1.2007.

In order to involve listeners and ensure their active participation in the programme activities, programmes

of their messages/requests are broadcast five days a week including the programme Sarhad for soldiers.

Hourly news-bulletins, alternatively in Hindi and English are broadcast only from the National Channel throughout the night. Whenever the Parliament is in session, National Channel broadcasts recordings of the Question Hour for the benefit of the listeners.

During the Holy Month of Ramzaan a special 50 mts. Programme Sahargaahi is broadcast daily (4.10 a.m. to 5.00 a.m.) in which emphasis is given to human values and Indo-Islamic culture.

National Channel has imparted training to IGNOU students for Diploma in Radio programmes.

For the first time ever National Channel has generated revenue of about Rs. 62 lakh through the broadcast of commercial spots/jingles and sponsorship of in-house programmes.

## PLANNING & DEVELOPMENT

All India Radio informs, educates and entertains people through its programmes broadcast from various stations. It keeps the people all over the country informed about Government policies, plans, programmes and achievements through the medium of sound broadcasting by a variety of programmes on cultural, educational, scientific, health and hygiene, social and economic aspects. It also keeps the people in all parts of the country informed of the important events of topical interest. It also runs a commercial service Vividh Bharati, which helps, in promoting sale of goods and services through advertisements. It has external services programmes for overseas listeners.

The important facts relating to AIR are given below:

### A. Growth of Network & Coverage

All India Radio, since independence, has become one of the largest broadcasting networks in the world. At the time of independence there were six radio stations and 18 transmitters, which covered 11% population and 2.5 % area of the country.

Today, the network comprises of 225 stations and 361 transmitters, which provide radio coverage to

99.14 % of the population and reaches 91.78 % area of the country.

### B. Activities undertaken during the year

1. FM Transmitters have been provisionally and partially commissioned at existing stations at Kanpur and Vijayawada.
2. Direct to Home (DTH) Service through the Ku Band of Prasar Bharati : 20 AIR Radio Channels in different regional languages from various state capitals are now available countrywide through the Ku band DTH platform of Prasar Bharati (DD+), benefiting the listeners all over India.
3. A 20 KW MW Transmitter at Kota has been provisionally and partially commissioned, though staff sanction for O&M activities is still awaited.
4. North-East Special package : Present position regarding the implementation of Phase-I & Phase-II of the special package approved by the Government for improvement and expansion of AIR services in the North-East including Sikkim and Island Territories is given below.

#### (1) Phase-I

Phase-I was approved in January, 2003 at a cost of Rs. 24.8 crore. This proposal includes 6 projects i.e. 10 KW FM Transmitters at Port Blair, Itanagar and Kohima and upgradation of existing uplinking facilities to digital system at Itanagar, Kohima and Guwahati. These projects have been completed except 10 KW FM Transmitter project at Kohima where an interim set up has been provided. Installation of permanent set up is also in progress and will be completed during this year. The 10 KW FM Transmitters at Itanagar and Port Blair are yet to be operationalized fully due to non-availability of sanction for O&M staff.

#### (2) Phase-II

Approval of Phase -II of NE Package in respect of All India Radio at a cost of Rs.143.32 crore has since been received in the last week of May, 2006. AIR proposals approved under Ph-II include:

1. 19 new FM stations

2. Addl. channels with FM Transmitters at Silchar (5 KW) and Gangtok (10 KW)
3. DSNG /MSS terminals
4. Chinsura-1000 KW MW Transmitter (Replacement)
5. Kavaratti- 10 KW MW Transmitter (Replacement of 1 KW)
6. 100 low power unmanned FM transmitter (100W)

New sites are to be acquired for the 19 new FM stations and 10 KW MW Transmitter proposed at Kavaratti with the help of the state governments. Site surveys are being conducted and sites for some of the locations like Bomdila, Lunding, Changlang, Khonsa, Goalpara, Tuipang, Chemphai, Udaipur and Nutan Bazar have been tentatively finalized and demand notes for cost of sites are being got expedited from the state governments. Some of these sites are expected to be taken over and Boundary wall/Security works started during 2006-07.

Procurement of equipment has already been initiated and specifications are under finalization for most of the equipment.

For the proposed 100 Watt FM transmitters, more than 100 places have been identified in consultation with the respective state governments. Finalization of suitable sites for locating these transmitters is in progress.

**6. J&K Special Package:** Approval of the Ministry for continuation of posts sanctioned for operation and maintenance of projects under J&K Special Package upto February 2007 has been received. However, Ministry's permission to fill up posts by recruitment is still awaited.

In the meantime the 200 KW MW Transmitter at Kargil and 1 KW MW Transmitters at Drass and Tiesuru have been partially and provisionally commissioned w.e.f. 1<sup>st</sup> September, 2006 by arranging staff on tour and transfer. In this way 9 out of 12 projects included in J&K Special Package have since been operationalised at

1. Kathua 10 KW FM Tr. (Replacement of 6 KW)
2. Srinagar 300 KW MW Tr. (Replacement of 200 KW)
3. Khalsi 1 KW MW Tr. (Relay)
4. Kupwara 20 KW MW Tr. (Relay)
5. Naushera 20 KW MW Tr. (Relay)
6. Rajauri 10 KW FM Tr. (Relay)
7. Drass 1 KW MW Tr. (Relay)
8. Tiesuru 1 KW MW Tr. (Relay)
9. Kargil 200 KW MW Tr.

Three projects namely, relay centres with 1 KW MW Trs. at Diskit, Nyoma in Leh Region and Padum in Kargil Region are technically ready but awaiting operationalisation for want of required O&M staff.

7. AIR News-on-Phone Service : The listeners can get AIR's News highlights on telephone in Hindi and English by just dialing a specific telephone number at any time from anywhere in the world. The service is now operational in Delhi, Mumbai, Patna, Chennai, Bangalore, Hyderabad, Thiruvananthapuram, Ahmedabad and Jaipur. Service is also expected to be extended to AIR stations at Raipur, Lucknow, Kolkata, Guwahati and Shimla.
8. 546 Dynamic Cardioid Microphones have been procured and are being sent to various stations of AIR. 95 condenser Cardioid Microphones and 76 Wireless Microphones were scheduled to be received by December, 2006.
9. 190, 20 W Stereo Monitoring Amplifiers have been sent to zonal offices for distribution to various stations. 44 Stereo Distribution Amplifiers are expected to be received by December, 2006.

### C Initiatives Towards Digital Broadcasting:

After having built an impressive engineering infrastructure, All India Radio is now laying thrust on modernization and technological up-gradation. It has undertaken a massive digitization programme covering



both production and transmission. The analog equipment in many radio stations has been replaced by state-of-the-art digital equipment.

1. Computerized Hard Disc based recording, editing and playback systems have already been provided at 83 AIR stations. Such systems for 61 more stations are under procurement.
2. Digitization of uplink stations and programme production facilities have been undertaken to ensure good quality convergence-ready content, which will also support interactive radio services like News on Phone, Music on Demand etc.
3. New Digital Captive Earth Stations (uplinks) at Varanasi, Rohtak, Leh, Dehradun, Silchar and Aurangabad are under implementation.
4. Downlink facilities are being digitized in phases. 115 stations are being provided with these facilities in the current period.
5. Existing 100 KW MW Transmitters at Delhi and Raipur will be replaced with new state-of-the-art technology transmitters in the current Plan.
6. Computerization of AIR stations and offices is in progress to facilitate online exchange of information and improvement of efficiency.
7. Studios with digital equipment including computerised hard disc based work stations for recording, dubbing, editing and playback facilities are being provided at AIR Leh, Mysore, Jaipur, Tawang etc.
8. Staff Quarters at Metros: The Government has approved proposal for construction of quarters at Chennai, Delhi, Mumbai and Kolkata for Prasar Bharati staff.
9. For setting up of AIR facilities at Dehradun, the capital of Uttaranchal, a site has been recently acquired from the state government. Estimates for building are under sanction and building work is expected to start soon. AIR studios at Dehradun will be provided with latest digital equipment with computerized hard disc based recording and editing systems.

10. Construction of building is in progress for proposed FM radio stations at Amaravati, Junagarh, Oras, Rairangpur, Dharmanagar, Karim Nagar, Srikakulam.

#### **D. Staff Training Institutes (Technical)**

Staff Training Institute (Tech.) at Delhi caters to the training needs of engineering personnel. Regional training institutes have also been set up at Bhubaneswar, Shillong and Mumbai to augment the training facilities.

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

The Institute conducts training courses for departmental candidates as well as for candidates of similar foreign organizations. Workshops at different field offices are also held. The institute conducts recruitment examination for direct recruit engineering assistants and also holds departmental competitive examinations for promotions in the subordinate engineering cadres. The regional institutes conduct training courses like use of computerized hard disc based recording, editing and playback system.

Activities undertaken from 1.4.2006 to 30.11.2006.

A total of 48 courses were conducted at STI (T) and 723 personnels were trained. During this period 393 persons were trained at RSTI (T) Bhubaneswar, 51 at RSTI (T) Shillong and 50 at RSTI (T) Malad.

**During this period, following special courses were also conducted:**

A Special course on Satellite Technology for Superintending Engineers and Station Engineers of AIR & Doordarshan at MCF Hassan Department of space. 20 Candidates attended the course.

A Workshop on Power Point Presentation Skills for Directors/ Dy. Directors was conducted on 13.7.2006 which was attended by 46 officers.

Special training was conducted on AIR Virtual Software at STI (T) as crash course from 11.9.2006

to 13.9.2006. A similar one was organized at Radio Kashmir, Jammu from 3<sup>rd</sup> October 2006 to 6<sup>th</sup> October, 2006. This is proposed to be repeated at STI (T) and some outside stations.

Three separate Summer Training Courses for the students of Degree and Diploma Engineering were organized. 100 students were trained during the Summer training.

Eight student from Mauritius and 9 from Bhutan also attended various courses conducted at STI (T) on subjects like Digital Earth Station, Digital Satellite News Gathering system, Direct to Home Service (DTH), and Modern Trends in Broadcasting etc.

1. At STI (T) Delhi about 450 persons were scheduled to attend the various courses during the remaining period of the year i.e. upto 31.3.2007. At RSTI (T) Bhubaneswar about 150 persons, at RSTI (T) Shillong about 100 persons, and at RSTI (T) Malad, Mumbai about 100 persons were expected to attend the various courses.
2. A special training programme titled Radio Content Production & Delivery was scheduled to be organized from 26<sup>th</sup> February to 9<sup>th</sup> March, 2006. The course is of international repute and funded from ABU-IABM-Busary.

## **E. Research & Development**

The Research Department is engaged in Research and Development work for incorporating state-of-art technology in Radio & Television Broadcasting. The technical activities undertaken in various AIR labs from April 2006 to October 2006 and the expected activities from November 2006 to March 2007 are as follows:

Activites during the period April 2006 to October 2006

### **(i) Telemetry system for AM Transmitter:**

Telemetry System is required to be developed for the controlling & monitoring of MW Transmitter from remote location. Hardware for the development of telemetry system for 20 KW MW Transmitter at AIR Rohtak has already been completed and software is

under testing. Work on hardware development for the telemetry system for AIR, Nyoma in Laddakh is also in progress.

### **(ii) FM Antenna**

A single bay 3.0 KW FM antenna has been developed and deployed at AIR Pune. Also, a 2-bay FM antenna has been designed and fabricated. It has also, been tested at AIR, Bangalore and is working satisfactorily. These single bay and 2 bay antennas are being indigenously developed for deployment as contingency arrangement to overcome emergencies.

### **(iii) News Room Automation**

In a vast network like All India Radio, maintaining inflow and outflow of latest information and archiving there of is an uphill task. This requires continuous attention of news persons. News Room Automation System has been developed recently by Research Department of All India Radio to make work flow faster, easier and smoother. In this system, News items in the text form from agencies are captured directly on computer, edited and read from teleprompter like screen. Audio clips can be inserted and played back during News Bulletins. Provision of last minute changes in the news bulletin is also incorporated in the software.

### **(iv) Acoustic Lab**

Acoustic laboratory of Research Department has been carrying out various study projects, acoustic measurements, testing and evaluation of acoustic materials including electro-acoustic transducers. Recently measuring setup has been modernized by introducing new Sound/Noise Analyser system to enhance the measuring facilities in the lab. This section of R&D has taken up the acoustic measurements on around 20 numbers of new acoustic materials and issued the standardized reports. This process also helped R&D to build-up a good database for studio design.

### **(v) Installation of Interactive Radio Service (IRS) in the AIR network**

The Interactive Radio Service (IRS) software is designed and developed to introduce live interactivity

between listener and presenter in studio through telephone line. It is a user friendly software and being used successfully at around 34 installations of All India Radio network in the country. AIR Silchar, Khandwa, Cuttack, Sambalpur, Warrangal, Sawaimadhopur, Ratnagiri, Bilaspur, Jodhpur, Suratgarh, Hyderabad and Raipur have recently benefited with this software. This software is very popular and custom specific to AIR needs.

**(vi) Influence of Towers on the Horizontal Radiation Pattern of VHF/UHF transmitting antennas**

Study was carried out on the Influence of Towers on the Horizontal Radiation Pattern of VHF transmitting Antennas for FM at Jalandhar, Bhatinda and Bareilly. A Research document based on this study has been submitted to ITU, Geneva.

**(vii) Field Strength Surveys & Propagation Studies**

- Field strength of an experimental 100W FM transmitter installed at Akashwani Bhawan was carried out for the evaluation of its primary coverage area for satisfactory reception and also for the evaluation of building penetration loss inside the high rise buildings.
- A survey for the subjective assessment of signals of FM Radio City and F.M. community Radio emanating from Pitampura & Jamia Millia University, were carried out during the month of April 2006

**Activities planned during the period November 2006 to March 2007**

Besides regular testing of various acoustic materials for studio design & on commercial basis and other activities as described earlier, following work/ projects are envisaged during the remaining period of the year from 1<sup>st</sup> November 2006 to 31<sup>st</sup> March 2007:

**(i) Telemetry system for AM Transmitter**

- Testing of telemetry system for 20 KW & 1 KW MW Transmitters at AIR Rohtak & AIR Nyoma will be carried out.

- Modifications in the existing FM telemetry system for 2 nos. FM Transmitters at Pitampura, Delhi will be carried out.

**(ii) Upgradation of Planning Software “Broad Plan”**

“Broad Plan” software earlier developed by Research Department require upgradation. This work will mainly involve the modification of data for each district as per 2001 census of India and the upgrading of “MapInfo Professional software V4.5 to V8.5”

**(iii) Network Planning of DRM and MW/SW**

Digital Radio Mondiale (DRM) technology is being introduced in AIR network. This would require proper planning of DRM services. Research Department will take up network planning for DRM service in MW/SW bands

**(iv) Pilot Short Wave DRM Project**

An R&D project named “Experimental Studies on Digital Radio Mondiale (DRM)” has been undertaken. This will involve the study of the various parameters of DRM such as Coverage Area, Spectral Efficiency, Improvement in Audio Quality, Delivery of Value Added Services viz. data, text, etc.

250 KW Short Wave transmitter at HPT, Khampur is being up graded to carry out DRM transmission in the Short Wave bands. After the upgradation which is to be completed in December 06, extensive field strength survey will be carried out.

**(v) Emergency Warning Broadcast System**

Radio is an ideal medium for the issue of warnings before the incoming cyclones, Tsunami and other natural disasters. Radio transmission in analog mode is in use for Early Warning System (EWS) in countries like Japan. Recently Japan has developed an EWS for use with Terrestrial Digital Broadcasting. Research Deptt. has undertaken a study of Early Warning System for AM and FM transmitters which will activate the special type of receivers followed by the Warning announcement.

**(vi) FM Antenna**

Research Deptt. has designed and developed Six bay

circularly polarized 10.0 KW FM antenna which will be tested on full power shortly at AIR, Vadodra.

**(vii) Upgradation & Installation of Interactive Radio Service (IRS) in the AIR network**

The Installation of Interactive Radio Service (IRS) software is designed to introduce live interactivity between listener and presenter in studio through telephone line. It is user friendly software and being used at more than 34 installations of All India Radio network in the country. Looking into the popularity and its wide utility in the network, it is proposed to take up the development of integrated software package along with interfacing through mobile phone.

**(viii) Field Strength Surveys & Propagation Studies**

- Field strength survey of all FM transmitters (AIR & Private broadcasters) located in Delhi is to be carried out.
- Field strength survey to be carried out in different modes of DRM after commissioning of DRM on 250 KW Thales Transmitter at Khampur, Delhi.

**AUDIENCE RESEARCH**

Radio Audience Survey caters to the growing marketing needs of AIR programmes. During 2006-07 financial year this study has been launched at 63 places across the country covering Primary Channel. Ratings drawn from the study help individual AIR stations in marketing popular programmes. Rating of programmes also provide adequate feedback to programme producers in effecting changes in the programme fixed-point chart in order to meet the requirements of various segments of audiences.

This study has been designed by the directorate according to the Market Potential Value of cities/towns covering almost every triple A cities, double A cities and A class cities. Besides that B, C and D grade cities/towns are also represented fairly in the study universe. This study attempt to bring out programme popularity of each AIR station's Primary Channel, evaluate actual listening of AIR and Pvt. FM programmes wherever Pvt. FM is available,

evaluate the reach and utility of AIR programmes vis-à-vis across the border area programmes in J&K and North-east Region.

**Kisan Vani Channel:** In order to extend research support to on going programme on Kisan Vani sponsored by the Ministry of Agriculture & Co-operation, Govt. of India in collaboration with AR Unit of DG, AIR, New Delhi has launched studies at 87 places across the country. It is felt that the feedback gathered through the research study will help the programme producers for facilitating better communication strategies to be easily understood and acceptable by the target beneficiaries i.e. farming community.

**Survey on News Headlines Broadcast on FM Rainbow:** NSD has introduced bulletins on FM Rainbow in Hindi, English and regional languages. Study is being conducted at 13 places i.e. Delhi, Mumbai, Kolkata, Chennai, Bangalore, Lucknow, Hyderabad, Panaji, Trichi, Jaipur, Thiruvananthapuram, Guwahati & Patna to assess the impact, actual listening and quality of Headline bulletins.

**Pre & Post Evaluation on Sponsored Programme by UNICEF, Hyderabad from AIR Raichur :** AR Unit, Dharwad has conducted Pre & Post Evaluation study entitled BAGINA being sponsored by UNICEF. The study made an attempt to assess the impact and efficiency of the series broadcast.

**AIR Compendium 2006-07:** It is an exhaustive annual reference handbook for planning of broadcast contents and selling of airtime and it provides purposeful direction of AIR which is planned, designed, compiled and prepared by this directorate.

The compendium edition 2006-07 will focus utmost vital issues- AIR as a public service broadcaster and secondary process of revenue generation in the face of competition with Pvt. Channels.

**Seven Workshops on Kisan-Vani:** With a view to provide useful and practical information to farming community A.R. Unit has organized, "KISAN VANI PROGRAMME PRODUCERS-RESEARCHERS

INTERFACE” in seven regions across the country. Such workshops have been immensely popular among the programme producers and have provided impetus to make developmental communication a serious issue for a Public Service Broadcaster – AIR.

**Jeevan Hai Anmol:** Audience Research Unit has evaluated a very important project of the Ministry of Health & Family Welfare, Govt. of India entitled “Jeevan-Hai Anmol” through which an attempt has been made to bring about a high level of awareness and give adequate educational information to the common man regarding AIDS and other health & hygiene information. Feedback on these programmes has been extended to the concerned Ministry.

**Survey on Live Broadcast of World Cup Football Match July, 2006:** Survey on live broadcast of World Cup Football Match July, 2006 was conducted at 7 places—Patna, Jalandhar, Guwahati, Thiruvananthapuram, Kolkata, Panaji and Ranchi.

**Survey on Sponsored Programme – Endraikkum Mallathu:** Audience Research Unit, Chennai has conducted a survey on sponsored programme of State Revenue Centre Chennai, titled Endraikkum Mallathu (Good forever). This programme is broadcast from FM Rainbow, AIR Chennai & Thiruchirapalli and Primary Channel Tirunelveli. An attempt has been made to evaluate the quantitative and qualitative aspects of this programme.

## SPORTS

During the period April, 2006 to December 2006 AIR has provided appropriate and effective coverage to various National and International sporting events held in India and abroad viz., India Vs England Cricket series in India, India Vs Pakistan ODI in Abu Dhabi (UAE), India Vs West Indies Cricket Series (5 ODIs and 4 Test Matches) in West Indies, Triangular Cricket Series (India), Australia and West Indies) in Kuala Lumpur, Malaysia 2006, (5<sup>th</sup> ICC Champions Trophy in India, Malaysia 2006, 5<sup>th</sup> ICC Champions Trophy in India), Wimbledon Tennis Championship in London, 10<sup>th</sup> SAF Games in Srilanka, AFC Asia Cup Football 2007 between India Vs Saudi Arabia in India, AFC Qualifying Football Championship 2006 between

India and Japan in India, AFC Youth Football Championship 2006 in India, (FIFA World Cup Football 2006 in Germany, 2006 World Cup Hockey in Germany).

The National Sports events held in India, e.g. Santosh Trophy Football at Gurgaon, 111<sup>th</sup> All India Beighton Cup Hockey Tournament 2006 in Kolkata, All India Bombay Gold Cup Tournament 2006 in Mumbai, 62<sup>nd</sup> Senior National Hockey Tournament 2006 at Jalandhar, 23<sup>rd</sup> Surjit Singh Hockey Tournament 2006 at Jalandhar, Durand Cup Football Tournament in Delhi and Nehru Cup Hockey Tournament in Delhi. And various other tournaments of different disciplines were covered through Live Commentary, Resumes, Voicecasts and Interviews etc.

AIR provided coverage to Pune International Marathon, 15<sup>th</sup> Asian Games in Doha, Qatar 34<sup>th</sup> National Games at Guwahati, and is also planning to cover 9<sup>th</sup> World Cup Cricket 2007 in West Indies and Triangular Cricket Series (India, West Indies and Srilanka) in India.

## FAMILY WELFARE PROGRAMMES

AIR with its vast network of 215 Radio Stations spread over the whole of the country, broadcast programmes on Health and Family Welfare. All AIR stations broadcast Family Welfare programmes in the regional languages/dialects of our country.

AIR stations broadcast Maximum no. of programmes on Health & Family Welfare. The programmes are broadcast in general as well as special audience programmes like, rural, women/children & general audience programmes etc, in various formats like talk, discussions, features, quiz, jingles, spots, short stories, drama, success-stories, phone-in programmes, etc.. Apart from this, rest of AIR stations, including local radio stations are also mounting programmes on their themes regularly. The themes covered are raise in marriage age, delay the first child, space between two children, terminal methods, maternal care, child survival, women empowerment, promotion of inter-spouse communication/male responsibility, neutralizing male preference syndrome, medical termination of pregnancy, promotion of institutional legal provisions, management of reproductive tract

infections (RTIs) and sexually transmitted infections (STIs), pre-natal diagnostic techniques (Regulation and Prevention of Misuse) Act- 1994, AIDS, drug abuse, breast feeding, child right, child labour, girl child, disability, T.B., leprosy and reproductive child health etc..

National Communication Strategy has been sent to all major stations as a resource material to highlight the new communication strategy. Fresh instructions have been issued to all AIR stations to concentrate more on importance of small family size, methods of prevention of pregnancy, sterilization, broadcast of field based programmes (interviews with beneficiaries of Family Planning), importance of Nutrition in food, child care immunization, breast feeding and raising the age of marriage etc.

Wide publicity are being given to blood donation and eye donation. Suitable programmes have also been mounted against drug-abuse, tobacco consumption, illicit trafficking, Leprosy eradication and AIDS etc.

Central Health Education Bureau, Ministry of Health & Family Welfare are constantly in touch with AIR and provide background materials and expert advice from time to time. Each year Akashvani Annual Award is given to the best programmes on Family Welfare.

#### **ACTIVITIES UNDERTAKEN ON BROADCAST OF PROGRAMMES ON CHILDREN**

All stations broadcast programmes for children on regular basis. In the programmes addressed to women and general audiences, stress has been laid on programmes regarding health and care of mother and the child. Programmes dealing with immunization and primary health education form a regular part of our broadcasts.

Programmes are planned keeping in mind the following action points:

- 1) Protection of Rights of children
- 2) Care and Support to disabled Children
- 3) Care and support to children under difficult circumstances.

- 4) Equal status of girls and equal rights to women.
- 5) Universal access to basic education to children and more attention to girls, education.
- 6) Safe motherhood, responsible planning of family size.
- 7) Providing safe and supportive environment to children
- 8) Improvement in the economic condition of family and self-reliant society.
- 9) National and international cooperation for better future of a child.
- 10) Safe drinking water facility and sanitary means of excreta disposal.

Special programmes focusing on the status and importance of the girl child in various formats such as discussions, comparing, talks, short stories, jingles, spots etc. are being broadcast during the transmission on a continuous basis at regular intervals, throughout the year to create social awareness to welcome the girl child's birth as that of boy.

AIR broadcast programmes from almost all its stations for children of three categories, viz, programmes for children between the age of 5 to 7 years and 8 to 14 years age. Special programmes are also broadcast for rural children.

Some of the programmes are broadcast on a weekly basis. Plays, short stories, features, choral songs, interviews, stories from epics etc are part of these broadcasts.

#### **Programme on Rural Children**

Children, regardless of their educational and literacy status, participate in these programmes broadcast once a week from stations having farm & home units. Emphasis is given on educating and motivating children to be better citizens. All the items included in programmes for teenagers find place in programmes. The messages of socio-economic activities are highlighted in all the programmes for teenagers.

### **Programmes for Small Children (5-7 years)**

The programmes are broadcast on a weekly basis and are relatively of short duration. Plays, feature, choral songs, interviews, travelogue, stories from epics, stories of different lands are the principal ingredients of these programmes with much encouragement given to children's participation in the programmes. The rights of the tiny tots come to the fore often in choral songs, stories, recitations, playlets and also interviews with children. Their right to free and healthy growth and development and to enjoy a clean environment and to participate in nation building as well as in the welfare of the family are discussed by them and their elders.

### **Activities Undertaken on Broadcast of Women's Programmes**

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

The programmes directed to women listeners cover subjects related to socio-economic development of women, health and family welfare, food and nutrition, scientific home management, women entrepreneurship, education, including adult education, gender issues 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. Different traditional folk forms are used to communicate specially with the rural women audience.

Besides the issue of women forming the main part of the women's programmes, the problems in general faced by women and the need for change in social attitude towards women also forms an integral part of the general broadcasts. Formats of the programmes like talks, plays, shot stories, features, discussions etc. based on themes such as crime against women, preference for a girl child, evils of dowry system, gender inequity and female infanticide, improvement of the status of women are

constantly being broadcast in the programmes meant for the general programmes.

A year long multimedia campaign on atrocities against women has been launched to create an atmosphere conducive to safety and security of women within and outside the households for a safe and secured hygienic environment for women and children. Special programmes as well as general audience for programmes are being broadcast focusing on the issue to change social attitudes and behavioral practices towards women.

Guidelines are issued to AIR programme heads from time to time to plan and produce programmes for women with the aim of their empowerment and to ensure that women's issues are projected as social issues rather than as issues concerning women only.

The objective of the Women's Empowerment programmes are to create large-scale awareness of women's right and to focus on issues and interventions, which can bring positive impact on their lives. The continuously declining sex ratio manifests a clear gender bias against female child. This is also exhibited in their poor health and literacy pointers. Low nutritional level of female child and marriage of girls at an early age are leading to prevalence of very high levels of anemia among adolescent girls / mothers and a very high number of maternal deaths. Their participation in the economy continues to be still at low level. Violence against women is another very major area of concern. In this context, the year long activities on status of women and their rights, and launching of programmes for interventions, required to bring about a change, which would build up an environment conducive to developing self-confidence and assertiveness among women and girls.

### **AIDS/HIV PROGRAMMES ON ALL INDIA RADIO**

Ministry of Health & Family Welfare organizes family and health awareness campaigns from time to time among the general population on the problems of RTI/STI and HIV/AIDS infection and services for early detection and prompt treatment of RTI/STI.

One of the most effective strategies to control AIDS/HIV is to treat sexually transmitted diseases (STD). Ignorance about STDs and reproductive tract infections still persists in both men and women. Men often approach quacks and faith healers for STD related problems. In some cases there is self-medication, which can lead to drug resistance and more virulent forms of infections.

Raising levels of awareness does not lead to behavioral change of sustained health seeking behavior. AIR highlights the preventive measures extensively. A wide publicity is given to these campaigns so that general public utilizes the facilities provided by the Health & Family Welfare Department during the campaign.

All India Radio, with its vast network of stations all over the country, broadcast programmes constantly on HIV/AIDS in a large number of languages and dialects on the occasion of World AIDS Day on 1<sup>st</sup> December, 2005. Programme Heads of all A.I.R Stations were advised to provide full publicity support to educate and inform the audience about the dreaded disease of AIDS which can be prevented by proper preventive measures.

AIR stations organized seminars before invited audience and the studio-based programmes in the form of questions-answers with the experts, talks and discussions were also broadcast. Some of the stations also broadcast Spot Interviews with the AIDS affected persons. Musical programmes in the form of Folk tune-songs and plays for layman, truck drivers, labourers etc. were also broadcast by some of the stations. All India Radio has adopted a multi-lingual approach for its broadcast of programmes on HIV/AIDS.

Maximum programmes have been broadcast on AIDS every year, to emphasize the fact that the dreaded AIDS can be prevented with proper information and knowledge.

### **Activities Undertaken on Broadcast of Programmes on Farm & Home Broadcast**

The commitment of All India Radio to the rural audience dates back to more than 50 years. All stations of All India Radio broadcast Farm & Home

programmes directed at rural audience. In fact, special programmes have been designed to cater to the day-to-day seasonal needs of the farming community. To broadcast the latest technology and information for agricultural output is a continuous process of its Farm & Home programme. These programmes not only provide information about agriculture but also create awareness about the ways and means to improve the quality of their lives. The programmes are broadcast daily in the morning, noon and evening. The average duration of Farm & Home broadcast is 60 to 100 minutes per day. Farm & Home programmes also include programmes for rural women, rural children and Rural Youth.

The Farm & Home units of All India Radio broadcast composite programmes, which include equal segments of rural development schemes and hardcore Agriculture programmes. Whereas, on the one hand, they talk about the hardcore agriculture subject i.e. animal husbandry, fisheries and agriculture related activities dry and wetland agriculture, the other segment talks about employment schemes, loan and training facilities, sanitation, health-hygiene and nutrition etc.

All India Radio provides extensive programmes on land and water conservation, sustainable agriculture, biotechnology, integrated pest management in crops, crop insurance schemes, environment protection, disaster management, role of panchayats in rural development.

Besides this these programmes produced with the help of subject matter specialist. All India Radio maintains a very close liaison with the Ministries and departments of agriculture & rural development of central & state governments. The programmes are mounted in local dialect from different stations. Local radio stations also broadcast regular programmes on rural development on different formats such as dialogues, discussions, talks, interviews, features, serials, dramas, slogans, jingles, phone-in-programmes, musical features and farm school on AIR etc. to get the message broadcast.

AIR has stepped up its activity of agriculture broadcast with launch of exclusive project Mass Media Support



to Agriculture Extension with the title Kisan Vani for AIR from 15<sup>th</sup> February, 2004 in collaboration with Ministry of Agriculture to inform local farmers the daily market rates, weather reports and day-to-day activities in their area at micro level. Presently 'Kisan Vani' is being Broadcast and relayed from AIR'96 FM Stations.

### **Activities Undertaken on Broadcast of Programmes on Environment**

Keeping in view the importance of the subject, all the AIR Stations are broadcasting a daily programme on environment for 5 to 7 minutes duration and a weekly programme of longer duration for more than a decade. This is being discussed in our other programmes i.e. Health / Women / Rural Women / Youth & Children programmes also for creating awareness about the environment. The AIR Stations are broadcasting programmes on the subject on the basis of instructions and guidelines issued by the Directorate. In order to inform and educate the listeners living both in urban and rural areas for creating environmental consciousness among them on preservation of environment through development of forests, afforestation, social forestry, far forestry etc., these programmes are mounted in interesting and imaginative ways. These programmes are being broadcast in different formats like talks, discussions, features, news items, spots, serials etc. by all AIR Stations in their local languages. AIR Stations are advised from time to time to intensify and include the programmes on environment in their future schedules.

There is a regular broadcast of programmes related to Environment & Forest Developmental Schemes launched by the Central/State Governments. All India Radio has adopted a multilingual approach for its broadcasts of programmes on environment, forestry, wildlife and ecology etc. These programmes are broadcast in major languages and local dialects, spoken by various smaller communities.

In view of its importance, wildlife and forest conservation treated by AIR as a challenge and emphasis is given on developmental activities as well as social rituals. All India Radio projects the success of Governmental initiatives, which take place in

forestry, wildlife conservation and ecological balance. As such, AIR is broadcasting programmes on wildlife and care of animals through its various special audience programmes. Some special programmes were produced and broadcast on World Environment Day. A Daily programme "Vasundhara" is being broadcast from some of the stations.

In some of our special audiences programmes like Rural / Women / Rural Women & Youth Health programmes, we have registered audience groups and with their communications and during invited audience programmes they may be asked to give their contribution to spread general awareness about this.

All the AIR Stations are giving wider publicity to the legal factors towards Environment and Forestry. These programmes are being supervised by getting monthly information from all the stations.

### **STAFF TRAINING INSTITUTE (P)**

#### **History**

Staff Training Institute (Programme) was established in 1948 at Delhi as an attached office of DG, AIR, New Delhi. It was declared as a subordinate office with effect from 01.01.1990. Staff Training Institute (Programme) at Delhi and Bhubaneswar alongwith five other Regional Training Institutes (Programme) at Ahmedabad, Hyderabad, Lucknow, Shillong and Thiruvananthapuram imparts training to all the Programme and Administrative cadres of AIR and Doordarshan.

### **ACHIEVEMENTS FROM APRIL 2006 TO DECEMBER 2006**

Thrust areas for in-house training this year are Managing the Change, Marketing Management, Corporate Work Culture, Digital Broadcast, Modern presentation techniques, Voice Culture, Broadcast Management, Innovative Programmes, Programme packaging & promotion, Interactive and Participatory programmes, Development programmes and Radio jockeying & TV Anchoring.

By now STI(P) has established itself as a professional trainer for outside agencies. Our Institute provides

Programme Production and Voice Culture training to IGNOU and Indian Airlines respectively. Besides professional attachments are also open to recognised Institutes and Universities teaching Broadcast Journalism. Specific courses on programme format were designed for Maulana Azad National Urdu University, Hyderabad.

### **In-house Courses**

From April to December 2006, STI(P) Delhi and STI(P) Bhubaneswar, along with five Regional Training Institutes at Ahmedabad, Hyderabad, Lucknow, Shillong and Thiruvanthapuram conducted 49 courses - 36 Programme courses and 13 Administrative courses and trained 863 Personnel - 625 Programmers of AIR and 238 Administrative officials of AIR & Doordarshan. This includes -

- Four Workshops on 'Right to Information Act' at Delhi, Bhubaneswar and Shillong, in which 130 Programme and Engineering Senior Grade Officers were trained.
- Three Courses for 'Training for the Trainers' of VANI Certificate Course were conducted at Delhi, Lucknow and Hyderabad imparting training to 56 Programme Personnel.
- One Workshop on 'Essential Behavioural Skills' in collaboration with IIPA, Delhi was organised in which 19 Senior level Programme and Engineering Heads were trained.
- One Workshop on 'Stress Management' for Station Directors and Assistant Station Directors conducted at STI(P), Delhi.
- For the first time two Workshops were conducted for Doordarshan programme personnel on 'Promos & Programme Packaging' at STI(P) Bhubaneswar and 'Cross Channel Publicity and Programme Packaging' at RTI(P), Hyderabad in which 21 Programme Executives & Production Assistants from Doordarshan were trained.
- STI(P) Delhi was chosen by UNESCO to train the Producers from Educational TV & Radio, Kabul, Afghanistan. Accordingly a Special 8 days course from 18<sup>th</sup> to 25<sup>th</sup> September, 2006 was

designed and executed. The course was entitled Planning & Management of Educational Channel.

On an average in a year training institutes conduct about 70 to 75 training courses both for programme staff of AIR and administration staff of AIR & Doordarshan training about 1100 - 1200 personnel.

### **Coordinated Courses**

During the period April to December 2006, STI(P), Delhi conducted 6 courses co-ordinated with Staff Training Institute (Technical), AIR & Doordarshan, Delhi on Hard Disc Based Recording System, Programme Production Techniques and Digital Program Library for the programme officers of AIR and trained 73 programme officers of AIR in these specialised fields.

### **VANI certificate Courses**

VANI (Voice Articulation and Nurturing Initiative) Certificate courses for newly selected comperes, announcers and presenters are being conducted on payment basis at various stations of AIR. Till December 2006, about 1179 newly selected comperes, announcers and presenters have been trained in 65 batches at 50 AIR Station and awarded VANI Certificates.

VANI Certificate Course has from this year been extended to Refresher Course for existing Casual Announcers and News Readers / News Reader-cum-Translators and for Editors and Reporters also. The News Services Division from this year has also introduced training for Part Time Correspondents.

The handbook 'VANI' is proving to be helpful to the participants of VANI Certificate Course as a supplementary material and has been sold to participants for earning revenue for Prasar Bharati.

### **Outside Courses**

- From April 2006 to December 2006 STI(P), Delhi organised 6 workshops for Indian Airlines and trained 142 Air-hostesses and cabin crew in Voice Culture at RTI(P), Hyderabad and many more such workshops are in pipeline.

**COURSES CONDUCTED BY STI(P)s & RTI(P)s and NUMBER OF TRAINEES  
DURING THE YEARS 2005-06 & from APRIL - DECEMBER 2006**

INSTITUTES PERFORMANCE		2005 - 06		APRIL - DEC. 2006			
		PROG.	ADMIN.	TOTAL	PROG.	ADMIN.	TOTAL
STI(P), DELHI	NO. OF COURSES	9	2	11	10	1	11
	NO. OF TRAINEES	159	45	204	227	15	242
STI(P), BHUBANESHWAR	NO. OF COURSES	8	4	12	7	2	9
	NO. OF TRAINEES	88	92	180	97	35	132
RTI(P), AHMEDABAD	NO. OF COURSES	4	3	7	4	3	
	NO. OF TRAINEES	61	56	117	70	60	130
RTI(P), HYDERABAD	NO. OF COURSES	5	2	7	5	2	
	NO. OF TRAINEES	75	54	129	76	42	118
RTI(P), LUCKNOW	NO. OF COURSES	7	3	10	4	2	
	NO. OF TRAINEES	96	50	146	60	36	9
RTI(P), SHILLONG	NO. OF COURSES	3	1	4	2	2	
	NO. OF TRAINEES	33	10	43	25	35	60
RTI(P), TRIVANDRUM	NO. OF COURSES	6	2	8	4	1	
	NO. OF TRAINEES	113	49	162	70	15	85
GRAND TOTAL	NO. OF COURSES	42	17	59	36	13	49
	NO. OF TRAINEES	625	356	981	625	238	863

**IN-HOUSE TRAINING COURSES BY STI(P)s & RTI(P)s :**

		YEAR 2005-06	YEAR 2006	APR.-DEC.
ALL THE STI(P)s & RTI(P)s OF AIR & DOORDASHAN	NO. OF COURSES	59	49	
	NO. OF TRAINEES	981	863	

**PAID COURSES FOR OUTSIDE AGENCIES :**

INDIAN AIRLINES	NO. OF COURSES	3	6
	NO. OF TRAINEES	80	142
IGNOU	NO. OF COURSES	20	12
	NO. OF TRAINEES	351	186

VANI CERTIFICATE	NO. OF COURSES	81	65
COURSE	NO. OF TRAINEES	1386	1179

**INTERNATIONAL COURSES :**

AIR-UNESCO	NO. OF COURSES	0	1
	NO. OF TRAINEES	0	3

**COORDINATED COURSES WITH :**

STI(T), DELHI	NO. OF COURSES	15	6
	PROG. TRAINEES	135	73

**PAID COURSES BY STI(P), DELHI FOR OUTSIDE AGENCIES**

		2002-03	2003-04	2004-05	2005-06	2006 APR.-DEC.
INDIAN AIRLINES	NO. OF COURSES	2	6	10	3	6
	NO. OF TRAINEES	33	135	258	80	142
DOORDARSHAN	NO. OF COURSES	0	1	0	0	0
	NO. OF TRAINEES	0	12	0	0	0
AIRPORTS	NO. OF COURSES	0	0	3	0	0
AUTHORITY OF INDIA	NO. OF TRAINEES	0	0	30	0	0
IGNOU	NO. OF COURSES	0	0	55	20	12
	NO. OF TRAINEES	0	0	996	351	186
VANI CERTIFICATE	NO. OF COURSES	0	3	66	81	6
COURSE	NO. OF TRAINEES	0	52	1185	1386	1179

**INTERNATIONAL COURSES BY STI(P)s**

		DELHI	BHUB.	DELHI	2005-06	2006 APR.-DEC.
		2002-03	2003-04	2004-05		
AIBD / UNESCO	NO. OF COURSES	1	1	2	0	1
	NO. OF TRAINEES	13	11	34	0	3

**COORDINATED COURSES WITH STI(T), DELHI**

		2002-03	2003-04	2004-05	2005-06	2006 APR.-DEC.
STI(T), DELHI	NO. OF COURSES	4	4	7	15	6
	PROG. TRAINEES	18	35	43	135	73

- Prasar Bharati has been giving practical training to the students of Post Graduate Diploma in Radio Prasaran (PGDRP) and Post Graduate Diploma in Audio Programme Production (PGDAPP) as per MoU signed with IGNOU. This year 186 students have been given practical training in 12 batches at 7 AIR Stations.
- In addition many AIR stations have taken students from Universities on attachment on payment of Rs. 500/- per week.
- RTI(P), Hyderabad conducted a special 9 days training for the students of Mass Communication and Journalism of Maulana Azad National Urdu University, Hyderabad Post Graduation Course on "Radio Production" from 1<sup>st</sup> May to 9<sup>th</sup> May, 2006.

#### **Revenue earned**

STI(P) from April to 15<sup>th</sup> December, 2006 made an income of Rs. 67,55,021/- from all sources.

#### **PLANNED SCHEMES DURING JANUARY – MARCH 2007**

Report on the activities of the Staff Training Institute (Programme) from January, 2007 to March 2007 on the basis of planned schemes is as under :-

#### **INSIDE COURSES**

During the period all the seven training institutes have proposed to conduct 15-20 courses and 300 to 400 programme & administrative staff are expected to be trained.

#### **OUTSIDE COURSES**

1. From January 2007 to March 2007 Indian Airlines propose to conduct 5-6 courses training approximately 150 of its Cabin Crew on Voice Culture in addition to 6 courses conducted in the first half of the year 2006 training 142 cabin crew members.
2. During the period VANI Certificate Courses for Casual Announcers and Comperes of AIR, News Personnel of All India Radio proposes to train newly selected Casual Announcers /Comperes and Casual News Readers and Part Time Correspondents.

#### **FUTURE PLANS**

Staff Training Institute (Programme) is now looking at the feasibility of extending its expertise in Voice Culture to other service industries.

#### **BROADCAST ENGINEERING CONSULTANTS INDIA LIMITED (BECIL)**

##### **Brief Profile of BECIL**

BECIL is the premier consultancy and turnkey solution provider in the field of Broadcast Engineering, set up by the Government of India in 1995.

With the opening of Broadcasting Sector after the Gulf War in 1989, more and more satellite channels started beaming down their programmes in India. By 1991-92 the scene reached at such a stage that Indian companies also felt the need to broadcast via satellite. These companies needed an expert agency to advise them in the field of broadcasting. Such expertise was, then, only available with AIR and Doordarshan. The Government of India decided to incorporate one such agency for this purpose and thus BECIL was formed.

BECIL provides consultancy services of international standards including turnkey jobs in the specialized fields of terrestrial & satellite broadcasting, MMDS, CATV network, data broadcasting and studios including acoustics & audio-video systems.

BECIL also undertakes the operation and maintenance of broadcast systems of all types and descriptions. BECIL has a pool of in-house expertise and vast reservoir of experts drawn from various fields including All India Radio (AIR) and Doordarshan. BECIL has been constantly improving its skills to keep itself abreast with the latest technology.

In addition to the projects operation and maintenance of broadcast systems, BECIL also places on suitable terms, technicians, engineers and experts to parties in India and abroad for development and operation of broadcasting projects of various descriptions.

BECIL provides flexible, tailor-made solutions to every customer's unique requirements. It emphasizes on a

professional, absolute quality approach with frequent reviews and monitoring for efficient and cost-effective completion of every project on schedule.

With its focused approach, the company has been able to provide quality services to its clients, thus winning their loyalty and at the same time remaining a profit making undertaking of the Government. During this year also BECIL has paid 20% dividend to the Government.

### **BECIL - Management & Organisation**

BECIL has Board of Directors responsible for the long-term decision making & planning. The day-to-day affairs are managed by Shri K.R.P. Verma, Chairman & Managing Director & Shri Harkesh Gupta, Director (Operation & Marketing). The Board of Directors comprises of full-time Chairman & Managing Director, whole time Director Operations & Marketing and four to seven part time Directors nominated by the Government of India. At present, there are two Government nominee directors in the Board. Below Board level includes two posts of Joint General Managers, one Manager Marketing, one Dy. Manager (Finance) & one Junior Manager (Finance). The Technical Work is further assigned to Consultants and Project Managers hired on contract basis. Besides, BECIL has a pool of in-house expertise and a vast reservoir of experts drawn from various fields including All India Radio (AIR) and Doordarshan (DD).

### **Share Capital**

The BECIL was incorporated with authorized Capital of Rs. 250 Lakh. The paid up equity has increased from Rs 25 Lakh for the year 1995-96 to 136.5 Lakh. At present Government of India is holding 100% Equity Share Capital. Initially Ministry of Information & Broadcasting has given loan for the business & company has repaid the loan as per schedule. BECIL does not get any budgetary support from the Govt. The funding for the projects is done through its own resources or short term borrowing from the bank.

### **Financial Highlights**

Since its inception on March 24, 1995, BECIL has

made significant progress in the performance by undertaking jobs in India and overseas for public and private broadcasters and also other agencies. The Company has been paying dividend to the Government right from its inception. The financial position of the Company and its performance during the last five years is given in page 106.

During the period the Profit before Tax has increased by 13.33% from Rs 201.24 Lakh in the preceding year to Rs 227.95 Lakh in the Financial Year 2005-06. The increase in profit is inspite of reduction in Business Turnover including Deposit Work from Rs 3,773.61 Lakh to Rs 3,152.39 Lakh. The increase in profit is due to better utilization of resources and increase in Consultancy Income from Rs 366.34 Lakhs to Rs 523.20 Lakh as compared to last year. The Consultancy Income increased by 42.82% as compared to last year.

### **Business Operations & Activities During the Year**

The market share of the Company is increasing day-by-day and it is already established as a leading Consultancy and Solution provider in the filed of Broadcast Engineering. In order to expand its area of private broadcasting involving 337 FM Channels in 91 Cities, Company has played a major supportive role in the formation and launch of this scheme. It is therefore, very satisfying that the work of establishing all the Common Infrastructure (337 Channels in 91 Cities) has been assigned to BECIL.

Besides the work in the field of Radio Broadcasting the Company is engaged in a number of prestigious Television projects, the premier of them being Lok Sabha TV Channel and Multimedia Studio for Rashtrapati Bhawan.

#### **A) Activities performed during the year**

##### **i) Radio Broadcasting**

##### **a) Transmission Facilities**

Government of India during the year under consideration has offered 337 FM Channels to Private Broadcasters in 91 Cities. Out of these channels it

### FINANCIAL POSITION OF BECIL

Rs. in lakh

Sl.No	Liabilities	2001-02	2002-03	2003-04	2004-05	2005-06
1	Share Capital	136.50	136.50	136.50	136.50	136.50
2	Reserves and Surplus	227.89	287.10	364.80	464.02	572.03
3	Loan funds	4.00	8.95	268.44	503.48	-
4	Current Liabilities and provisions	757.54	1187.18	1022.81	1560.04	5513.27
	<b>Total :</b>	<b>1125.93</b>	<b>1619.73</b>	<b>1792.55</b>	<b>2644.04</b>	<b>6221.80</b>
	<b>Assets</b>					
5	Fixed Assets	38.08	33.40	96.41	122.56	167.76
6	Capital Work in Progress	-	-	-	1.12	13.48
7	Current Assets, Loans & Advances	1087.53	1585.15	1688.33	2530.44	6014.46
8	Miscellaneous Expenditure	0.32	1.18	7.81	9.92	26.10
	<b>Total</b>	<b>1125.93</b>	<b>1619.73</b>	<b>1792.56</b>	<b>2664.05</b>	<b>6221.80</b>

Rs. in lakh

Sl.No	Particulars	2001-02	2002-03	2003-04	2004-05	2005-06
1	Sales	818.76	770.33	808.77	2990.59	2440.00
2	Consultancy and Contract Income	397.33	284.55	314.45	584.07	529.70
3	Other Income	20.61	54.52	55.55	47.99	39.62
4	Value of Deposit Work	128.74	645.71	504.87	150.67	143.07
5	<b>Total income including Deposit Work</b>	<b>1,365.44</b>	<b>1,755.11</b>	<b>1683.64</b>	<b>3773.32</b>	<b>3152.40</b>
6	Expenditure	1,220.14	1,599.06	1510.45	3572.06	2924.44
7	Profit before tax	145.30	156.05	173.19	201.24	227.95
8	Income tax	56.55	59.08	70.50	73.58	93.68
9	Profit after tax	88.19	90.00	108.61	130.14	140.67
10	Dividend including Dividend tax	27.30	30.80	30.86	30.86	31.12
11	Retained Earnings	60.89	59.20	77.75	99.28	108.00

has already issued Letter of Intent for 243 FM Channels to private broadcasters in 87 Cities. The process of re-auctioning of the remaining 94 Channels has also been initiated. BECIL has played an important role in rolling out the policy for private FM Broadcasters and providing technical input to Ministry of Information & Broadcasting. Company has successfully carried out the prestigious work of setting up the Common FM Transmission Infrastructure involving a number of Broadcasters at three metro cities viz: Delhi, Kolkata and Chennai. Considering the track record of BECIL in Phase I, it has been assigned the work of establishment of Common Transmission Infrastructure (CTI) in all the 91 Cities. Besides the work of CTIs the company has bagged the order from Ministry of Information & Broadcasting for establishment of FM Towers in 5 cities for private FM broadcasting. BECIL has emerged as a major player in the field of Radio Broadcasting.

## **ii) Television Broadcasting**

The company has also taken up a number of projects in the field of Television Broadcasting. During the year, company has received order for prestigious contract of establishment of Multimedia TV Studio for Rashtrapati Bhawan and establishment of Lok Sabha TV Channel for Lok Sabha Secretariat. BECIL has also received an order of setting up TV Studios for Government organizations. The company has carried out the work of launching of three channels for Malayalam Manorama.

## **iii) Overseas Business**

Management is giving special attention to development of overseas Business. During the year, company has established Television Studio for Company in Kabul, Afghanistan. Besides this BECIL is executing three projects for Ministry of External Affairs in Kabul, Afghanistan. The first two projects namely Restoration/ Revamping of Information set up in Kabul and Restoration/ Augmentation of Television Hardware in Jalalabad and Nangahar provinces of Afghanistan are nearly complete. Work on the third project namely Augmentation of TV Coverage in Afghanistan is going on as per schedule

and expected to be completed soon.

## **iv) Setting up Cable Head End in the North East States**

The company was entrusted with the setting up 160 Cable Head Ends in the difficult terrain of North-East region of the country. The project is now complete.

## **v) Supply of Broadcasting Equipment**

Supply of Broadcasting Equipments still constituted the major business activity during the year. During the year, company received orders worth crores of rupees and supplied equipments to various organizations and Government departments.

## **vi) Other Activities**

Operation & Maintenance continues to be a major area of operation. Company is providing manpower to various channels of Doordarshan. Besides providing manpower to broadcasting organizations, the company is also engaged in operation and maintenance of various Broadcasting Systems.

## **FUTURE BUSINESS OPERATIONS & ACTIVITY**

### **B) Future Business Activities**

BECIL has increased its activities many fold. In FM Radio sector alone, company has orders worth Rs 183 Crore for bringing up Common Transmission Infrastructure (CTIs) in 87 cities involving 243 channels. Re-auction process for further 94 channels has also been initiated. All this work will keep the hands of the Company full for the whole year. The manpower of the Company has, accordingly seen an exponential growth.

Besides CTIs the Company will also have its share in the studio systems for FM Channels. BECIL is in the process of negotiations for television studios both within and outside the country. Company has submitted a proposal for Rs 9,772 Lakh to the Ministry of External Affairs for "Re-Enforcement of Radio Coverage in Afghanistan involving medium wave, short wave and FM Transmitters along with their Studio Centers". Negotiations are also in hand



with other Overseas Agencies and hopefully they will get converted into work.

### **i) Private FM Broadcasting**

#### **a) Transmission Facilities**

The Company will continue to remain actively engaged in setting up Common Transmission Infrastructure in 91 cities. The work in hand is gigantic but it is progressing satisfactorily. Orders for long delivery equipment have already been placed for about 79 stations. Besides the CTIs the Company will also be executing the work of Interim set up in 12 Stations.

#### **b) Studio Centers**

The Company is in touch with various Private FM Broadcasters and already bagged orders for setting up of Studio Centers for Private FM Stations for Radio City at Chennai, Jaipur, Hyderabad: for Synergy Media at Jaipur and for Indigo FM at Bangalore. At present, negotiations are under progress for 9 other Studio Centers.

### **ii) Television Broadcasting**

As mentioned earlier, Company has carried out the work of launching the 3 channels for Malayala Manorama. BECIL is also rendering Consultancy to 'Times Now' Channel. The work of satellite based TV channels in the Country is however, now getting saturated. The Company is, therefore, exploring overseas market in the field.

### **iii) Community Radio Stations**

The scheme of Community Radio Stations has not progressed in the country to its potential. The Company, however, has a reasonable share of work in this field. The Company is presently engaged in bringing up Community Radio Setup at Satyajit Ray Film & Television Institute at Kolkata.

### **iv) Overseas Business**

As mentioned under the Television Broadcasting, Company is exploring overseas market for work in this field and expects rich dividends from it. The company has already had success in Ethiopia by way

of setting up a Tele-Education Studio there and in Bangladesh where it provided consultancy services for a TV Channel. The Company is in process of exploring the market in African and South East Asian Countries. It expects to get success in Nigeria for setting up of a TV Channel.

The company has also submitted a proposal to the Ministry of External Affairs for 'Re-enforcement of Radio Services' in Afghanistan. It expects the proposal to materialize during the Year.

### **v) Supply of Equipments**

The supply of equipments to various Government Organizations will continue to be a source of business for the Company.

### **vi) Other Business Activities**

The other areas of the company's business activities would be as under:

- i) Operation & Maintenance of Broadcast Setups.
- ii) Placement of Manpower to various organizations.

## **VIGILANCE ACTIVITIES**

### **A. Details of Vigilance Setup**

Broadcast Engineering Consultants India Limited is a small public sector undertaking established in 1995. It is not a manufacturing unit. As already explained its field of work is limited to execution of consultancy, turnkey, deposit work and service projects in the field of Broadcast Engineering and Information Technology. The regular staff of the company comprises of just 13 employees and most of the experts and workers are employed on contract basis. There is no exclusive special vigilance setup in BECIL. However, Shri Harkesh Gupta, Director (Operations & Marketing), BECIL is overseeing the Vigilance duties.

### **B. Preventive Vigilance Activities during the year.**

Preventive vigilance is taken care of in the following way

- 
- i) Regular/periodic Audit through BECIL's Internal Auditors (M/s M. Jayaraman & Co., Chartered Accountants)
  - ii) Statutory Audit through CAG appointed Auditors
  - iii) Supplementary Audit through CAG team

**General**

BECIL's Budget is its own internal projection of receipts and expenditure related to Consultancy and Turnkey jobs secured through competitive tender system in the open market. BECIL does not get any

budgetary support from the Govt. and generates its own resources.

BECIL has not been entrusted with any Central/ Centrally sponsored Schemes relating to women, North-East (including Sikkim), employment generation, rural component, Tribal Sub-plan, Special Component Plan, Voluntary Sector, Information & Publicity, Minority Welfare etc. However, Director General, Doordarshan have awarded the work of setting up of Cable Head Ends in 160 villages in the North-East Region including Sikkim for an amount of Rs. 712 Lakh.

---

---

# 5

## FILMS SECTOR

### MAIN SECRETARIAT

Under the film Sector, there are two schemes administered by the Ministry which are stated below. Other salient feature is signing of an International Agreement.

#### 1. SCHEMES

i) Participation in Foreign Festivals/Markets : The objective of the Scheme is to engage in an hand-holding exercise for the film industry until the industry embarks upon its own export promotion or takes the decision that some of the markets cannot be profitably exploited,

The purpose of participating in film makets is to increase the visibility of the Indian film industry as also that of film related information technology as well as to use the opportunities to engage in actual trading. While there are specific institutionalized international film markets and festivals, like CANNES International Film Festival & Market, Berlin Film Festival and American Film Festival etc., it was the endeavour of the Govt. to avail every opportunity to promote the Indian film industry including organization of the Film Bazar in India. The consistent and increasing growth of the industry itself, is evident.

ii) Non-Governmental Organisation engaged in Anti-piracy work/festivals. The Scheme has the following three components:

a) Grants-in aid to FFSI

b) Anti-piracy

c) Assistance to State supported Film Festivals

Grants-in-aid to the FFSI, an apex body of around 250 film societies to assist them to propagate film consciousness and development of audience taste in the field of cinema. In the 10<sup>th</sup> Five Year Plan the provision of Rs. 20 lakh for FFSI have been approved.

During the annual Plan of 2006-07, entire provisions have been released so far. The second component of the Scheme "Grants-in-aid to NGOs engaged in anti-piracy work/organization of Film Festival" with the total outlay of Rs. 80 lakh has been taken up for implementation under the 10<sup>th</sup> Five Year Plan with annual outlay of Rs. 16 lakh. One activity under this sub-component is directed towards anti-piracy work. The Ministry has prepared training modules on anti-piracy in association with IIMV for Enforcement Agencies.

2. On the international front: Govt. of India has signed an Indo-German Co-production Agreement on 16.2.07.

### FILMS DIVISION

The story of the Films Division is synchronous with the eventful years of the country since Independence. The Division has been motivating the Indian masses with a view to enlisting their active participation in nation building activities. The aims and objectives of the Division, are to educate and motivate people in the implementation of national programmes and to project the image of the land and the culture of the country to Indian and foreign audiences. The Division also aims at fostering the growth of the documentary film movement, which is of immense significance to India in the field of national information, communication and integration.

The Division produces documentaries, short films, animation films and news magazines from its headquarters at Mumbai, films on Defence and Family Welfare from its Delhi unit and short fiction films for rural audience from the regional production centers at Kolkata and Bangalore. The Division caters to nearly 12000 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, film societies and voluntary organisations. The documentaries and newsreels of State Governments are also featured in the Division's release on the theatrical circuit. This Division also sells prints, stock shots, video cassettes and distribution rights of documentaries and feature films in India and abroad. Apart from production of films, Films Division also gives on hire, its studio, recording theatre, editing rooms and other cine equipment to private film makers.

Ministry of Information and Broadcasting, has entrusted the task of organizing the Mumbai International Films Festival (MIFF) for Documentaries, Short and Animation Films to Films Division.

The organisation of the Division is broadly divided into four wings viz. (1) Production, (2) Distribution, (3) International Documentary, Short and Animation Film Festival and (4) Administration .

### **PRODUCTION WING**

The production wing is responsible for production of films such as : (1) Documentary Films (2) Short Feature Films specially designed for rural audience (3) Animation Films and (4) Video Films. In addition to the headquarters at Mumbai, three production centres of the Division are located at Bangalore, Kolkata and New Delhi.

The documentaries range in theme and topic from agriculture to art and architecture, from industry to the international scenes, from food to festivals, from health care to housing, from science and technology to sports, from trade and commerce to transport, from tribal welfare to community development etc.

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

**Newsreel Wing** of Films Division encompasses a

network spread over main cities and towns including State and Union Territory capitals engaged in covering of major events, VVIP visits, etc. to the different parts of the country and abroad and other events like natural calamities etc. These coverages are used for making the fortnightly news magazine and also compiled as archival material.

**Cartoon Film Unit** of Films Division has also become high-tech with computer animation.

**Commentary Section** looks after the dubbing of films and news magazines into 14 Indian and foreign languages from the basic version ( English/Hindi).

The Delhi based Unit of the Division has the responsibility of production of instructional and motivational films for the Ministry of Defence and the Department of Family Welfare and other Ministries/ Departments. With a view to adapting to the changing scenario, the unit has lately been equipped with video film making facilities .

The regional centres of the Division at Kolkata and Bangalore also produce social and educational documentaries to spread the messages on social and national issues such as family welfare, communal harmony, dowry, bonded labour ,untouchability, etc.

### **DISTRIBUTION WING**

The Distribution Wing of the Films Division has branch offices in the ratio of one branch to about 1200 cinema houses. At present, there are 10 distribution branch offices located at Bangalore, Mumbai, Kolkata, Hyderabad, Lucknow, Chennai, Madurai, Nagpur, Thiruvananthapuram and Vijayawada. In 2006-07, the Division covered 8610 cinema houses spread all over the country as on 30th November 2006 with an audience of about five to six crore per week.

The Division also supplies prints/VHS cassettes to mobile units of the Directorate of Field Publicity and the Departments of Central Government, as well as State Governments. In addition, the documentary films of Films Division are also being telecast on the national as well as regional networks of Doordarshan. Educational institutions, film societies and other social organisations all over the country also borrow films of the Division from its libraries maintained in the

distribution branch offices. During the period from 1st April to 31st December 2006, Films Division has released 9791 prints of 31 documentaries and 8 Newsmagazines in the theatrical circuit, 73 prints of one Newsmagazine have been released for State Governments, 4048 prints of 16 films were also released for NFDC during the period. 33 films were sent to various Doordarshan Kendras for telecast, 14 films were loaned to 5 institutes and other organisations for educational purpose in Mumbai.

**Organising State and Zonal Film Festivals :-** Although Distribution Wing has been organizing Film Festivals occasionally in its zone, this has been made a regular activity to organize a festival a month by Branch Offices and State level/ international festivals by the Head Office of Films Division. In this effort a significant Festival was organized in Kohima, Nagaland with a tremendous response of people. More festivals in Arunachal Pradesh, Mizoram, Goa and in other states are being planned shortly. In addition to this, Films Division is also collaborating with NGOs, Film Societies, educational institutions for organizing Film Festivals. The Documentary Festival in collaboration with Mumbai University was organized in February, 2007 to commemorate 150 year of the University.

**Programme for release of film prints and preparation of Library prints from 1-1-2007 to 31-3-2007**

Three thousand two hundred and ninety prints of 7 documentaries and 6 Newsmagazines are scheduled to be released from 1-1-2007 upto 31-3-2007 and 75 prints , 1600 VHS/VCDs of 15 documentaries and 10 News Magazines were scheduled to be prepared for Library films.

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. From 1<sup>st</sup> April, 2006 to 31-12-2006, 184-VHS, 996-VCDs, 3 Beta cam Cassettes were sold for Rs. 1,45,909/-, for non-commercial use in India and one VCD & one Beta Cam Cassette of the films were sold for Rs. 49,549/- abroad. Stock shots worth Rs. 11,08,656/- were also sold. Royalty charges of Rs. 37,500/- have been earned during the period. During the same period, 1283 VHS cassettes &

1207 VCDs of Films Division films were sold for Rs. 1,57,308/- to Directorate of Field Publicity. Apart from this, 9 & 8 number of VCDs of Film Division's films have been supplied to Ministry of I & B and DAVP respectively.

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 Ltd. 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 by offering to overseas video and TV networks. 33 films were sent to various Regional Doordarshan Kendras for telecast.

**INTERNATIONAL DOCUMENTARY, SHORT AND ANIMATION FILM FESTIVAL**

The Ministry has entrusted the task of organising the Mumbai International Film Festival for Documentary, Short & Animation Films to Films Division.

The aim of MIFF contest is dissemination of images contributing to wider knowledge and close knit fraternity among the nations of the world. This event provides a unique opportunity and platform to filmmakers, film producers, distributors, exhibitors and film critics from different countries to meet and interact during the festival. Over the years, MIFF has become a preferred and much awaited event for the filmmakers to showcase their work, interact and exchange ideas.

MIFF began its historic journey way back in 1990 and since then it has grown in size and stature as one of the premier international events of the documentary film movement. The biennial MIFF is attended by a large number of prominent documentary and short filmmakers, intellectuals and students from India and other parts of the world. Nearly, 35-40 countries with more than 500 entries participate in every edition of the festival.

The 9<sup>th</sup> edition of MIFF was held from 3-9<sup>th</sup> February, 2006 in Mumbai. This festival was organised by Films Division in co-operation with the Govt. of Maharashtra.

The Ministry has constituted an Organizing Committee for MIFF-2008. The function of Organising Committee

Sr.No.	Category	Staff Strength	Staff in position
1.	Group A	44	23
2.	Group B (Gazetted)	77	68
3.	Group B (Non-Gazetted )	67	61
4.	Group C	496	441
5.	Group D	250	220
	<b>Total</b>	<b>934</b>	<b>813</b>

### Representation of SC & ST in the Service

Group of Post	Total Employees	SC Employees	% of SC Employees	ST Employees	% of ST Employees	Women Employees
Group A	23	6	26.08%	1	4.34%	1
Group B	129	29	22.48%	8	6.20%	12
Group C	441	106	24.03%	24	5.44%	107
Group D	220	92	41.81%	19	8.63%	25

is to advise Films Division to plan the organization of the 10<sup>th</sup> Mumbai International Film Festival to be held from 3-9 February, 2008 and related matters.

As part of the strategy to reach the benefit of the festival to the wider masses particularly in the North-East, Films Division organized the 1<sup>st</sup> Kohima International Film Festival for Documentary, Short and Animation Films from 2-6 December, 2006 in Kohima, Nagaland in collaboration with Govt. of Nagaland. The award winning films of MIFFs, best of Films Divisions, award winning films, animation films including films on Nagaland and North-East were screened in the festival.

Films Division had also proposed to organise similar festivals in the state capitals of Mizoram and Arunachal Pradesh and in Mumbai in the month of February, 2007.

### ADMINISTRATION WING

The Administration Wing provides necessary facilities

like finance, personnel, general stores, Accounts, Factory Management and General Administration. This Wing is directly under the control of Sr. Administrative Officer who is assisted by the following officers :-

1. Assistant Administrative Officers in the matters relating to Personnel Management, Purchase, General Administration, Vigilance and Security.
2. Accounts Officer in consultation with Internal Financial Adviser in the matters of Finance and Accounts.

The details of the Staff Strength/Staff in position in respect of Films Division as on 31-3-06 is on page 113.

Government order/instructions regarding representation of SC, ST & OBC candidates in the service are followed as per Government directives from time to time and for this purpose rosters are maintained in accordance with prescribed rules, by the Films Division.

**Hindi Section :** Hindi Section looks after use of Hindi (Raj Bhasha) in office correspondence.

### Vigilance Activities

A Vigilance Cell is set up to monitor the Vigilance / Disciplinary cases against the employees of the Division.

### PERFORMANCE

During 1<sup>st</sup> April, 2006 to 10<sup>th</sup> December, 2006, the Division produced 24 documentary/short fiction/ video films. Out of these, 22 films were produced departmentally and 2 films through independent producers.

Apart from this, Films Division has produced and released 7 News Magazines on VVIPs' visits abroad and important events.

Films Division provided sustained publicity and communication support through its documentaries, News Magazines and video programmes on important national campaigns like Women Empowerment, Communal Harmony, National Integration, Eradication of Untouchability, Family Welfare Programmes etc.

The Noteworthy documentary films produced during the period are:

1. Organic Farming
2. Mardan Da Giddha — A traditional folk dance performed by men in Sangrur District
3. Salil Chowdhury
4. 50 years of Sahitya Academy
5. Aadat — Animation film to stop habit of spitting on the road
6. Swayamwar — Puppetry film on female foeticide
7. Pani-re-Pani — Film on water issues
8. Dagar Brothers
9. Sikkim, Paradise on Earth
10. Walking Dead Fight for life
11. Ugadi
12. Rasmanjari — Short film on J&K
13. Parliament Library
14. Manzil Door Nahin — Film to promote small savings schemes
15. Demojong - A unique sacred landscape of Sikkim

Films Division produced the following biographical films:

1. Dr Ram Manohar Lohia
2. Satpathy

### HIGHLIGHTS OF FILMS DIVISION'S ACTIVITIES IN 2006-07

- Produced 24 Documentaries, Shorts and Animation Films ( 22 films departmentally and 2 films through Independent Producers ) and 7 News magazines during the period 1-4-06 to 30-11-06.
- Participated in 6 International Film Festivals with 60 films , 4 National Film Festivals with 28 films & 21 State level film festivals with 270 films during the period 1-04-06 to 30-11-06.
- Released 9791 prints of 39 films in the theatrical circuits from 1-4-06 to 30-11-06 .
- Earned revenue of Rs 376.62 lakh through rentals from the cinema exhibitors from 1-4-06 to 30-11-06.
- Revenue of Rs 13,41,614 has been earned by sales of prints/cassettes/VCDs/DVDs/Beta/stock shots & royalty etc. during the period 1-4-06 to 30-11-06.
- 188 informative and educative films have been digitised, 480 films transferred on High Definition tapes and 825 films transferred on international tracks (transferred on DVD) during the period 1-4-06 to 30-11-06.
- Total revenue by means of rental, sale of prints, stock shots, video cassettes and other receipt is Rs. 398.68 lakh during the period 1-4-2006 to 30-11-06.

3. BR Chopra
4. Dagar Brothers
5. Salil Chowdhury

The following biographical films are under production:

1. Pt. Ram Narayan
2. Husnalal Bhagatram
3. Late Shri K.R. Narayanan — Former President of India
4. Sankaradeva — A life larger than life (Film on Sankaradeva — a multifarious genius of 15<sup>th</sup> century from Assam)
5. Shri Gopal Swaroop Pathak
6. Satguru Ramsinghji and Kuka Movement
7. Mubarak Begum
8. Naushad Ali
9. Rajashree Bhagyachandra of Manipur
10. Pt. Shiv Kumar Sharma

Films Division continues to produce films on the following important subjects /themes during the year 2007-2008:-

1. Communal Harmony
2. National Integration
3. Prohibition
4. Family Welfare Programme
5. Environment
6. Agriculture
7. Science and Technology
8. Current History
9. Rural Development
10. Social Welfare
11. Industry
12. Women and Child Welfare
13. Women Empowerment
14. Defence
15. Biographical Films

Participation in National/International Film Festivals:

The Division has been participating in various national

/ international film festivals. During the period from 01-04-2006 to 30-11-2006, the Division participated in following national & international film festivals.

#### **PRESS SHOWS & GENERAL SHOWS**

Two Press Shows of the films Salil Choudhary, Hrishikesh Mukherjee, Naushad, Dagar, Hans Akela, Kati Patang, B.R. Chopra, Satpathi was organised at Films Division Complex, Mumbai.

Two General shows arranged in Films Division's theatre.

#### **LOANING OF FILMS**

Fourteen films were loaned to 5 institutions and other parties for educational purpose in Mumbai.

#### **VISITORS TO FD**

More than 252 Students and their faculty of 4 colleges, schools and institutes visited Films Division.

#### **FESTIVALS ORGANISED**

**Festivals of Films Division Documentaries were organised at :**

- i) Documentary Film Festival in Karimnagar, Hyderabad
- ii) A Festival of Dance & Music, Vijayawada
- iii) 2nd Festival of Documentaries & Short Features in Video at Kalabhavan Theater, Thiruvananthapuram.
- iv) Film Festival on Music & Dance, Madurai
- v) MIFF award winning Documentary, Short & Animation film festival, Madurai
- vi) Film Festival on Music & Dance, NMKRV College for Women, Bangalore
- vii) Film Festival on Music & Dance, Indian Institute of World Culture, Bangalore
- viii) Film Festival on Music & Dance, Bhartiya Vidya Bhavan, Bangalore
- ix) Film Festival at Arya Vidya Mandir, Bandra, Mumbai
- x) Film Festival at Vasmat, Hingoli
- xi) 3rd Film Festival at Goregaon, Mumbai
- xii) 1st Music & Dance Festival at Tagore Auditorium of Chennai Music College, Adyar, Chennai
- xiii) Second Music & Dance Festival Film Festival at Film & Television Academy, Chennai.



- xiv) 3rd Music & Dance Festival Film Festival at Film & Television Academy, Chennai
- xv) 4th Film Festival at Government Music College, Adyar Chennai
- xvi) Festival of KINEMA TO CINEMA, M. G .R Film & Television Institute, Chennai
- xvii) Indore Festival at University Auditorium, Bhopal jointly by UCC, EMRC
- xviii) Film Festival at Priyadarshani College of Engineering & Architecture, Nagpur
- xix) Film Festival at Shahid Smarak Bhavan, Nagpur
- xx) Bhopal film festival at Nagpur
- xxi) Film festival in Nagpur and Amravati Division

#### **PUBLIC INFORMATION CAMPAIGN ORGANISED BY PIB**

- ) In collaboration with Films Division, Trivandrum Branch two films Screened

#### **EVENTS COVERED BY THE PHOTOGRAPHERS**

- Republic Day
- IIIrd Organising Committee Meeting
- MIFF '2006'
- Dr. B. R. Ambedkar Jayanti
- Press Show of the Film
- 'Dr. Ram Manohar Lohiya'
- Jt. Secretary of I & B visit to FD
- AVA Awards 2006
- I & B Minister Shri P.R. Dasmunsi' visit to FD
- Independence day
- Press Show of the Film 'Naushad,
- Salil Chaudhary, 'Hrishikesh as Mukherjee'
- Vigilance Awareness Week

#### **REVENUE**

##### **1. Sale**

During the period from 1st April 2006 to 30th November 2006 the Films Division has released 9791 prints of 39 films in the theatrical circuits. The Division sold 184 VHS, 996 VCDs & 3 Beta Cam Cassettes for Rs 1,45,909 for non-commercial use in India and one VCD & One Beta Cam Cassette of the

films for Rs 49,549 abroad. Stock shots worth Rs. 11,08,656 were also sold. Royalty charges of Rs. 37,500 also earned during the period.

##### **2. Rental (Films)**

Revenue collected on rental of films from 1st April 2006 to 30 November 2006 is Rs. 376.62 lakh.

##### **3. Hiring**

Films Division has earned revenue of Rs.22,409 by giving its Theatre, Video Theater & open place on hiring during the period 1<sup>st</sup> April, 2006 to 12<sup>th</sup> December 2006.

Total Revenue earned from 1<sup>st</sup> April,2006 to 30<sup>th</sup> Nov,2006 is Rs. 398.68 lakh.

#### **YEAR AT A GLANCE**

##### **Production**

During 1<sup>st</sup> April 2006 to 30<sup>th</sup> November 06 Films Division produced 24 Documentaries/Short, feature and Video films. Out of these 22 films were produced departmentally and 2 films through independent producers.

During the period from 1<sup>st</sup> April 2006 to 30<sup>th</sup> November 2006 Films Division also produced 7 News Magazines on the important events, VVIPs' visits etc.

##### **MAJOR ACHIEVEMENTS**

During this year Films Division has undertaken production of documentary film on "Rehabilitation work in A&N Islands in the aftermath of Tsunami" about the Tsunami Rehabilitation works of the Govt. of India . Apart from this, Films Division is undertaking following subjects for production on North Eastern Region :

1. Tourism in North East Sector
2. IT revolution in North East
3. Traditional Herbal healers.
4. Mothers Peacemakers -Resolving Conflict
5. Fusion music of Nagas and Meiteis of Manipur.
6. Sankaradeva - A life larger than life. (Film on Sankaradeva-a multifacious genius of 15<sup>th</sup> century from Assam)
7. Rajashree Bhagyachandra of Manipur

---

**FILMS DIVISION'S FILMS SELECTED FOR SCREENING IN NATIONAL & INTERNATIONAL FILM FESTIVALS**


---

<b>Indian Panorama' 2006</b>	<b>Dagar</b>
	<b>Hans Akela</b>
<b>4th Kalpanirjhar International Short Fiction Film Festival 2006, Kolkata</b>	<b>Kati Patang</b>
<b>Cinema of Prayoga-Indian Experimental Film &amp; Video Exhibition 1913 to 2006</b>	<b>Hrishikesh Mukherjee</b>
	<b>B.R. Har Daur Main Naya Daur</b>
	<b>Sthapati</b>
	<b>In the News</b>
<b>11th International Film Festival of Kerala</b>	<b>Child on Chess Board</b>
	<b>And I Make Short Films</b>
	<b>Trip</b>
	<b>Explorer</b>
<b>Mountain Film Festival, Kathmandu</b>	<b>Kalamandalam Gopi</b>
	<b>Yakshagana</b>
	<b>Guru Chengannur</b>
	<b>Krishnattam</b>
<b>Images Festival in Toronto, Canada</b>	<b>Siddheshwari</b>
	<b>Everest</b>
	<b>Kangra &amp; Kullu</b>
	<b>Songs of Snow</b>
	<b>Lambata</b>
	<b>Child on Chess Board</b>
	<b>And I Make Short Films</b>
	<b>Trip</b>
	<b>Explorer</b>
	<b>Abid</b>
	<b>Claxplosion</b>

---

**FILMS DIVISION'S FILMS SELECTED IN THE COMPETITION SECTION :**

The 11th International Environmental Film Festival, St.Petersburg, Russia	Conquering the Desert
11th International Film Festival of Kerala	Hans Akela Safar.....A journey of an Indian Farmer
<b>SPECIAL SCREENING/ SHOWS</b>	
Vikas Vidyalaya, Dadar, Mumbai	17 Doc., Short and Animation films screened
Raja Ramdev Poddar Shala (Sheth Anandilal Poddar Jr.College)	6 Doc., Short and Animation films screened
International Animation Day organised by Asifa India, Mumbai	30 Animation films screened at Mumbai, Bangalore, New Delhi, Kolkata, Hyderabad, Ahmedabad, Chennai and Kochi
Suchitra Film Society, Bangalore	15 Doc., Short and Animation films screened
Aashaya Film Club, Pune ( Art Film Festival )	1 film screened
Graphiti Multimedia Pvt.Ltd.	11 films screened ( Showcase of Ram Mohan's films )
District Women and Child Welfare Department, Nagpur	9 films screened on Dowry
Screening & Marketing of films on Dhamma Pravartak Din, Nagpur	3 films screened
Ms.Cristina Carrillo de Albornoz, Cultural Project Manager for the House of India, Spain	screening of Satyajit Ray.
L.V. Prasad Film & TV Academy, Chennai organised F.D's Documentary film show for their students.	7 films screened

Films Division has produced a video film on Former Prime Minister of India Late Smt Indira Gandhi entitled "Indra-Glimpses of her life" coinciding with the birth anniversary of Smt Indira Gandhi for telecast purpose .

### **WEBCASTING & DIGITISATION OF FILMS**

In view of its historical importance, the films of Films Division which have suffered different degrees of decay and decomposition over time are required to be restored and preserved for posterity and measures are envisaged in the present scheme "Restoration and Preservation of Films Division's Archive", which is a modified proposal of the ongoing plan scheme "Webcasting and digitization of Films Division Films". Television has become important medium of dissemination of information alongwith extra ordinary growth in the subscription of the internet. Hence Films Division has to change the mode of distribution of its informative & educative films through these modern outlets. To comply with the purpose, Films Division's films have to be digitised and preserved for transfer and broadcast and Films Division has undertaken the transfer of its celluloid films on High Definition Tapes at 4:2:0 at higher Bid rate (approx. 9 x MBPS) and also additional Digital Audio Transfer on High Definition Tapes.

Efforts are made on war footing to digitise all the 8100 above films in Archive by March, 2007. There after in 2<sup>nd</sup> phase work on restoration of celluloid material will be undertaken as celluloid has long preservation value. It is more important with the Digital Technology is changing every day.

With an object of providing international outlet to the films of Films Division it was contemplated to put 220 hrs. duration films of Films Division on the web. Films Division has already encoded about 330 hrs of films and uploaded the same in its official web-site [www. filmsdivision.org](http://www.filmsdivision.org). The films encoded were also metatagged to have easy access of various clippings. The web site with webcasting of films received a positive response from various documentary film lovers all over the world. To meet the growing demand of video films and software, action is being

taken to transfer the films of Films Division on DVDs. The audio-visual contents on the website are being replaced at regular intervals.

### **Digital 2D/3D Animation Studio**

Famed Cartoon Film Unit of Films Division has also become high-tech with computer animation replacing cell or classical animation. Equipped with the state-of-the art technology both in hardware and software, the Unit now can churn out productions in U.S. animation, 2-D and 3-D animation with advanced software including Opus, Concerto, High-End and Maya.

### **DISTRIBUTION OF FILMS**

During the period from 1<sup>st</sup> April, 2006 to 30<sup>th</sup> November, 2006 Films Division released 9791 prints of 31 Documentary films & 8 News Magazines on important topics through its theatrical circuit and also released 4048 prints of 16 films for N.F.D.C. and 73 prints of one New Magazine for State Governments. In addition Films Division has supplied 65 library prints to Technical Officer/Film Division Auditorium/Eastern Regional Production Center/Southern Regional Production Center.

### **FILMS LIBRARY**

The Films Library of Films Division is a treasure of valuable archival material of India's contemporary history and it's rich heritage and artistic traditions. It is in great demand by the film makers throughout the world. It contributes vital footage for the production of films by rendering services besides bringing out revenue through the stock footage sale. The total collection of film library is about 1.9 lakh items which include original picture negative, dupe / inter negative, sound negative, master/inter positives, saturated prints, international tracks, pre-dub sound negative, 16mm prints, library prints and answer prints etc. All the Films of Archival value are being printed on DVD. Up to March, 2006 1627 films and International Tracks of 2437 films have been digitized. Apart from that, 41 films having duration of 24 hrs. including the films of North East have also been digitized and restored on High Definition tapes.

### PERFORMANCE ON THE PLAN SCHEMES

The Plan Outlay for Films Division for the year 2006-2007 is Rs.1010.00 lakh for following Plan Schemes :

#### a) Mumbai International Film Festival for Documentary, Short and Animation Films

Approved Outlay Rs.010.00 lakh

Expenditure incurred up to November, 2006 Rs.000.55 lakh

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 festival started in 1990. There are two different sections in it viz. International Film/Video Competition & National Film/Video Competition. Outstanding films in the two categories of competition section are selected by International Jury for awarding Gold and Silver conches with hefty cash prize amount of Rs. 26.00 lakh.

The 9<sup>th</sup> Mumbai International Film Festival for Documentary, Short & Animation Films (MIFF-2006) has been successfully organized from 3-9<sup>th</sup> February, 2006 in Mumbai. In all 574, 388 entries in National category and 186 entries in International category from 30 countries including India, were received for MIFF-2006. 202 films were received for Retrospective

& Special Packages for MIFF 2006. 37 countries including India participated in MIFF'2006. Dr. V. Shantaram Award for Lifetime Achievement consisting cash award of Rs. 2.50 lakh and a trophy is conferred upon Shri Ram Mohan in recognition of his unparalleled contribution to the animation film industry by ushering in a new era in the scripting, designing and direction and direction of animation films in India. The residual work of MIFF such as return of film prints/video tapes and passing of bills, etc. is nearing completion.

Films Division has organized the 1<sup>st</sup> Kohima International Film Festival for Documentary, Short and Animation films from 2-6 December, 2006 in Kohima, Nagaland.

10<sup>th</sup> MIFF' 2008 is scheduled to be held during 3-9 February,2008.

#### b) Modernisation and replacement of obsolete equipment of Films Division.

Approved Outlay Rs. 100.00 lakh

Expenditure incurred up to November, 2006 Rs. 000.00 lakh

Films Division produces documentaries, news magazines and short fiction films. With the passage of time the various equipment have become either obsolete or non-functional due to wear and tear ,

### IMPORTANT NATIONAL EVENTS / VVIP VISITS COVERED

<b>(A)</b>	<b>NATIONAL EVENTS</b>
1	Republic Day
2	Independence Day
<b>(B)</b>	<b>VVIPS' VISITS</b>
1	President 's Fleet Review-2006
2	Prime Minister Dr.Manmohan Singh's visit to Germany and Uzbekistan
3	Banavasi Madhukeshwa Astha Bandha
4	Naushad- A Musical Journey
5	G-8 Summit 2006 at St. Petersburg

change in technology etc. The augmentation and modernization of equipment is necessary keeping in view the fast changing technology in the sphere of production of films world over and the need for Films Division to keep pace with the change so that it does not lag behind in production quality.

Apart from films/documentaries made by Films Division in celluloid format there has been a growing demand for programmes in video format from the various Ministries and departments. In view of this it has been proposed to develop and equip Films Division for making programmes in video format. At present Cartoon Film Unit is producing animation films and also undertaking animation sequences for documentary films by conventional method. There is need to change over from cell animation to computer aided animation films for producing more cartoon films. In view of achieving this goal, Films Division has continued the Plan Scheme — Modernisation and Replacement of obsolete equipment of Films Division. The proposal for approval of SFC was sent to the Ministry. As desired and directed by the Ministry vide letter No.A-11028/4/2002-F(A) dated 15-9-2005, experts for evaluation of the equipment of Films Division were engaged and their reports have been obtained. Based on these reports, fresh SFC for procurement of equipment under the Plan Scheme during the year 2006-07 has been prepared and sent to the Ministry for approval. Ministry/SFC's approval is awaited. As such no expenditure has been incurred under the Plan Scheme.

#### **c) Webcasting & Digitisation of Films Division Films**

Approved Outlay	Rs. 200.00 lakh
Expenditure incurred up to November, 2006	Rs. 185.85 lakh

With an objective of providing international outlet to the films of Films Division it was contemplated to put 220 hrs. duration films of Films Division on the web and to meet the growing demand of video films and software, it was proposed to transfer the films of Films Division on DVDs under this Plan Scheme. Action has been initiated for transfer of films on

DVDs. The audio-visual contents on the website are being replaced at regular intervals. Up to November, 2006 in current financial year, 1102 films and International Tracks of 480 films have been digitized. The total payment of R.182.85 lakh has been made towards the work. Funds amounting to Rs.15.00 lakh allocated for the Web-casting Component under the Plan Scheme are being utilized for the purpose. There is no physical or financial shortfall under the Plan Scheme.

#### **d) Setting up of Museum of Moving Images**

Approved Outlay	Rs.700.00 lakh
Expenditure incurred up to December, 2006	Rs. 059.35 lakh

With following objectives, Films Division has envisaged to establish a Museum of Moving Images at the Films Division Complex, Mumbai :

1. To provide a focal point in Mumbai for Industry enthusiasts and visitors alike;
2. To acquaint the contemporary generation with the evolution and journey that Indian cinema has undertaken;
3. To establish a permanent Museum for artifacts many of which are valuable heritage items, connected with film making, exhibiting the work of the noted directors, producers, institutions etc. for the benefit of visitors/film enthusiasts;
4. To arrange seminars, workshops for film makers & film students, and thereby make it a 'living entity';
5. To generate interest in the future generation in the field of film movement.
6. To establish a permanent Museum for artifacts many of which are valuable heritage items, connected with film making, exhibiting the work of the noted directors, producers, Institutions etc. for the benefit of visitors/film enthusiasts;

It was decided to assign the task of preparation of Detailed Project Report (DPR) of Museum of Moving Images (MOMI) to National Building Construction

Corporation Ltd. (NBCC), New Delhi and accordingly, an agreement was signed between Films Division and NBCC for this purpose.

The Architectural Concept & Design of the proposed MOMI, since submitted by NBCC, has been approved. NBCC is required to submit a Detailed Project Report within a period of 3 months.

National Film Development Corporation (NFDC) has been entrusted with the task of selection / appointment of a Curator for the proposed MOMI. For this purpose as well for preparation of the DPR by NBCC, Ms. Rochelle Slovin, who is the founding Director of the American Museum of Moving Images, New York has been appointed as a Consultant to MOMI project for a period of seven days.

## **DIRECTORATE OF FILM FESTIVALS**

The Directorate of Film festivals was set up under the Ministry of Information & Broadcasting in 1973 with the prime objective of promoting good cinema. This is undertaken by organizing a range of activities under these broad categories.

1. The International Film Festival of India.
2. The National Film Awards and the Dada Saheb Phalke Award.
3. Cultural Exchange Programme and organizing screening of Indian films through the missions abroad.
4. The selection of Indian Panorama



*Renowned Film actor Shashi Kapoor lighting the lamp at the inauguration of the 37th International Film Festival in Panaji, Goa on November 23, 2006*

5. Participation in international film festivals abroad.
6. Special film expositions on behalf of the Govt. of India.
7. Print collection and documentation.

These activities provide a unique platform for an exchange of ideas, culture and experiences between India and other countries in the field of cinema. It also provides a powerful platform for Indian cinema and fosters commercial opportunities for Indian films. Within the country, the latest trends in global cinema are made accessible to the general public, film industry and students.

## **THE INTERNATIONAL FILM FESTIVAL OF INDIA – IFFI-2006**

### **Introduction**

The 37<sup>th</sup> Edition of International Film Festival of India-2006 was organized in Goa from 23<sup>rd</sup> November to 3<sup>rd</sup> December 2006 in collaboration with State Government of Goa.

### **Festival Programme**

46 countries participated in IFFI-2006. Under 'Cinema of the World' Section and other foreign sections a total number of 94 films were screened (Cinema of the world - 54 films, Foreign Retrospectives including country focus – 30 films, Master Classes 4 films Technical retro – 6 films). Almost all the films in the main "Cinema of the World" Section of the Festival had already won international acclaim and awards at other festivals and all the films have been well received during the festival screenings. 11 Films were screened in the Competition Section from 10 countries and 84 Indian films, exceptionally rich and of varied range, in the Retrospectives, Tributes, Homage, Indian Panorama and Mainstream Indian Cinema were screened. For the Press and Delegates, screenings of all 189 festival films were held in five theatres. In total 326 shows were conducted in 8 theatres during the festival for Press/Delegates, Public (two theatres) and Jury (one theatre). Screening for public was done for a week.

### **Inaugural Function**

The Inaugural Function of the 37<sup>th</sup> International Film Festival of India IFFI-06, was held on the 23<sup>rd</sup> November, 2006, at 5.30 p.m. at the Old Football Stadium next to Kala Academy. Shri Shashi Kapoor was the Chief Guest. The Union Minister for Information & Broadcasting, Shri Priya Ranjan Dasmunsi and Shri Pratap Singh Rane, Chief Minister of Goa addressed the audience. Noted film actors Shri Venkatesh, Shri Prasonjit and Shri Anil Kapoor were the Guests of Honour. Actress Ms. Vidya Balan assisted the Guests in lighting the lamp and Shri Priya Ranjan Dasmunsi formally declared the festival open. This was followed by introduction of the Competition Section Jury Members to the audience.

A musical Programme organized by the Event Management Company was performed by the film industry artistes in the Open Air Auditorium. Many eminent film personalities, dignitaries and officials attended the inaugural ceremony. Entry to the inaugural ceremony was only through invitation.

The opening film "Volver" (Spain) by Pedro Almodovar was screened in Kala Academy.

The festival had the following Sections:

#### **1. Competition Section**

This Section had feature films from Asian, African and Latin American Directors.

Films from 10 Countries were selected by a Committee for participation in the Competition Section and 11 feature films were screened.

The Competition Jury was headed by the award winning director from Australia Mr. Rolf De Heer. The other members of the Jury were the film director/producer Mr. Jahnu Barua from India, film director Mr. Olivier Assaiaes from France, actress Ms. Grazyna Szapolowska from Poland and actress Ms. Leticia Bredice from Argentina. The following awards were recommended by the Jury:-

- a. The Best Film award comprising of a Golden Peacock and a cash prize of Rs. 10,00,000/- (Rupees Ten Lakh) was given to Mr. Hasi



Chaolu, Director of the film “The Old Barber” (China).

- b. The Most promising Director award comprising of a Silver Peacock and a cash prize of Rs. 5,00,000/- (Rs. Five Lakh) was given to Director Ms. Kyung-Lee, AN for the film “A Short Life” (Korea).
- c. The Special Jury award comprising of a Silver Peacock and a cash prize of Rs. 5,00,000 (Rupees Five Lakh) was given to Mr. Abu Sayeed, Director of the film “Forever Flows” (Bangladesh).

## 2. Cinema of the World Section

This Section is the main official section of the Festival which consisted of 54 films from 46 countries, made in the last 2 years, representing the best of the latest in world cinema. These included films, which had won awards or had received critical acclaim in the countries of their origin, as well as internationally, at various International Film Festivals. Films from most film producing countries were included, with a view to providing a glimpse of current cinematic trends of a wide cross-section of nations. Almost all the films under this section were very well received.

## 3. Foreign Retrospectives, Country Focus, Tribute, Technical Retrospectives and Master Classes

The foreign retrospectives in IFFI-2006 included a major retrospective of films by Director Rolf De Heer from Australia, films by actor Javier Bardem from Spain, Yugoslavia aftermath – films from different countries of Ex-Yugoslavia, Special Sections viz. Film India World Wide, Master Classes, Technical Retrospectives on digital editing, digital animation and film restoration. This time the country focus was on films from Argentina.

## 4. Indian Sections

A total of 84 films were screened as part of the Indian Sections.

The section had the following sub sections:

### 1. Indian Panorama

2. Indian Mainstream
3. Retrospectives
4. NFDC down the Ages
5. Homage
6. Premieres
7. Accolades
8. Tributes

**Indian Panorama :** The section opened with “Missed Call” (English and Hindi – Feature) by Mridul Toolsidas and Vinay Subramanian and “And The World Remained Silent” (English- Non-feature) by Ashok Pandit on 24<sup>th</sup> November, 2006. A total of 20 features and 20 non features were screened.

**Indian Mainstream :** The section opened on 24<sup>th</sup> November 2006 at Kala Academy with the Hindi film “Rang De Basanti” by Rakesh Omprakash Mehra. As part of the section, 12 feature films recommended by Film Federation of India were screened.

**Retrospective :** This section was organized to pay tributes to the film director Aravindan, inaugurated on 25<sup>th</sup> November, 2006. Five films of Shri Aravindan were screened in this section.

**NFDC Down the Ages :** As part of this section, vintage NFDC films were put on display. The section having six films opened with “Gandhi”. The other films screened were “Agantuk”, “Mirch Masala”, “Mangamma”, “Marupakkam” and “Jaane Bhi Do Yaron”.

**Homages:** The festival paid homage to film Personalities Srividya, Parveen Babi, Naushad Ali, Hrishikesh Mukherjee, Ustad Bismillah Khan, Oduvil Unnikrishnan, P. Bhanumati, Padmini, Manoj Punj and Dr. Raj Kumar by screening one film of each.

**Premieres:** The festival organized the following film premieres (which were attended by the star cast) for press and delegates:

- i) Yatra (Marathi) directed by Gautam Ghosh
- ii) Glass House directed by Gajendra Ahire

- iii) Antarnad (Konkani) directed by Rajendra Talak
- iv) Kallarali Huvagi (Kannada) directed by T.S. Nagabharana
- v) Thananam Thananam (Kannada) directed by Kavith Lankesh

**Accolades :** As part of this new section, one film "Pathar Panchali" (Bengali) 1956 which won the President's Gold Medal 50 years back and an International award at Cannes Film Festival in 1956, was screened.

**Tributes :** Tributes were paid to Shri Prithviraj Kapoor and Shri S.D. Burman on their 100<sup>th</sup> birth anniversaries, by screening their films "Mughle-Azam" and "Chupke Chupke".

**Other activities during the festival :** Besides, the festival had a Film Bazaar and more than 10 companies participated in the bazaar. National Film Archives conducted a poster exhibition during the festival. Open Forum and Seminars were also conducted during the festival.

## 6. Closing Function

The Closing Ceremony of the 37<sup>th</sup> International Film Festival of India was held on 3<sup>rd</sup> December, 2006, at Kala Academy. The Chairperson Mr. Rolf De Heer addressed the audience and announced the awards. Chief Minister of Goa, Secretary, Ministry of Information & Broadcasting, Govt. of India and noted film actress from Bengal Ms. Aparna Sen gave away the awards and spoke on the occasion.

The closing film "Babel" (USA/Mexico) directed by Alejandro Gonzalez Inarritu was screened in two screens of Inox on 3<sup>rd</sup> December after the awards function.

## 53<sup>rd</sup> National Awards for Films

As part of the 53<sup>rd</sup> edition of the National Film Awards, three separate Juries were constituted with prominent members from the film industry. The Jury for feature films was headed by Smt. B. Saroja Devi and had 11 members. The Jury for non-feature films was headed by Shri Siddharth Kak and had 5 members. Shri Khalid Mohammed headed the three

member Jury for Best Writing on Cinema.

## Indian Panorama 2006

The Indian Panorama selections were made by two five member Juries. Shri Saeed Akhtar Mirza headed the Jury for feature film and Shri Raja Mitra headed the Jury for non-feature film. The Juries conducted their screenings in October 2006 and selected 20 features and 20 non-features. The Indian Panorama package was screened at the 37<sup>th</sup> edition of the International Film Festival of India in Goa. The directors along with actors, producers of the Indian Panorama films attended their screenings and addressed press conferences related to their films at the Media Centre in Kala Academy, Panaji, Goa.

The Directorate and Entertainment Society of Goa, to commemorate the occasion, also published a compact brochure having all the details of these films. This handbook was widely circulated during the festival among Indian and foreign delegates.

## Cultural Exchange Programme /Participation and Special Packages/Week End Film Festivals

Assam Film Week and OCTAVE-2006 (North East Film Festival) were organized in Delhi, during the year.

Spanish Film Festival and Algerian Film Festival were organized at Siri Fort II. Apart from these, European Film Festival was also organized at Siri Fort II (in Delhi) and subsequently at Kolkata, Chennai and Thiruvananthapuram.

Indian films participated in different International Film Festivals in India i.e. 9<sup>th</sup> Mumbai International Film Festival, Annual Festival 'VIRASAT' organized by SPIC MACAY at IIT Delhi, Virasat Festival at Dehra Dun, Hyderabad Festival, Auro Film Festival at Pondichery, Osian Cine Fan, 8<sup>th</sup> Festival of Asian Cinema at India International Centre, Kolkata Film Festival and Thiruvananthapuram Film Festival.

Indian Film Festivals were organized under CEPs/ Special Festivals abroad at Israel, Beijing, Shanghai, South Africa, Brussels and Germany.

Indian films also participated in different International

Film Festivals in 18 countries during the year till December, 2006. The countries were; Bangladesh, Germany, Netherlands, Philippines, Cyprus, USA, Bahrain, Italy, Spain, UK, Israel, Kenya, Poland, Zimbabwe, Latvia, Slovak Republic, Indonesia and France.

The film RAAM bagged two awards - one for the best actor and the other for the best Music in the 1<sup>st</sup> Cyprus International Film Festival.

The film 'MEENAXI - A Tale of Three Cities' also bagged two prizes, one for best cinematography and the other for best production design.

#### Work Study

Recommendations submitted by IWSU are pending implementation for want of a final decision on E.R.C. recommendations.

#### Vigilance and Grievances set up in DFF

##### 1. Vigilance

Shri Shankar Mohan, Sr. Deputy Director has been nominated as the Vigilance Officer of Directorate of Film Festivals.

##### 2. Grievances

Deputy Director (Admn) is the Grievances Officer of the Directorate.

Only one Grievance/complaint regarding promotion is pending in the Directorate.

#### Report on SC/ST

There is no backlog vacancy of SC/ST in this Directorate.

#### ACTIVITIES OF DIRECTORATE OF FILM FESTIVALS

S. No.	Activities	2004-2005		2005-2006		2006-2007	
		Target	Achievment	Target	Achievement	Target	Achievement
1	Indian Panorama	1	1	1	1	1	1
2	Film Festivals under Cultural Exchange Programme and other expositions abroad						
	1. In India	6	4	6	5	6	3
	2. Abroad	6	8	6	3	6	4
3	Participation of Foreign Film Festivals including Transportation of Films	45	23	45	53	45	35 (upto Dec. 2006)
4	National Film Awards	1	1	1	1	1	due
5	International Film Festival of India	1	1	1	1	1	1
6	Preparation of subtitled prints of Indian Panorama						
	a. Feature Films	21	21	21	21	21	20
	b. Non-Feature Films	21	20	21	16	21	20

\* The Best Feature Film and the Best Non-Feature Film of the 53rd National Film Awards will be added later after declaration of the awards making the total of 21 in each category.

Deputy Director (Admn) has been nominated as the Liaison Officer for the SC/ST employees of this Directorate.

#### **Report on work in Hindi Language for the year 2006-2007**

- i) To promote the use of official language, employees of the Directorate of Film Festivals are doing considerable original work in Hindi. Continuous efforts are being made to accelerate the use of Hindi in day-do-day official work.
- ii) A thought or English words relevant to day-to-day official work with their Hindi equivalent are being displayed on the board placed in the office.
- iii) Hindi Workshops arranged on quarterly basis.
- iv) Meeting of Implementation Committee for Hindi were also organized on quarterly basis.
- v) Celebrated 1<sup>st</sup> working day of every month as Hindi Diwas.
- vi) Organized Hindi Pakhwara in the month of September 2006 by arranging various competitions in Hindi as well as printed and displayed Hindi banners inside and outside the DFF office.
- vii) Attended to various Hindi Meetings at the Ministry of I&B representing DFF.

#### **Observation of Important Birth centenaries/ death anniversaries during the year 2006-07**

The officers and employees took oath on 'Anti Terrorism Day'. Silence was observed on 30<sup>th</sup> January in memory of those who gave their lives in the struggle for India's freedom.

#### **Computerisation**

- i) This Directorate has its own website <http://www.dff.nic.in>
- ii) Local Area Network has been installed in office.
- iii) All Officers and staff are working on computers and maximum correspondence is being made using e mail.

#### **Accounts**

Directorate of Film Festivals is looking after the maintenance, of Siri Fort Cultural Complex. Under 10<sup>th</sup> Five Year Plan, an outlay of Rs. 1500 lakh had been made for making additions and alterations in the complex. An administrative approval of Rs. 3,31,77,000 for the year 2002-03 & 2003-04 was conveyed by the Ministry out of which Rs. 150 lakh had been released during year 2002-03 and Rs. 118 lakh during year 2003-04. During 2005-2006, administrative approval for Rs. 196 lakh was conveyed by the Ministry and the approved amount was released. For the current financial year i.e. 2006-07 administrative approval for Rs. 318.00 lakh has been issued by the Ministry, out of which around Rs 210 lakh has been released for implementation of the scheme.

This Directorate is also providing Siri Fort Auditorium to the parties on hire basis for organizing their Programmes. The hire charges and admissible service tax is being credited into Govt. account through challan into account of Pay & Accounts Officer (MS), Ministry of Information & Broadcasting, New Delhi.

#### **NATIONAL FILM ARCHIVE OF INDIA**

##### **Overview**

The importance of preserving film as art and historical document has been recognized all over the world. The task of preserving cinema in all its varied expressions and forms is best entrusted to a national organization having adequate resources, a permanent set-up and the confidence of the local film industry. Thus, the National Film Archive of India was established as an independent media unit under the Ministry of Information and Broadcasting in February, 1964 with the following aims and objectives :

1. To trace, acquire and preserve for posterity the heritage of national cinema and build up a representative collection of World Cinema
2. To classify and document data related to film, undertake and encourage research on cinema and publish and distribute them
3. To act as a centre for dissemination of film culture in the country and to familiarize Indian cinema abroad.

During the 43 years of its existence the NFAI has made steady and sustained progress in fulfilling its aims and objectives.

During the period under report 1561 reels of Picture and Sound Negatives were received from National Film Development Corporation, Mumbai, Chennai and Bangalore for preservation in the Archive.

About 1500 reels of valuable film material were also received from Bombay Film Lab, Film Centre, Cine Lab Mumbai and Rutik Memorial Trust, Kolkata and Maryland Studio, Thiruvananthapuram.

Following are some of the important titles/prints added to the Archive collection during the period under report :

---

PARDANASHEEN	I.A.Hafeesjee/Hindi/1943
RAMPRASAD	D.Gupta/Bengali/1947
GULE BAKAWALE KATHA	K.Kameshwara Rao/Telgu/1962
JUARI	Suraj Prakash/Hindi/1965
RAJHATH	Sohrab Modi/Hindi/1966
LAGNA PATRIKE	K.S.L. Swamy/Kannada/1967
RAMRAJYA	Vijay Bhatt/Hindi/1967
NAMMA MAKKALU	Nagendra Rao/Kannada/1969
PUNAR JANMA	P.Shivram/Kannada/1969
PREET TUJHI MAJHI	Dinesh/Marathi/1975
MAHAKAVI KALIDAS	R.R.Chandran/Tamil/1977
KHUBSOORAT	Hrishikesh Mukherjee/Hindi/1980
ALBERT PINTO KO GHUSSA KYOON AATA HAI	Saeed A.Mirza/Hindi/1981
MAKKALI RALAVVA MANE TUMBA	T.S.Nagabharana/Kannada/1984
AAGANTUKA	S.Heblikar/Kannada/1987
EK HOTA VIDUSHAK	Jabbar Patel/Marathi/1992
LIMITED MANUSKI	Nachiket-Jayu/Marathi/1995
DAIVANAMATHIL	Jayaraaj/Malayalam/1995
TRISHAKTI	Madhur Bhandarkar/Hindi/1999
RAJU CHACHA	Anil Devgan/Hindi/2000
LOVE KE LIYE KUCH BHI KAREGA	E.Niwas/Hindi/2001
RAGHU ROMEO	Rajat Kapoor/Hindi/2003
SAAYA	Anurag Basu/Hindi/2003
FOOT PATH	Vikram Bhatt/Hindi/2003
JISM	Amit Saxena/Hindi/2003

---

---

SHWAAS	S.Sawant/Marathi/2003
JUYE POORA XOON	S.Sabhapandit/Assamese/2003
UNNI	Mahesh Thottathil/Malayalam/2003
CHAMELI	Sudhir Mishra/Hindi/2003
AITHE	C.Yeleti/Telugu/2003
HASINA	Girish Kasaravalli/Kannada/2004
PERUMAZHAKKALAM/WI	Kannal/Malayalam/2004
DEVRAI	S.Bhave & S.Sukhatankar/Marathi/04
NETAJI SUBHASH CHANDRA	Shyam Benegal/Hindi/2004
VEER ZAARA	Yash Chopra/Hindi/2004
DINABANDHOO	Munin Barua/Assamese/2004
ORIDAM/AN ABODE	Pradeep Nair/Malayalam/2004
DANCER	Yogesh K.R./Tamil/2004
DES HO YAA PARDES	Manoj Punj/Punjabi/2004
KAYA TARAN	Shashi Kumar/Hindi/2004
MUGAL-E-AZAM (colour version)	K.Asif/Hindi/2004
AITRAAZ	Abbas Mustan/Hindi/2004
LAAZ	Manju Borah/Assamese/2004
KATHAVASESHAN	T.V.Chandran/Malayalam/2004
BRIDE & PREJUDICE	Gurinder Chadha/Hindi/2004
KAZHCHA	Blessey IPC Thomas/Malayalam/04
BERU/THE ROOT	P.Sheshadri/Kannada/2005
MIXED DOUBLES	Rajat Kapoor/Hindi/2005
RAIN	Amol Shetge/Hindi/2005
KISNA	Subhash Ghai/Hindi/2005
KALAMANDALAM RAMANKUTTY NAIR	Adoor Gopalakrishnan/Malayalam/05
ACHUVINTE AMMO	Sathyan Anthikad/Malayalam/2005
SARKAR	Ram Gopal Verma/Hindi/2005
PAHELI	Amol Palekar/Hindi/2005
MR.PRIMEMINISTER	Dev Anand/Hindi/2005
MUSIC OF SATYAJIT RAY	Utpalendu Chakraborty/Bengali/05
DITIYO BASANTO	Keshito Mondal/Bengali/2005

---

During the year children's Film Society of India, Mumbai also transferred 684 reels of negatives for preservation in the Archive.

A detailed statement of acquisition is given at Annexure-A.

### **Dissemination of Film Culture**

NFAI's activities relating to dissemination of film culture in India are manifold. Its Distribution Library has about 40 active members throughout the country. The Archive also organizes joint screening programmes on weekly, fortnightly and monthly basis in seven important centers. Another important programme is the film teaching scheme comprising of long and short term Appreciation courses conducted in collaboration with FTII and other educational and cultural institutions.

A four-week course in Film Appreciation held in Pune this year had 63 participants from different disciplines and professions including one each from Singapore, South Korea and Pakistan.

- 4<sup>th</sup> Pune International Film Festival was held from 12-19 January, 2006 and NFAI gave programme support to the event by lending auditorium and Archival films.
- NFAI gave programme support by supplying films and preview theatre for the short film appreciation course conducted by Symbiosis Institute of Design, Pune. A Similar course was conducted for Centre for Youth Development & Activities (CYDA) Cinefusion, Pune which was attended by 20 film enthusiasts.
- 4<sup>th</sup> Asian film festival organized in Pune at the initiative of Ashay Film Club was also given programme support by NFAI.
- 'Women in Literature & film' festival was organized in NFAI, Pune in association with Max Mueller Bhavan, Pune.

NFAI organized an Exhibition of Wallposters and Stills at 37<sup>th</sup> International Film Festival of India held at Panaji, Goa from 24<sup>th</sup> November to 3<sup>rd</sup> December 2006.

The Archive also organized series of festivals showcasing films from France, Germany, UK and other European countries in collaboration with Alliance Francaise, Max Mueller Bhavan, British Council and Cultural Centre of Russia, Mumbai.

Important among the other programmes for which NFAI supplied special packages during the year under report were:-

- Supplied five films to National Institute of Design, Ahmedabad for the ' Retrospective of Adoor Gopalakrishnan ' held in Ahmedabad from 23-27 January, 2006
- Supplied three films to Films Division for Mumbai International Film Festival held from 3-9 February, 2006
- Film Festival on Disability was held at Pune in association with Ashay film club, Max Mueller Bhavan and NFAI, Pune
- 'Rollplay-2006 was presented by Indira School of Communication in association with NFAI, Pune from 26.2.06 to 1.3.2006
- Supplied three films for the International Film Festival Mumbai-2006 held from 23 February to 3-March, 2006
- A Film festival of films on Football was organized jointly by Max Mueller Bhavan, Alliance Francaise, British Council Library and NFAI, Pune in May, 2006 on the eve of World Cup tournament.
- Supplied eighteen films to FILCA for their festival held at Thiruvananthapuram.
- The film 'Jhansi Ki Rani' from the Archive collection was lent for Ashay film club.
- 1<sup>st</sup> short film appreciation course in Marathi was organized by FFSI, Ashay film club and NFAI, Pune from 23-27 July, 2006. Nearly 100 candidates participated in the course.

- Supplied five films to Osian's Cinefan-8 festival held at New Delhi in July, 2006.
  - A package of 35 films was supplied for the 3<sup>rd</sup> International Film Festival of Thrissur held from 1-8 August, 2006.
  - A documentary film festival on Tribals in Maharashtra was organized by Bahurang, Pune in August, 2006 also received support from NFAI.
  - 'Rashtra Purush' film festival was organized by Ashay film club, Pune in August, 2006 and NFAI supplied three films - Sardar, Babasaheb Ambedkar and Subhas Chandra Bose.
  - 'Short & Sweet' German film festival was organized in NFAI main auditorium in association with Max Mueller Bhavan, Pune.
  - A package of 21 films was supplied to Lal Bahadur Shastri National Academy of Administration, Mussoorie for the 80<sup>th</sup> Foundation Course for Group 'A' Central Services Officers in September, 2006.
  - Four films from the Archive were supplied for the festival of World Cinema Classics held at New Delhi organized by India International Centre, New Delhi.
  - 4<sup>th</sup> European Film Festival was jointly organized by Alliance Francaise de Poona, British Library, Max Mueller Bhavan and National Film Archive of India at Pune from 21-28 September, 2006.
  - A package of 32 films were sent for International Film Festival of Thrissur held from 27.10.2006 to 2.11.2006.
  - Supplied 26 films to Nandan, Govt. of West Bengal for the 12<sup>th</sup> Kolkata International Film Festival held from 10-17 November, 2006.
  - Three films were supplied to Directorate of Film Festival for 37<sup>th</sup> International Film Festival of India held at Panaji, Goa from 23.11.2006 to 3.12.2006. NFAI also organized an Exhibition of Publicity Posters of Cinema and Stills at Goa during the 37<sup>th</sup> International Film Festival of India.
  - Thirty one films were supplied to 'Soorya Film Festival' held at Thiruvananthapuram from 11.11.2006 to 4.12.2006.
  - Thirteen films were supplied to 11<sup>th</sup> International Film Festival of Kerala, (December 8-15) at Thiruvananthapuram.
  - Films from Israel and Iran were showcased in Pune in collaboration with Ashay film club, Iranian Cultural Centre, Mumbai and the Embassy of Israel.
  - A number of films were also supplied for joint screenings held by FFSI at Mumbai, Kolkata, Chennai, Bangalore, Hyderabad and Cochin.
- Films sent for International Film Festivals and other Special events:**
- 'Lanka Dahan' and 'Shri Krishna Janma' silent films in video format were sent to National Museum of Singapore during February, 2006.
  - 'Elipathayam' was sent to Museum of Modern Art, New York for the programme "To save and Project - Film Preservation exhibition" during May, 2006.
  - 'Shejari' and 'Duniya Na Mane' were sent to 11<sup>th</sup> Pusan International Film Festival during August, 2006.
  - 'Raja Harishchandra', 'Lanka Dahan' and 'Sethu Bandhan' were sent to Tate Modern, London during August, 2006 for Cinema Prayoga programme.
  - 'Kaliya Mardan', 'Shiraz' and 'Diler Jigar' in video format were sent to Film Museum, Berlin, Germany for International Film Festival held during September, 2006.
  - 'Tarang', 'Fire in The Belly' and 'Char Adhyay' were sent to Australian Cinematheque,



Queensland Art Gallery Brisbane, Australia for the 5<sup>th</sup> Asia Pacific Triennial event during October, 2006.

- Print of 'D.G. Phalke' and 'Kaliya Mardan' were sent to National Museum of Singapore for showcasing representative Indian Silent Cinema on the occasion of the reopening of Singapore National Museum on December 7, 2006.

### **Theatre Facilities**

NFAI has two theatres with a capacity of 330 and 30 seats respectively. Apart from NFAI's own programmes and FTII's academic screenings, the facilities are also availed of by other institutions for their screening programmes, lectures, seminars etc.

Max Mueller Bhavan, Alliance Francaise and British Council in Pune also organize screening programmes for the benefit of their members and NFAI Film Circle members on a regular basis. During the period under report the main auditorium and preview theatre were rented out for 511 programmes.

### **Research Activities**

Three Research Projects "Indian Documentary Films-History, Present & Market", "A study on Women's voices in 10 Indian Films directed by Men (1959-2003)", "Contribution of Kolhapur School of Film Making to Indian Cinema" and one monograph project on "P. C. Barua" were completed during the period under report.

### **Conservation, Preservation and Restoration work**

The moving image heritage of India can be safeguarded only if sustained and deliberate efforts are made to preserve it. The Archive is not sparing any effort in achieving this end.

During the period under report the Archive transferred 7360 mtrs. of nitrate films to safety base.

### **Facilities to Producers/Copyright Owners:**

In terms of the Deposit Agreement entered into with copyright owners, NFAI is committed to render

services to producers/copyright owners in respect of supply of films for repairing original negatives, preparation of duplicate copies and video copying for telecast purposes. NFAI can take pride in the fact that in recent years many films have been restored and salvaged thanks to its initiatives. A number of celluloid classics being telecast on the national and satellite networks were copied from its collection.

A statistical expression of all these activities is enclosed at Annexure - C.

## **PLAN AND NON-PAN PROGRAMMES**

### **Plan Outlay**

NFAI has a budget provision of Rs. 473 lakh during 2006-07 for two Plan Schemes. The approved outlay for the Tenth Plan (2002-2007) is Rs. 1,360 lakh.

During the period 1<sup>st</sup> April, 2006 to 31<sup>st</sup> December, 2006 NFAI has added to its collection 45 fresh titles, 5 duplicate prints, 317 titles as free deposits, 18 video cassettes, 249 books, 197 scripts, 151 disc records, 29 slides, 982 stills, 28,200 press clippings, 182 song booklets, 178 wall posters, 32 film folders, 105 DVDs and 868 images converted on CD. 16 Indian films were also subtitled in English.

Construction work of Phase-II building for NFAI is in progress.

A statement showing Plan performance during 2006-07 is enclosed at Annexure-B.

### **Brief indication of the programme of work for the period 1.1.2007 to 31.3.2007**

- About 50 films, 50 video cassettes and DVDs are proposed to be acquired during the period.
- Construction of the Phase-II building for NFAI at Pune is likely to be completed.

## **ADMINISTRATION**

### **Organizational set up**

With headquarters in Pune the NFAI has three Regional Offices at Bangalore, Kolkata and

## ANNEXURE-A

Statement showing archival acquisition as on 31<sup>st</sup> December, 2006

Items	As on 31.12.2005	Jan-Dec 2006	As on 31.12.2006
Films	16,133	428	16,561
Video Cassettes	2,264	29	2,293
Books	25,500	382	25,882
Scripts	33,180	568	33,748
Pre-recorded audio cassettes	1,098	—	1,098
Stills	1,24,772	2,063	1,26,835
Wall Posters	13,671	343	14,014
Song Booklets	10,455	293	10,748
Audio Tapes (oral history)	172	—	172
Press Clippings	1,59,709	39,275	1,98,984
Pamphlets/folders	8,002	51	8,053
Slides	8,483	29	8,512
Microfische	42	—	42
Microfilms	1,957	—	1,957
Disc records	2,973	151	3,124
Audio Compact Discs	155	—	155
DVD	287	326	613
Images converted on CD	—	868	868

## ANNEXURE-B

## Plan Performance 2006-2007

(Rs. in lakh)

Programme/Scheme	Approved Plan Outlay 2006-07	Anticipated Expenditure during 2006-07	Expenditure Upto November,2006
<b>Continuing Scheme</b> Acquisition and exhibition of Archive Film	73.00	73.00	51.89
<b>New Scheme</b> Construction of Phase-II bldg. for NFAI at Pune	400.00	647.00	122.00
<b>Total</b>	<b>473.00</b>	<b>720.00</b>	<b>173.89</b>

## ANNEXURE-C

## Statistics in respect of all important activities of NFAI

	No. of Reels	
	16mm	35mm
1. Detailed checking of films	4	89
2. Routine checking of films	607	20,594
<b>Dissemination of film culture</b>		
1. Distribution Library Members		41
2. No. of films supplied to Distribution Library Members		95
3. Films supplied for special occasions		3571
4. Joint Screenings		58
5. Films supplied for Film Appreciation Course		237
6. Films supplied to Producers / copyright owners for Video copying		21
7. Viewing facilities extended to research workers		31
8. Films supplied to FTII for academic screenings		166
9. No. of films shown		228
10. No. of readers who availed of book library services		1789
11. No. of research workers who availed of the services of Documentation Section		1926

Thiruvananthapuram. These regional offices are primarily engaged in the task of disseminating film culture in the respective areas through film societies, educational institutions and cultural organizations. The functioning of the regional offices are overseen by the Director with the help of Deputy Director-cum-Curator who is heading the technical and administrative wings at the headquarters. Currently the Deputy Director-cum-Curator is holding the charge of the Director. The present staff strength of NFAI inclusive of the three Regional Offices is 52 - 25 in the administrative wing and 27 in the technical wing.

#### **Committees/Commission**

The Advisory Committee of NFAI is under constitution.

#### **FIAF**

NFAI has been a member of the International Federation of Film Archives since May, 1969. FIAF membership enables NFAI in getting expert advice, know-how and material on preservation techniques, documentation, bibliographies, etc. It also facilitates exchange of rare films with other Archives under archival exchange programmes.

#### **Welfare of SC/ST/OBC**

All vacancies reserved for SC/ST/OBC in the NFAI have been filled according to the norms.

#### **Implementation of Action Plan**

Civil Construction of Phase-II building for NFAI at Pune is in progress. The Project is likely to be completed by the end of Tenth Plan.

#### **Deputation/Delegations**

Director, NFAI attended the 62<sup>nd</sup> FIAF Congress, Symposium and General Assembly at Sao Paulo, Brazil from 26.4.2006 to 4.5.2006.

Director, NFAI attended the Poser Exhibition “ Devi-Diva, 7 Weils for Bollywood “ organized by Museum of Asian Art, Nice, France from 3-6 July,2006. Some original posters from NFAI collection were sent for

the exhibition and the presentation was made at the inaugural function.

Director, NFAI was deputed as a Jury member for the 4<sup>th</sup> Asiana International Short Film Festival (AISFF-2006) held in Seoul, South Korea from 9-14 November,2006.

#### **Modernization, Computerization and e-governance**

NFAI is a cultural and research organization and is engaged in the primary task of acquiring and preserving the heritage of Indian Cinema. It also acts as a Centre for dissemination of film culture in the country. General public, serious students of cinema and researchers from different parts of the country and from across the globe enjoy better access to the collection and services of the Archive through its website. Application formats for Film Circle and Distribution Library membership are available on the website. Public queries are mostly disposed of through e-mail (nfai@vsnl.net). NFAI has Internet, fax and scanning facility.

#### **CENTRAL BOARD OF FILM CERTIFICATION**

The Central Board of Film Certification (CBFC), set up under the Cinematograph Act, 1952, certifies films for public exhibition in India. It consists of a Chairperson and twenty five other non-official members. The Board has its headquarters at Mumbai and nine regional offices located at Bangalore, Kolkata, Chennai, Cuttack, Guwahati, Hyderabad, Mumbai, New Delhi and Thiruvananthapuram. The regional offices are assisted in the examination of films by advisory panels consisting of persons from different walks of life. Smt. Sharmila Tagore, a well-known film personality, is the Chairperson of the Board with effect from 13.10.2004.

During the period January to December, 2006, the Board issued a total of 10551 certificates, as against 7417 during 2005. 3454 certificates were issued to celluloid films and 7097 certificates to video films.

During the period under report, 1091 Indian Feature Films (Celluloid), and 336 Foreign Feature Films (Celluloid) were certified. A statement indicating the certificate-wise and category-wise details of films certified in the year is given at Annexure I. Statements indicating region-wise/language-wise details and thematic classifications of certified Indian Celluloid Feature Films are also given at Annexures II & III.

Out of 1636 Indian Feature Films certified during the period January to December, 2006, 1130 were granted "U" certificates, 270 "UA" certificates, and 236 "A" certificates. Similarly, of the 1080 Foreign Feature Films certified in the year, 460 were granted "U" certificates, 269 "UA" certificates, and 351 "A" certificates.

The Board certified a total of 7242 Indian Short Films during the period January to December, 2006, of which 6717 were granted "U" certificates, 359 "UA" certificates, 165 "A" certificates and one film was granted 'S' certificate. In respect of the 513 Foreign Short Films certified in the year, 344 were granted "U" certificates, 102 "UA" certificates and 67 "A" certificates.

A total of 7097 certificates were issued to Video films during the period January to December, 2006. Out of these, there were 545 Indian Feature Films, 744 Foreign Feature Films, 5494 Indian Short Films, 235 Foreign Short Films, 75 Indian and 4 foreign films belonging to the "Others" category (long films other than feature).

During the period January to December, 2006, a total of 48 Indian Feature Films and 4 Foreign Feature Film were refused certificates as they were found to violate one or more of the statutory guidelines issued by the Central Government under section

5B(2) of the Cinematograph Act 1952. Some of them were subsequently certified in their revised versions.

The 108<sup>th</sup> meeting of the members of the Central Board of Film Certification was held at Hyderabad on 27<sup>th</sup> March, 2006. The 109<sup>th</sup> meeting of the members of the Central Board of Film Certification was held at Bangalore on 31<sup>st</sup> July, 2006. The 110<sup>th</sup> meeting of the members of the Central Board of Film Certification was held at Pondicherry on 17<sup>th</sup> December, 2006.

Workshops were held for Advisory Panel Members for guidance in certification of films. As in the last year, workshops were arranged at various regional centers for the benefit of the members of the Advisory Panels and Examining Officers. Also, 3-day workshop was held at Mumbai and 3-day workshop was held at Bangalore for Advisory Panel Members of the Southern region. Various issues involved in the examination of the films were discussed at the workshops and cut portions from some selected films were screened to illustrate the various guidelines for certification of films. The need for observing a code of conduct and discipline was also emphasized.

Under the Cinematograph Act, neither the Board nor the Central Government have power to enforce the Board's decisions at the time of public exhibition of films. The authority rests with the State Governments and Union Territory Administrations. The Board has, from time to time impressed upon the enforcement authorities the need for an effective action in this regard.

During the period January to December, 2006, 45 cases of interpolations in films were detected at various places and the verification reports were sent to the concerned Judicial Magistrates for necessary action.

## Annexure - I

**CONSOLIDATED STATEMENT OF FILMS CERTIFIED  
FROM 1-1-2006 TO 31-12-2006.**

**CELLULOID**

	'U'	'UA'	'A'	'S'	TOTAL
INDIAN FEATURE FILMS	624	248	219	-	1091
FOREIGN FEATURE FILMS	85	76	175	-	336
INDIAN SHORT FILMS	1605	102	40	1	1748
FOREIGN SHORT FILMS	147	84	47	-	278
INDIAN LONG FILMS OTHER THAN FEATURE	-	-	-	-	-
FOREIGN LONG FILMS OTHER THAN FEATURE	1	-	-	-	1
<b>TOTAL</b>	<b>2462</b>	<b>510</b>	<b>481</b>	<b>1</b>	<b>3454</b>
<b>VIDEO</b>					
INDIAN FEATURE FILMS	506	22	17	-	545
FOREIGN FEATURE FILMS	375	193	176	-	744
INDIAN SHORT FILMS	5112	257	125	-	5494
FOREIGN SHORT FILMS	197	18	20	-	235
INDIAN LONG FILMS OTHER THAN FEATURE	68	7	-	-	75
FOREIGN LONG FILMS OTHER THAN FEATURE	4	-	-	-	4
<b>TOTAL</b>	<b>6262</b>	<b>497</b>	<b>338</b>	<b>-</b>	<b>7097</b>
<b>GRAND TOTAL (CELLULOID &amp; VIDEO)</b>	<b>8724</b>	<b>1007</b>	<b>819</b>	<b>1</b>	<b>10551</b>

## Annexure - II

**INDIAN FEATURE FILMS CERTIFIED FROM 1-1-2006 TO 31.12.2006  
(REGION-WISE-LANGUAGE-WISE (CELLULOID FILMS))**

Sr. No.	Language	MUM	KOL	CHE	BAN	THI	HYD	ND	CUT	G UW	Total
1)	Hindi	171	2	12	4	4	30	-	-	-	223
2)	Tamil	-	1	140	8	3	10	-	-	-	162
3)	Telugu		-	52	6	15	172	-	-	-	245
4)	Malayalam	2	-	1	2	68	4	-	-	-	77
5)	Kannada		-	-	75	-	-	-	-	-	75
6)	Bengali	2	39	-	-	-	1		-	-	42
7)	Gujarati	16	-	-	-	-	-	-	-	-	16
8)	Marathi	73	-	-	-	-	-	-	-	-	73
9)	English	7	1	-	-	1	1	—	-	-	10
10)	Oriya	1	4	-	-	-	-	-	16	-	21
11)	Assamese	1	1	-	-	-	-	-	-	5	7
12)	Chattisgarhi	3	-	-	-	-	-	-	1	-	4
13)	Rajasthani	5	-	-	-	-	-	-	-	-	5
14)	Bhojpuri	72		-	-	-	2	-	2	-	76
15)	Punjabi	12		-	-	-	-	-	-	-	12
16)	Haryanvi	1	-	-	-	-	-	-	-	-	1
17)	Tamil ( Dub)	11	-	-	-	-	-	-	-	-	11
18)	Konkani	1	-	-		-	-	-	-	-	1
19)	Telugu (Dub)	17	-	-	-	-	-	-	-	-	17
20)	Maithili	1	-	-	-	-	-	-	-	-	1
21)	Santhali	-	3	-	-	-	-	-	-	-	3
22)	Hinglish	1	-	-	-	-	-	-	-	-	1
23)	Sadari	1	-	-	-	-	-	-	-	-	1
24)	Persian/English	1	-	-	-	-	-	-	—	-	1
25)	Nepali	4	-	-	-	-	-		-	-	4
26)	Tulu	-	-	-	2	-	-	-	-	—	2
	<b>TOTAL</b>	<b>403</b>	<b>51</b>	<b>205</b>	<b>97</b>	<b>91</b>	<b>220</b>	<b>-</b>	<b>19</b>	<b>5</b>	<b>1091</b>

MUM-Mumbai, KOL-Kolkata, CHE-Chennai, BAN-Bangalore, THI-Thiruvananthapuram,  
HYD-Hyderabad, DEL-Delhi, CUT-Cuttack, G UW-Guwahati

**THEMATIC CLASSIFICATION OF INDIAN FEATURE FILMS CERTIFIED  
FROM 1-1-2006 TO 31.12.2006  
(CELLULOID)**

Sr. No.	Classification	MUM	KOL	CHE	BAN	THI	HYD	ND	CUT	G UW	Total
1)	Social	304	51	122	67	63	160	-	19	5	791
2)	Crime	7	-	15	20	13	12	-	-	-	67
3)	Horror	9	-	-	1	2	2	-	-	-	14
4)	Devotional	4	-	1	2	-	4	-	-	-	11
5)	Action	4	-	66	-	8	4	-	-	-	82
6)	Children's film	6	-	-	-	-	5	-	-	-	11
7)	Fantasy	8	-	-	-	2	-	-	-	-	10
8)	Mythological	16	-	-	-	-	-	-	-	-	16
9)	Comedy	23	-	1	1	1	10	-	-	-	36
10)	Educational	-	-	-	-	-	-	-	-	-	-
11)	Action/Thriller	4	-	-	-	-	-	-	-	-	4
12)	Satire	-	-	-	-	1	-	-	-	-	1
13)	Thriller	11	-	-	-	-	-	-	-	-	11
14)	Historical	4	-	-	1	-	1	-	-	-	6
15)	Biographical	-	-	-	-	-	-	-	-	-	-
16)	Science Fiction	1	-	-	-	-	-	-	-	-	1
17)	Mystery/Thriller	-	-	-	-	-	-	-	-	-	-
18)	Others	-	-	-	3	-	17	-	-	-	20
19)	Legendary	-	-	-	2	-	-	-	-	-	2
20)	Adventure	1	-	-	-	-	-	-	-	-	1
21)	Suspense	-	-	-	-	-	2	-	-	-	2
22)	Documentary	-	-	-	-	1	-	-	-	-	1
23)	Romantic Comedy	-	-	-	-	-	-	-	-	-	-
24)	Sex Education	-	-	-	-	-	1	-	-	-	1
25)	Para-Psychology	-	-	-	-	-	1	-	-	-	1
26)	Tragedy	-	-	-	-	-	1	-	-	-	1
27)	Spoof	1	-	-	-	-	-	-	-	-	1
	<b>Total</b>	<b>403</b>	<b>51</b>	<b>205</b>	<b>97</b>	<b>91</b>	<b>220</b>	<b>-</b>	<b>19</b>	<b>5</b>	<b>1091</b>

MUM-Mumbai, KOL-Kolkata, CHE-Chennai, BAN-Bangalore, THI-Thiruvananthapuram,  
HYD-Hyderabad, DEL-Delhi, CUT-Cuttack, G UW-Guwahati







## CHILDREN'S FILM SOCIETY, INDIA

### I. INTRODUCTION / OVERVIEW

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

with 'value based' entertainment through the medium of films.

The Chairperson, who is an eminent personality in the field of cinema, heads the Society. The Chairperson is also the head of the Executive Council and the General Body members of which are nominated by the Government of India. The Chief Executive Officer, who has under him all heads of Department, handles the day-to-day functions: Administration, Production, Marketing and Accounts Dept. The headquarters of CFSI is located at Mumbai with branch offices at New Delhi and Chennai.

### II. ACTIVITIES DURING THE YEAR 2006-07

#### A) PRODUCTION :

#### FILMS COMPLETED UPTO 31.12.2006

Film	Director
1. Lilkee (Hindi feature)	Batul Mukhtiar
2. Nandu Ka Raja (Hindi feature)	Shaleen Sharma
3. MAA.....aa.....aa (Hindi short animation)	Chetan Sharma
4. The Story of Nokpokliba (Nagami short animation)	Meren Imchen
6. Maan Pasand (Perfect Match) (Hindi short animation)	Dhvani Desai
7. Ek Aadesh ....Command for Choti (Hindi short)	Ramesh Asher
8. Aankmicholi (Hide & Seek) (Hindi feature)	Vinod Ganatra
9. Tsunami-81 (Hindi feature)	Naeem Sha
10. CFSI Logo	M/s.Graphiti

The Marketing Unit of the CFSI shoulders a huge responsibility of catering to the children all over India through its film exhibition activity. The CFSI films are exhibited in urban as well as rural parts of the country

benefiting the school going as well as non-school going children. The pattern of exhibition can be broadly divided into following categories :-

Sr.No.	Activity	No. of Shows	Audience
01.	District & State Level Film Festivals held in Municipal/Zilla Parishad Schools.	3387	19,42,113
02.	Shows organized through Distributors.	933	3,55,400
03.	Individual Shows.	66	30,071
04.	Free Shows	972	2,93,177
	<b>Total</b>	<b>5,358</b>	<b>26,20,761</b>

---

**FILMS UNDER PRODUCTION (INCLUDING CARRIED OVER FILMS & NEW FILMS)  
TAKEN UP FOR PRODUCTION**

<b>Film</b>	<b>Director</b>
1. Katputli (Hindi short animation)	Charmi Chheda
2. Pataler Rajputro (Hindi feature)	Gautam Benegal
3. Photo the Filmmaker (FOTO) (Hindi feature)	Virendra Saini
4. Mahek (Hindi feature)	Kranti Kanade
5. Surabhi (Hindi feature)	Vishal Chaturvedi
6. Amulyam (Telugu feature)	Akkineni K.Rao
<b>B) Dubbing:</b>	
The following dubbings were completed during the year 2006-07 (upto 31.12.06)	
1. Hayat (Persian to Hindi)	
New dubbings taken up during the year	
1. Pinky & Million Pug (Young Detective)	German to English
2. Laadli	Hindi to Tamil/Telugu & Kannada
Films to be acquired / purchased	
1. Album (Feature )	Iran
2. The Story of Xiao Xing (Feature)	China

**B) MARKETING ACTIVITIES : CFSI MARKETING ACTIVITIES  
FROM APRIL 06 TO DEC.06**

The pattern of exhibition can be broadly divided into following categories :-

1. Individual shows in theatres and schools
  2. District festivals in collaboration with district administrations
  3. Free shows targeting the under-privileged children in Municipal schools in tribal areas etc.
  4. Shows organized through distributors through 35mm & 16mm projectors
  5. State level film festivals covering all the Districts / Theatres in the entire State.
-

The CFSI's marketing division with its Head Office at Mumbai & Zonal Offices at Delhi and Chennai is trying to reach out the targeted audience. The small unit of Marketing could reach out to a record number of 26,20,761 children by arranging 5,358 shows.

The breakup of the shows as categorized above is elaborated below :-

**1. Individual Film Shows :** Many schools and individuals procure films for non-commercial screenings in theatres or in schools through 35MM/16MM projectors on payment of fixed rentals. 66 such shows were conducted benefiting 30,071 children.

**2. District Level Film Festivals:** This activity is conducted in collaboration with the District Administrations. Nearly 6-7 districts are identified in different states and screening programmes are chalked out charging nominal admission rates. The school going children largely from Govt./Municipal Schools are encouraged to see the films. The District Education

#### Details of The Statewise / Districtwise Festivals

State	No. Of Shows	Audience
<b>TAMIL NADU</b>		
Madurai	70	43233
Kanyakumari	79	53322
Thanjavur	56	40000
Chennai	21	21000
Nagapatnam	65	45000
Namakkal	60	40000
Cuddalore	74	50000
<b>KARNATAKA</b>		
Gulbarga	90	60000
Mandya	80	50000
Chamarajnar	70	45000

Depts. lend credible support by selling the tickets. Therefore the festival activity comprises a major source of income for the CFSI. 1,544 shows were conducted through such Festivals covering an audience of 11,54,913.

**3. Free Shows:-** In order to cater to the rural and underprivileged children, who are deprived of any major source of entertainment, CFSI has started a

#### Details of The Statewise / Districtwise Festivals

State	No. Of Shows	Audience
<b>ANDHRA PRADESH</b>		
Khammam	35	18563
Nellore	40	35000
Vijayanagaram	70	40000
Visakhapatnam	100	60000
<b>PUNJAB</b>		
Moga	12	8000
Muktsar	20	10000
Hoshiarpur	20	10000
<b>UTTAR PRADESH</b>		
Meerut	30	15000
<b>JHARKHAND</b>		
Jamshedpur	100	54360
<b>ORISSA</b>		
Khurda/Bhubaneswar	40	16842
Balasore	70	27206
Baripada	50	16935
Cuttack	45	21147
Kendrapara	15	5625

<b>BIHAR</b>		
Bettiah	54	17559
Motihari	65	17580
Gopalganj	48	7794
Chapra	24	9010
Sasaram	55	1169
Arrah	21	9887
Sitamarhi	58	15211
<b>MAHARASHTRA</b>		
Nashik	100	90500
Dhule	65	46870
Nandurbar	25	18500
Jalgaon	125	89600
<b>UTTARAKHAND</b>		
Almora	12	5000
Nainital	42	20000
<b>HARYANA</b>		
Panchkula	14	8000
Panipat	24	12000
<b>STATE LEVEL.</b>		
<b>CHATTISGARH- 16 Districts.</b>	500	250000
<b>MADHYA PRADESH - 46 Districts.</b>	1343	5,37,200
<b>Total</b>	<b>3,887</b>	<b>19,42,113</b>

unique scheme of conducting free shows for the Municipal and Tribal Children. Services of Non-Governmental Organizations like Nehru Yuva Kendra Sanghathans are availed for this activity. The expenditure involved in conducting the free shows is borne by CFSI out of grants in aid provided by the Govt. for the purpose. Under the Scheme even children living in remand homes, orphanages etc. are

given the benefit of seeing the children's films, who, otherwise are deprived of any other source of entertainments.

Details of 972 Free Shows held in 10 states of the country covering an audience of 2,93,177 children:

**4. Shows Through Distributors :** CFSI engages distributors/organizers to conduct film shows in theatres and schools. They procure films paying fixed monthly rentals and exhibit films in the allotted territory. 933 shows were conducted by them covering 3,55,400 audience.

**5. State Level Film Festivals:** The State Govts. Of Madhya Pradesh collaborating with CFSI to hold large scale screenings throughout the state. A package of 60-70 films is provided by CFSI and screened all over the theatres in the State in a short period. 1,343 shows were organized in Madhya Pradesh covering 5,37,200 children across 46 districts. 500 shows were organised in Chattisgarh covering 2,50,000 children in 16 districts.

**6. Participation in International Children's Film Festivals:** CFSI films were entered into various International Children's Film Festivals.

**7. Animation and Film Making Workshops:** CFSI conducts Film-making Workshops to provide an insight into various aspect of film-making. Two such Workshops were conducted. This is a part of Plan Scheme.

#### Details of Animation & Filmmaking Workshops

Sr. No.	State	Dates	No. of Workshop
1	Manipur	24 <sup>th</sup> & 25 <sup>th</sup> May '06	1
2	Mizoram	16 <sup>th</sup> & 17 <sup>th</sup> May '06	1
3	Azamgarh (U.P.)	8 <sup>th</sup> & 9 <sup>th</sup> Nov'06	1

**8. Screening of films on Television:** Our one Award winning Film Malli (Tamil) telecast on Makkal TV on 14.11.2006 on the occasion of Children's Day.

---

**Details Of Free Shows**

State	Districts	No. Of Shows	Audience
KERALA	Malapuram	9	1225
	Ernakulam	24	1465
	Kannur	7	925
	Kottayam	38	6700
	Kavaratti	22	6450
TAMIL NADU	Chennai	3	445
	Ramnathpuram	64	22459
MAHARASHTRA	Chandrapur	79	23222
	Mumbai	94	17214
ORISSA	Koraput	25	7266
	Kalahandi	44	14514
	Ganjam	98	30897
	Puri	100	23954
MADHYA PRADESH	Bhopal	6	3425
MANIPUR	Imphal	20	13400
WEST BENGAL	Birbhum	50	14100
JHARKHAND	Jamshedpur	45	13060
ANDHRA PRADESH	Vishakapatnam	14	3925
	Kamul	45	9150
	Guntur	34	21050
KARNATAKA	Bijapur	51	17282
	Belgaum	50	17269
	Bellary	50	23780
	Total	972	2,93,177

---

**9. Sale of VHS Cassettes and VCDs:** VHS cassettes and CDs of CFSI's films are sold for personal and community screenings only. 521 VHS and VCDs were sold.

**10. Activities in North East Region :** CFSI promotes films in regional languages including North East states through production & exhibition. CFSI exhibited its films through organization of Free Shows in Manipur & Mizoram states & Film Appreciation Workshops in May, 2006.

**11. Golden Jubilee Film Festival :** To commemorate 50 years of its meaningful existence the CFSI organized a Golden Jubilee Film Festival during 14<sup>th</sup> to 18<sup>th</sup> November, 2006 at Sirifort Auditorium, New Delhi.

Various CFSI films were screened in 3 sections namely Classics, Popular and Regional. To highlight the significance of advanced Technology in filmmaking CFSI initiated screenings of digital films made for and

**CFSI Films Selected & Screened At The Following International Film Festivals  
From April '06 To Dec. '06**

<b>Name of the Festival</b>	<b>Country</b>	<b>Film Entered</b>
Maine International Film Festival	U.S.A.	The Friend
Sprockets Toronto Int'l Film Festival for Children	Canada	The Friend
Brisbane Int'l Film Festival	Australia	Chutkan Ki Mahabharat
Lola Kenya Screen	Kenya	Malli, Chutkan Ki Mahabharat, Yeh Hai Chakkad Bakkad Bumbe Bo.
21 <sup>st</sup> Isfahan Int'l Festival of Films for Children	Iran	Chutkan Ki Mahabharat, Wrong Mauritius
34 <sup>rd</sup> Roshd Int'l Film Festival	Iran	Chutkan Ki Mahabharat Wrong Mauritius
Chicago Int'l Children's Film Festival	U.S.A.	Chutkan Ki Mahabharat.
Divercine	Uruguay	Tora's Love
Lucas - 2006 - 29 <sup>th</sup> Int'l Children's Film Festival	Germany	Wrong Mauritius
5 <sup>th</sup> Int'l Festival for Children's & Youth	Argentina	The Friend
Srilanka Children's Film Festival	Srilanka	Mujhse Dosti Karoge? Karamati Coat, Baaja
5 <sup>th</sup> Biennial Tehran Int'l Animation Festival	Iran	Ammachi Ki Machi
Cinema Children's Film Festival	U.S.A.	Gaja Ukiler Hatya Rahasya
Indian Film Festival of Los Angeles	U.S.A.	Bandu Boxer
International Film Fests, Berlin	Germany	Gilli Gilli Atta



on children and accordingly a package of digital films invited from outside producers and directors and were also screened during the Festival.

Directors of CFSI films viz. Mr. Rajeev Mohan, Mr. Jagannath Chattopadhyay, Mr. Salim Padiyath, Mr. Arun Khopkar etc. and from Digital filmmakers viz. Ms. Meena Naik, Mr. Raj Singh, Mrs. R. Bhuvana etc. were invited as delegates and honoured during the Festival.

Over 27,000 children from various schools in Delhi were mobilized with the help of Govt. of Delhi to watch the films

The Festival was inaugurated by Smt. Sonia Gandhi, UPA Chairperson on 14<sup>th</sup> November, 2006 by lighting

the lamp in the presence of the Minister of Information & Broadcasting, Shri Priya Ranjan Dasmunsi and Smt. Nafisa Ali Sodhi, Chairperson CFSI in a glittering function held at the main Auditorium of Sirifort. Chairperson, CFSI – Smt. Nafisa Ali Sodhi invited the attention of the Govt. for more help and support to CFSI.

The I&B Minister Shri Priya Ranjan Dasmunsi announced the policy of the Govt. of showing CFSI films free of admission charges throughout the country from April, 2007. The Minister also assured to enhance the 3 fold budget allocation of CFSI.

During her inaugural address Smt. Sonia Gandhi reminded the various cultural diversities in the country and the need for making films on brotherhood, rural

*Smt. Sonia Gandhi, Chairperson, UPA inaugurating CFSI Golden Jubilee Children's Film Festival on 14th November, 2006 at New Delhi in the presence of Shri Priyaranjan Dasmunsi, Union Minister for Information & Broadcasting and Parliamentary Affairs and Nafisa Ali Sodhi, Chairperson, CFSI.*

development etc. CFSI Film “Nandu Ka Raja” was premiered at the Inaugural function.

Three filmmaking Workshops were also conducted during the Festival. Each workshop was attended by about 40 children selected from various schools.

A Seminar on ‘Children Films In India’ was also conducted during the Festival.

The Festival concluded on 18<sup>th</sup> November, 2006 with a colourful closing ceremony. The President of India Dr. APJ Abdul Kalam during his keynote address on the concluding function called for making use of

digital technology for making children’s films. He also called upon the children to be courageous and determined to achieve the goal. The President also found time to interact with children and answered their questions.

The Minister of I&B, Shri Priya Ranjan Dasmunsi also spoke during the function and announced that every alternative year there will be a National Competitive Film Festival for Children.

**12. Children’s Day – 14<sup>th</sup> November :** Birth Anniversary of Pt. Jawaharlal Nehru is fondly remembered and celebrated as Children’s Day across

### BUDGETORY PROVISION

**A. PLAN:** The approved Annual Plan 2006-07 in respect of CFSI is as under:

(Rupees in lakh)

Name of the Scheme	Budget Estimate	Revised Estimate
<b>CONTINUING SCHEMES</b>		
<b>Scheme I:</b> Production, Purchase & Dubbing/Subtitling	352.00	317.00
<b>Scheme II:</b> Festivals	15.00	62.00
<b>Scheme III:</b> Modernisation & Augmentation:		
a) Video		
b) Information Technology	1.50	1.50
<b>Scheme IV:</b> Animation & Script Writing Workshop	4.80	2.80
<b>Scheme V:</b> Audience Research & Market Survey & Marketing of CFSI films	0.00	0.00
<b>Scheme VI:</b> Digitisation & Webcasting of CFSI films	0.00	0.00
<b>Scheme VII:</b> Exhibition of Children’s Films in Municipal Schools	58.00	48.00
<b>New Scheme:</b> Children’s Film Complex at Hyderabad	100.00	10.00
<b>TOTAL:</b>	<b>531.30</b>	<b>441.30</b>

the country. On this day CFSI organised 69 shows & 27,600 children enjoyed the films.

### Activities Planned during January to March, 2007

**District Film Festivals / Screening in Municipal Schools:** District Level Children's Film Festivals have been planned in Tamil Nadu, Kerala and Karnataka for rural children/municipal school children.

**State Level Children's Film Festival :** State Level Children's Film Festival has been planned in Assam.

**Free Shows** have been planned in the states of Tamil Nadu, Karnataka and North Eastern states for the Municipal & Tribal areas through NGOs viz. Nehru Yuva Kendra Sangathan & DFP.

**Workshops :** Two Filmmaking Workshops, one in Ratnagiri district from 29<sup>th</sup> January to 1<sup>st</sup> February, 2007 and another in Sindhudurg district from 4<sup>th</sup> to 7<sup>th</sup> February, 2007 had been planned.

**B. NON-PLAN:** A fixed grant of Rs.15.00 lakh has been allocated for NON-PLAN activities during 2006-07.

### Activities covering other programmes:

#### a) Modernisation & Computerisation

The entire Head office of the CFSI at Mumbai and its Branch offices at New Delhi, Chennai have been fully computerized. Production being the basic activity, modernization and augmentation of production facilities are being carried out from time to time in keeping with the latest trends of modernization of production equipment etc. Also our website [www.cfsindia.org](http://www.cfsindia.org) being fully operational is being updated from time to time.

#### b) Observance of birth centenaries/death anniversaries:

The following events commemorating the birth centenaries/death anniversaries of National leaders were observed in this office.

1. 'Quami Ekta Week' from 19<sup>th</sup> to 25<sup>th</sup> November, 2006

2. 'Sadbhavana Divas' from 20<sup>th</sup> August to 5<sup>th</sup> September, 2006.

3. Vigilance Awareness Week from 6.11.2005 to 10.11.2006.

4. Communal Harmony Campaign from 19.11.2006 to 24.11.2006.

#### c) Welfare of Scheduled Castes/Scheduled Tribes/Minorities:

Recruitment of SCs/STs as well as Minorities is being carried out as per Govt. directives. Being a small organization welfare activities are undertaken for the entire office which includes SCs/STs and minorities also.

#### d) Activities in the North East Region:

Children's Film Society, India promotes children's films in regional languages through production and exhibition. A short animation film titled 'The Story of Nokpokliba' from Nagaland (in Nagamese language) assigned to an upcoming Director Meren Imchen completed.

Children's Film Festivals (both State level and District level) alongwith filmmaking workshops were successfully conducted in North East Region during the month of May 2006 in States of Mizoram and Manipur. Besides 16 shows were screened in Meghalaya benefiting 8000 children.

#### e) Use of Hindi:

As per instructions from Govt.of India, Hindi is used in official correspondence wherever possible. Being basically a children's film producing unit, Hindi is primarily and progressively used in our production activities like production of a film / TV serials / dubbing / subtitling etc.

#### f) Vigilance:

There is no separate setup as such for Vigilance activities. Proposal for nominating CEO as Chief Vigilance Officer has been forwarded to Ministry. All vigilance matters are being dealt by the CEO.

## FILM & TELEVISION INSTITUTE OF INDIA

The Film and Television Institute of India provides the latest education and technological experience in the art and technique of film making and television production. In-service training is provided to officers of all grades of the Doordarshan and others. It is equipped with the latest digital and broadcast grade production set-ups viz. Non Linear, Beta Cam and A/B Roll editing set-ups, Digital Cameras viz. Sony BVP-500 P; Soft Chroma Keyer, Digital Special Effect Generator, Silicon Graphics 02 workstations with Alias software, modern movie cameras, re-recording equipment etc. which provide an excellent exposure to the faculty and students of Film & Television Institute.

In all 1480 applications in the prescribed form were received for the year 2006. Out of these 1472 candidates were called for entrance examination held on 21<sup>st</sup> May, 2006 at 14 centers 1) Allahabad 2) Ahmedabad 3) Amritsar 4) Bhopal 5) Bhubaneswar 6) Kolkata 7) Chennai 8) Guwahati 9) Hyderabad 10) Mumbai 11) New Delhi 12) Patna 13) Pune 14) Thiruvananthapuram.

395 candidates were short listed for orientation programme/interview/audition test/workshop.

Apart from Indian students, 11 applications were received from candidates from Afro-Asian Countries for four scholarship holding seats through ICCR, New Delhi. Out of 11 applicants 5 eligible candidates were called for written test conducted at respective Embassies/High Commissions. Finally 3 candidates were selected for admission.

Similarly, 15 applications were received from candidates from foreign countries other than Afro-Asian Countries for NRI/Foreign seats. The selection criteria for these candidates was telephonic interview. Out of 15 candidates, 8 candidates were selected for admission.

Finally 128 candidates (including foreign candidates) were selected for admission to various courses for the year 2006.

Course wise break-up of students selected is as follows:

### (A) Three year Post Graduate Diploma in Film and Television

42 candidates were selected for admission to First Year of Three Year Post Graduate Diploma in Film and Television. Course wise break-up of students selected for First Year of Three Year Post Graduate Diploma

in Film and Television is as follows :-

1)	Direction (Film & Television)	:	12
2)	Cinematography (Film & Television)	:	12
3)	Editing (Film & Television)	:	10
4)	Audiography (Film & Television)	:	8

The course commenced from 30<sup>th</sup> October, 2006.

### (B) Two year Post Graduate Diploma course in acting

20 candidates were selected for admission to First Year of Two Year Post Graduate Diploma Course in Acting. The course commenced from 30<sup>th</sup> October, 2006.

### (C) One year Post Graduate Certificate Course in Television

30 candidates were selected for admission to One Year Post Graduate Certificate Course in Television. Course wise break-up of students selected for admission to One Year Certificate Course in Television is as follows :-

1)	Direction	:	10
2)	Electronic Cinematography	:	10
3)	Video Editing	:	10
4)	Audiography and TV Engineering	:	-

The course commenced from 9<sup>th</sup> October, 2006.

### (D) One year Post Graduate Certificate Course in feature film screenplay writing

12 candidates were selected for admission to One Year Post Graduate Certificate Course in Feature Film Screenplay Writing. The course commenced from 4<sup>th</sup> August, 2006.

**(E) Two year Post Graduate Diploma in Art direction**

12 candidates were selected for admission to Two Year Post Graduate Diploma in Art Direction. The course commenced from 30<sup>th</sup> October, 2006.

**(F) One and half year Certificate course in animation and computer graphics**

12 candidates were selected for admission to One and Half Year Certificate Course in Animation and Computer Graphics. The course commenced from 14<sup>th</sup> August 2006.

**Foreign Students as internees, etc.**

Ms. Noeli Charles, from France has been allowed to visit the FTII as an internee for the period of 6 months from August 2006.

**Polar meets Solar trilateral workshop**

An international film workshop called 'Polar Meets Solar Trilateral Workshop (2006)' was held from 13<sup>th</sup> November, 2006 to 25<sup>th</sup> November, 2006 at the FTII jointly with the Mohamed Amin Foundation's Film and Television Centre (MOFO), Kenya and STADIA Helsinki Polytechnic, Finland, under the unique Student Cultural Exchange Programme put in place during the year 2003 under a Memorandum of Understanding signed between India and Kenya.

The Polar Meets Solar Trilateral Workshop ended in the form of a Mini Film Festival showcasing the three films entitled 'The Chase', 'Going Down' and 'Smile', each about five-minute duration for the entire student audience on the campus and general film buffs. Three eminent judges from the field of Films and the Arts in General and living in Pune – Shri Prasad Vanarse, Shri Umesh Kulkarni and Shri Anil Srivastava were invited to critically analyse the films and announce the best film.

The students on roll as on 11.12.2006 are given in the following Annexure.

**Annexure**

**THREE YEAR POST-GRADUATE DIPLOMA COURSE IN FILM AND TELEVISION**

Year	Year of Admission	Coursewise No. of Students				Total Number of Students	SC/ST		Foreign	
		Dir	Cin	Edi	Aud		SC	ST	Course	Country
I Year	2006	12	12	10	08	42	06	02	Dir-3 Cin-3	France-2 Nepal-1 Nepal Italia Canada
1 Year	2006	12	12	10	08	42	06	02	Dir-3 Cin-3 Edi-1	France-2 Nepal-1 Nepal Italia USSR Canada

Year	Year of Admission	Coursewise No. of Students				Total Number of Students	SC/ST		Foreign	
		Dir	Cin	Edi	Aud		SC	ST	Course	Country
II Year	2005	11	10	11	10	42	06	02	Dir-2 Cin-1 Edi-2	Germany France Phillipines Canada Australia Nepal
II Year	2004	12	10	11	6	39	05	01	Dir-3 Cin-1 Edi-1	France Phillipines Sweden Nepal U.S.A.
		35	32	32	24	123	17	05		

**COURSEWISE TOTAL NUMBER OF STUDENTS ON ROLL AS ON 1<sup>ST</sup> DECEMBER, 2005**

Three Year Diploma	Acting	Art Direction	Animation and Computer Graphics	Certificate Course in Television	Certificate Course in SPW	Total
123	40	22	24	30	12	251

**TWO YEAR POST-GRADUATE DIPLOMA COURSE IN ACTING**

YEAR	COURSE	TOTAL NUMBER OF STUDENTS	SC	ST	FOREIGN
2006 (1st Year)	Acting	20	3	-	-
2005 (IInd Year)	Acting	20	-	-	1-Dubai

**TWO YEAR POST-GRADUATE DIPLOMA COURSE IN ART DIRECTION**

YEAR	COURSE	TOTAL NUMBER OF STUDENTS	SC	ST	FOREIGN
2006 (1st Year)	Art Direction	12	2	-	1-S. Korea
2005 (IInd Year)	Art Direction	10	2	-	-

**One and half year Certificate Course in Animation and computer Graphics**

YEAR	COURSE	TOTAL NUMBER OF STUDENTS	SC	ST	FOREIGN
2005	Animation and Computer Graphics	12	1	-	-
2006	Animation and Computer Graphics	12	1	-	1-Yemen

**One year Post Graduate Certificate Course in Television**

Year of Admission	Coursewise No. of Students				Total Number of Students	SC/ST		Foreign
	Dir	Cin	Edi	Aud		SC	ST	
2006	10	10	10	-	30	06	-	Country 1-Iran 1-Australia

**One year Post Graduate Certificate Course in future film Screenplay writing**

YEAR	COURSE	TOTAL NUMBER OF STUDENTS	SC	ST	FOREIGN
2006 (1st Year)	Screenplay Writing	12	1	-	-

The admission notice for the next academic year 2007-2008 will be published in March, 2007.

The Institute is a member of the International Liaison Centre of Cinema and TV Schools (CILECT) to which all leading Film and TV Schools the world over are affiliated. One member of the faculty and a student generally participate in the meetings of the CILECT. This enables the Institute to keep abreast of the latest international trends in film-making and TV Production and in Film and Television teaching.

**Administration**

The Film Institute of India was set-up by the Government of India in 1960 under the Ministry of Information and Broadcasting. Following the addition of Television Wing in 1974, the Institute was re-designated as Film and Television Institute of India.

The Institute became a Society in October, 1974 under the Registration of Societies' Act, 1860. The Society consists of eminent personalities connected with Film, Television, Communication, Culture, Alumni of Institute and Ex-Officio Government Members. The Institute is governed by a Governing Council, headed by a Chairman, the current Chairman being the eminent writer Dr. U.R. Ananthamurthy. The academic policies and plans of the Institute are formulated by the Academic Council. The matters involving finance are controlled by the Standing Finance Committee.

The Institute consists of two Wings : The Film and the TV Wing, and offers courses in both Film and Television. The Film courses lead to a Post Graduate Diploma in Direction, Cinematography, Editing and Audiography. The Television Wing offers One Year

Post Graduate Certificate Course in Television in Direction, Electronic Cinematography, Video Editing and Audiography & TV Engineering. The Television Wing also offers in-service training to the personnel of Doordarshan covering all categories of staff in TV Production, Technical Operations, Editing, Sound Recording, Camera, Graphics and Set Design etc. and short term courses to other organizations. With the new syllabus, students of the Institute will develop conceptual and technical skills necessary for both the professions. New curriculum, as developed by faculty from both the wings, gives equal weightage to Film and Television along with sufficient input on applications of computers in the media.

#### **Film Appreciation course**

31<sup>st</sup> Film Appreciation Course was held from 15<sup>th</sup> May, 2006 to 10<sup>th</sup> June, 2006 under the joint auspices of Film and Television Institute of India and National Film Archive of India. 75 participants including journalists, film-makers, artists, activists, teachers and media-persons attended the course.

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

Films made by Diploma students are regularly entered in various National/International Film Festivals in order to give exposure to students' work in India and abroad. During the year, the Institute has so far participated in the following festivals/events :

- i) 33<sup>rd</sup> Annual Students' Academy Award, Wilshire Boulevard, USA, held on 11<sup>th</sup> April, 2006.
- ii) Sehsuechte International Film Festival, Babelsberg, Germany held from 25<sup>th</sup> to 30<sup>th</sup> April, 2006.
- iii) 52<sup>nd</sup> International Short Film Festival, Oberhausen, Germany, held from 4<sup>th</sup> to 9<sup>th</sup> May, 2006.
- iv) Jugend Medien Festival, Berlin, Germany, held from 17<sup>th</sup> to 21<sup>st</sup> May, 2006.
- v) 2<sup>nd</sup> Youth Cinema Festival, Takshent held during May, 2006.
- vi) 11<sup>th</sup> International Students' Film Festival, Tel Aviv, Israel, held from 3<sup>rd</sup> to 10<sup>th</sup> June, 2006.
- vii) Porsche International Students' Advertising Film Competition, David 2006 held from 7<sup>th</sup> and 9<sup>th</sup> June, 2006
- viii) Next Frame, UVFA's Touring Festival of International Students' Film and Video, Philadelphia held in June 2006.
- ix) Telluride Film Festival, Colorado, held from 1<sup>st</sup> to 4<sup>th</sup> September, 2006.
- x) 25 FPS Festival, Zagreb, Croatia, held from 20<sup>th</sup> to 24<sup>th</sup> September, 2006.
- xi) 4<sup>th</sup> Berlin Asia-Pacific Film Festival, Germany held from 4<sup>th</sup> to 10<sup>th</sup> October, 2006.
- xii) 4<sup>th</sup> Zoroastran and Iranian Culture Film Festival, Vancouver, Canada, held on 7<sup>th</sup> and 8<sup>th</sup> October, 2006.
- xiii) 51<sup>st</sup> Cork Film Festival, Ireland, held from 8<sup>th</sup> to 15<sup>th</sup> October, 2006.
- xiv) 13<sup>th</sup> International Film and TV Schools' Festival, Media School'2006, Poland held from 17<sup>th</sup> to 21<sup>st</sup> October, 2006.
- xv) The Times BFI 50<sup>th</sup> London Film Festival, UK held from 19<sup>th</sup> October to 2<sup>nd</sup> November, 2006
- xvi) 25<sup>th</sup> Uppsala International Short Film Festival, Sweden, held from 23<sup>rd</sup> to 29<sup>th</sup> October, 2006.
- xvii) 4<sup>th</sup> Kalpanirjhar International Short Film Festival, Kolkata from 27<sup>th</sup> to 31<sup>st</sup> October, 2006.
- xviii) 49<sup>th</sup> International Leipzig Festival for Documentary and Animation Film, Germany held from 30<sup>th</sup> October to 5<sup>th</sup> November, 2006.
- xix) 20<sup>th</sup> Leeds International Film Festival, UK held from 2<sup>nd</sup> to 12<sup>th</sup> November, 2006.
- xx) 5<sup>th</sup> International Student Film and Video Festival, Beijing Film Academy, China, held from 5<sup>th</sup> to 11<sup>th</sup> November, 2006.
- xxi) 1<sup>st</sup> National Digital Film Festival for Children, New Delhi held from 14<sup>th</sup> to 18<sup>th</sup> November, 2006.



- xxii) 26<sup>th</sup> Munich International Festival of Film Schools, Konig Ludwig Trophy, Germany held from 19<sup>th</sup> to 25<sup>th</sup> November 2006.
- xxiii) Tehran International Film Festival, Iran, held from 21<sup>st</sup> to 27<sup>th</sup> November, 2006.
- xxiv) 18<sup>th</sup> International Documentary Film Festival, Amsterdam, Netherlands, held from 23<sup>rd</sup> November to 3<sup>rd</sup> December 2006.
- xxv) 14<sup>th</sup> International Film Festival of the Art of Cinematography, CAMERIMAGE, Lodz, Poland, held from 25<sup>th</sup> to 3<sup>rd</sup> December, 2006.
- xxvi) Golden Lion International Student Film Festival, Taipei, Taiwan, held from 26<sup>th</sup> to 30<sup>th</sup> November, 2006.
- xxvii) 11<sup>th</sup> International Film Festival of Kerala held in December, 2006.
- xxviii) Berlin International Film Festival, Berlin, from 8<sup>th</sup> to 18<sup>th</sup> February, 2007.
- xxvix) 5<sup>th</sup> Pune International Film Festival in March, 2007.
- xxx) Lensight Film Festival (January/February)

### Workshops/Seminars

To strengthen the academic input for the students, Workshops/Seminars are regularly organized by eminent film-makers from India and abroad. During the period under report, following Workshops/Seminars were conducted by eminent film personalities:-

1. Shri Randeep Hooda conducted a Workshop on "Acting" from 5<sup>th</sup> April, 2006 to 10<sup>th</sup> April, 2006.
2. Shri Attar Singh Saini conducted a Workshop on "Cinematography" from 7<sup>th</sup> April, 2006 to 8<sup>th</sup> April, 2006.
3. Shri Manjul Sinha delivered a lecture on "Developing stories for different projects" on 13<sup>th</sup> April, 2006.
4. Shri Adil Amaan delivered lectures on "Imagination, Sense Memory" from 17<sup>th</sup> April, 2006 to 19<sup>th</sup> April, 2006.
5. Shri Harish Magan delivered lectures on "Spot Memory, Voice & Speech" from 17<sup>th</sup> April, 2006 to 18<sup>th</sup> April, 2006 and on 27<sup>th</sup> April, 2006.
6. Shri Vikas Desai conducted a Workshop on "Playback/Song Picturisation" from 18<sup>th</sup> April, 2006 to 22<sup>nd</sup> April, 2006.
7. Shri Prakash Jha delivered lectures on "Screenplay Writing" on 19<sup>th</sup> April, 2006.
8. Shri Dilip Mestry conducted a Workshop on "Playback/Song Picturisation" from 20<sup>th</sup> April, 2006 to 22<sup>nd</sup> April, 2006.
9. Shri Vishal Dube conducted a workshop on "After Effects" from 29<sup>th</sup> April, 2006 to 30<sup>th</sup> April, 2006.
10. Shri Nitin Hadap delivered lectures on "History of Art, Architecture & Costume" from 17<sup>th</sup> April, 2006 to 19<sup>th</sup> April, 2006, on 21<sup>st</sup> April, 2006, from 25<sup>th</sup> April, 2006 to 26<sup>th</sup> April, 2006 and on 28<sup>th</sup> April, 2006.
11. Shri Prabhakar Kr. Singh conducted "Molding Practicals" from 18<sup>th</sup> April, 2006 to 21<sup>st</sup> April, 2006, from 24<sup>th</sup> April, 2006 to 28<sup>th</sup> April, 2006 and from 1<sup>st</sup> May, 2006 to 4<sup>th</sup> May, 2006.
12. Shri Anjum Rajabali delivered lectures on "Industrial Aspets" from 21<sup>st</sup> April, 2006 to 22<sup>nd</sup> April, 2006.
13. Shri Raza Murad delivered lectures on "Voice & Speech/Diction" from 28<sup>th</sup> April, 2006 to 29<sup>th</sup> April, 2006, from 15<sup>th</sup> June, 2006 to 17<sup>th</sup> June, 2006, from 10<sup>th</sup> July, 2006 to 12<sup>th</sup> July, 2006, from 21<sup>st</sup> August, 2006 to 23<sup>rd</sup> August, 2006.
14. Shri Suresh Pai conducted a workshop on "Editing" from 1<sup>st</sup> May, 2006 to 5<sup>th</sup> May, 2006.
15. Shri Meghan Manjarekar delivered a lecture on "Paint Application on various Surface" on 1<sup>st</sup> May, 2006.
16. Shri Tom Alter delivered a lecture on "Improvisation and Scenes" on 2<sup>nd</sup> May, 2006.

17. Shri Pintu Choudhary delivered a lecture on "Cinematography – BNA" on 2<sup>nd</sup> May, 2006.
  18. Shri Anjum Rajabali delivered a lecture on "5 minutes narration for SPW" on 5<sup>th</sup> May, 2006.
  19. Shri Sanjay Agarwal delivered lectures on "High definitions of Cinematography Techniques" from 5<sup>th</sup> May, 2006 to 6<sup>th</sup> May, 2006.
  20. Shri Y.K. Mathur delivered a lecture on "B.N.A. Academy" on 5<sup>th</sup> May, 2006.
  21. Smt. Mrinalini Khanna delivered a lecture on "Script of Acting Diploma Film" on 5<sup>th</sup> May, 2006.
  22. Shri Ravi Deshpande conducted a workshop on "Advertisement Films and its Post Production" from 7<sup>th</sup> May, 2006 to 8<sup>th</sup> May, 2006.
  23. Smt. Jayashree Kanak delivered a lecture on "Multi Camera Production Technique for Art" on 8<sup>th</sup> May, 2006.
  24. Shri Bharat Nerkar delivered a lectures on "Technical consideration in design – Art Direction" from 9<sup>th</sup> May, 2006 to 10<sup>th</sup> May, 2006.
  25. Shri Sriram Raghavan delivered a lecture on "Screenplay Writing" on 22<sup>nd</sup> May, 2006.
  26. Shri Anjum Rajabali delivered a lecture on "Industry Aspects for SPW" on 27<sup>th</sup> May, 2006.
  27. Shri Kamal Nath delivered lectures on "Dance for Acting" from 15<sup>th</sup> June, 2006 to 17<sup>th</sup> June, 2006.
  28. Dr. Robin Tribhuvan delivered a lecture on "Study of Tribal Culture – Architecture & Costumes – Art Direction" on 16<sup>th</sup> June, 2006.
  29. Shri Sanjivan Lal conducted a Course-End Project for TV students from 16<sup>th</sup> June, 2006 to 5<sup>th</sup> July, 2006.
  30. Shri Tom Alter conducted a workshop on "Acting" from 20<sup>th</sup> June, 2006 to 21<sup>st</sup> June, 2006.
  31. Shri Ajit Pande delivered lectures on "Study of Software used for drafting, Designing & Computer practicals" from 3<sup>rd</sup> July, 2006 to 29<sup>th</sup> July, 2006.
  32. Shri Yogesh Mathur delivered a lecture on "Production Design & fading of Film" on 7<sup>th</sup> July, 2006.
  33. Shri Indranil Chakravorty delivered a lecture on "Discussion for SPW Conference" on 10<sup>th</sup> July, 2006.
  34. Shri Rupesh Thapliyal delivered lectures on "Acting" from 13<sup>th</sup> July, 2006 to 15<sup>th</sup> July, 2006, 3<sup>rd</sup> August, 2006 to 5<sup>th</sup> August, 2006, 17<sup>th</sup> August, 2006 to 19<sup>th</sup> August, 2006 and from 25<sup>th</sup> August, 2006 to 27<sup>th</sup> August, 2006, from 18<sup>th</sup> September, 2006 to 20<sup>th</sup> September.
  35. Shri Tom Alter delivered lectures on "Play Performance of Acting Students" from 18<sup>th</sup> July, 2006 to 21<sup>st</sup> July, 2006.
  36. Shri Chander Mohan delivered a lecture on "Play Performance of Acting Students" on 18<sup>th</sup> July, 2006.
  37. Shri Ajit Pande delivered lectures on "Use of Software for Designing and Computer Practicals" from 1<sup>st</sup> August, 2006 to 5<sup>th</sup> August, 2006 and from 7<sup>th</sup> August, 2006 to 11<sup>th</sup> August, 2006.
  38. Shri Saleem Arif conducted a workshop on "Costume designing" on 2<sup>nd</sup> August, 2006 and from 28<sup>th</sup> August, 2006 to 3<sup>rd</sup> September, 2006.
  39. Shri Indranil Chakravorty delivered a lecture on "Arrangements for SPW Conference" on 3<sup>rd</sup> August, 2006.
  40. Shri Anjum Rajabali delivered lectures on "Orientation Inauguration" from 4<sup>th</sup> August, 2006 to 5<sup>th</sup> August, 2006.
  41. Shri Ashwini Malik delivered lectures on "Orientation Inauguration" from 4<sup>th</sup> August, 2006 to 5<sup>th</sup> August, 2006.
  42. Shri Anand Kr. Sharma conducted a workshop on "Editing" from 4<sup>th</sup> Augsut, 2006 to 5<sup>th</sup> August, 2006.
-

- 
43. Shri Y.K. Mathur delivered a lecture on "Principles of Editing" on 7<sup>th</sup> August, 2006, on 5<sup>th</sup> September, 2006.
44. Shri Samar Singh delivered lectures on "Acting" from 10<sup>th</sup> August, 2006 to 12<sup>th</sup> August, 2006.
45. Shri Anjum Rajabali delivered lectures on "Screenplay Writing" from 22<sup>nd</sup> August, 2006 to 23<sup>rd</sup> August, 2006.
46. Shri Anjum Rajabali conducted a workshop on "Theme & Story" from 25<sup>th</sup> August, 2006 to 26<sup>th</sup> August, 2006.
47. Shri Tom Alter conducted a workshop on "Acting" from 28<sup>th</sup> August, 2006 to 29<sup>th</sup> August, 2006.
48. Shri Prashant Naik delivered a lecture on "Non-Linear Editing" on 2<sup>nd</sup> September, 2006, 16<sup>th</sup> September, 2006 and on 23<sup>rd</sup> September, 2006.
49. Shri Saleem Arif, delivered a lecture on "Costume designing Project Discussion & Assessment of Art Direction" on 8<sup>th</sup> September, 2006.
50. Shri Anjum Rajabali conducted a workshop and delivered a lecture on "Story" from 8<sup>th</sup> September, 2006 to 9<sup>th</sup> September, 2006.
51. Shri Vikram Gaikwad delivered lectures on "Art Direction" from 9<sup>th</sup> September, 2006 to 12<sup>th</sup> September, 2006.
52. Shri Samar Singh delivered lectures on "Acting" from 11<sup>th</sup> September, 2006 to 13<sup>th</sup> September, 2006.
53. Shri Rajesh Kaul delivered lectures on "TV Drama Production" from 18<sup>th</sup> September, 2006 to 23<sup>rd</sup> September, 2006.
54. Shri Samar Nakhate delivered a lecture on "TV Documentary Production" on 20<sup>th</sup> September, 2006.
55. Shri Raza Murad delivered a lecture on "Acting" on 27<sup>th</sup> September, 2006.
56. Shri Anjum Rajabali delivered lectures on "Structure/Story Discussions" from 29<sup>th</sup> September, 2006 to 30<sup>th</sup> September, 2006.
57. Shri Sandeep Sood delivered a lecture on "Broadcast Management" on 30<sup>th</sup> September, 2006.
58. Shri Deepak Sehgal delivered a lecture on "Present Scenario of TV & Opportunities" on 9<sup>th</sup> October, 2006.
59. Shri Vijay Singh delivered a lecture and conducted workshop on "Story" from 12<sup>th</sup> October, 2006 to 15<sup>th</sup> October, 2006.
60. Shri Samar Singh delivered lectures on "Acting" from 16<sup>th</sup> October, 2006 to 18<sup>th</sup> October, 2006.
61. Shri Anjum Rajabali delivered a lecture on "Structure" on 18<sup>th</sup> October, 2006.
62. Shri Ashwini Malik conducted a workshop on "Treatment" from 27<sup>th</sup> October, 2006 to 28<sup>th</sup> October, 2006.
- Alongside the above workshops and lectures several eminent guest lecturers visited the FTII and interacted with the students and trainees of various disciplines.
- Study Tour**
- ) Study Tour of Cinematography Specialisation Course students to Mumbai was conducted in the month of December, 2006 to visit various Film Processing Laboratories to study colour Analysis, Telecine and Digital Intermediate Processes.
- Other Short Courses**
- The following short courses were conducted by the Institute :-
1. TV Research Methods Course was conducted from 3<sup>rd</sup> April, 2006 to 15<sup>th</sup> April, 2006.
  2. 8<sup>th</sup> Orientation Course in Multimedia Applications for TV Production was conducted from 17<sup>th</sup> April, 2006 to 12<sup>th</sup> May, 2006.
  3. Workshop for Post Graduate Students of MGAHV, Wardha was conducted from 12<sup>th</sup> June, 2006 to 16<sup>th</sup> June, 2006.
-

4. Short Course in Make-up was conducted from 29<sup>th</sup> June, 2006 to 13<sup>th</sup> July, 2006.
5. Television Journalism Workshop was conducted from 10<sup>th</sup> July, 2006 to 14<sup>th</sup> July, 2006.
6. Multicam Training was conducted from 17<sup>th</sup> July, 2006 to 29<sup>th</sup> July, 2006.
7. 52<sup>nd</sup> TV Production and Technical Operations Course was conducted from 31<sup>st</sup> July, 2006 to 18<sup>th</sup> October, 2006.

The Institute also conducted Training for Zee TV Staff from 01.11.2006 to 07.11.2006, from 13.11.2006 to 18.11.2006; from 27.11.2006 to 02.12.2006; and from 04.12.2006 to 09.12.2006.

#### Equipment

During the year under report, Video Server was purchased and the installation and networking of the video server will be done shortly.

#### Book Library

The Book Library has over 26,323 books including rare books on various aspects of Film and TV.

#### Film Library

The Film Library of the Institute has a collection of over 3000 films including Indian and foreign features and short films, study extracts and FTII Films. The Film Library also houses audio visual material like Disc Records, Video Cassettes and DVDs/VCDs.

#### Video Tape Library

VHS and U-matic and Betacam Cassettes of Indian and foreign features and short films, documentary and student films, TV programmes, Video documentaries made by Students and TV Trainees are housed in the Video Library.

These tapes are helping the students as resource material in making an in-depth study of content development and production techniques, supplementing the film viewing sessions on editing tables.

#### Administration

##### Appointments

During the year under report six appointments were made of the candidates belonging to Scheduled Castes/Scheduled Tribes.

##### Observance of Important Events

- ① Lensight Film Festival organized by the Film and Television Institute of India at India Habitat Center, New Delhi on 1<sup>st</sup> May, 2006 in collaboration with Public Service Broadcasting Trust.
- ② The Film and Television Institute of India, Pune organized the First All India Screenwriters' Conference on 19<sup>th</sup> and 20<sup>th</sup> August, 2006. For the first time in the history of Indian Cinema the Conference organized by the FTII brought together screenwriters, directors and scholars from across the country to discuss and debate varied aspects of Indian screenplay writing.

##### Eminent Visitors

- ① Shri Priya Ranjan Dasmunsi, Union Minister of Parliamentary Affairs and Minister of Information and Broadcasting visited the Film and Television Institute of India on 1<sup>st</sup> September, 2006.
- ② Mr. Hussain Shihab, Minister of State for Arts, Republic of Maldives, Male visited the Film and Television Institute of India on 4<sup>th</sup> September, 2006.

##### Deputations & Delegations

1. Shri B.C. Naria, Assistant Professor of Cinematography was deputed to attend D2 Cinema Workshop conducted by CILECT in United Kingdom.
2. Shri Suresh Chabria, Registrar, Shri S.G. Parale, Chief Accounts Officer and Smt. S.S. Mhaskar, Administrative Officer were deputed to attend the Workshop organized by the Ministry of Information and Broadcasting on 28<sup>th</sup> July, 2006.

## **SATYAJIT RAY FILM & TELEVISION INSTITUTE**

Government of India established Satyajit Ray Film & Television Institute in 1995 as an autonomous academic institution under the Ministry of Information and Broadcasting. The Institute was subsequently registered under the West Bengal Societies Registration Act, 1961.

SRFTI is a fully funded autonomous institution under the Ministry of I&B, run by a Society constituted by the Government of India. The Society, headed by a President runs the Institute through a Governing Council that is constituted with select members of the Society. The Governing Council is the supreme body for all executive functions of the Institute.

The Society, Governing Council and Standing Finance Committee have officials of the Ministry of I & B as ex-officio members representing the Government.

There is a separate Academic Council, which is entrusted to take policy decisions regarding all academic and production related affairs of the Institute.

Located at Kolkata and named after the legendary film maestro Satyajit Ray, the Institute, the second of its kind in the country, is a National Centre offering post-graduate diploma courses in Film and Television.

The Institute is equipped with up to date technology and is aimed at imparting training in film and television media— thereby equipping the trainees who are capable of independent creative and innovative work in the field and thus contribute to the growth and development of cinema in the country.

**Shri Basu Chatterjee**, the renowned filmmaker, is the present President of the Society by virtue of which he is also the Chairman of the Governing Council, Academic Council and other Committees.

The Director is the Head of the Institute and functions as the Member-Secretary of the Governing Council, Academic Council etc. He is assisted by the Dean in academic affairs and by the Registrar in administrative matters. Shri Swapan Mullick is the Director and Shri Adinath Das is the Dean of the Institute.

### **Infrastructure**

SRFTI is an idyllic setup for a comprehensive education on filmmaking and television production, equipped as it is with not only modern film/video making equipment but also excellent studios, theatres and libraries.

### **Film and TV Studio**

The Institute can be rightfully proud of its two studio floors.

The Film Studio is one of the best in the eastern region. The floor size (80' x 50') is ideal even for big sets. It has a fully air-conditioned make-up room, underground pit for specialized camera angles, 3-tier platforms for lighting, art material and a well equipped carpentry and painting section. There are also modest inventory of properties and costume.

The second fully air-conditioned studio floor of 50' X 50' dimension has a dimmer panel, motorized telescopic lighting grid, cyclorama facilities.

### **Screening Facilities**

There is no dearth of opportunities for students to watch films as the Institute has a multi-purpose Main Theatre (370 seats), a Preview Theatre (72 seats) as well as an Open Air Theatre with a capacity of over 500 – with 35mm, 16mm and video projection facilities.

In addition there is a Class Room Theatre equipped with modern facilities required for lecture-demonstration.

### **Library**

The library of the Institute is located in a two-storied building, equipped with a large reading hall, a multi-booth viewing room and a music room. Along with books and magazines on cinema, television, media, technology, performing arts and related subjects, the library also has a rich collection of videos in different formats as well as audio cassettes and CDs.

The library is equipped with user friendly electronic resource facilities like computerised catalogue and circulation mechanism. The library offers extensive reference service.

### **Film Library**

The Institute has a small film library which houses collections of Indian and foreign films - the largest being the Cine Central Collection of 400 foreign feature films and 914 short and documentary films. The Federation of Film Societies of India (Eastern Region) Collection has 36 feature films and 38 short films, and the SRFTI - NFDC collection has 66 feature films. These film prints are available to faculty and students for reference.

### **Regional Centre of the NFAI**

The fact that the regional office of the National Film Archive of India is located on the SRFTI campus facilitates an uninterrupted flow of rare films for the students' viewing. The Archive has a small but significant collection of 71 classics, which are available for academic screening and discussions.

SRFTI witnessed following major developments:

#### **(i) Cinematography**

The department was set up and developed at SRFTI under the guidance of Shri Subrata Mitra, the great maestro who pioneered a new trend in cinematography. His indelible memory continues to be the guiding light; the department aspires to maintain the benchmark set by him.

Starting with theoretical and practical aspects of photography in general, MPP moves on to cinematographic theory, concepts, aesthetics, various techniques of lighting, and control methods at lab stages.

MPP dept is equipped with a full-fledged still photography section, a number of analogue and digital camera set-ups, and a range of 16mm and 35mm cine cameras up to the level of Arri SR III and Arri 435. A recent acquisition of Arri Sun-series HMI lights has lent a sophisticated touch to the dept's collection of lights. A fair number of accessories are there for various levels of application. The department has active interface with front-rank labs for regular student visits.

Apart from close collaboration with Kodak and Fuji, the dept organizes elaborate workshops and

interactions with top-notch cinematographers and video specialists.

#### **(ii) Audiography**

Satyajit Ray Film and Television Institute is one of the few film schools in India which have been producing talented professionals in sound recording/Audiography. Students are trained in everything from on-location recording, studio recording, film dubbing and finally sound mixing on state of the art consoles.

Facilities include a dubbing studio, music/song recording studio with permanent and temporary booths, a mixing (Re-recording) studio and a background and Foley recording studio and dedicated digital workstations. All the studios are equipped with most modern and sophisticated equipment.

The elegance of analogue recording, which is the traditional method of audio postproduction, is blended with the most advanced digital recording technologies for flexibility or freedom of an artist. The allied technologies like acoustics and electronics are also part of the syllabus to make a complete sound recordist in the true sense.

The faculty comprises of renowned professionals trained in film schools and with long experience in the film industry. What gives an additional edge to the training are the classes and workshops conducted regularly by stalwarts like A.M. Padmanabhan, Avinash Oak, Satish Kumar, Nakul Kamte, Rakesh Ranjan, Sumitava Roy, Anup Mukherjee, Somnath Mondal, Dr. Rabindra Nath Bera, Ashok Shukla, Sudipto Mohan Basu, Arun Bose, Bishwadip Chatterjee.

Students also get the opportunity to closely interact with renowned musicians, music teachers, composers and arrangers who frequently visit the Institute.

#### **(iii) Editing**

The department relentlessly looks for a stimulating and supportive learning environment for students on an individual basis and in groups to ensure that they play determining roles as professionals with creative contribution in the variety of media related vocations.

The wing houses the department with separate sections dedicated to film and video editing environment. The film section consists of ten separate Steenbeck editing suites. The Digital Non-Linear Editing section consists of Avid Media Composers, Avid DV Xpress, Final Cut Pro with cinema tool, Adobe Premiere Pro setups dedicated to non-linear editing. The department also includes five linear video editing suites and graphics section with dedicated workstations. The department has a special classroom— Agit-prop, for regular demonstration, discussions and analyses with viewing and digital edit-demonstration facilities.

The department regularly invites experienced professionals to share their expertise with students. Recent contributors in the form of workshops, lecture sessions, assessment and interactions include Rina Mohan, Arjun Gourisaria, Arghyakamal Mitra, Amitabh Chakraborty, Saurav Sharangi, Sanjib Dutta, Abraham Mazumder and Asim Sinha.

#### **(iv) Direction & screenplay-writing**

The department coordinates the 1-year Integrated course [which is the first year for all students of the 3-year PG Diploma programme] as well as conducting the 2-year Specialization course [i.e. 2nd and 3rd year for those who opt for 'direction & screenplay writing'].

The Integrated course is designed to give students a clear understanding of the basic functions of each specialization department (Direction, Camera, Editing and Sound) and the inter-dependent nature of filmmaking as well as a chronological perspective on the development of this art form.

Specialization starts with a series of theory classes and practical sessions geared towards students' comprehensive understanding of the directorial process including screenplay writing. Exercises are designed to develop narrative skills and ability to construct mise-en-scene. Reputed professionals are invited regularly to conduct workshops on various aspects of directorial skills and screenplay writing.

The department has a viewing room, a computer lab and a basic post-production set-up.

Apart from the regular faculty members, recent

contributors to lectures, panels, workshops and assessment include Kumar Shahani, Saeed Mirza, Adoor Gopalakrishnan, K Hariharan, Rina Mohan, Jiri Menzel, Kamal Swarup, Paul Cox, Shaji Karun, Arturo Riepstein.

#### **Student exchange programmes**

The first student exchange programme held in 2001 enabled two students of SRFTI to go to Konrad Wolf Film School in Potsdam, Germany and make a short fiction film titled 'Forth World'. Two students from the German film school also came to SRFTI and made a documentary film titled 'Howrah Howrah'. Apart from this, exchange possibilities are being explored with other film schools, both national and international.

The Direction specialisation students (2005) were engaged in an exchange programme with HHF, Postdam, Germany in film production. Students of HFF had also been present in the SRFTI campus for an intense dialogue along with hand-on collaborative production with our students.

The Editing specialisation students (2006) had been to Tokyo for a two-week HD internship in NHK, Japan where three short films were created by students.

#### **Events**

Round the year the campus is abuzz with co-curricular events and activities that are potentially relevant to the Institute's chief mandate i.e. film education. Students get actively involved in planning and managing in following events.

- CLAPSTICK is an international festival of students' films, a 5-day annual event looked forward to by not only the SRFTI students but also the entire film-loving community of Kolkata. Subrata Mitra Memorial Lecture delivered by noted technician of the film art is a key event in the festival. Previous speakers include K K Mahajan and Walter Murch.
- DOCEDGE is an International Pitching workshop. Documentary film makers get a chance to pitch their films to an International Panel of Film Commissioners.

### Awards and Honours Won by SRFTI diploma holders

S.N.	Name of the Films	Awards Won	Director/Cinematographer
1.	Meena Jha (Hindi)	Best First Film of the Director National Film Award 2001	Director: Anjalika Sharma
2.	Bhor (Bengali)	Best Short Fiction Film National Film Award 2001	Director : Ritubarna Chudgar
3.	Meena Jha (Hindi)	Special Mention for 48th National Film Awards Cinematography	Cinematographer : Amal Neerad C. R.
4.	Khoj (Bengali)	Selected for featuring in the Cine foundation section of the Cannes Film Festival, 2002 (France)	Director : Tridib Poddar
5.	The Egotic World	Selected for featuring in the Oberhausen (Malayam) Film Festival, 2002(Germany), Montreal Film Festival (Canada)	Director : Vipin Vijay
6.	The Egotic World	Adjudged as the Best Student (Malayam) Film in Kodak Students Festival, 2001 (India)	Cinematography : Milind Nagamule
7.	Khoj (Bengali)	Best Director in Bengal Film Journalist Association (BFJA) Award, 2002	Director : Tridib Poddar
8.	Abhimaan Band	Best Short Film in Bengal Film Party (Bengali) Journalist Association (BFJA) Award, 2002	Director : Siladitya Sanyal
9.	Sundar Jeebon (Bengali)	Best Short Fiction/National Award 2003	Director : Sandip Chattopadhyay
10.	Khoj (Bengali)	IDPA Award (Best first film) / MIFF, 2004	Director : Tridib Poddar
11.	Tetris (Bengali/English)	Selected for featuring in the Cine foundation section of the Film Festival, 2006 (France) Anirban Dutta	Director : Cannes
12.	Kulai Chaula(Oriya)	Selected in competition section Kerala Film Festival 2006	Director: Sanjib Behera
13.	Bagher Bachcha	Selected for Asian Film Festival of 1 <sup>st</sup> Films, (Bengali) Film Festival, France	Director : Sigapore; Vsoul Bishnu Dev Halder Cinerail, Paris;
14.	An Actor Prepares	Selected in Cinema du Reel, Paris (Bengali/Hindi)	Director: Kanu Behl



- Satyajit Ray Memorial Lecture is organised on 2 May each year (Satyajit Ray's birthday). Speakers so far include Kumar Shahni, Mrinal Sen, Adoor Gopalakrishnan, Buddhadeb Dasgupta and Shaji Karun.
- Every third Saturday of the month a seminar is organised as an attempt to build synergy between the various departments within the film art.
- "Guest in Campus", "Meet the Achiever" events regularly bring the students face to face with renowned film personalities.
- SRFTI campus is a popular venue for film screenings and workshops organised by Max Mueller Bhavan, Alliance Francaise, American Centre, Finnish and Canadian Embassy.
- The calendar is also dotted with open (i.e. outside of syllabus) seminars and workshops on painting, music and dance recital etc.
- SRFTI brings out a newsletter 'Take One'

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

NFDC is the central agency established to promote good cinema movement in the country. The primary mandate before NFDC is to plan, promote and organise an integrated and efficient development of the Indian film industry with a view to fostering excellence in Indian cinema. NFDC's activities include:-

1. Financing and Producing quality films with social relevance and aesthetic values.
2. Import and Distribution of films through various channels.
3. Export of films and promotion of Indian Films abroad and assisting Independent Film makers in marketing these films abroad.
4. Providing pre-production and post-production technical project support services to the Indian film industry,
5. Promoting culture and understanding through Medium of Cinema by organising Film Festivals

in collaboration with Film Societies, National Film Circle and such other fora both in India and abroad.

6. Managing the trust founded to provide welfare measures to the needy Cine Artistes of Yester-years through the Cine Artistes Welfare Fund of India (CAWFI) a Charitable Trust established by the Company.

### **1. Financing and Production of Films**

NFDC encourages the concept of small budget films, which are nevertheless high in quality content and thematic values and aims to provide a platform to young film makers. The films funded/produced by NFDC won several National and International awards in the past. The NFDC (including the erstwhile FFC) has so far produced/financed about 316 such films under different schemes.

The Corporation proposes to complete the film SANSKAR (Bengali) directed by Nabyendu Chatterjee which is under production during the year.

The Corporation has launched a new initiative for Co-production of films whereby the applicant is required to bring in 30% of the budget. NFDC will select a maximum of 5 scripts in each edition and will invest 30% of the cost of the project, subject to a capital of Rs. 10 million. The balance 40% will be raised from third party investors/financial institutions.

As a part of public awareness campaign NFDC in association with Films Division has commenced screening of 60-90 seconds short films/animation films in theatres on social messages like anti piracy, cleanliness, pollution etc.

### **2. Indian Panorama and National Film Circle**

The Corporation continue to provide all help to the Film Societies and State Governments in organizing Film Weeks at various centres across India, the impact of which is so much that various NGO's Social Organisations, Women's Organisation have been showing interest in organizing Film Festivals. There is an increasing demand from across the country that films selected in Indian Panorama be made available during the film week and Film Festivals.

During the Financial year 2006-07 (upto October, 2006) the Corporation organized screenings of Panorama films at Centres all over India.

The National Film Circle under the aegis of NFDC, NFAI and CFSI continue to screen good cinemas at Nehru Centre and NCPA. During the financial year 2006-07 (upto October, 2006), the National Film Circle conducted screening of 31 films. The National Film Circle is also being revived in other cities. In Delhi, films were screened in collaboration with the India International Centre. In Chennai, NFC membership now stands at 205 and Indian and foreign films are screened on weekly basis in Chennai.

NFDC has co-sponsored major Regional Film Festivals in the country.

### **3. Export of Films**

a) During the year 2006-07 (upto Oct. 2006) 49 films were exported to various countries abroad, earning an export proceeds amounting to Rs. 56 lakh. The Corporation is planning to export about 77 films to various countries during the year.

The Corporation regularly participates in the International Film Festivals/Markets. The Corporation also facilitates the participation of various Indian companies in major International Film Markets such as Cannes Film Festival, Hong Kong and American Film Market. The Corporation also led a delegation of Indian companies for participation in FILMART, March 2006 held in Hong Kong. With a view to enhancing the market opportunities for NFDC's films, NFDC participated in MIPCOM ( France, Oct 2006) and the American Film Market ( USA, Nov. 2006).

b) Promotion of Indian Films Abroad through Festival Participation:

During the year 2006-07, (upto Oct. 2006) the Corporation participated in about 3 International festivals across the globe showcasing 2 Indian films in different languages.

### **4. Official Language implementation**

The Official Language Act, along with the Rules made there under, and orders issued by the

Department of Official Language and Ministry of Information and Broadcasting and Department of Public Enterprises regarding the progressive use of Hindi were implemented in the offices of the Corporation during the year.

Meetings of the Official Language Implementation Committee were held regularly for reviewing progressive use of Hindi in the offices of the Corporation and suitable steps were taken to implement the Annual Programme for the year 2006-07 issued by the Department of Official Language, Ministry of Home Affairs, Government of India. During the year, NFDC won the 'Ashirwad Award' amongst public sector organizations of Government of India in Mumbai for outstanding work in Hindi.

### **5. Modernisation and Computerisation/ E Commerce Activities**

During the year, action was taken to replace several computers with the latest models and encourage effective use of E-commerce application and correspondence through E-mails. The website of the Corporation – [www.nfdcindia.com](http://www.nfdcindia.com) is redesigned keeping in view the business activities and the developmental role of the Corporation.

### **6. Special Technical Projects**

The Corporation has a State of the Art facility for Laser Film Subtitling which has been recently upgraded for faster processing and quality. The quality offered is of International Standards at par with such facilities available abroad.

Subtitling Facilities are offered in English, Arabic, Chinese, Japanese and Russian languages.

The unit is equipped with two State of the Art Millennia V Solid State Laser machines with automated operations, including Inter positive Laser Subtitling.

The unit is also offering Video Subtitling and Edit facilities, in all Indian Regional Languages and English Language in High Band, Betacam and Digi Betacam Formats.

DVD/VCD Authoring/Mastering and Duplication Facilities have been recently inducted in Mumbai from

2004, and several orders have been executed for the Indian Panorama 2004, 2005 and 2006 apart from catering to the private parties. The unit is also equipped with DVD Subtitling in all languages.

The Corporation also proposes to release DVDs of the films produced/co-produced.

The Camera unit is equipped with Super 16mm SR Film camera with full accessories and ARRI BL III Film Camera with Video Assist unit along with all accessories.

NFDC has its own Video Edit suites catering to the requirement of promo capsuling as well for preparation of promotional materials with facilities for quality checking.

The studio provides facilities for dubbing of video films etc. Plans are underway to incorporate Non Linear Editing suite preferably in DV and HD formats.

NFDC also has its own Video Edit suites in Delhi catering to the requirement of promo capsuling as well as the preparation of promotional material with facilities for quality checking. The unit also incorporates a Non-Linear editing setup using the latest AVID Xpress HD pro media for editing purpose. As a new venture, the center provides the technical services support for the Video Server installed at IGNOU. The center also provides the support for Eklavya Channel of IIT.

The VCR unit in Chennai caters to the Southern Film Industry. The center is equipped with High band, Betacam Edit suites for the preparation of promotional materials with facilities for quality checking. The unit is also equipped with Film to Video Transfers with FDL 60 Telecine machines onto High Band, Betacam and Digi Betacam formats. The center also provides the DVD/VCD Mastering/authoring and Duplication facilities.

Apart from the above the center also engages in the production of documentary films for the various Govt. departments. The technical facilities are also used for imparting training to Government sponsored students in video editing and other functions.

The Centre continues to provide the production and post production facilities to the Film Industry in Kolkatta. The center is equipped with a complete unit of one 16mm SR Film Camera and of an ARRI 35mm Camera with cinemascope and normal lenses along with Nagra 4.21 Sound Recorders for Sync. Shooting support from Government.

The financial performance highlights of NFDC during last five years are given in Annexue" A "

In the Tenth Plan, NFDC aimed to achieve its objectives through the following schemes:

- i. Production of films – own, co-productions, and subsidy scheme;
- ii. Creation of own exhibition infrastructure facilities in Metro centres;
- iii. Modernisation and replacement of Technical Projects and commissioning of new projects;
- iv. Creation of market infrastructure for promotion of Indian films abroad.

#### **Future Activities of NFDC**

4. Since its inception, the core functioning of the Corporation has emanated from its objective of facilitating the growth of the Indian film industry, both within India and abroad. With time, as the film industry has grown in size and economic strength, the activities of the Corporation need to be redefined, keeping in view the areas where the Film Industry could benefit from the Corporation's activities. Accordingly, NFDC proposes to focus on the following core areas of activity in the next two-three years:

- i. Production of quality films with social relevance and aesthetic values in various regional languages;
- ii. International co-productions;
- iii. Export of films and promotion of Indian films made in various languages in global markets;
- iv. Script Development.

#### **4.1. Film Production in Regional Languages**

Cinema is a vital tool for promoting and disseminating Indian cultural values and languages. This role can

## Annexure : "A"

## Highlights of the Performance of the Corporation During the Last Five years

(Rs. in lakhs)

	2001-02	2002-03	2003-04	2004-05	2005-06
<b>CAPITAL STRUCTURE</b>					
Authorised Capital	1,400.00	1,400.00	1,400.00	1,400.00	
Paid-Up Capital	1,400.00	1,400.00	1,400.00	1,400.00	1,400.00
<b>FINANCIAL HIGHLIGHTS</b>					
Turnover	8,545.52	7,779.54	3,690.65	2,209.28	3,786.71
Expenditure	7,980.82	8,442.77	4,616.14	2,596.02	3,538.56
Profit/(Loss) Before Tax	564.70	(663.23)	(925.49)	(386.74)	248.15
Profit/(Loss) After Tax	409.70	(663.23)	(925.49)	(386.74)	238.15
Earnings in Foreign Exchange	119.81	93.36	69.0	100.03	62.88
<b>OPERATIONAL HIGHLIGHTS</b>					
Loan disbursed for production of film	7.39	15.75	11.86		
Investment in Own Production/ co-production	250.52	277.75	186.73	13.87	9.59
Loan disbursed for Theatre Construction	-	-	-	-	-
<b>EARNINGS</b>					
Distribution of Films Through TV	7,335.78	6,388.96	2,578.19	1,408.56	658.57
Export of Film Software	252.17	172.34	141.51	133.21	67.92
Foreign Film Distribution	249.66	469.87	61.50	28.67	5.34
Special Projects	442.50	406.26	518.02	297.49	296.86

not be undermined particularly in view of the fact that cinema is the most popular medium of entertainment. It is estimated that daily viewer ship in film theatres is in the region of 10 million. None of the other streams of Indian art and culture has such enormous appeal in India and cinema has emerged as the mass medium of culture. Towards this aim, it is proposed to provide governmental support to NFDC during the 11th plan period for film production in regional languages.

#### **4.2. International/Domestic Co-Productions**

NFDC has many domestic and international co-productions to its credit. With global markets opening up and the universal appeal of story-telling resulting in audiences for films produced across nations, filmmaking is now transcending national boundaries and producers are increasingly looking to co-producing ventures with other countries with a view to :

- i. enhancing the audience base of a film;
- ii. availing the tax and other fiscal benefits provided by different countries to local content to minimise cost of production of a film.

International co-productions, as far as Indian filmmakers are concerned, are still at a nascent stage. While in recent years there has been increased interest in India as a co-production destination, this nevertheless remains an area of immense growth. Upcoming and new filmmakers often do not have access to producers in other countries, either in terms of contacts or in terms of enough seed capital to attract potential investment from co-producers. NFDC proposes to step into this domain and provide seed capital for potential international and domestic co-productions.

#### **4.3. Promotion of Indian Films in Global Markets**

The primary objectives of NFDC's export strategy and participation in foreign film and television markets are:

- i. Export of Indian films for overseas distribution across different channels of exhibition;
- ii. Identifying partners for international co-productions;
- iii. Promotion of NFDC's services as a Line Producer;
- iv. Promotion of India as a shooting destination;
- v. Import of foreign films for Indian markets.

#### **4.4 Script Development**

It is perceived that the industry needs to place greater emphasis on development of scripts. NFDC will endeavour to broaden the range of scripts available to the industry with a view to enhancing the quality, range, and ambition of Indian film projects. NFDC aims at assisting a specific number of Indian writers each year in developing scripts with a view to creating high quality marketable products targeting the domestic and international markets.

5. While the budget outlay for facilitating international/ domestic co-productions, exports, and script development would be met from the internal resources of the Corporation, assistance is sought for producing quality films in various Indian languages, as this activity is primarily developmental in nature and cannot be a self-sustaining business activity. Any revenue that would arise from the films produced from this fund would be ploughed back into this Plan Scheme. The authorised share capital of the Corporation at present is Rs. 14 crore. Government assistance in the form of a Plan scheme support has been requested.

---

# 6

## INTERNATIONAL CO-OPERATION

### INDIA AND UNESCO

India is among the founder members of UNESCO, one of the specialised agencies of the United Nations. UNESCO's main goal is to promote International Cooperation in the field of education, science and technology, social sciences, culture and mass communication. In order to promote the communication capabilities of developing countries the 21<sup>st</sup> session of the General Conference of UNESCO in 1981 approved the setting up of an Internal Programme for the Development of Communication (IPDC). India played a significant role in its inception and has been a member of the Inter-Governmental Council (IGC) and also of the IPDC.

The Meeting of General Body of the Indian National Commission for Co-operation with UNESCO was held on 30.10.2006 at New Delhi. Secretary (I&B), attended the Meeting and informed of the progress on WIPO Treaty.

The 25<sup>th</sup> Session of the Inter-Governmental Council of the IPDC was held from 21-23<sup>rd</sup> March, 2006 at Paris, France. The Ministry was represented by the Joint Secretary (Broadcasting).

India's annual cash contribution to UNESCO's IPDC has been released for the year 2007.

### NAM NEWS NETWORK (NNN)

The Non-Aligned News Agencies Pool (NANAP), formally constituted in 1976, for the purpose of correcting imbalances in the global flow of information, was an arrangement for exchange of news and information among the national news agencies of Non-Aligned countries.

The Sixth Conference of Ministers of Information of Non Aligned Countries (COMINAC) held from 19-22,

November, 2005 at Kuala Lumpur, Malaysia, decided to replace NANAP with NAM News Network (NNN) with effect from June 2006. The meeting had felt that NANAP had lost its momentum due to declining support from member countries and that it "should be revitalised through a new workable mechanism, if necessary in a new form, to move forward." The meeting had then endorsed a Malaysian proposal for NANAP's replacement by the Internet-based NNN. NNN was formally launched in Kuala Lumpur on 27 June 2006. NAM News Network (NNN) is the new Internet-based news and photo exchange arrangement of the news agencies belonging to member countries of the non-aligned movement. News and photo contributions of NAM news agencies including that of Press Trust of India are uploaded onto the NNN website <<http://www.namnewsnetwork.org>> for on-line access by all. Malaysian news agency BERNAMA is at present handling the operation of the website from Kuala Lumpur.

NNN replaced the Non-Aligned News Agencies Pool (NANAP) that had acted as the news exchange mechanism among non-aligned countries for 30 years. With internet, a cheap and reliable mode of communication, NNN is already being looked at as a mechanism for ensuring sustained flow of information in the 116 member non-aligned world.

In the run up to the launch of NNN, PTI took part in a meeting called by BERNAMA in Kuala Lumpur in April 2006 to finalise the editorial policy and guidelines for the new news exchange mechanism. PTI also took part in a meeting that BERNAMA convened in Kuala Lumpur in October 2006 for an appraisal of the initial performance of NNN. As part of the cooperation with news agencies of member countries of NAM, the Editor-in-Chief and the International

---

Relations Director of BERNAMA visited PTI in New Delhi in August 2006.

### **INDIA AND SAARC**

India is an active member of South Asian Association for Regional Cooperation (SAARC). The Information Ministers of SAARC member countries meet annually. The next meeting of

the Information Ministers of SAARC countries is proposed to be held in India in the second quarter of 2007.

The Second Meeting of the Governing Board of SAARC Information Centre (SIC) was held on 19-20 December, 2006 at Kathmandu, Nepal, which mainly discussed programme for the year 2007 and the budget provisions for the year 2007. The Ministry was represented by the Joint Secretary (P&A).

# 7

## PLAN AND NON-PLAN PROGRAMMES

### PLAN OUTLAY

The approved Annual Plan 2006-07 outlay of the Ministry of I&B is Rs. 538 Cr. (Direct Budgetary

Support) sector-wise break-up of the Annual Plan 2006-07 is as under:-

(Rs. in crore)

Sl.No.	Sector	DBS	IEBR	Total
1.	Information Sector	27.28	—	27.28
2.	Films Sector	40.95	—	40.95
3.	Broadcasting Sector	469.77	—	469.77
	<b>Total</b>	<b>538.00</b>	<b>—</b>	<b>538.00</b>

2. The media unit-wise/schematic break-up of the Annual Plan 2006-07 is given in Annexure. Out of the DBS of Rs. 538 Cr of Ministry, the North-East component earmarked by various media units amounts to Rs. 111.93 Cr., i.e. 20.80% of DBS.

3. The Annual Plan 2006-07 outlay of Prasar Bharati inter alia contains special packages for Radio & TV coverage in North Eastern region at an outlay of Rs. 111.93 Cr. and J&K special package of Rs. 110.00 Cr. The break-up is as under :-

(Rs. in crore)

	All India Radio			Doordarshan			Total Prasar Bharati
	Capital	Revenue	Total	Capital	Revenue	Total	
North-East Package	12.00	1.90	13.90	53.00	43.10	96.10	110.00
J & K Spl. Package	1.20	1.50	2.70	24.50	82.80	107.30	110.00



## Annexure-I

## MINISTRY OF INFORMATION AND BROADCASTING

## Annual Plan 2006-07

(Rs. in Lakh)

S.No.	Name of Media Unit	Annual Plan 2006-07		
		Approved Outlay 2006-2007	RE 2006-2007	NE Component 2006-2007
(1)	(2)	(3)	(4)	(5)
<b>I</b>	<b>INFORMATION SECTOR</b>			
1.	PIB	1150.96	587.11	20.15
2.	Publications Division	0.00	0.00	0.00
3.	DAVP	259.00	2315.00	26.00
4.	IIMC	158.50	135.00	0.00
5.	Photo Division	125.00	155.00	0.00
6.	DFP	110.00	113.01	12.62
7.	Song & Drama Division	850.00	737.50	100.00
8.	RR&TD	25.00	25.00	0.00
9.	RNI	0.00	0.00	0.00
10.	PCI	0.00	0.00	0.00
11.	Main Sectt. Schemes			0.00
	(a) Construction of Sookna Bhawan (Phase IV)	0.00	0.00	0.00
	(b) Training for Human Resource Development in institutions located abroad	50.00	40.00	0.00
	<b>Total (I) :</b>	<b>2728.46</b>	<b>4107.62</b>	<b>158.77</b>
<b>II</b>	<b>FILM SECTOR</b>			
1.	Films Division	1010.00	1183.00	0.00
2.	NFAI	473.00	720.00	0.00
3.	FTII, Pune	235.11	235.11	0.00
4.	SRFTI, Kolkata	794.00	794.00	0.00

(Rs. in Lakh)

S.No.	Name of Media Unit	Annual Plan 2006-07		
		Approved Outlay 2006-2007	RE 2006-2007	NE Component 2006-2007
(1)	(2)	(3)	(4)	(5)
5.	DFF	671.00	428.00	0.00
6.	CFSI	531.30	356.00	10.00
7.	CBFC	260.13	241.00	5.00
<b>Main Sectt. (Film Wing) Schemes</b>				
8.	Grant-in-aid to FFSI/NGOs	20.00	20.00	0.00
9.	Participation in Film Market in India & Abroad	100.00	100.00	0.00
<b>Total (II) :</b>		<b>4094.54</b>	<b>4077.11</b>	<b>15.00</b>
<b>III BROADCASTING SECTOR</b>				
1.	All India Radio	7160.00	7097.00	720.00
2.	Doordarshan	38232.00	31603.27	8810.00
<b>Total Prasar Bharati (1+2)*</b>		<b>45392.00</b>	<b>38700.27</b>	<b>9530.00</b>
3.	Electronic Media Monitoring Centre (EMMC)	585.00	200.00	
4.	Private FM Radio (Phase-II)	1000.00	415.00	
<b>Total Broadcasting Sector (1+2+3+4)</b>		<b>46977.00</b>	<b>39315.27</b>	<b>9530.00</b>
<b>TOTAL M/o I &amp; B (I+II+III)</b>		<b>53800.00</b>	<b>47500.00</b>	<b>9703.77</b>

**Annexure II**  
**MINISTRY OF INFORMATION AND BROADCASTING**  
**(As on 13.2.2007)**

**Name of the Media units**

(Rs. In Lakh)

S.No.	Details of the Plan Scheme	Annual Plan 2006-2007	
		Approved Outlay 2006-2007	RE 2006-2007
[1]	[2]	[3]	[4]
<b>A</b>	<b>INFORMATION SECTOR</b>		
<b>I</b>	<b>Press Information Bureau</b>		
1	Setting up of the National Press Centre at New Delhi.	1000.00	450.00
2	Modernisation & Computerisation activities of PIB		
	i) Digital storage and high speed communication	82.55	88.10
	ii) Setting up of Soochna Kendras and providing connectivity	43.41	44.01
3	Construction of building for PIB offices in the North East and where land has been allotted by the Government	25.00	5.00
	<b>Total:</b>	<b>1150.96</b>	<b>587.11</b>
<b>II</b>	<b>Publications Division</b>		
1	Publication Programme of DPD	0.00	0.00
	<b>Total:</b>	<b>0.00</b>	<b>0.00</b>
<b>III</b>	<b>Directorate of Advertising and Visual Publicity</b>		
1	Developmental Publicity Programme : Conception and Dissemination	259.00	2315.00
	<b>Total:</b>	<b>259.00</b>	<b>2315.00</b>
<b>IV</b>	<b>Indian Institute of Mass Communication (Grant-in-aid)</b>		
1	Building and Housing Project	25.00	25.00
2	Research & Evaluation Studies	35.00	25.00
3	Modernisation and Expansion of facilities for electronic/print/Radio & TV Journalism	83.50	83.50

(Rs. In Lakh)

S.No.	Details of the Plan Scheme	Annual Plan 2006-2007	
		Approved Outlay 2006-2007	RE 2006-2007
[1]	[2]	[3]	[4]
4	Collaboration with regional centres of learning	15.00	1.50
	<b>Total:</b>	<b>158.50</b>	<b>135.00</b>
V	<b>Photo Division</b>		
1	Modernisation of Photo Division	125.00	155.00
	<b>Total:</b>	<b>125.00</b>	<b>155.00</b>
VI	<b>Directorate of Field Publicity</b>		
1	Purchase of films/cassettes	10.00	13.01
2	Modernisation and upgradation of Capital Stock	100.00	100.00
	<b>Total:</b>	<b>110.00</b>	<b>113.01</b>
VII	<b>Song &amp; Drama Division</b>		
1	Information, Communication, Technology (ICT) activities in Hilly/Tribal/Desert/Sensitive & Border areas	850.00	737.50
	<b>Total:</b>	<b>850.00</b>	<b>737.50</b>
VIII	<b>Research, Reference and Training Division</b>		
1	In-service training for IIS officers	25.00	25.00
	<b>Total:</b>	<b>25.00</b>	<b>25.00</b>
IX	<b>Registrar of Newspapers for India</b>		
1	Modernisation of RNI Head-Qrs.	0.00	0.00
	<b>Total:</b>	<b>0.00</b>	<b>0.00</b>
X	<b>Main Secretariat schemes</b>		
1	Construction of Sochna Bhavan (Phase IV) (Continuing Scheme)	0.00	0.00
2	Training for Human Resource Development	50.00	40.00
	<b>Total:</b>	<b>50.00</b>	<b>40.00</b>

(Rs. In Lakh)

S.No.	Details of the Plan Scheme	Annual Plan 2006-2007	
		Approved Outlay 2006-2007	RE 2006-2007
[1]	[2]	[3]	[4]
<b>TOTAL FOR INFORMATION SECTOR</b>		<b>2728.46</b>	<b>4107.62</b>
<b>I</b>	<b><i>Films Division</i></b>		
1	International Documentary, Short & Animation Film Festival.	10.00	6.00
2	Modernisation and Replacement of obsolete equipment of Films Division.	100.00	127.00
3	Setting up of Museum of Moving Images	700.00	250.00
	<b>Total:</b>	<b>810.00</b>	<b>383.00</b>
<b>II</b>	<b><i>National Film Archives of India</i></b>		
1	Acquisition and exhibition of archive films	73.00	73.00
	<b>Total:</b>	<b>73.00</b>	<b>73.00</b>
<b>III.</b>	<b>Directorate of Film Festivals</b>		
1	Film festival Complex- Alteration & Additons - Major work	318.00	210.00
	<b>Total:</b>	<b>318.00</b>	<b>210.00</b>
<b>IV</b>	<b><i>Children's Film Society, India</i></b> <b><i>(Grant-in-aid)</i></b>		
1	Film Production (Grant-in-aid)		
	a) Film Production	352.00	260.00
	b) Film Festivals	15.00	51.00
	c) Modernisation and Augmentation	1.50	1.25
	d) Animation and Script writing workshops	4.80	2.20
2	Exhibition of Children's films in Municipal schools	58.00	41.55
3	CFSI Complex at Hyderabad (New Scheme)	100.00	0.00
	<b>Total:</b>	<b>531.30</b>	<b>356.00</b>

(Rs. In Lakh)

S.No.	Details of the Plan Scheme	Annual Plan 2006-2007	
		Approved Outlay 2006-2007	RE 2006-2007
[1]	[2]	[3]	[4]
<b>V</b>	<b>Central Board of Film Certification</b>		
1	Establishment of computerised management/upgradation of infrastructure of CBFC	50.13	50.00
2	Opening of regional offices of the Board at Hyderabad, New Delhi, Cuttack, and Guwahati	24.00	10.00
	<b>Total:</b>	<b>74.13</b>	<b>60.00</b>
<b>VI</b>	<b>Training</b>		
	a) Captive TV Channel Schemes(FTII, Pune)	10.00	10.00
	b) Setting up of Community Radio(FTII,Pune)	10.00	10.00
	c) Captive TV Channel Schemes(SRFTI,Kolkata)	60.00	60.00
	d) Setting up of Community Radio(SRFTI, Kolkata)	50.00	50.00
	e) Training & Skill Development(SRFTI) <b>(New Scheme)</b>	256.00	256.00
	f) "Monitoring & Modernisation of Certification Process" (formerly "Organisation of training courses and studies") (CBFC)	186.00	181.00
	<b>Total:</b>	<b>572.00</b>	<b>567.00</b>
<b>VII</b>	<b>Scholarship Programmes</b>		
	a) HRD aspects including scholarship and exchange programme,(FTII,Pune)	10.00	10.00
	b) HRD aspects including scholarship and exchange programme,(SRFTI, Kolkata)	23.00	23.00
	<b>Total:</b>	<b>33.00</b>	<b>33.00</b>
<b>VIII</b>	<b>Computerisation, Modernisation and provision of infrastructure</b>		
	a) Upgradation & Modernisation of FTII	205.11	205.11
	b) Digitalisation & Webcasting Schemes (CFSI)	0.00	0.00
	c) Construction of Phase-II NFAI building (NFAI)	400.00	647.00

(Rs. In Lakh)

S.No.	Details of the Plan Scheme	Annual Plan 2006-2007	
		Approved Outlay 2006-2007	RE 2006-2007
[1]	[2]	[3]	[4]
	d) Digitalisation & Webcasting of F D Films (Films Division)	200.00	800.00
	e) Computerisation & Modernisation (SRFTI) (New Scheme)	405.00	405.00
	<b>Total:</b>	<b>1210.11</b>	<b>2057.11</b>
<b>IX</b>	<b>Export and Marketing of Films</b>		
	a) Export promotion through Film Festivals in India(DFF)	353.00	218.00
	b) Participation in Film Market in India & Abroad (Main Sectt.)	100.00	100.00
	<b>Total:</b>	<b>453.00</b>	<b>318.00</b>
<b>X</b>	Grant in-aid FFSI & NGOs engaged in anti-piracy work (Main Sectt)	20.00	20.00
	<b>Total:</b>	<b>20.00</b>	<b>20.00</b>
	<b>TOTAL FOR FILMS SECTOR</b>	<b>4094.54</b>	<b>4077.11</b>
<b>C</b>	<b>BROADCASTING SECTOR (Prasar Bharati)</b>		
	<b>(Grant-in-aid/Loan)</b>		
<b>I</b>	<b>All India Radio</b>		
<b>1</b>	<b>Continuing Schemes</b>	<b>1270.00</b>	<b>1377.00</b>
	a) Expansion of MW services	0.00	0.00
	b) Expansion of FM services	0.00	0.00
	c) Staff Quarters & Office accommodation	1000.00	1000.00
	d) Expansion of SW services	0.00	0.00
	e) Archives	0.00	0.00
	f) Misc. Charges	0.00	0.00
	g) Miscellaneous Schemes (including replacement of Amplifiers, CD Players, microphones & other unforeseen replacement etc.)	0.00	0.00
	h) J&K special package	<b>270.00</b>	<b>377.00</b>

(Rs. In Lakh)

S.No.	Details of the Plan Scheme	Annual Plan 2006-2007	
		Approved Outlay 2006-2007	RE 2006-2007
[1]	[2]	[3]	[4]
	(Capital)	120.00	170.00
	(Revenue-Misc)	150.00	207.00
	(Revenue-Software)	0.00	0.00
	i) Establishment Charges	0.00	0.00
2	<b>Upgradation/Expansion schemes</b>	<b>0.00</b>	<b>0.00</b>
	a) Expansion of MW services	0.00	0.00
	b) Expansion of FM services	0.00	0.00
3	<b>Modernisation schemes</b>	<b>0.00</b>	<b>0.00</b>
	a) Digitalisation of Production Facilites	0.00	0.00
	b) Automation of Studio Facilites	0.00	0.00
	c) Automation of Transmission Facilites	0.00	0.00
4	<b>Replacement Schemes</b>	<b>0.00</b>	<b>0.00</b>
	a) Replacement of existing equipment	0.00	0.00
	b) Miscellaneous Charges	0.00	0.00
	c) Miscellaneous Schemes (including replacement of Amplifiers, CD Players, microphones & other unforeseen replacement etc.)	0.00	0.00
5	<b>New Schemes</b>	<b>3200.00</b>	<b>3030.00</b>
	a) North East Special Package	<b>1390.00</b>	<b>720.00</b>
	Capital	1200.00	530.00
	Revenue-Software	190.00	190.00
	Revenue - Misc	0.00	0.00
	b) New Technologies like Internet Radio B'casting, Digital B'casting etc	0.00	0.00
	c) Accomodation for staff	0.00	0.00
	d) Establishment Charges	0.00	0.00



(Rs. In Lakh)

S.No.	Details of the Plan Scheme	Annual Plan 2006-2007	
		Approved Outlay 2006-2007	RE 2006-2007
[1]	[2]	[3]	[4]
	e) Strengthening & Upgradation of Training facilities	0.00	0.00
	f) Security measures etc.	0.00	0.00
	g) Improvement of facilities etc	0.00	0.00
	h) Software	1810.00	2310.00
<b>6</b>	<b>Revenue(Misc)</b>	<b>2690.00</b>	<b>2690.00</b>
	<b>Total (Capital)</b>	<b>2320.00</b>	<b>1700.00</b>
	<b>Total (Revenue)</b>	<b>4840.00</b>	<b>5397.00</b>
	Total (Revenue-Misc)	2840.00	3237.00]
	Total (Revenue-Software)	2000.00	2160.00
	<b>TOTAL (AIR)</b>	<b>7160.00</b>	<b>7097.00</b>
<b>I</b>	<b>Doordarshan</b>		
<b>1</b>	<b>Continuing Schemes</b>	<b>10730.00</b>	<b>4841.00</b>
	a) Terrestrial Transmitters	0.00	0.00
	b) Production facilities (Studio/OB)	0.00	0.00
	c) Satellite Broadcast equipment	0.00	0.00
	d) Establishment Charges	0.00	0.00
	e) J&K Special Plan	<b>10730.00</b>	<b>4841.00</b>
	Capital	2451.00	1041.00
	Revenue Misc.	2100.00	2100.0
	Revenue Software	6179.00	1700.00
	f) Revenue Miscellaneous	0.00	0.00
<b>2</b>	<b>Upgradation / Expansion schemes</b>	<b>0.00</b>	<b>0.00</b>

(Rs. In Lakh)

S.No.	Details of the Plan Scheme	Annual Plan 2006-2007	
		Approved Outlay 2006-2007	RE 2006-2007
[1]	[2]	[3]	[4]
	a) Expansion of terrestrial coverage by upgradation of existing transmitters as well as establishment of new transmitters in respect of DD-1	0.00	0.00
	b) Expansion of terrestrial coverage by upgradation of existing transmitters as well as establishment of new transmitters in respect of DD-2	0.00	0.00
	c) Coverage of uncovered areas through multi-channel digital satellite distribution in Ku-band	0.00	0.00
<b>3</b>	<b>Modernisation Schemes</b>	<b>0.00</b>	<b>0.00</b>
	a) Digitalisation & Modernisation of production facilities (Studio/OB)	0.00	0.00
	b) Digitalisation & Modernisation of Satellite Broadcast Equipment	0.00	0.00
	c) Augmentation of existing studio facilities	0.00	0.00
	d) Automation of Transmitters (LPTs & VLPTs)	0.00	0.00
<b>4</b>	<b>Replacement Schemes</b>	<b>0.00</b>	<b>0.00</b>
	a) Replacement of existing transmitters due to fault/aging/obsolescence etc	0.00	0.00
	b) Replacement of existing production equipment (Studio/OB) due to fault/aging/obsolescence etc	0.00	0.00
	c) Replacement of existing satellite broadcast equipment due to fault/aging/obsolescence etc	0.00	0.00
<b>5</b>	<b>New Schemes</b>	<b>27502.00</b>	<b>26762.27</b>
	a) North East Special Package	<b>9610.00</b>	<b>8810.00</b>
	Capital	5300.00	4500.00
	Revenue-Software	4000.00	4000.00
	Revenue Misc.	310.00	310.00

(Rs. In Lakh)

S.No.	Details of the Plan Scheme	Annual Plan 2006-2007	
		Approved Outlay 2006-2007	RE 2006-2007
[1]	[2]	[3]	[4]
			0.00
	b) New production facilities	0.00	0.00
	c) New Satellite Broadcast equipment	0.00	0.00
	d) DTT	0.00	0.00
	e) DTH	1000.00	1900.00
	f) HDTV	0.00	0.00
	g) IT enabled multimedia	0.00	0.00
	h) Research & Development /Marketing	0.00	0.00
	i) Accommodation for staff, augmentation of infrastructure & Security	0.00	0.00
	j) Augmentation of Training facilities	0.00	0.00
	k) Establishment of service centres/workshops for digital equipment	0.00	0.00
	l) Establishment (CCW & Zonal offices) & Arbitration	0.00	0.00
X	m) Software acquisition/production (Normal & Misc)*	16892.00	16052.27
	<b>Total (Capital)</b>	<b>8751.00</b>	<b>7441.00</b>
	<b>Total (Revenue)</b>	<b>29481.00</b>	<b>24162.27</b>
	<b>Total (Revenue-Software)</b>	<b>27071.00</b>	<b>21752.27</b>
	<b>Total (Revenue - Misc)</b>	<b>2410.00</b>	<b>2410.00</b>
	<b>TOTAL (Doordarshan)</b>	<b>38232.00</b>	<b>31603.27</b>
	<b>Total ( Prasar Bharati)*</b>	<b>45392.00</b>	<b>38700.27</b>
<b>D</b>	<b>EMMC</b>	<b>585.00</b>	<b>200.00</b>
<b>E</b>	<b>Private FM Radio(Phase II) (New Scheme)</b>	<b>1000.00</b>	<b>415.00</b>

(Rs. In Lakh)

S.No.	Details of the Plan Scheme	Annual Plan 2006-2007	
		Approved Outlay 2006-2007	RE 2006-2007
[1]	[2]	[3]	[4]
	<b>Total Broadcasting Sector (I+II+III)</b>	<b>46977.00</b>	<b>39315.27</b>
	<b>Total for Ministry of I&amp;B (A+B+C+D)</b>	<b>53800.00</b>	<b>47500.00</b>
	<b>Total A</b>	<b>53800.00</b>	<b>47500.00</b>
<b>B</b>	<b>Centrally Sponsored Schemes</b>		
	<b>Total B</b>	<b>0.00</b>	<b>0.0</b>
	<b>Total (A + B)</b>	<b>53800.00</b>	<b>47500.00</b>

---

# 8

## NEW INITIATIVES

### **PRIVATE FM RADIO PHASE-II (As on 17.1.2007)**

Government has opened up Phase II of FM Radio Broadcasting to private participation to supplement and complement the efforts of All India Radio. There are 21 channels already in operation under Phase I, of which 16 channels have migrated and signed Grant of Permission Agreement (GOPA) to Phase II. Out of 337 channels offered for bid in Phase II, Letter of Intent (LOI) had been issued to 245 channels of which 243 channels have been signed GOPA. In all, 48 private FM channels are in operation till date in India including the 21 channels of Phase I. The Government earned revenue of Rs. 27.43 crore as annual licence fee from the operationalised channels including Rs. 10.67 crore received as annual licence fee from migrated channels for 2005-06 from the Phase-I FM channels after signing migration GOPA. A sum of Rs. 87,11,002 has also been received as One Time Entry fee from wait list companies, after surrender of channels by other companies. A sum of another Rs. 5.00 crore is expected by way of fourth quarter fee from the operationalised channels for the remaining period upto 31.3.2007.

### **DTH SERVICE**

1. DTH Service refers to distribution of multi-channel TV programmes in Ku Band by using a satellite system, for providing TV signals direct to subscribers' premises.
2. The Government on 15.3.2001 issued detailed guidelines including Application Forms and Licencing Agreement for operating DTH Service in India. The DTH guidelines are available on the website ([www.mib.nic.in](http://www.mib.nic.in)) of this Ministry. The

eligibility conditions in the guidelines, inter-alia, provide for total foreign equity holding, including FDI/ NRI/ OCB/ FII, in the applicant company not to exceed 49%, and within the foreign equity, the FDI component not to exceed 20%. It also provides that Applicant Company must have Indian Management control with the majority representatives on the Board as well as Chief Executive of the Company being resident Indians. All applications for issue of license for operating DTH Services are required to be examined in accordance with the eligibility criteria.

3. DTH Service is being provided by Prasar Bharati-a public broadcaster and M/s ASC Enterprises Ltd and M/s. Tata Sky Ltd.. Another company namely M/s. Sun Direct TV Pvt. Ltd. has also been granted license for starting DTH Service. Letter of Intent has also been issued to M/s. Reliance Blue Magic Limited.
4. The existing DTH license conditions for setting up and operating DTH service in India contain adequate safeguards with regard to the carriage of undesirable contents in DTH service. The terms and conditions of the License Agreement, inter-alia, make it obligatory on the part of the DTH licensee to adhere to the Programme and Advertisement Codes, as laid down by the Ministry. The use of DTH Service for anti-national activities would be construed as an offence punishable under the Indian Penal Code and applicable laws and will attract immediate termination of license.

### **GROUP OF MINISTERS ON PRASAR BHARATI**

A Group of Ministers (GOM) has been constituted on

---

7<sup>th</sup> March 2006 to examine the following issues pertaining to the functioning of the Prasar Bharati :

- (i) Capital Structure and funding pattern for Prasar Bharati;
- (ii) Restoration of Section 22 of the Prasar Bharati Act;
- (iii) Continuation of facilities of accommodation, health and education to the employees until they join Prasar Bharati;
- (iv) Financial package and service conditions to be offered to the employees for joining Prasar Bharati;
- (v) Filling up of Essential Category posts in AIR and Doordarshan;
- (vi) Amendments, if any, to Prasar Bharati Act, 1990, in the light of working of the Act;
- (vii) Transition to Commercial Audit; and
- (viii) Other related issues, if any.

2. Three meetings of GOM have been held till 25.10.2006.

### CONDITIONAL ACCESS SYSTEM

Conditional Access System (CAS) refers to transmission of television programme through addressable system. The provisions for addressable system commonly known as CAS introduced in the year 2002 by an amendment to Cable Television Networks (Regulation) Act, 1995. It empowers the Central Government to introduce CAS for any region or town through a Gazette Notification. CAS was sought to be introduced in the year 2003 but was withdrawn on 27.2.2004 in public interest.

2. Pursuant to the orders of Delhi high court dated 20.7.2006 the Government have notified a revised scheme of CAS on 31.7.2006 for the notified areas in the four metro cities where CAS has been implemented from 31.12.2006. Detailed provisions regarding the implementation of CAS in Delhi,

Chennai, Mumbai and Kolkata have been incorporated in the Cable Television Networks (Second Amendment) Rules, 2006. The salient features of the revised scheme of CAS and actions initiated are:

- i) A well-defined implementation schedule has been prepared delineating specific rules/responsibilities of various agencies and time limit has been prescribed for each activity to ensure implementation of CAS.
- ii) TRAI, MSOs and Broadcasters have been given responsibility for implementing various steps in the entire activity of implementation of CAS.
- iii) TRAI has notified Standard Interconnection Agreements, which have to be mutually negotiated and finalized by all broadcasters, multi system operators and cable operators. TRAI has notified tariff orders, which deal with the tariff ceiling for basic service tier in CAS areas.
- iv) TRAI have also fixed and declared the maximum retail price for all pay channels within which the broadcaster have declared their individual prices for each pay channel to be paid by the subscribers.
- v) TRAI has notified the standard tariff package for the set top boxes.
- vi) TRAI has issued a notification containing standard of quality of service for CAS areas.
- vii) With the provisions, the consumers would be able to choose the channel of their choice, pay for the channels which they want to watch and budget their entertainment needs accordingly. They will have the option of rental scheme for set top boxes.
- viii) There is a mechanism for taking action on complaint of pricing of channels and billing details and complaints of the consumers will have to be dealt with as per the quality of service regulations. The service providers will have to install subscriber

management system and they would also declare the rental scheme for STBs.

- ix) The Government has given provisional permission to multi system operators to operate in CAS areas.
- x) The scheme also provides for a public awareness campaign.

### **DOWNLINKING GUIDELINES**

1. Ministry of Information and Broadcasting, Government of India has, for the first time, formulated policy guidelines for downlinking all satellite television channels downlinked/received/transmitted and re-transmitted in India for public viewing. Consequently, no person/entity shall downlink a channel, which has not been registered by the Ministry of Information and Broadcasting under these guidelines. Henceforth, all persons/entities providing Television Satellite Broadcasting Services (TV Channels) uplinked from other countries to viewers in India as well as any entity desirous of providing such a Television Satellite Broadcasting Service (TV Channel), receivable in India for public viewership, shall be required to obtain permission from Ministry of Information and Broadcasting, in accordance with the terms and conditions prescribed under these guidelines. These guidelines were issued on 11.11.2005.
2. The guidelines require, inter-alia, that the entity applying for permission for downlinking a channel, uplinked from abroad, (i.e. Applicant Company), must be a company registered in India under the Indian Companies Act, 1956, irrespective of its equity structure, foreign ownership or management control; the applicant company must have a commercial presence in India with its principal place of business in India; the applicant company must either own the channel it wants to downlinked for public viewing, or must enjoy, for the territory of India, exclusive marketing/distribution rights for the same,

inclusive of the rights to the advertising and subscription revenues for the channel and must submit adequate proof at the time of application; In case the applicant company has exclusive marketing/distribution rights, it should also have the authority to conclude contracts on behalf of the channel for advertisements, subscription and programme content; The applicant company must provide names and details of all the Directors of the Company and key executives such as CEO, CFO, and Head of Marketing etc. to get their national security clearance. The applicant company shall furnish technical details such as nomenclature, make, model, name and address of the manufacturers of the equipments/instruments to be used for downlinking and distribution, the Block schematic diagram of the downlinking and distribution system and also demonstrate the facilities for monitoring and storing record for 90 days; the applicant company should not have been disqualified from holding such permission under these guidelines and the applicant company should have a minimum prescribed net worth.

3. Subsequently, a Gazette Notification No.GSR 282(E) was issued on 11.5.2006 wherein it was provided that a cable operator may continue to carry or include in his cable service any Television broadcast or channel, who had made an application for registration to the Central Government on or before the date of commencement of this notification, for a period of six months from the date of such commencement or till such registration has been granted or refused, whichever is earlier. In accordance with this notification, 65 TV channels uplinking from abroad were provisionally permitted to downlink in India.
4. Another Gazette Notification No.GSR 697(E) was issued on 11.11.2006 on the subject wherein it was provided that a cable operator may continue to carry or include in his cable service any Television broadcast or channel, whose

application for registration to the Central Government was made on or before 11<sup>th</sup> May, 2006 and is under consideration, for a period of three months from the date of this notification or till such registration has been granted or refused, whichever is earlier. As per this notification, only 54 TV channels uplinking from abroad have been provisionally permitted for downlinking in India.

5. Apart from this, 4 satellite television channels uplinking from abroad have been permitted to be downlinked in India as per these guidelines. In all, 58 TV channels uplinking from abroad have so far been permitted to downlink in India (4 regular permissions + 54 provisionally-permitted channels).

### UPLINKING GUIDELINES

The Government has further amended the uplinking guidelines and consolidated into one set of guidelines. These guidelines titled as Guidelines for Uplinking from India have been notified on 2.12.2005, in supersession of all previous guidelines. Some of the salient changes made in the uplinking guidelines are :

- i) Apart from FDI, FII/NRI investment within the overall limit of 26% has been permitted.
- ii) In addition to "C" Band, uplinking in Ku Band has also been allowed.
- iii) For live coverage of National and International events, all companies having TV broadcasting rights of these events, are required to share their feed with Prasar Bharti under a revenue sharing formula.
- iv) Foreign News Channels/Agencies can be permitted temporary uplinking permission (point-to-point) up to one year through a pre-designated teleport under certain conditions.
- v) Processing and permission fees for the applicants have been introduced.

2. As per uplinking guidelines, the Ministry has so far

permitted 209 satellite television channels for uplinking from India.

### ORGANISING FESTIVALS

Films Division, Ministry of Information & Broadcasting, Govt. of India has been organizing Mumbai International Film Festival for Documentary, Short and Animation Films since 1990, in the city of Mumbai, Maharashtra biennially. MIFF has contributed immensely for the cause of Documentary movement in this country and is recognized as one among the best-organised and well-attended festivals of the world. Every edition of this biennial festival, has attracted films from around the globe, nearly 40 countries participate in each edition of this mega event.

Although the Films Division has been organizing the International Documentary Film Festival in Mumbai once in every two years Films Division wanted to hold such festival in north-east. The purpose of festival is to showcase the best of international films, best of Films Division films and best of regional films. The 1<sup>st</sup> Kohima International Film Festival for Documentary, Short and Animation films was organized by the Films Division, Ministry of I&B, Govt. of India in collaboration with Govt. of Nagaland from 2-6 December, 2006. The festival was organized to create awareness of documentary film among media and general public.

It is proposed to organize the film festivals in Tripura, Mizoram and Arunachal Pradesh i.e. North - Eastern States during the current financial year i.e. 2006 - 07 and also "Sesquicentennial Film Festival" from 5<sup>th</sup> to 10<sup>th</sup> February, 2007 as a part of 150<sup>th</sup> Anniversary Celebration of University of Mumbai in cooperation with University of Mumbai.

### WEB CASTING/DIGITISATION OF FILMS

In view of its historical importance, the films of Films Division which have suffered different degrees of decay and decomposition over time are required to be restored and preserved for posterity and measures are envisaged in the present Scheme "Restoration



and Preservation of Films Division's Archive", which is a modified proposal of the ongoing plan scheme "Webcasting and digitisation of Films Division Films". Television has become important medium of dissemination of information along with extra ordinary growth in the subscription of the Internet. Hence Films Division has to change the mode of distribution of its Informative & Educative films through these modern outlets. To comply with the purpose, Films Division's films have to be digitized and preserved for transfer and broadcast Films Division has undertaken the transfer of its celluloid films on High Definition Tapes at 4:2:0 at higher Bit rate (approx. 9 x MBPS) and also additional Digital Audio Transfer on High Definition Tapes.

So far 188 films have been digitized, 480 films transferred on High definition tapes and 825 International tracks transferred on DVDs.

As a special drive it has been decided to digitalize 6512 films before 31.03.07.

### **SALE OF FILMS**

To cover International Market for the sale of films produced by the Films Division, the National Film Development Corporation is being appointed as Market Agent for the Films Division for selling all types of rights of films abroad to individual buyers, institution and TV channels etc.

Proposal for selling of DVDs of films of the Films Division is also sent to the Ministry as at present Film Division do not sell DVD and there is demand for the DVDs of the films from the local market.

### **Online delegate registration**

During IFFI-2006, the IFFI website was redesigned with dynamic contents and the delegate registration process was made fully online from first week of October, 2006. Provision was made for online e-payment gateway through State Bank of India. The software was developed by NIC and lived upto the

promise of facilitating hassle-free registration of over 5000 delegates from India and abroad.

## **2. Technical retrospectives**

For the benefit of the film students and film industry technicians, following three technical retrospectives were conducted.

### **a. Digital Editing**

An Editing expert from Hollywood who had developed the art of Avid digital Editing was called to conduct the technical retrospective covering the important topics like Digital dailies and calibrated display systems, Remote Collaboration Systems, The New hybrid productions systems and Digital intermediate process.

### **b. Animation and Digital Effects**

World Animation experts were called from Italy to conduct the retrospective on Animation and Digital effects for the benefit of the film students especially for multimedia visual communication students. The retrospective was very well received and appreciated by the student delegates.

### **c. Restoration of Films**

On the request of Film industry people this retrospective was initiated well in advance as films are not maintained properly by the Film Laboratories for various reasons. Interacted with a leading laboratory in Italy and requested for the services of a technician to conduct the retrospective on restoration of Films. This retro was well received among film technicians who attended the festival.

It is pertinent to mention that after finalizing the retrospectives, intimation letters about these retrospectives were sent to all the film trade bodies and leading film institutes to attend the retrospectives.

### **All India Screenwriters' Conference**

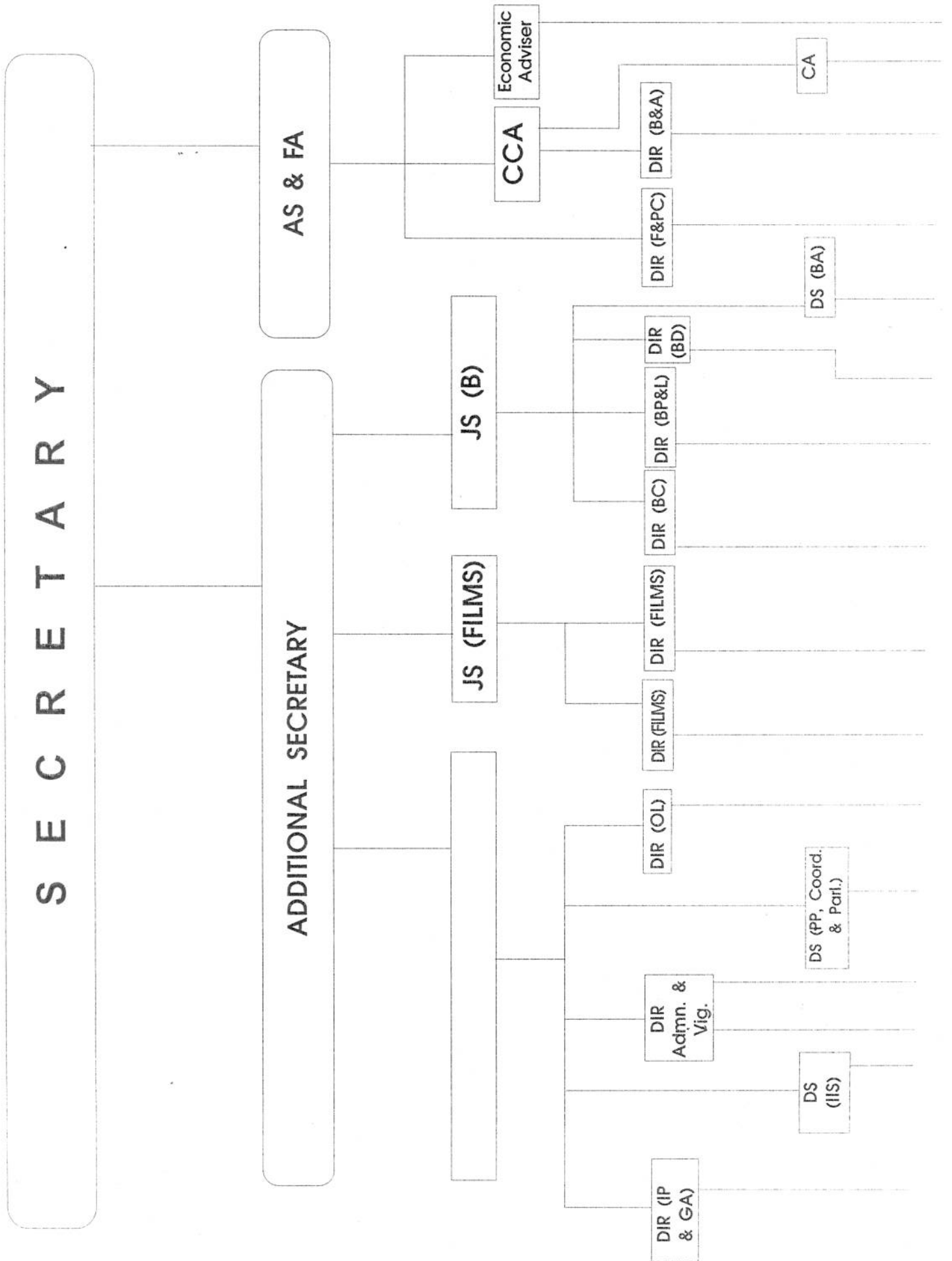
The Film and Television Institute of India, Pune

organized the First All India Screenwriters' Conference on 19<sup>th</sup> and 20<sup>th</sup> August, 2006. For the first time in the history of Indian Cinema the Conference organized by the FTII brought together Screenwriters, Directors and Scholars from across the country to discuss and debate varied aspects of Indian Screenplay Writing.

They articulate their isolated experiences, exchanged ideas about their craft, shared observations about the imperatives of situation, generated insight by taking a fresh look at some of the bold experimentations in India's Screenwriting history.

---

ORGANISATION CHART OF MINISTRY OF I&B



Dy. Director	Economic Analysis wing
DCA	Principal Account Office & P&AOs (under control of CGA)
US (O&M & B&A)	O&M Unit
	B&A
US F-II & PC	PC CELL
US (FIN-I&III)	FIN-II
US (BA-E)	FIN-I, & III
US (BA-P)	BA (E)
	BA (P)
	AE (CRS)
US (BD)	B (F)
	B (D)
US (BP&L)	BP&L
US (FM)	AE (FM)
DD (INSAT)	BC - IV
US (BC)	BC - III
	BC - II
	BC - I
	F(I) Desk
	F(C) Desk
	F (A) DESK
	F(TI) Desk
	F (F) DESK
AD (OL)	Hindi Unit
OSD (IP)	IFC
US Cash & Parl. Cell	PP Cell
US (IP&MC)	Parl. Cell
US (Vig.)	IP&MC
US (Admn.-II & IV)	Vigilance
US (IIS)	Admn.-II
US (MC)	Admn.-IV
US Cash & Parliament Cell	IIS (II)
US (Admn.-I&III)	IIS (I)
	MUC
	Cash
	Admn.-III
	Admn.-I
	F(S) Desk
US (I)	PRESS

**DESIGNATION IN THE MINISTRY**

Secretary	Secretary
Additional Secretary	Additional Secretary
AS&FA	Additional Secretary & Financial Advisor
JS (P&A) & CVO	Joint Secretary (Policy, Media & Administration) & Chief Vigilance Officer
JS (Films)	Joint Secretary (Films)
JS (B)	Joint Secretary (Broadcasting)
Economic Adviser	Economic Adviser
CCA	Chief Controller of Accounts
Director (IP&GA)	Director (Information Policy & General Admn.)
Director (OL)	Director (Official Language)
Director (Admn.&Vig.)	Director (Administration & Vigilance)
Director (Films)	Director (Films)
Director (BC)	Director (Broadcasting Content)
Director (F&PC)	Director (Finance & Plan Coordination)
Director (BP&L)	Director (Broadcasting Policy & Legislation)
Director (BD)	Director (Broadcasting Development)
Director (B&A)	Director (Budget & Accounts)
DS (IIS)	Deputy Secretary (Indian Information Service)
DS (PP, Coord.& Parl.)	Deputy Secretary (Policy Planning, Coordination and Parliament)
DS (BA)	Deputy Secretary (Broadcasting Administration)
CA	Controller of Accounts
US (I)	Under Secretary (Information)
US (MC)	Under Secretary (Media Coordination)
US (Admn.II & IV)	Under Secretary (Administration-II & IV)
US (IIS)	Under Secretary (Indian Information Service)
US (Admn. I and III)	Under Secretary (Administration I and III)
US (Cash & Parliament Cell)	Under Secretary (Cash & Parliament Cell)
US (Vigilance)	Under Secretary (Vigilance)
US (IP&MC)	Under Secretary (Information Policy and Media Coordination)
OSD (IP)	Officer on Special Duty (Information Policy)
US (BC)	Under Secretary (Broadcasting Content)
US (BP&L)	Under Secretary (Broadcasting Policy & Legislation)
DD (INSAT)	Deputy Director (Indian Satellite)
US (BD)	Under Secretary (Broadcasting Development)
US (FM)	Under Secretary (Frequency Module)
US (BA-P)	Under Secretary (Broadcasting Administration Programme)
US (BA-E)	Under Secretary (Broadcasting Administration Engineering)
US (F-I & III)	Under Secretary (Finance-I & Finance-III)
US (F-II & PC)	Under Secretary (Finance-II & Plan Coordination)
US (O&M and B&A)	Under Secretary (Organization & Method and Budget & Accounts)
DCA	Deputy Controller of Accounts
Deputy Director	Deputy Director
AD (OL)	Assistant Director (Official Language)
Admn-I	Administration-I
Admn-II	Administration-II
Admn-III	Administration-III
Admn-IV	Administration-IV
Cash	Cash
Parliament Cell	Parliament Cell
MUC	Media Unit Cell
F(S) Desk	Film Societies Desk
Hindi Unit	Hindi Unit
Vigilance	Vigilance
IP&MC	Information Policy & Media Coordination
PP Cell	Policy Planning Cell
Press	Press
IIS (I)	Indian Information Service-I
IIS (II)	Indian Information Service-II
F (F) Desk	Film Festivals Desk
F (TI) Desk	Film & Television Institute Desk
F (A) Desk	Film Administration Desk
F (C) Desk	Film Certification Desk
F(I) Desk	Film Industry Desk
BC-I	Broadcasting Content-I
BC-II	Broadcasting Content-II
BC-III	Broadcasting Content-III
BC-IV	Broadcasting Content-IV
B (D)	Broadcasting Development
B (F)	Broadcasting (Finance)
BP&L	Broadcasting Policy & Legislation
BA-P	Broadcasting Administration-Programme
AE (FM)	Assistant Engineer (Frequency Modulation)
AE (CRS)	Assistant Engineer (Community Radio Stations)
BA-E	Broadcasting Administration-Engineering
Fin-I & III	Finance I&III
Fin-II	Finance II
PC Cell	Plan Coordination Cell
B&A	Budget & Accounts
O&M Unit	Organization & Method Unit
P&AO	Pay & Accounts Officer
CGA	Controller General of Accounts.
IFC	Information Facilitation Counter
Economic Analysis Wing	Economic Analysis Wing

**Appendix - II****Media-wise Budget**
 MINISTRY OF INFORMATION & BROADCASTING  
 STATEMENT SHOWING THE BUDGET FOR PLAN & NON-PLAN
**Demand No. 58 - Ministry of Information & Broadcasting**

S. No.	Name of Media Units/ Activity	B.E. 2006-2007		
		Plan	Non-Plan	Total
1	2	3	4	5
<b>REVENUE SECTION</b>				
<b>Major Head - "2251"-Secretariat - Social Services</b>				
1.	Main Sectt. (including PAO)	17000	174300	191300
<b>Major Head "2205"-Art &amp; Culture Certification of Cinematographic films for public exhibition</b>				
2.	Central Board of Film Certification	18600	27600	46200
3.	Film Certification Appellate Tribunal	0	1200	1200
<b>Total Major Head '2205'</b>		<b>18600</b>	<b>28800</b>	<b>47400</b>
<b>Major Head - '2220' - Information, Films &amp; Publicity</b>				
4.	Films Division	21000	256400	277400
5.	Directorate of Film Festivals	35300	47400	82700
6.	National Film Archive of India	7300	14000	21300
7.	Grants-in-aid to Satyajit Ray F. & T.I., Kolkata	27900	48500	76400
8.	Grants-in-aid to Children's Film Society, India (CFSI)	52130	1500	53630
9.	Grants-in-aid to Film & Television Institute of India, Pune	3000	68200	71200
10.	Grants-in-aid to Film Societies	0	0	0
11.	Central Monitoring Centre	58500	30000	88500
12.	Research, Reference & Training Division	2500	8900	11400
13.	Grants-in-aid to IIMC	3980	40000	43980
14.	Directorate of Advertising & Visual Publicity	23300	592500	615800
15.	Press Information Bureau	7196	216947	224143
16.	Grant-in-aid to Press Council of India	0	23153	23153
17.	Subsidy in lieu of Interest on loan to PTI	0	0	0
18.	Payment for Pro. & Spl. Services	0	100	100
19.	Transfer to Journalists Welfare Fund	0	0	0
20.	Directorate of Field Publicity	900	270100	271000
21.	Song & Drama Division	72500	123600	196100
22.	Publications Division	0	130700	130700
23.	Employment News	0	291700	291700
24.	Registrar of Newspapers for India	0	24800	24800
25.	Photo Division	7500	27100	34600
26.	Contribution to International Programme for the Development of Communication	0	1400	1400
27.	Contribution to Asia Pacific Institute for Broadcasting Development	0	2000	2000
<b>Total: Major Head "2220"</b>		<b>323006</b>	<b>2219000</b>	<b>2542006</b>
<b>Total: Major Head 2251, 2205 and 2220</b>		<b>358606</b>	<b>2422100</b>	<b>2780706</b>

(Rs. in thousand)

R.E. 2006-2007			B.E. 2007-2008		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
6	7	8	9	10	11
16000	182804	198804	33600	187570	221170
18600	28500	47100	15000	29700	44700
0	908	908	0	1200	1200
<b>18600</b>	<b>29408</b>	<b>48008</b>	<b>15000</b>	<b>30900</b>	<b>45900</b>
80600	225010	305610	46200	235260	281460
21800	45240	67040	38200	49320	87520
7300	14330	21630	10100	14940	25040
27900	49039	76939	77700	50735	128435
34600	4000	38600	27100	4200	31300
3000	67236	70236	62100	70515	132615
0	0	0	0	0	0
20000	200	20200	29000	30000	59000
2500	10395	12895	200	10395	10595
2800	37600	40400	1000	39500	40500
228900	593175	822075	234100	613925	848025
7196	320198	327394	1210	227015	228225
0	23050	23050	0	23700	23700
0	0	0	0	0	0
0	100	100	0	100	100
0	0	0	0	0	0
1139	262595	263734	100	259910	260010
61250	131915	193165	35600	145415	181015
0	134670	134670	400	134720	135120
0	280220	280220	100	281700	281800
0	22560	22560	200	24770	24970
10500	21875	32375	200	23310	23510
0	1400	1400	0	1400	1400
0	1380	1380	0	2000	2000
<b>509485</b>	<b>2246188</b>	<b>2755673</b>	<b>563510</b>	<b>2242830</b>	<b>2806340</b>
<b>544085</b>	<b>2458400</b>	<b>3002485</b>	<b>612110</b>	<b>2461300</b>	<b>3073410</b>

S. No.	Name of Media Units/ Activity	B.E. 2006-2007		
		Plan	Non-Plan	Total
1	2	3	4	5
<b>Broadcasting (Major Head-2221)</b>				
<b>Sound Broadcasting (Sub Major Head)</b>				
<b>Direction and Administration (Minor Head)</b>				
	Salaries	100	100	200
<b>Television (Sub Major Head)</b>				
	Salaries	100	100	200
<b>General (Sub Major Head)</b>				
<b>Prasar Bharati (Minor Head)</b>				
	Grants-in-aid	2981900	9358400	12340300
<b>Total - Broadcasting</b>		<b>2982100</b>	<b>9358600</b>	<b>12340700</b>
North Eastern Area other expenditure scheme for the benefit of North Eastern Region and Sikkim				
	Lump Sum Provision (Major Head - 2552)	464600		464600
<b>Total - Revenue Section</b>		<b>3805306</b>	<b>11780700</b>	<b>15586006</b>

(Rs. in thousand)

R.E. 2006-2007			B.E. 2007-2008		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
6	7	8	9	10	11
100	100	200	100	100	200
100	100	200	100	100	200
2505727	9392100	11897827	1031300	9607600	10638900
<b>2505927</b>	<b>9392300</b>	<b>11898227</b>	<b>1031500</b>	<b>9607800</b>	<b>10639300</b>
464777	0	464777	205190	0	205190
<b>3514789</b>	<b>11850700</b>	<b>15365489</b>	<b>1848800</b>	<b>12069100</b>	<b>13917900</b>



S. No.	Name of Media Units/ Activity	B.E. 2006-2007		
		Plan	Non-Plan	Total
1	2	3	4	5
<b>Capital Section</b>				
<b>Major-head "4220"-Capital outlay on Information &amp; Publicity</b>				
<b>A) Machinery &amp; Equipment</b>				
1.	Acquisition of Equipment for Films Division	10000	0	10000
2.	Acquisition of Equipment for Press Information Bureau	4500	0	4500
3.	Acquisition of Equipment for Directorate of Field Publicity	8300	0	8300
4.	Acquisition of Equipment for Song & Drama Division	2500	0	2500
5.	Acquisition of Equipment for Photo Division	5000	0	5000
6.	Acquisition of Equipment for Main Sectt.	0	0	0
7.	Acquisition of Equipment for Indian Institute of Mass Communication	9370	0	9370
8.	Acquisition of Equipment for Satyajit Ray Film and Television Institute, Kolkata	51500	0	51500
9.	Acquisition of Equipment for Film and Television Institute of India, Pune	20511	0	20511
10.	Acquisition of Equipment for CBFC	6913	0	6913
11.	Upgradation of Print Unit in DFF	0	0	0
<b>B) Buildings</b>				
12.	Multi-storeyed building for Films Division - Major Works	0	0	0
13.	Setting up Museum of Moving Images (FD) Major Works	70000	0	70000
14.	Construction of Nitrate Vaults/Staff quarters for N.F.A.I.	0	0	0
15.	Construction of Phase II Building for NFAI Complex	40000	0	40000
16.	Film Festival Complex - Additions and Alterations - Major Works	31800	0	31800
17.	Setting up of Film & Television Institute at Kolkata - Acquisition of Land & Construction of Building	0	0	0
18.	Soochna Bhavan Building - Major Works	0	0	0
19.	Construction of office and Residential Accommodation for Field Publicity - Major Works	0	0	0
20.	Setting up of National Press Centre and Mini-Media Centre for P.I.B.	100000	0	100000
21.	Construction of Building for Press Council of India	0	0	0
22.	Building & Housing Project of IIMC	2500	0	2500
23.	Building & Towers for Private FM Radio Stations	100000	0	100000
24.	Setting up of Institute of Mass Media (FD)	0	0	0

(Rs. in thousand)

R.E. 2006-2007			B.E. 2007-2008		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
6	7	8	9	10	11
12700	0	12700	0	0	0
4500	0	4500	0	0	0
8900	0	8900	1100	0	1100
2500	0	2500	400	0	400
5000	0	5000	0	0	0
0	0	0	0	0	0
8200	0	8200	0	0	0
51500	0	51500	0	0	0
20511	0	20511	0	0	0
5000	0	5000	5100	0	5100
0	0	0	100	0	100
0	0	0	0	0	0
25000	0	25000	50000	0	50000
0	0	0	0	0	0
64700	0	64700	0	0	0
21000	0	21000	34000	0	34000
0	0	0	0	0	0
0	0	0	20000	0	20000
0	0	0	0	0	0
45000	0	45000	100000	0	100000
0	0	0	0	0	0
2500	0	2500	0	0	0
41500	0	41500	10000	0	10000
0	0	0	100	0	100

S. No.	Name of Media Units/ Activity	B.E. 2006-2007		
		Plan	Non-Plan	Total
1	2	3	4	5
<b>Investment</b>				
	Engineering Consultants (India) Ltd.	0	0	0
<b>Total - Capital Section Major Head '4220'</b>				
<b>Loans for Broadcasting (Major Head-6220)</b>		<b>462894</b>	<b>0</b>	<b>462894</b>
	Films (Sub Major Head)			
	Loans to Public Sector and undertakings <b>(Minor Head)</b>			
	National Film Development Corporation Loans and Advances	0	0	0
<b>Loans for Broadcasting (Major Head-6221)</b>				
<b>Loans to Public Sector and Other Undertakings</b>				
	Prasar Bharati Loans and Advances	457100	0	457100
	Capital Outlay on North East Areas Other Expenditure Project/Scheme for benefit of North Eastern Region & Sikkim (Major Head-4552) Lump Sum provision			
		<b>654700</b>	<b>0</b>	<b>654700</b>
<b>Total - Capital Section</b>		<b>1574694</b>	<b>0</b>	<b>1574694</b>
<b>Total - Demand No. 58</b>		<b>5380000</b>	<b>11780700</b>	<b>17160700</b>

(Rs. in thousand)

R.E. 2006-2007			B.E. 2007-2008		
Plan	Non-Plan	Total	Plan	Non-Plan	Total
6	7	8	9	10	11
0	0	0	0	0	0
<b>318511</b>	<b>0</b>	<b>318511</b>	<b>220800</b>	<b>0</b>	<b>220800</b>
0	0	0	31000	0	31000
411100	0	411100	2174400	0	2174400
505600	0	505600	475000	0	475000
<b>1235211</b>	<b>0</b>	<b>1235211</b>	<b>2901200</b>	<b>0</b>	<b>2901200</b>
<b>4750000</b>	<b>11850700</b>	<b>16600700</b>	<b>4750000</b>	<b>12069100</b>	<b>16819100</b>